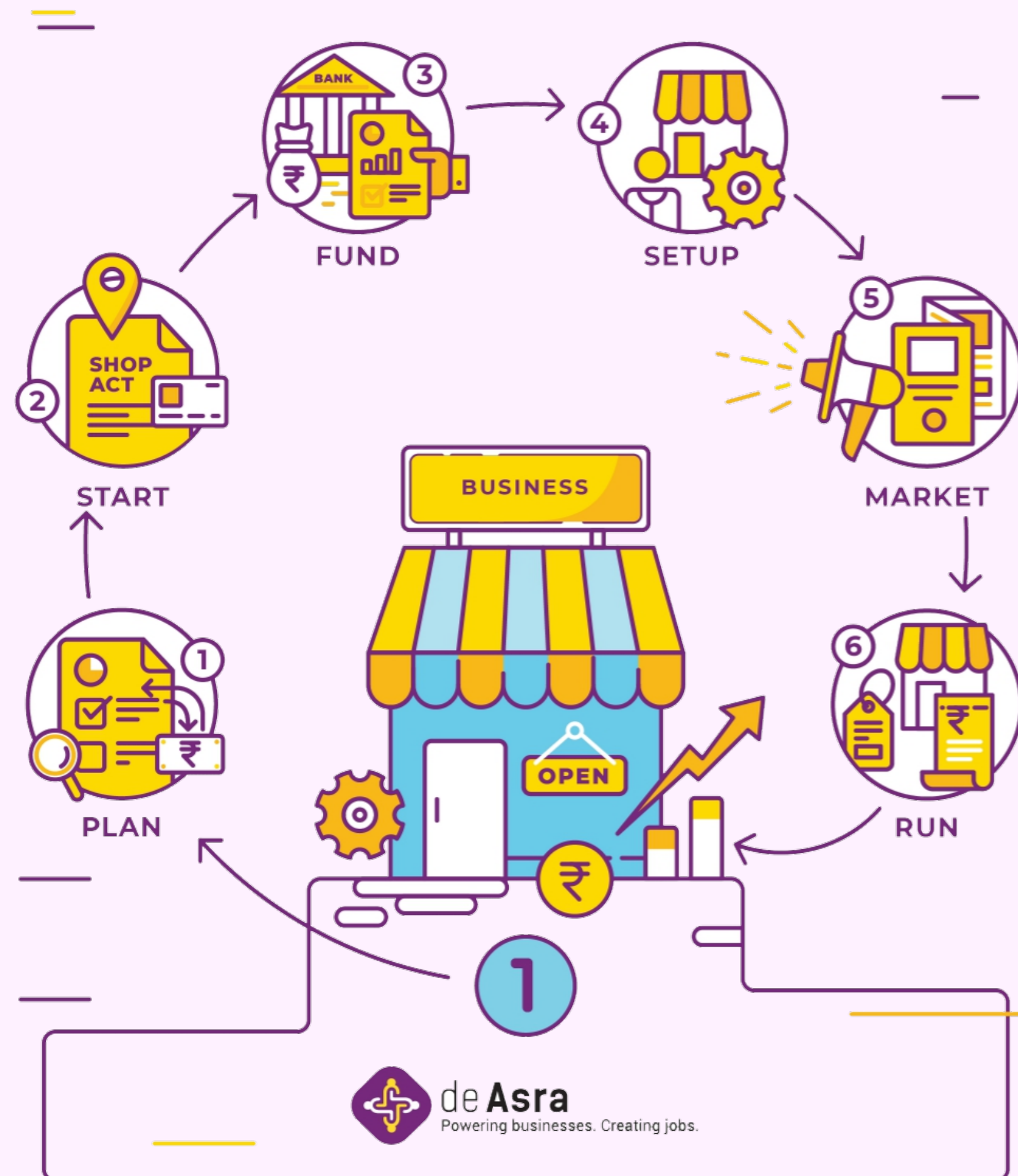




# deAsra Monthly Dashboard

## December 2021



## KEY HIGHLIGHTS

- Top two support areas: Legal Compliances and Marketing
- Program on 'Understanding Government Initiatives/Schemes for MSMEs' was conducted for awareness of small businesses
- **deAsra Discussion Forum** - A new platform is made available on deAsra website for Small Businesses to mention their business requirements/observations/experiences.
- Local Service Providers made available for various compliance services in the regions of Thane (Mumbai), Nashik and Nagpur

## RESEARCH & POLICY ADVOCACY

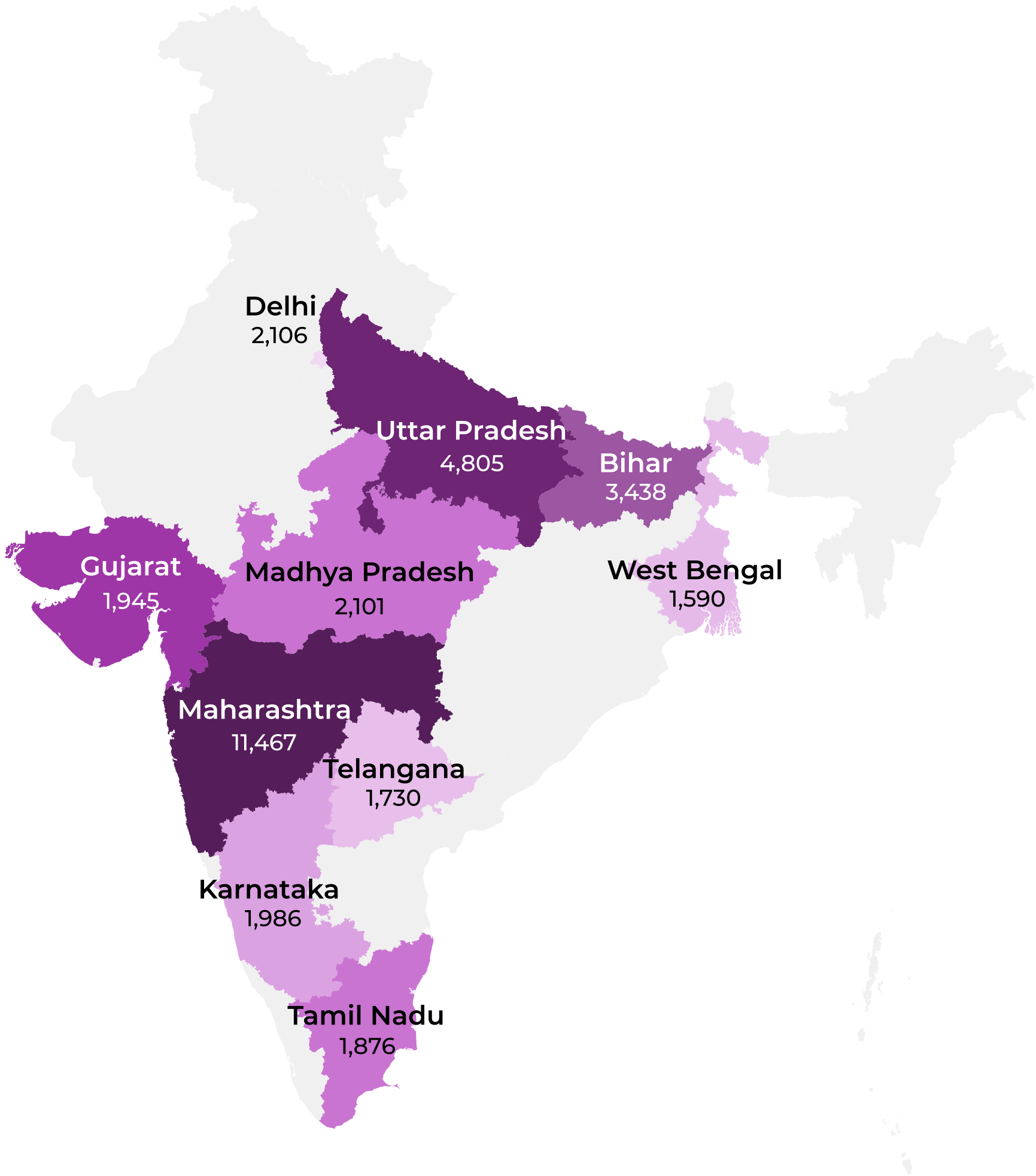
- **Discussing Need for Separate Recognition of Nano Enterprises** - Consortium of Indian Associations (CIA), an apex MSME body representing around 50 MSME associations spread across the country has demanded the government to create a separate ministry for micro enterprises for better focus and policy support. Please click [here](#) to read the detailed article.

## CONTACT US

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Top Low

Visitors from Top 10 States - May 2015 to December 2021

Sr. No.	Region	Overall	December
01	Maharashtra	13,46,166	+11,467
02	Uttar Pradesh	1,25,320	+4,805
03	Karnataka	2,05,843	+1,986
04	Tamil Nadu	1,37,148	+1,876
05	Bihar	69,172	+3,438
06	Telangana	1,45,800	+1,730
07	Delhi	69,792	+2,106
08	Gujarat	1,89,757	+1,945
09	West Bengal	1,54,501	+1,590
10	Madhya Pradesh	76,285	+2,101

Visitors from Top 10 Cities - May 2015 to December 2021

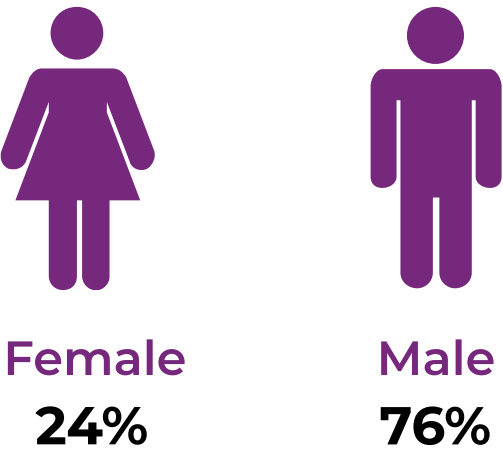
Sr. No.	Region	Overall	December
01	Pune	7,46,623	+4,401
02	Mumbai	3,28,317	+2,276
03	Bengaluru	3,27,195	+1,596
04	Patna	1,89,440	+3,223
05	Hyderabad	57,626	+1,647
06	Nagpur	1,40,263	+2,000
07	Delhi	1,11,318	+1,858
08	Chennai	1,37,753	+979
09	Lucknow	62,409	+2,915
10	Ahmedabad	1,10,894	+1,348

● Data added in December 2021  
● Data overall

Age of Platform Visitors



Gender of Platform Visitors



Total Platform Visitors 15,70,160 (+41,253)

Most Popular Offerings - December 2021

Most Popular Knowledge Resources	December
<a href="#">Udyam Registration Checklist</a>	2433 (+946)
<a href="#">GST Registration Application Checklist</a>	8434 (+567)
<a href="#">Shop Act Intimation Application Checklist</a>	2965 (+246)

Most Popular Tools and Templates	December
<a href="#">Funding Readiness Assessment Tool</a>	6012 (+99)
<a href="#">Business Performance Assessment Tool</a>	528 (+36)
<a href="#">Partnership Deed Template</a>	853 (+22)

Most Popular Services	December
<a href="#">deAsra Business Listing</a>	302 (+22)
<a href="#">Shop Act Intimation</a>	426 (+12)
<a href="#">Udyam Registration</a>	31 (+4)

Programs Conducted
<a href="#">Understanding Government /Schemes for MSME's Program</a>

● Data added in December 2021  
● Data overall



Facebook Followers  
35,916



Instagram Followers  
2,416



YouTube Subscribers  
3,504



YouTube Lifetime Views  
4,53,903



WhatsApp Members  
1,610

Geographical Reach



Type of Partners
Bank/NBFCs
CSR
Entrepreneurs' Association
Entrepreneurship Development Org
For profit company
Government organisation
Skilling institutes/ E-cells/ Incubations
Social Impact partner

