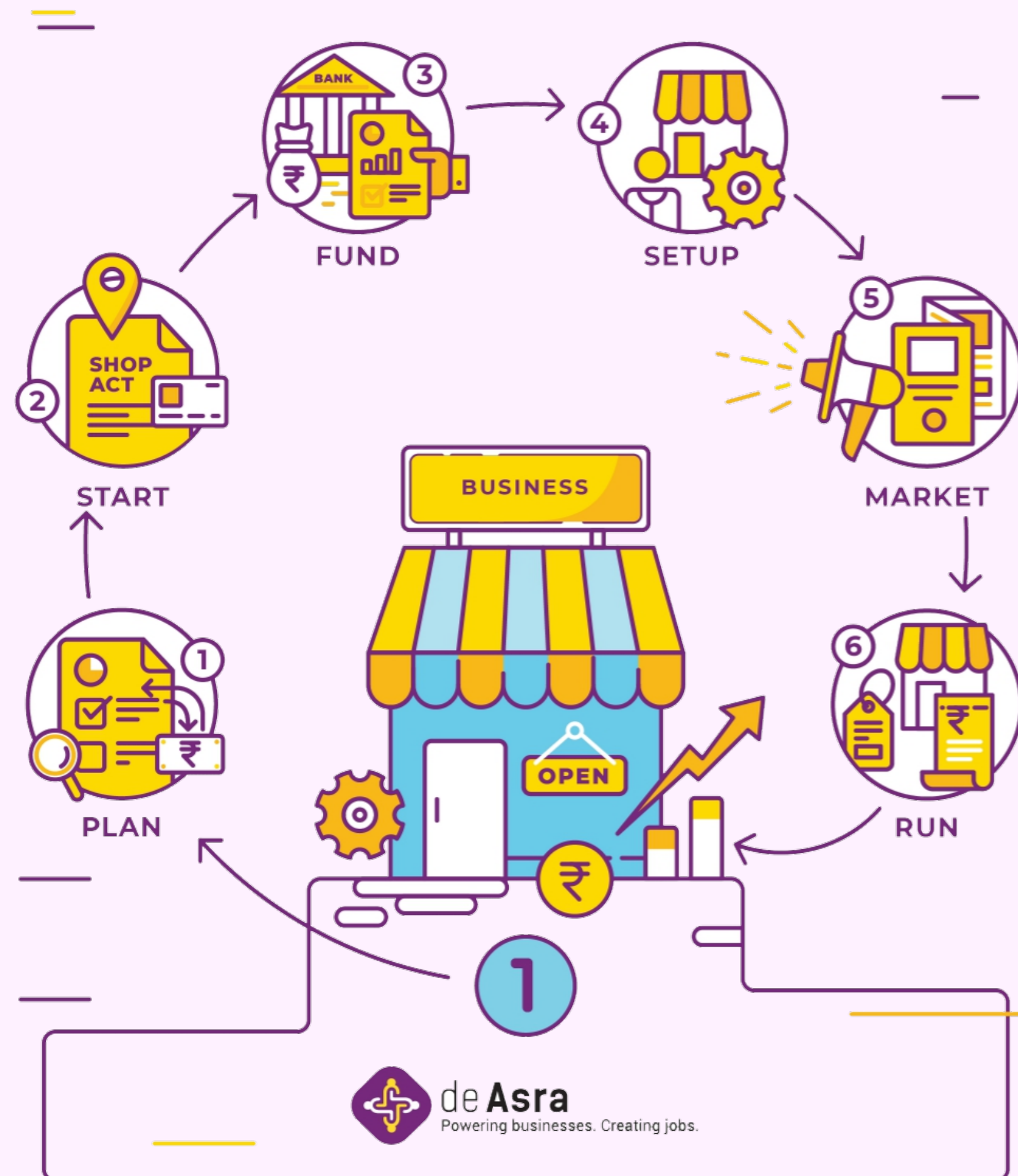




# deAsra Monthly Dashboard

## October 2021



## KEY HIGHLIGHTS

- Top two support areas: Legal Compliances and Marketing
- Top services delivered: dePreneur Listing Service, Group Expert Consultation, Funding Proposal Creation Service

## RESEARCH & POLICY ADVOCACY

### Impact Article for Business Loan Readiness Program:

- Program aimed at strengthening three key aspects for availing loan: Formalization, Digitization & Improving Creditworthiness.
- 92% participants agreed that the content covered in the program was easy to comprehend.

### Impact Report for MSME Loan Initiative:

- Tie-ups with multiple Financial Institutions (NBFCs, Cooperatives, Banks, etc) to provide access to capital to entrepreneurs.
- Study indicated that loan eligibility is high for small amounts of loans.

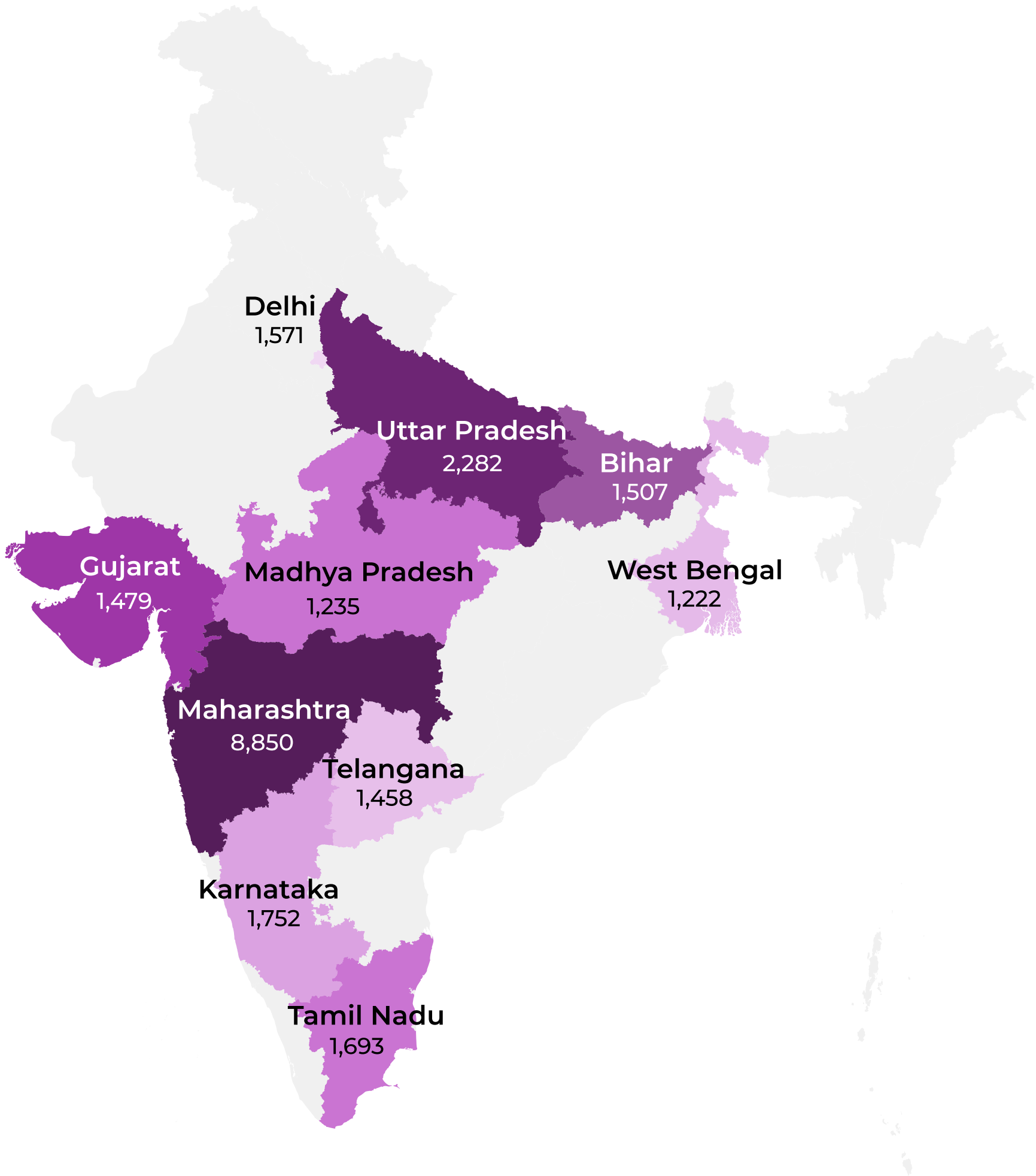
## CONTACT US

+91 93730 35540

team@deasra.co.in

deAsra Foundation, C/o Persistent Systems Ltd. 402, Bhageerath, Senapati Bapat Road, Near ICC Tech Park, Pune 411 016.





Top Low

Visitors from Top 10 States - May 2015 to October 2021

Sr. No.	Region	Overall	October
01	Maharashtra	13,34,699	+8,850
02	Uttar Pradesh	1,20,515	+2,282
03	Karnataka	2,03,857	+1,752
04	Tamil Nadu	1,35,272	+1,693
05	Bihar	65,734	+1,507
06	Telangana	1,44,070	+1,458
07	Delhi	67,686	+1,571
08	Gujarat	1,87,812	+1,479
09	West Bengal	1,52,911	+1,222
10	Madhya Pradesh	74,184	+1,235

Visitors from Top 10 Cities - May 2015 to October 2021

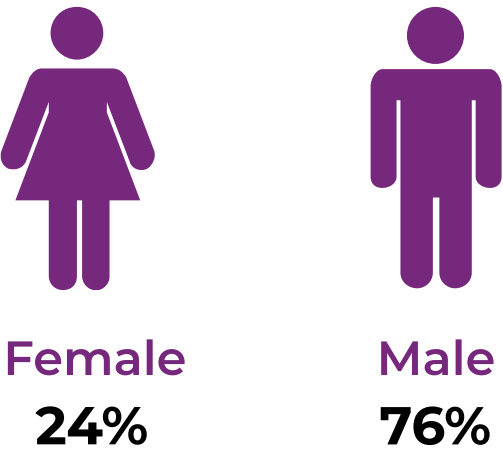
Sr. No.	Region	Overall	October
01	Pune	7,42,222	+4,339
02	Mumbai	3,26,041	+1,747
03	Bengaluru	3,25,599	+1,416
04	Patna	1,86,217	+1,412
05	Hyderabad	55,979	+1,379
06	Nagpur	1,38,263	+1,106
07	Delhi	1,09,460	+1,382
08	Chennai	1,36,774	+1,078
09	Lucknow	59,494	+1,244
10	Ahmedabad	1,09,546	+955

● Data added in October 2021  
● Data overall

Age of Platform Visitors



Gender of Platform Visitors



Total Platform Visitors 15,28,907 (+29,203)

● Most Popular Offerings - October 2021

Most Popular Knowledge Resources	October
<u>GST Registration Application Checklist</u>	7536 (+509)
<u>Digital Marketing Checklist</u>	18020 (+451)
<u>Social Media Marketing Checklist</u>	2828 (+398)

Most Popular Tools and Templates	October
<u>Funding Readiness Assessment Tool</u>	5714 (+173)
<u>Business Compliance Assessment Tool</u>	249 (+24)
<u>Marketing Plan Assessment Tool</u>	143 (+24)

Most Popular Services	October
<u>Group Expert Consultation Service</u>	224 (+103)
<u>dePreneur Listing Service</u>	255 (+41)
<u>Funding Proposal Creation Service</u>	192 (+11)

Programs Conducted
<u>Social Champ Program</u>
<u>Business Loan Readiness Program</u>

- Data added in October 2021
- Data overall



Facebook Followers  
35,548



Instagram Followers  
2,309



YouTube Subscribers  
3,340

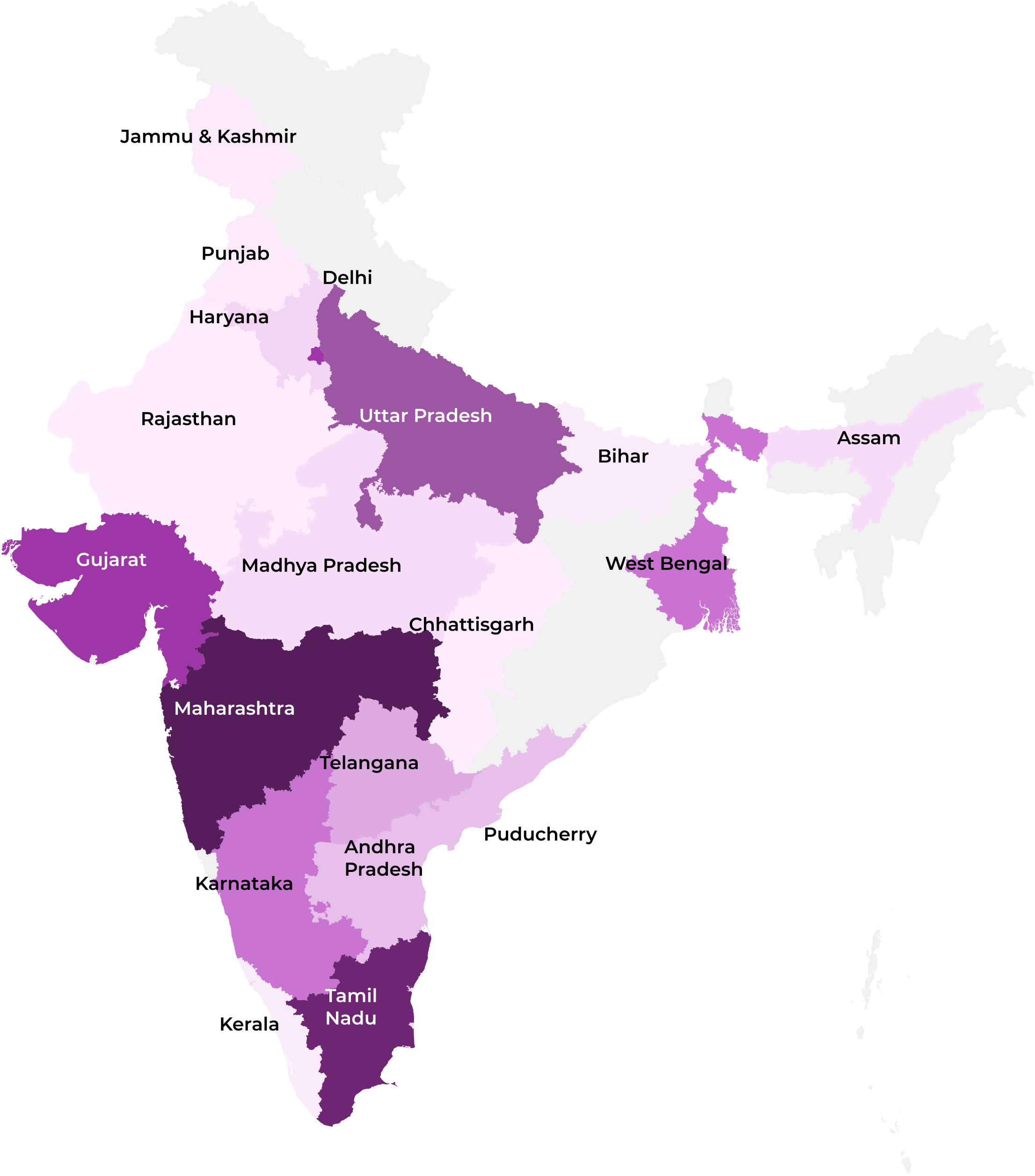


YouTube Lifetime Views  
4,48,991



WhatsApp Members  
1,579

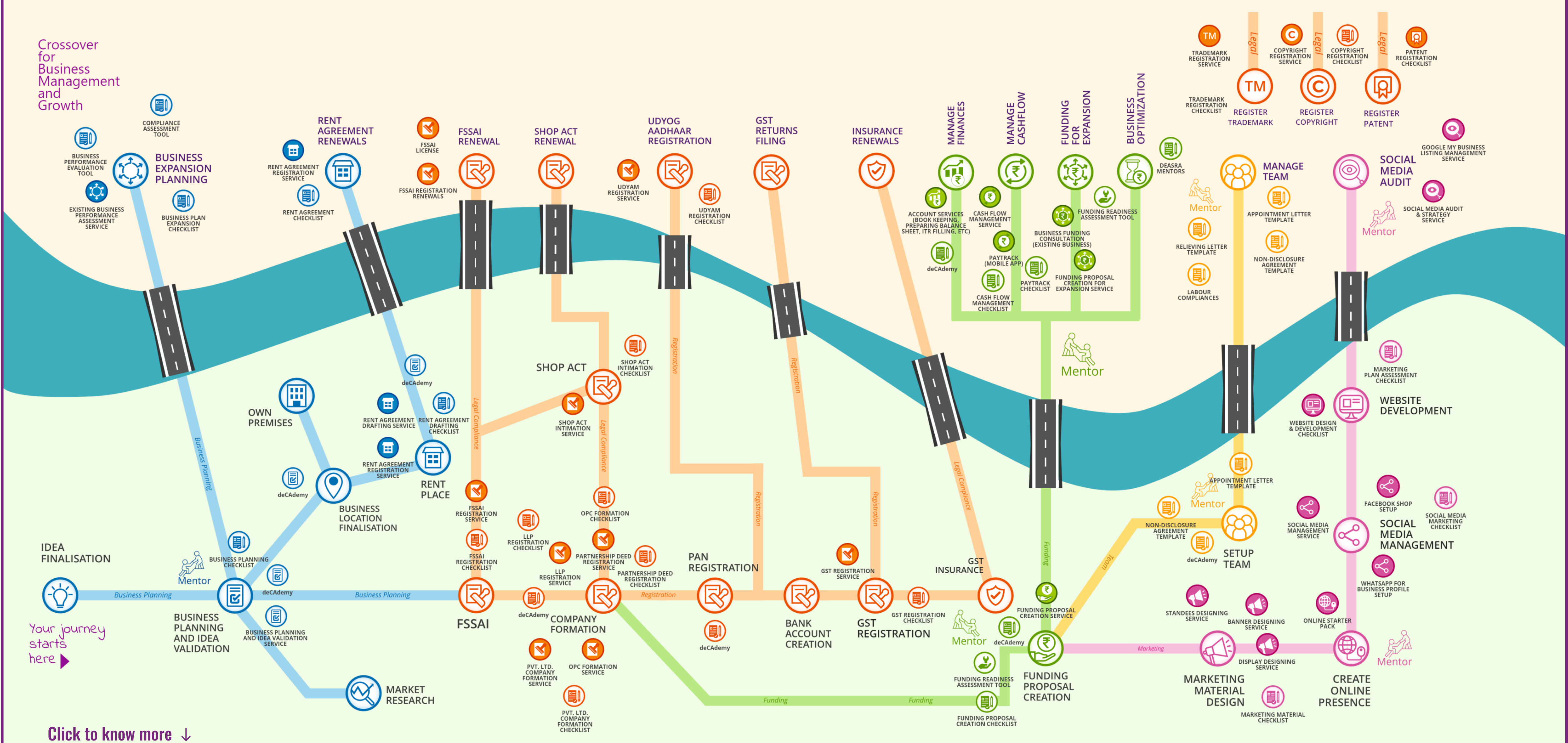
Geographical Reach



Top Low

Type of Partners
Bank/NBFCs
Entrepreneurs' Association
Entrepreneurship Development Organisations
Government Organisations





Click to know more ↓  
**Entrepreneur Journey Map**