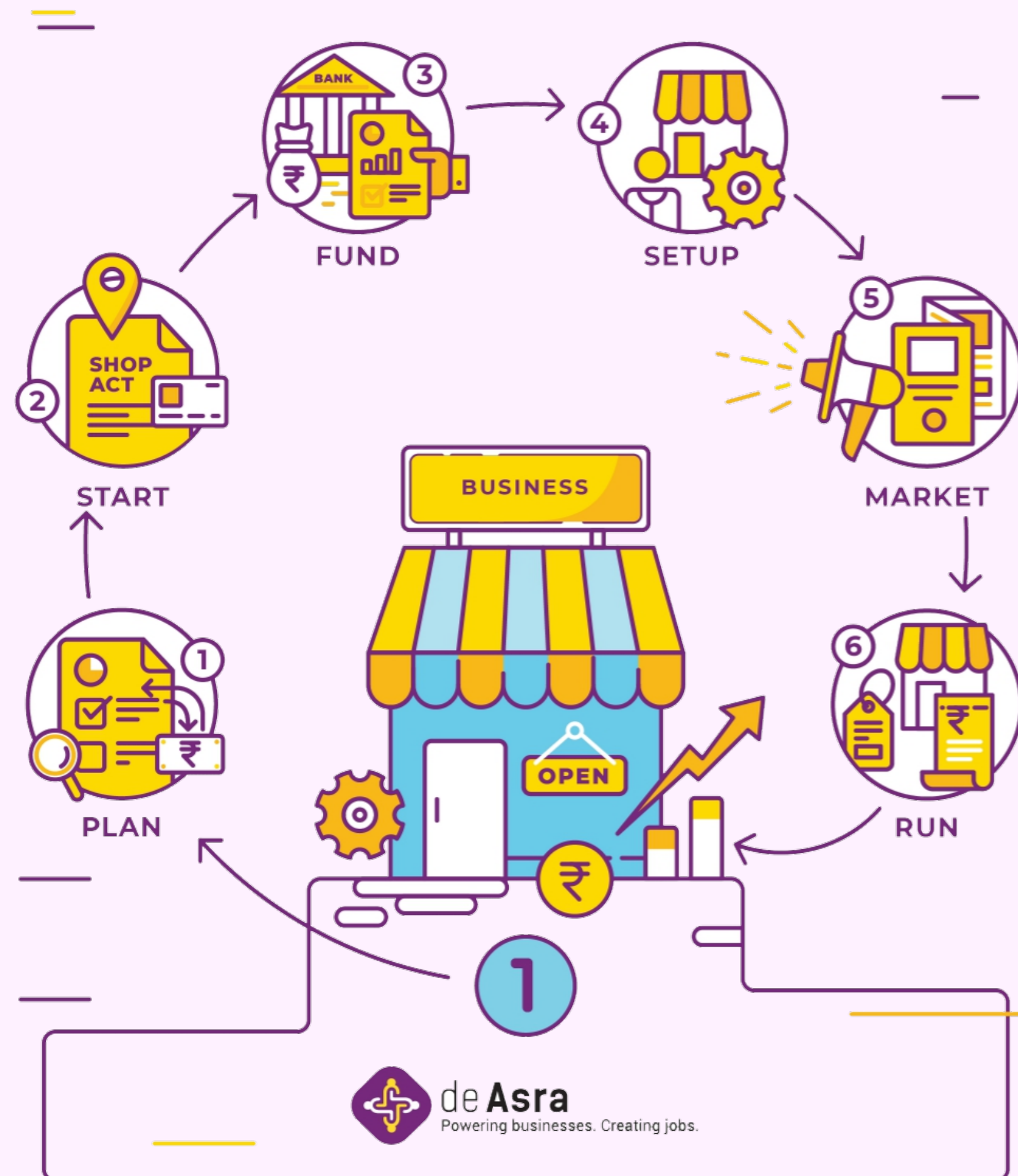




deAsra Monthly Dashboard

November 2021



KEY HIGHLIGHTS

- **Top two support areas:** Legal Compliances and Marketing
- **Top services delivered:** dePreneur Listing Service, Group Expert Consultation, Shop Act Intimation
- **Launched a new support area for businesses:** Sales Vertical
- **Conducted extensive interactive program for nano entrepreneurs** on understanding sales and marketing for business growth

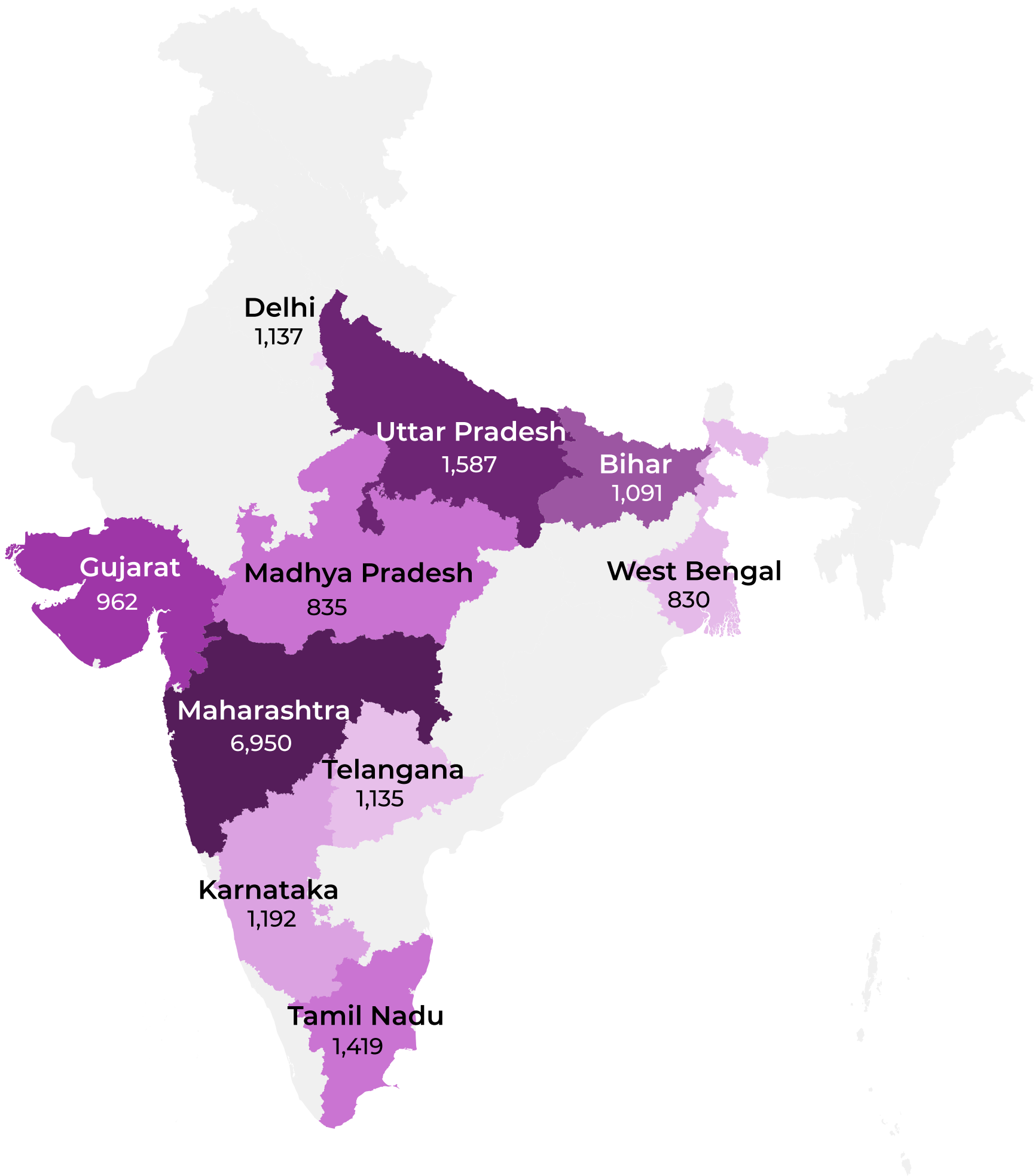
CONTACT US

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

+91 93730 35540

team@deasra.co.in





Top Low

Visitors from Top 10 States - May 2015 to November 2021

Visitors from Top 10 Cities - May 2015 to November 2021

Sr. No.	Region	Overall	October
01	Maharashtra	13,34,699	+6,950
02	Uttar Pradesh	1,20,515	+1,587
03	Karnataka	2,03,857	+1,192
04	Tamil Nadu	1,35,272	+1,419
05	Bihar	65,734	+1,091
06	Telangana	1,44,070	+1,135
07	Delhi	67,686	+1,137
08	Gujarat	1,87,812	+962
09	West Bengal	1,52,911	+830
10	Madhya Pradesh	74,184	+835

Sr. No.	Region	Overall	October
01	Pune	7,42,222	+2,589
02	Mumbai	3,26,041	+1,333
03	Bengaluru	3,25,599	+957
04	Patna	1,86,217	+1,005
05	Hyderabad	55,979	+1,072
06	Nagpur	1,38,263	+1,054
07	Delhi	1,09,460	+993
08	Chennai	1,36,774	+753
09	Lucknow	59,494	+776
10	Ahmedabad	1,09,546	+637

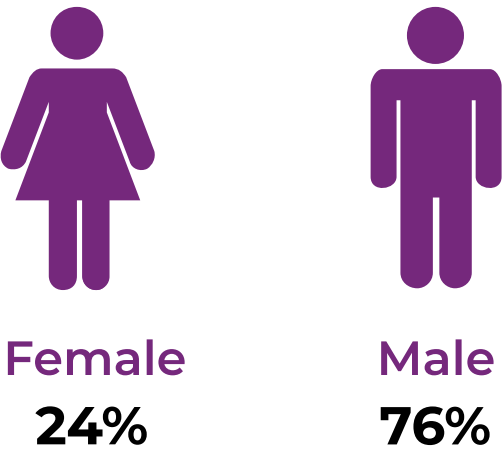
● Data added in November 2021

● Data overall

Age of Platform Visitors



Gender of Platform Visitors



Total Platform Visitors 15,28,907 (+21,764)

● Most Popular Offerings - November 2021

Most Popular Knowledge Resources	November
<u>Website Development Process Checklist</u>	3584 (+507)
<u>Digital Marketing Checklist</u>	18478 (+458)
<u>Udyam Registration Checklist</u>	1487 (+364)

Most Popular Tools and Templates	November
<u>Funding Readiness Assessment Tool</u>	5913 (+199)
<u>Partnership Deed Template</u>	831 (+29)
<u>Relieving Letter Template</u>	2226 (+15)

Most Popular Services	November
<u>Expert Consultation Service</u>	324 (+83)
<u>dePreneur Listing Service</u>	280 (+25)
<u>Shop Act Intimation Service</u>	414 (+5)

Programs Conducted
<u>Business Planning Program</u>
<u>Food Program - Bhojan Pe Charcha</u>

New Offerings Introduced	Offering Type
Program	Basics of Sales

- Data added in November 2021
- Data overall



Facebook Followers
35,763



Instagram Followers
2,365



YouTube Subscribers
3,460

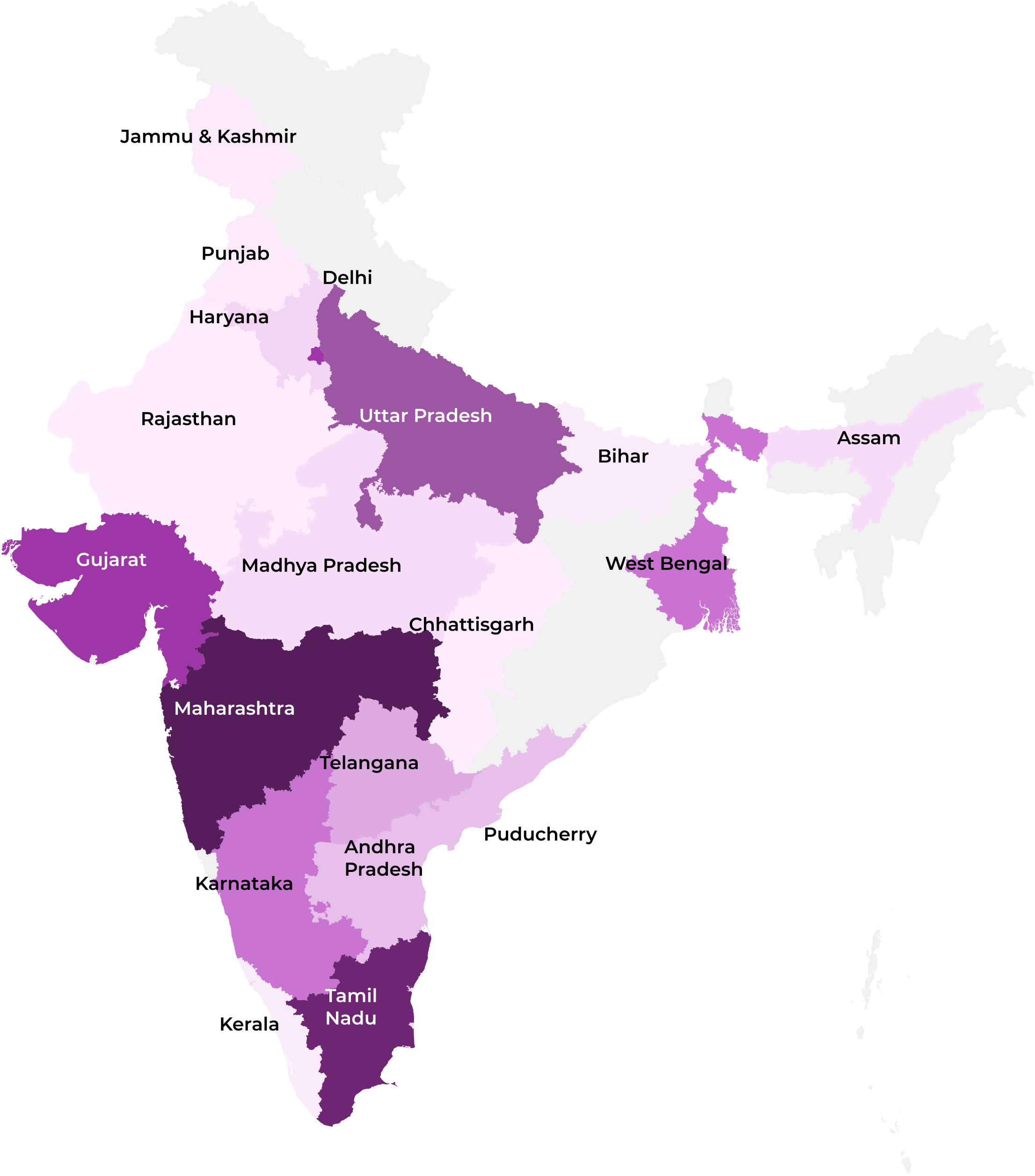


YouTube Lifetime Views
4,51,609



WhatsApp Members
1,590

Geographical Reach



Top Low

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