



**deAsra**  
Powering businesses. Creating jobs.

# Monthly Dashboard

July 2022



**3,300**  
**Platform  
Users**

## deAsra top business sectors

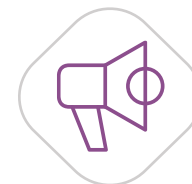


**22%**  
Food  
Businesses



**10%**  
Fashion &  
Beauty  
Businesses

## High demand areas of the month



**Marketing**



**Sales**



**Business  
Planning**

## Our activities

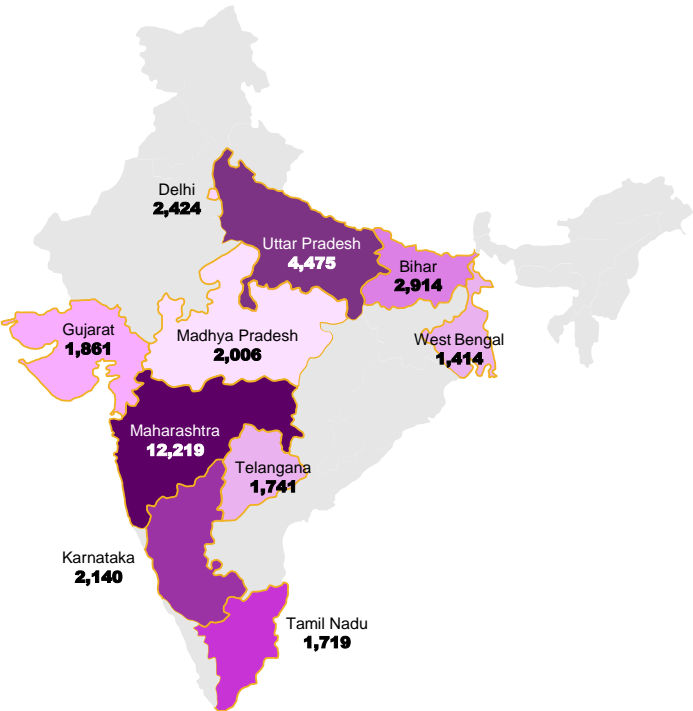


Conducted training sessions for a cohort on important business aspects such as Recruitment & Training, Standardization of processes and Inventory Management

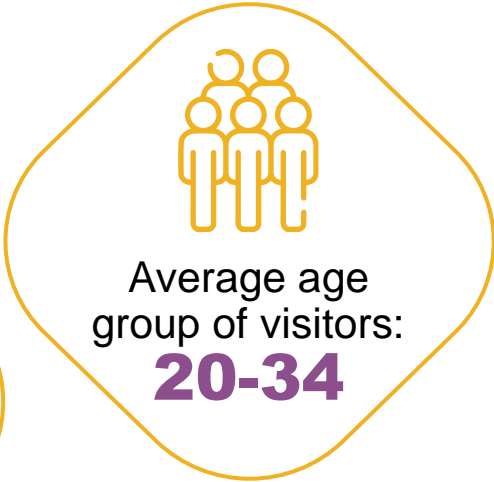
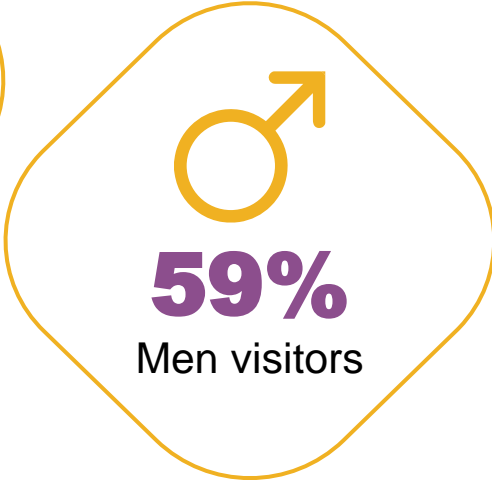


Trained 100 entrepreneurs on the intricacies involved for trademark and copyright for businesses

deAsra Visitors



deAsra Visitors



Visitors' top cities:

**Pune, Mumbai, Nagpur**

Most Popular Offerings – July 2022

Most Popular Knowledge Resources		July
<a href="#">Udyam Registration Checklist</a>	3,706	+1,273
<a href="#">GST Registration Application Checklist</a>	8,818	+384
<a href="#">Shop Act Intimation Application Checklist</a>	3,232	+267
Most Popular Tools and Templates		July
<a href="#">Business Performance Assessment Tool</a>	276	+50
<a href="#">Business Compliance Assessment Tool</a>	239	+37
<a href="#">Funding Readiness Assessment Tool</a>	1,540	+27
Most Popular Services		July
<a href="#">deAsra Business Listing</a>	340	+38
<a href="#">Shop Act Intimation</a>	438	+12
Programs Conducted		New Offerings Introduced
Business Planning	Google My Business Listing Training Program	
Sales for Growth	Taxation for MSMEs	

◆ Data—Over  Data—Added in July

Community Engagement



Followers  
**36,225**



Followers  
**2,426**



Subscribers  
**3,551**



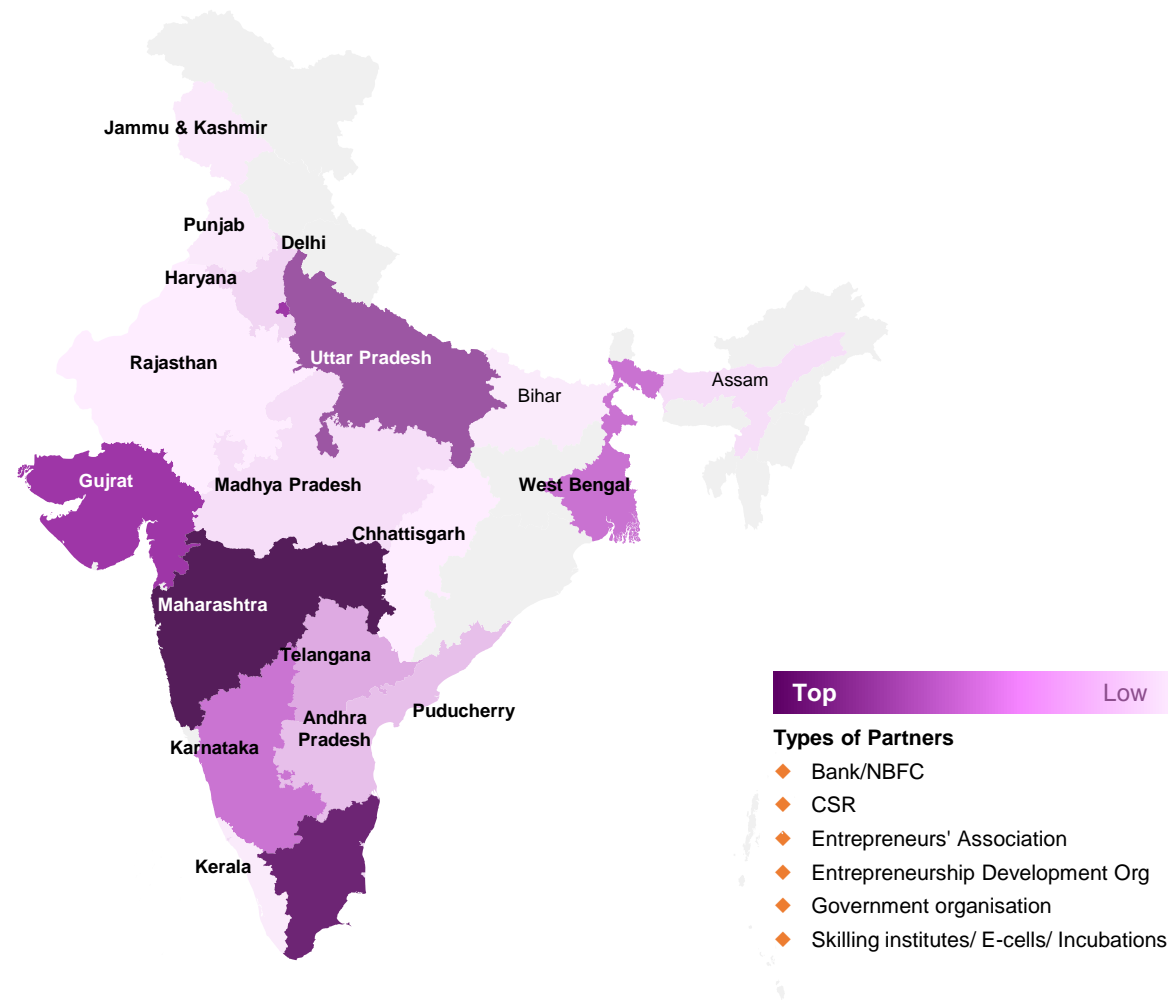
Views till date  
**4,56,025**



Members  
**1,625**

Partner Map

Geographical Reach



**121** Total Number of Partners

Magic Bus Cohort - Awareness sessions

Name of Partner:	Magic Bus
Area of support:	deAsra supported as a knowledge partner by conducting training sessions on <ol style="list-style-type: none"><li>1. Recruitment &amp; Training</li><li>2. Standardization of processes</li><li>3. Inventory Management</li></ol>
Engaged number of entrepreneurs:	75



## **deAsra Foundation**

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

