



deAsra
Powering businesses. Creating jobs.

Monthly Dashboard

January 2022



3,238
**Platform
Users**

deAsra support

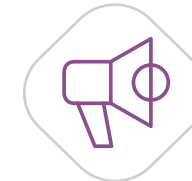


35%
New
Businesses



65%
Existing
Businesses

High demand areas of the month



Marketing



Sales



**Business
Planning**

Our partnerships

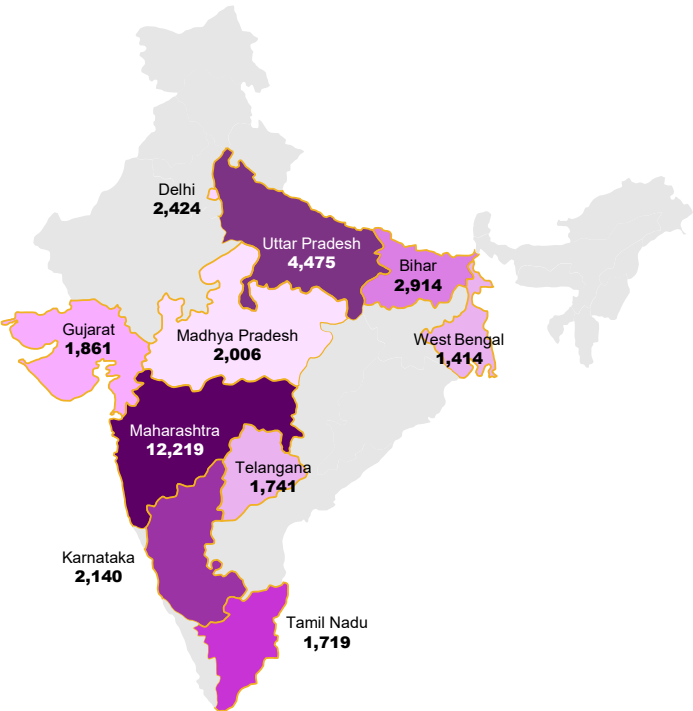


Signed MoU with Marathwada
Mitramandal's College of Commerce
to conduct activities to create awareness
about entrepreneurship in college students.

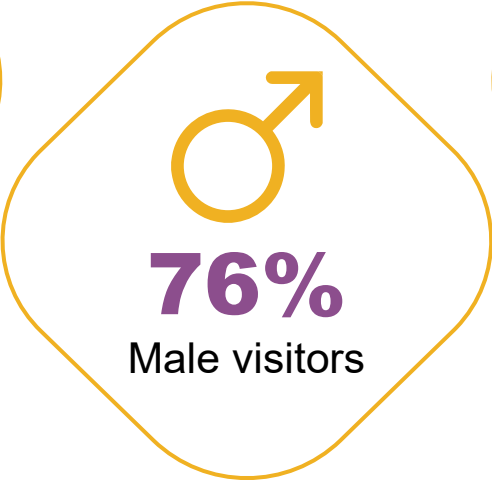
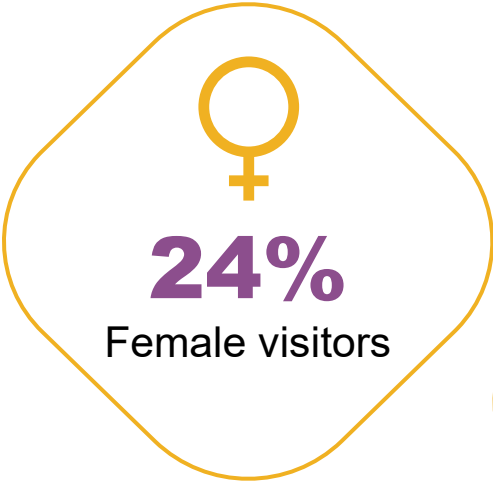


Signed MoU with MagicBus to offer
services like Udyam registration,
Shop Act, FSSAI, Business Planning,
Funding proposal creation.

deAsra Visitors



deAsra Visitors



Visitors' top cities:

Pune, Mumbai, Bengaluru

Most Popular Offerings – January 2022

Most Popular Knowledge Resources		January
Udyam Registration Checklist	3,706	+1,273
GST Registration Application Checklist	8,818	+384
Shop Act Intimation Application Checklist	3,232	+267

Most Popular Tools and Templates		January
Business Performance Assessment Tool	276	+50
Business Compliance Assessment Tool	239	+37
Funding Readiness Assessment Tool	1,540	+27

Most Popular Services		January
deAsra Business Listing	340	+38
Shop Act Intimation	438	+12

Programs Conducted	New Offerings Introduced
Business Planning	Google My Business Listing Training Program
Sales for Growth	Taxation for MSMEs

◆ Data—Overall ◆ Data—Added in January

Community Engagement



Followers
36,225



Followers
2,426



Subscribers
3,551



Views till date
4,56,025



Members
1,625

Articles on Nano Entrepreneurship

Evolving Ecosystem for Nano entrepreneurs

The ecosystem to accelerate the growth of nano and micro entrepreneurs has seen a progressing shift wherein some key support areas that have been delved into by various ecosystem members are legal & compliance, marketing, access to finance and mentorship. Within this ecosystem, various partnerships and innovative models have been established to achieve objectives such as less burdening legal and compliance measures, inching towards financial inclusion, better and affordable access to finance and marketing techniques for business growth.

[Find the detailed article here](#)

Generating awareness around crucial government schemes for MSMEs

Snehal Machile, a food entrepreneur, has been running her small business since 2018. After being faced with pandemic challenges such as higher expenditure for business needs, Snehal decided to become a part of the deAsra-Gromor loan initiative, from which the working capital availed further assisted her to not compromise on the quality of her products and also enabling her to keep the product pricing structure unchanged.

[Find the detailed story here](#)

Journey of a deAsra nano entrepreneur

The Government of India introduces several schemes for the benefit of MSMEs. However, often MSME business owners are not aware of these schemes and thus lose out on benefiting from them. deAsra's platform makes it convenient and easy for small business owners to become aware of the several government schemes that MSMEs can apply for and can benefit from and further help the entrepreneurs to apply for it promptly with the necessary paperwork ready.

[Find the detailed blog here](#)

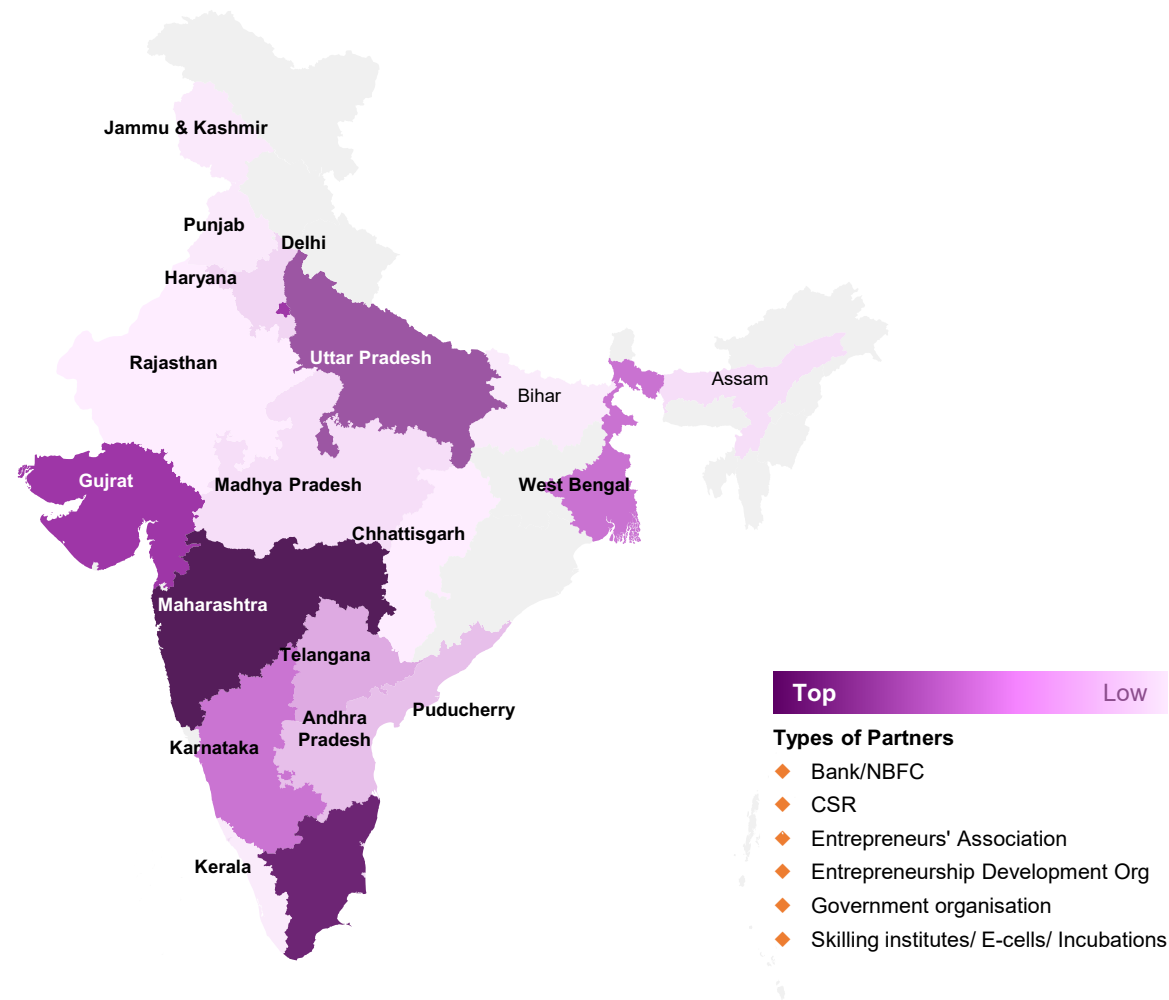
Insights based on deAsra's MSME Loan initiative

Insights based on deAsra's MSME Loan initiative by Prof. Yugank Goyal from FLAME University and Nikhilla B have revealed the importance of training micro-loan applicants for effective disbursal. The study also highlights the challenges faced by micro-businesses and the need for financial literacy.

[Read on for more](#)

Partner Map

Geographical Reach



121 Total Number of Partners

Pilot Project on Entrepreneurship Development in the Holy City of Jagannath Puri, Odisha

Name of Partner: Indian Institute of Entrepreneurship

Area of support: deAsra supported as a knowledge partner and helped the local implementation agency with the guidelines to execute EDP programs, validation of funding proposals through experts, creation of fund ready proposals, and working capital loan.

Engaged number of entrepreneurs: 150



deAsra Foundation

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