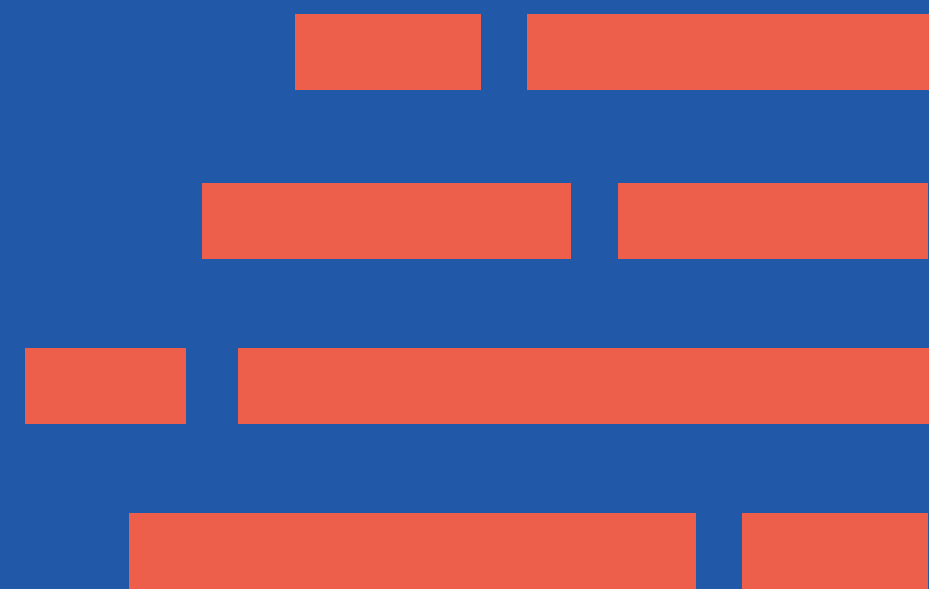





INCUBATION AND ACCELERATION SUPPORT PROGRAMME FOR WOMEN ENTREPRENEURS

Impact Report

Cohort 1, 2019-2020





“The first cohort of women entrepreneurs has successfully graduated from the Her&Now support programmes in the North Eastern Region, Rajasthan and Telangana: 141 entrepreneurs received support to transform their business ideas into registered enterprises and to grow their existing businesses. With our sector-agnostic support we guided businesses in textiles/handloom, food processing, handicrafts, manufacturing, education, services and many other sectors. Entrepreneurship knows no age: Our participants were between 19 and 60 years old.

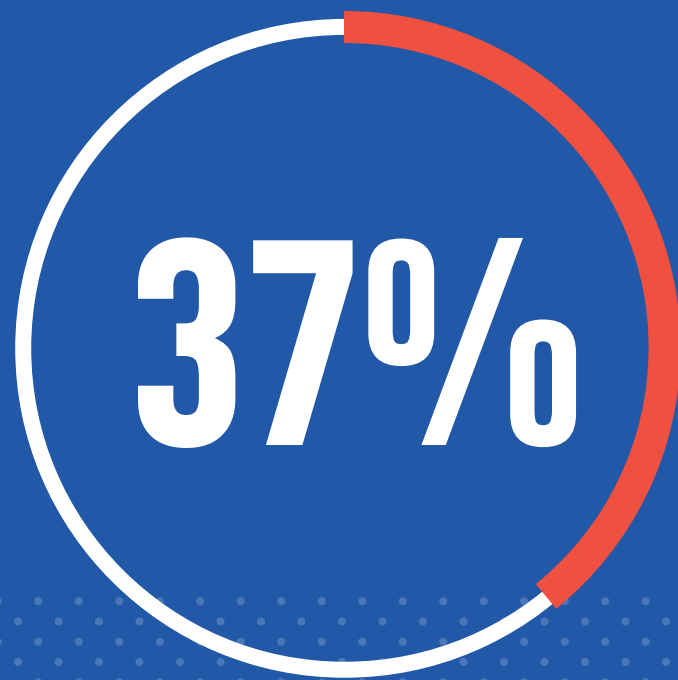
The Her&Now support programmes follow a women-centric approach: During 6-7 months, the women entrepreneurs received classroom trainings by experts on critical business skills, as well as individual mentoring support by more than 45 mentors with specific industry knowledge. Support in access to markets and in identifying and accessing suitable financing options for their enterprises complemented the services provided by our local implementing partners Dhriiti – The Courage Within (North Eastern Region),



Startup Oasis (Rajasthan) and WE Hub (Telangana). Throughout the entire programme, a big emphasis was placed on building up their self-image as business owners and their leadership abilities.

Towards the end of the programmes, the cohort was – and keeps being – impacted by the COVID-19 pandemic. In response, our project extended the support programmes beyond their actual duration. The 141 entrepreneurs who were part of the first cohort of the Her&Now support programmes have been able to achieve impressive successes in taking their businesses to the next level. Their determination to build successful enterprises that can scale, and their perseverance during this COVID-19 pandemic are inspiring. With this short report we would like to highlight and celebrate the impact that we helped create. We hope that they will inspire the equally ambitious entrepreneurs of our next cohort starting this summer”.

Julia Karst, Head of Project Her&Now



**of our incubation
participants have set up
their new business***

"Through the support of WE Hub and the Her&Now programme, we have been able to formalize and establish our startup Arogya Dayini. From understanding statutory compliances to product diversification and standardization to developing strategies for scale, the expertise offered by WE Hub has been phenomenal."

Jayamma Kotla

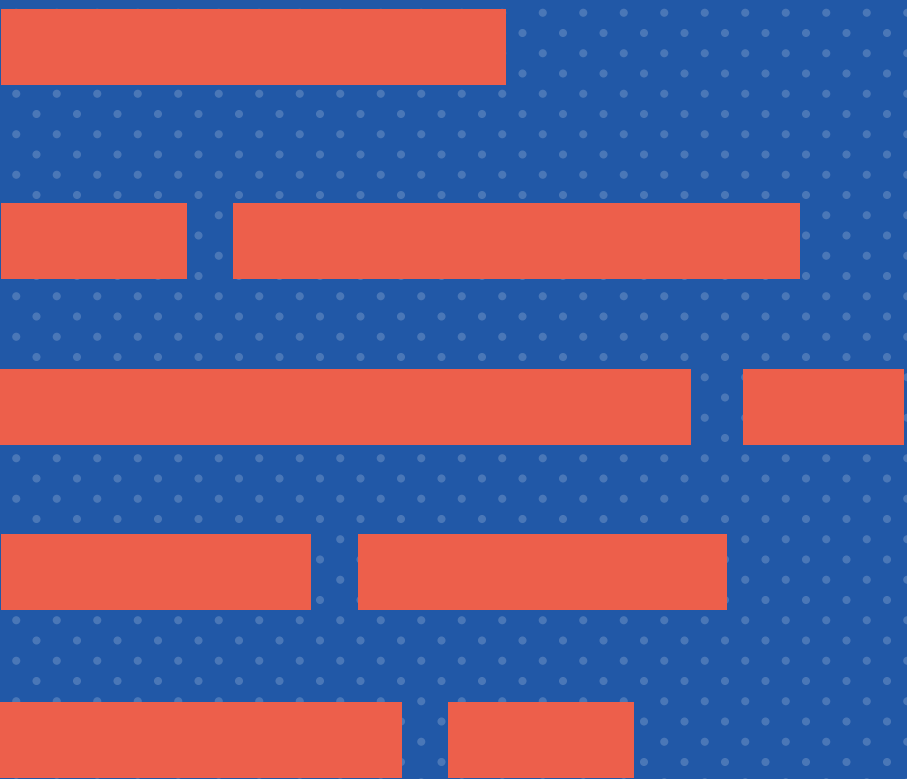
Founder of Arogya Dayini (Telangana)

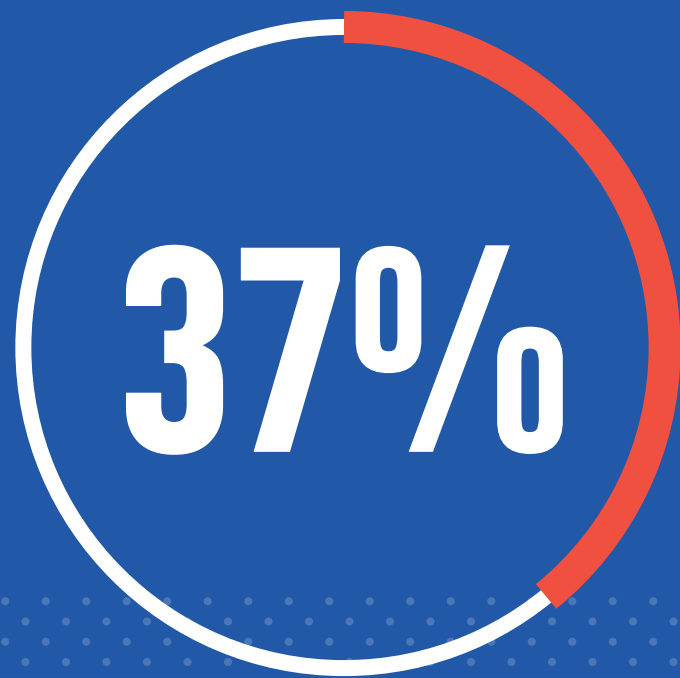
*= registration and business plan in place



**of our acceleration
participants successfully
scaled up their business**

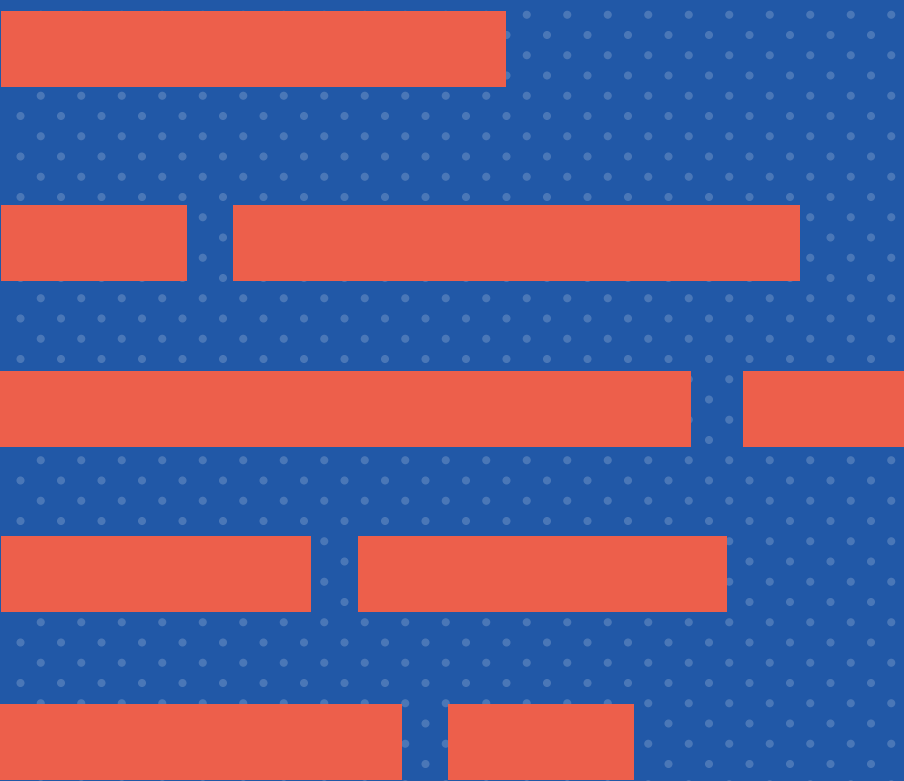
Saloni Kanangoo (Rajasthan), founder of HouseHelp, a tech platform for recruiting verified domestic helpers, has refined her business model with the support of the programme. As a result, she is now catering to both full-time and part-time domestic help and expanded her customer base to institutions.

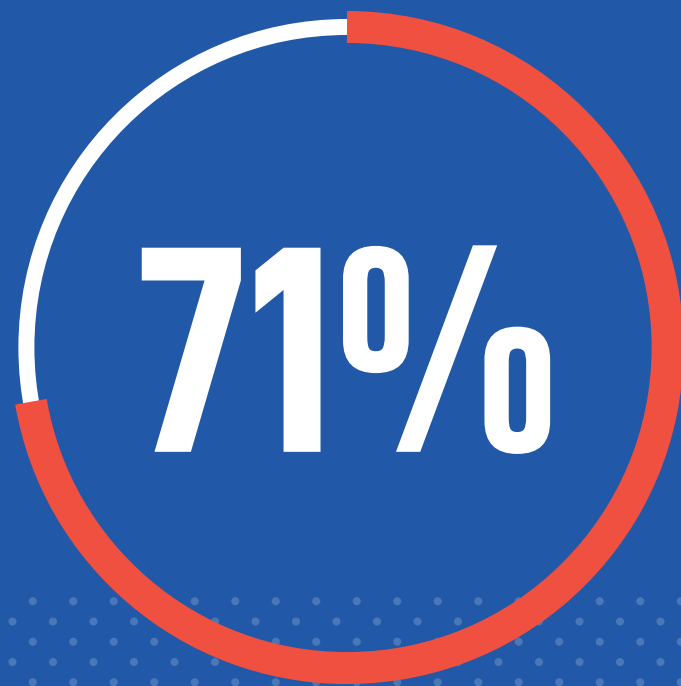




of our participants increased their revenue pre-COVID

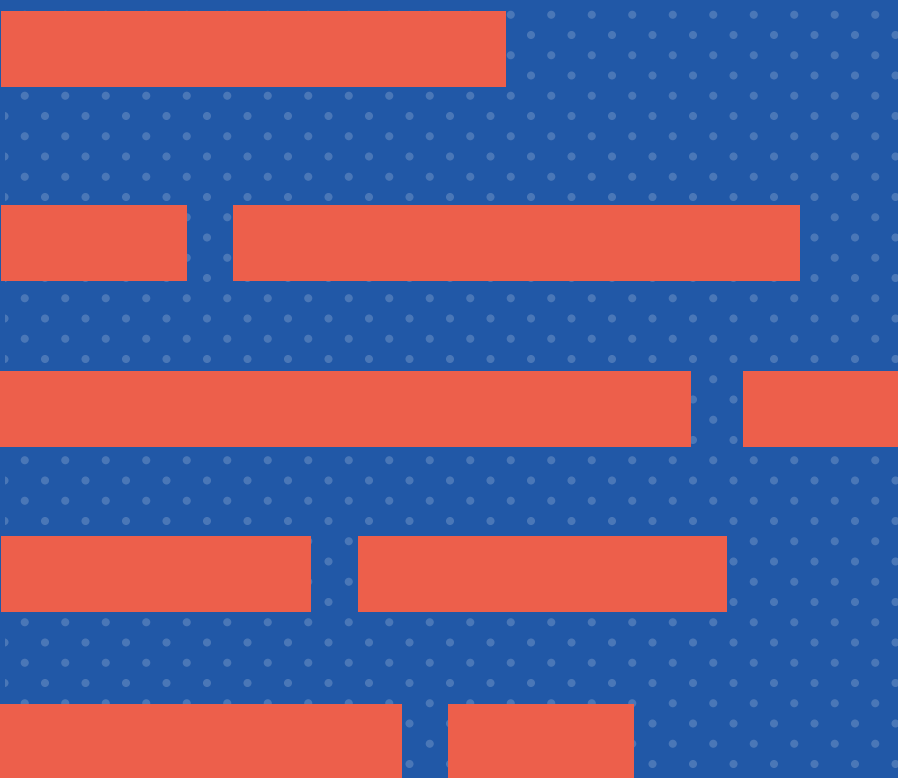
With our mentoring support, **Mallika Bhardwaj** (Rajasthan), founder of Abhivyakti Jewels, has been able to establish a better business model which has shown tangible results: Her revenues have increased from INR 70,000 per month to INR 2,00,000 per month during the programme.

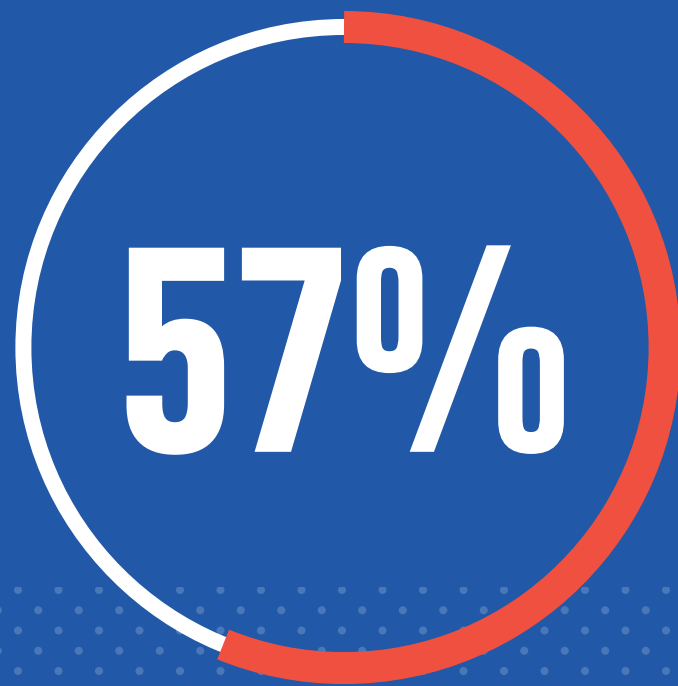




**of our participants
established new market
linkages**

Prachi Gaur (Rajasthan), founder of Remarkable Education, offers career counselling and psychometric tests to identify the interest and skills of the students. She's now expanding her business from one city to pan-India via a franchise model.





**of our participants became
part of business networks**

"I joined WE Hub [Her&Now programme] in 2019 and was inducted into an impressive community of entrepreneurs, partners, mentors, designers, and experts from all sectors. The support I received in terms of industry connects was extremely valuable in building my enterprise."

Shirisha Madham

Founder of Sri Sai Technology (Telangana)

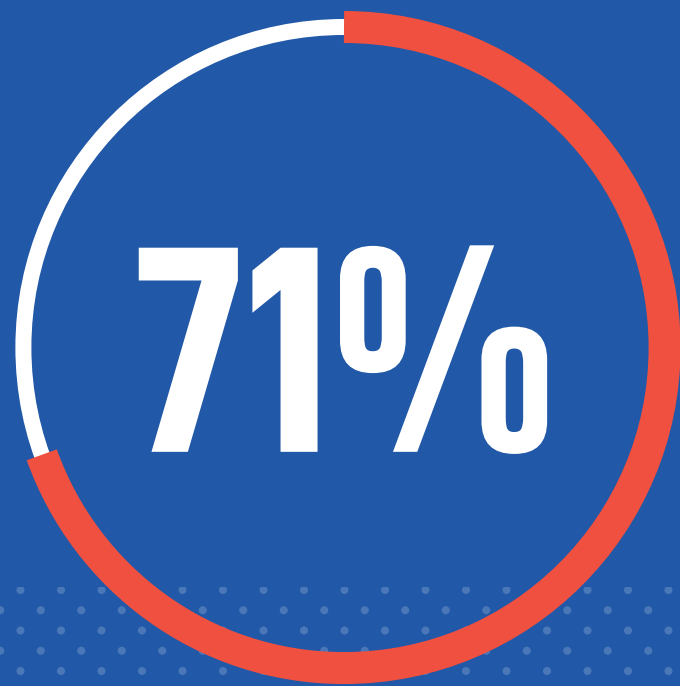


**of our participants
improved the quality of
their products or services**

"I would like to recommend this programme to other women, as this hand holding/mentorship is a must for those who want to start their venture or grow their already running business. It's imperative to have the overall perspective of what all goes in making a successful and profitable enterprise, whether it's understanding the unit economics, knowing who's their correct core customer, competition analysis, or the right way of marketing, finishing and packaging."

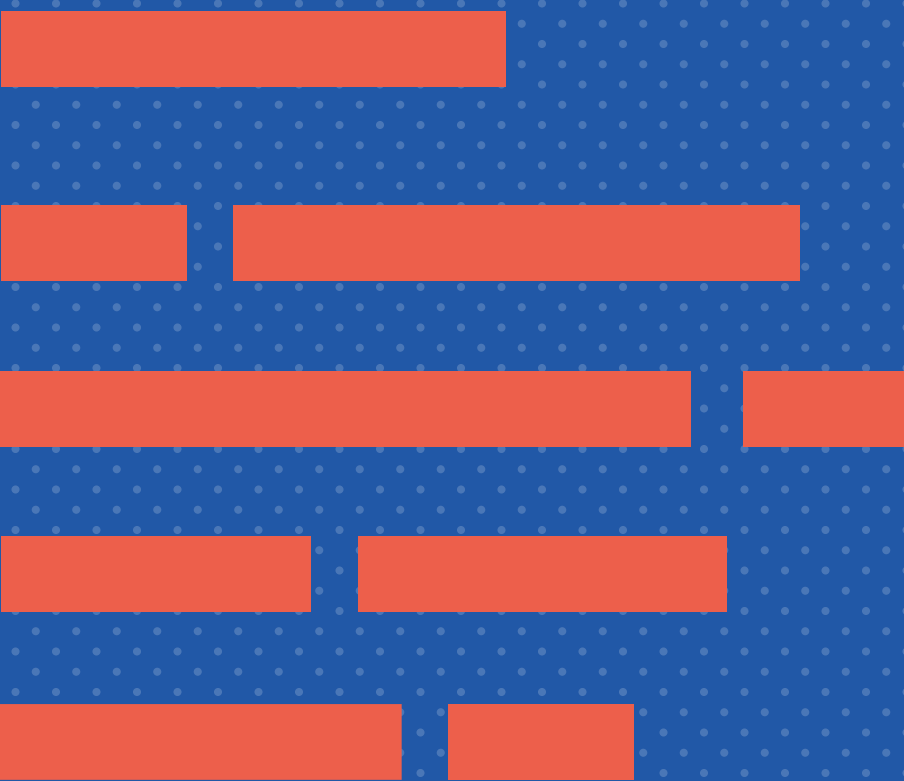
Dolly Jain

Founder of Pink Lemon (Rajasthan)



of our participants improved internal organisational processes

Capacity-building sessions focused on concepts, such as blue ocean strategy, customer relationship management, human resource management, whereas customised mentoring and sessions by domain experts helped entrepreneurs access customised organisational development guidance.



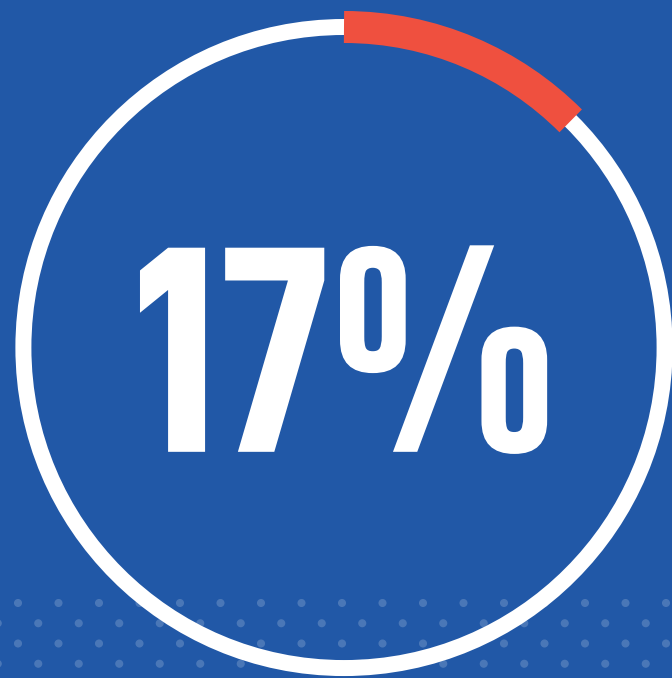


**of our participants
strengthened their
self-confidence as an
entrepreneur**

"The Her&Now Programme has helped me in many ways: It connected me with other women entrepreneurs who are going through the same struggles in the market and home front. It built my self-confidence. It has given me the courage to think big, to dream big."

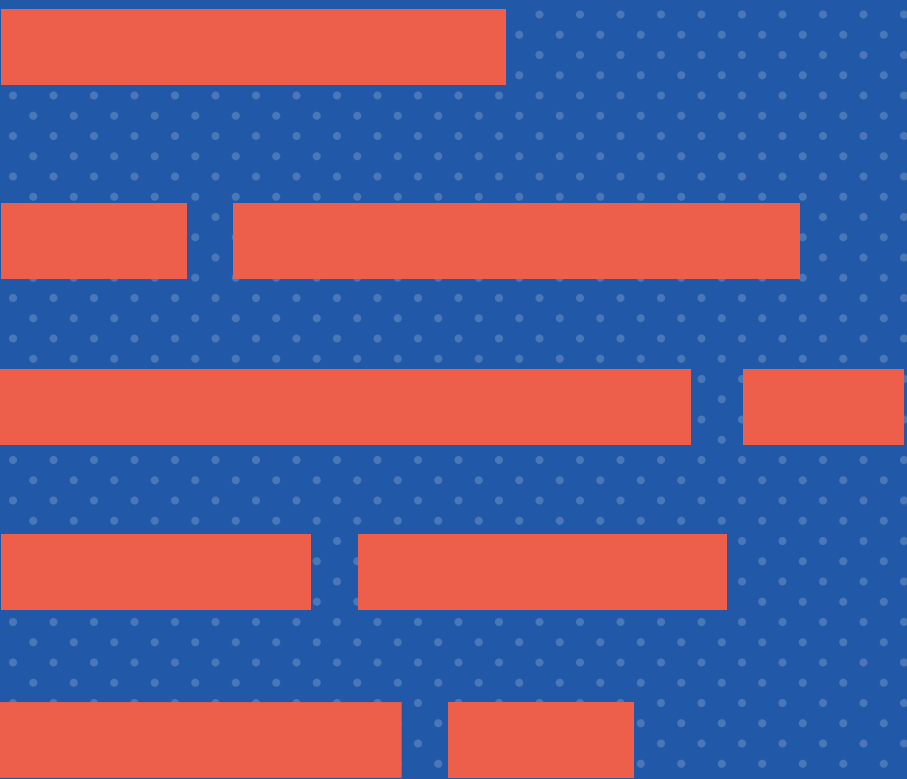
June Rose Vaiphei

Founder of Soothe Handmade (Manipur)



**of our participants'
businesses are currently
not operational due to
COVID-19**

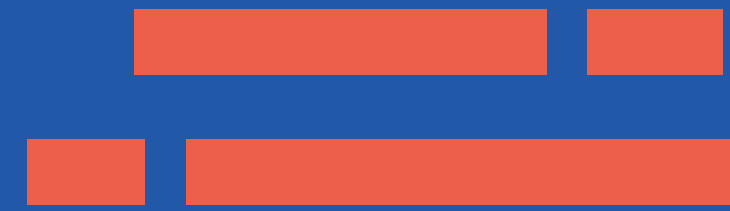
As a result of the COVID-19 pandemic and related restrictions, many others have developed alternative products lines or marketing and distribution channels, and some have also had to scale down their business.



#HERtimeisNOW

Learn more about the stories of 6 of our entrepreneurs and their experiences with Her&Now:

- **R.K. Ongbi Purnima Devi**
Founder of SP Embroidery (Manipur)
- **Tongbram Bijayashanti Devi**
Founder of Sanajing Sana Thambal (Manipur)
- **Runa Rafique**
Piggery entrepreneur (Meghalaya)
- **Rida Gatphoh**
Founder of Dak_ti Crafts (Meghalaya)
- **Manobi Deka**
Founder of Sparsh Group of Schools (Assam)
- **June Rose Vaiphei**
Founder of Organic Soaps (Manipur)



Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is implementing the project 'Economic Empowerment of Women Entrepreneurs and Start-ups by Women' (Project Her&Now) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and in partnership with the Indian Ministry of Skill Development and Entrepreneurship (MoSDE), to improve the framework conditions for women-led enterprises in India.



The project provides incubation and acceleration support for women entrepreneurs. Together with our three local partners, we run incubation and acceleration programmes in tier II and tier III cities in the North Eastern Region, Rajasthan and Telangana. The programmes offer trainings on critical business concepts, customised support through mentorship, access to market opportunities and linkages to financial institutions to equip women to start new businesses and grow their existing businesses.



Based on the experiences of these pilot programmes, the project works together with MoSDE and further government institutions on designing gender-sensitive government support schemes for enterprise promotion.



Short film screenings and our social media campaign encourage a public debate about the great potential of women-led businesses and showcase role models with the goal of transforming socially entrenched norms and roles.

To find out more about our current activities and to become involved, visit our website www.herandnow.in and write to us at herandnow@giz.de