



deAsra
Powering businesses. Creating jobs.

Monthly Dashboard

March 2022



3,128
**Platform
Users**

deAsra top business sectors



22%
Food
Businesses



10%
Fashion &
Beauty
Businesses

High demand areas of the month



Marketing



Sales



**Business
Planning**

Our activities

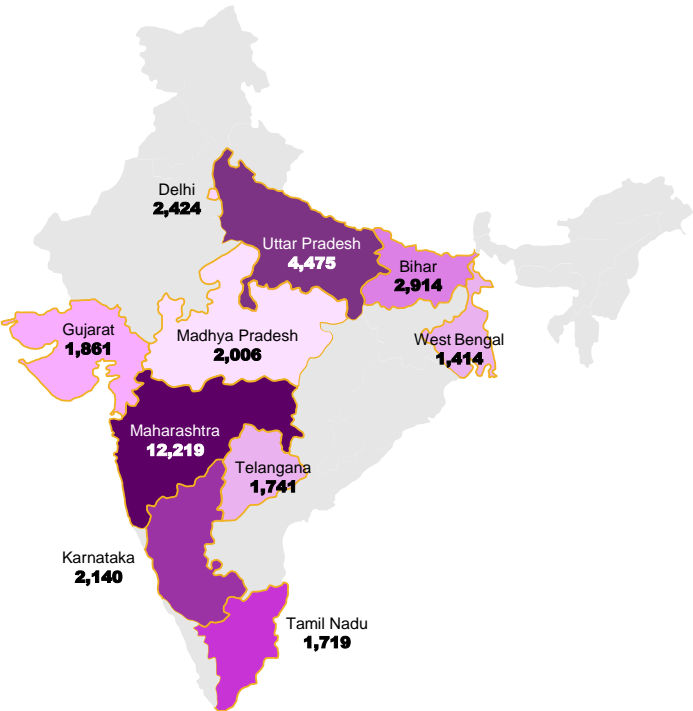


Signed MoU as knowledge partner with Indian Institute of Entrepreneurship to strengthen Kollur temple town economy & create sustainable local livelihoods

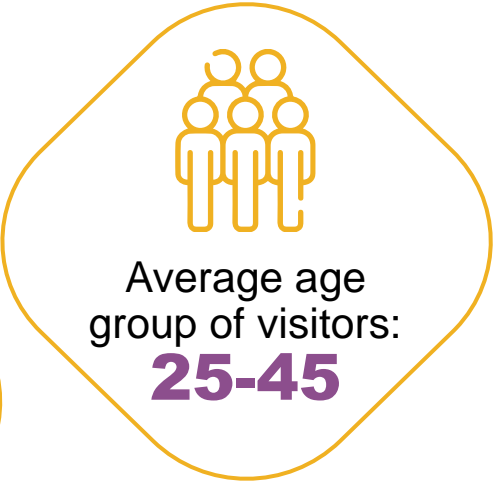
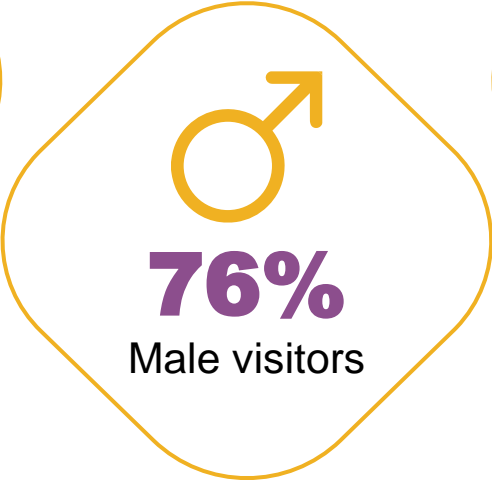
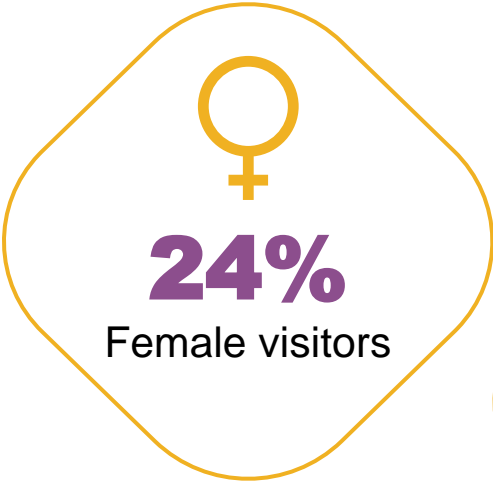


Participated in discussion with Embassy of Brazil in India around "Women entrepreneurship in Brazil and India"

deAsra Visitors



deAsra Visitors



Visitors' top cities:

Pune, Mumbai, Bengaluru

Most Popular Offerings – March 2022

Most Popular Knowledge Resources		March
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		March
Business Performance Assessment Tool	276	+50
Business Compliance Assessment Tool	239	+37
Funding Readiness Assessment Tool	1,540	+27
Most Popular Services		March
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 March

Community Engagement

 Followers
36,225

 Followers
2,426

 Subscribers
3,551

 Views till date
4,56,025

 Members
1,625

Entrepreneurship Excellence Awards

Small businesses are the backbone of the Indian economy. Despite immense hardships faced over the last two years, they have constantly adapted to change and met challenges with courage. Therefore, celebrating the spirit of entrepreneurship, deAsra invited small businesses across Pune and PCMC areas to share their growth stories and land a chance to participate in the annual flagship event - the Entrepreneur Excellence Awards. The theme for this year's awards was celebrating businesses in the food industry.

Read on for [more details of the award](#)

Discussing food businesses with nano entrepreneurs

Small businesses, formal and informal, contribute nearly a fifth of the total food product manufacturing output. City areas are comprised of small food businesses such as canteens, poli-bhaji shops, home-food snacks and tiffin businesses. These food businesses were faced with many challenges in the pandemic - shortage and added costs of raw materials, the need to quickly grasp technology and social media marketing, retention of employees, enhancing their hygiene measures.

Read on for [more](#)

Discussing Need for Separate Recognition of Nano Enterprises

99% of the 63 million enterprises officially fall in the category of micro-enterprise based on investment and revenue criteria. However, the MSME Development Act, (2006) largely caters to the remaining 1% enterprises that comprise of small and medium businesses. The micro group itself is characterized by heterogeneity, fragmentation and informalization. If we refine categories further, another separate grouping of entrepreneurs and enterprises can be carved out, which we can call nano-entrepreneurs.

Find the detailed [article here](#)

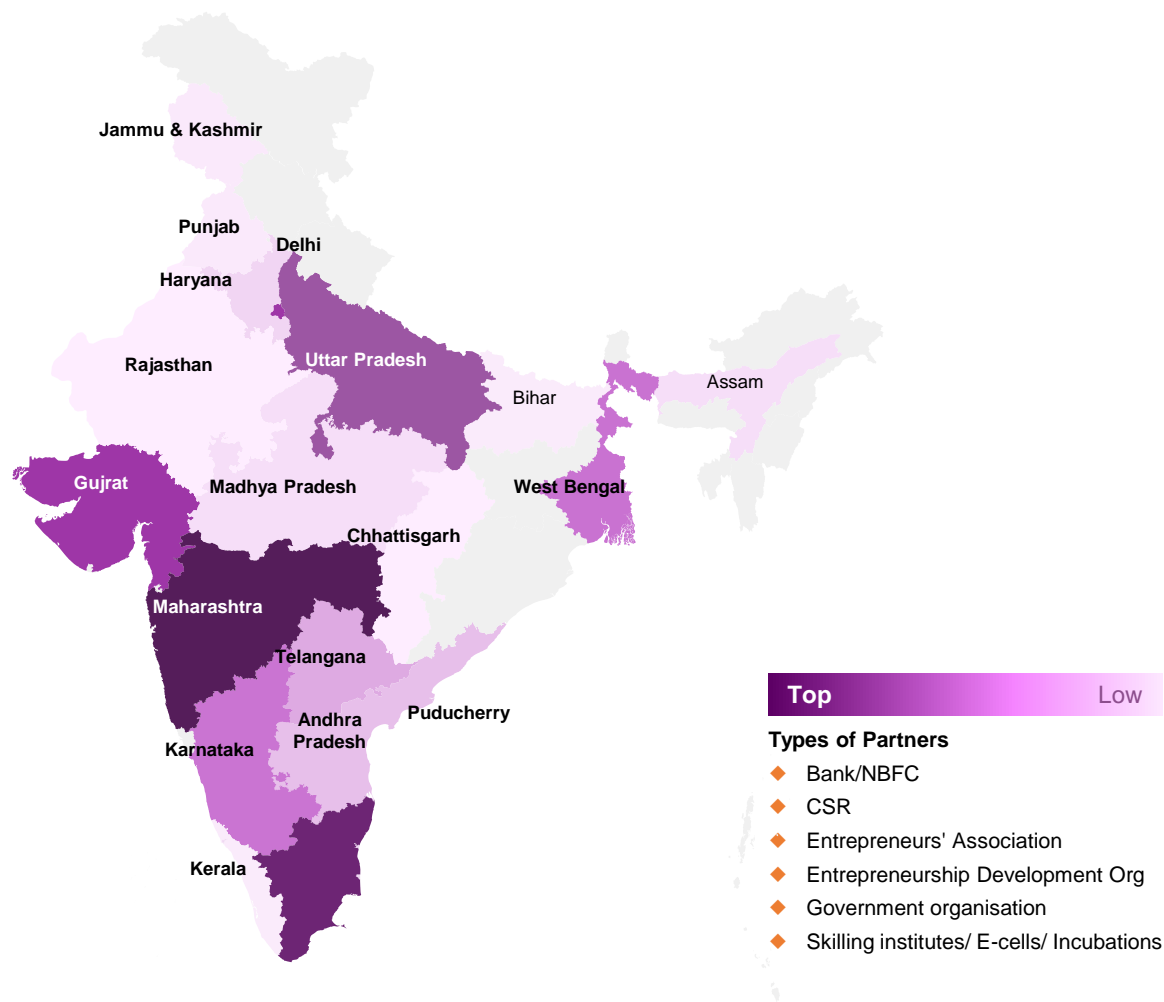
Digital Banking: Way towards financial inclusion for small businesses

A substantial fraction of 63.88 million MSMEs remain outside the ambit of formal finance and there is continued reliance on informal money markets. Barriers such as high cost, physical distance, lack of proper documentation limit banks' capacity to assess and manage the credit risks of small businesses. Therefore, digital banking comes into the picture to pave the way for small businesses. Looking forward, India is now in plans of empowering digital banks to support small businesses and achieve more inclusive growth.

Read on for [more](#)

Partner Map

Geographical Reach



121 Total Number of Partners

Udyam Compliances support program with Udyam Learning Foundation

Name of Partner: Udyam Learning Foundation

Area of support: deAsra supported as an implementation partner for entrepreneurs identified by Udyam Learning Foundation to educate, train and hand hold them in completing Udyam registrations

Engaged number of entrepreneurs: 36



deAsra Foundation

C/o Persistent Systems Ltd.
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Near ICC Tech Park, Pune 411 016.

