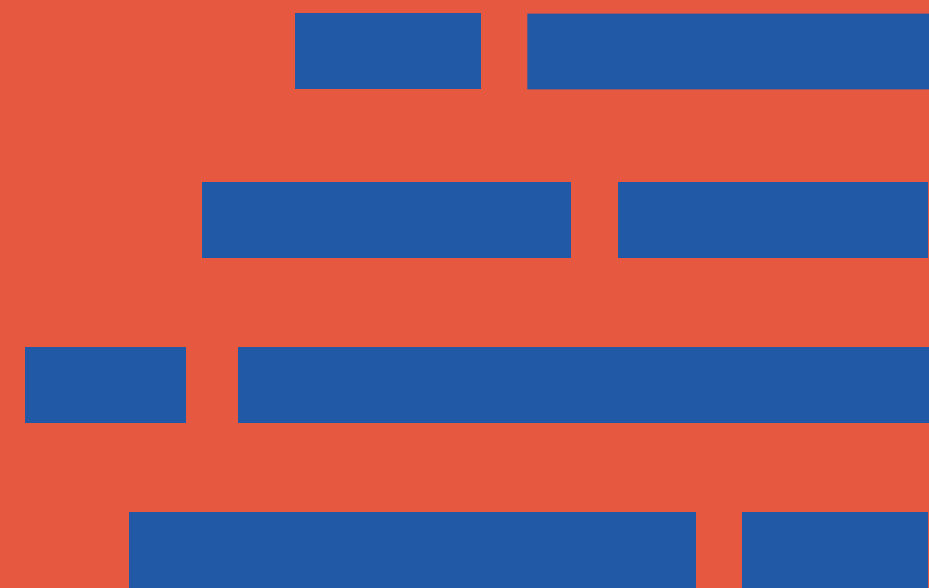
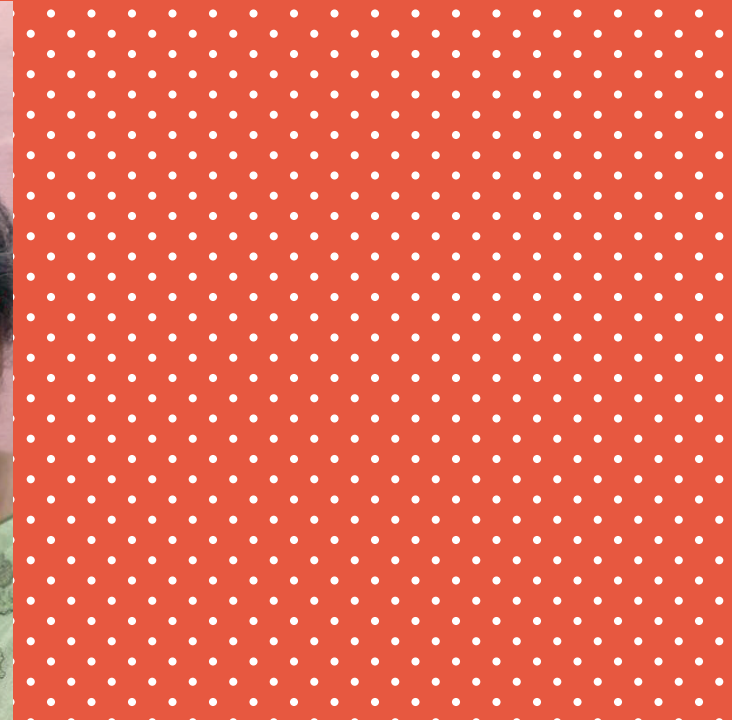
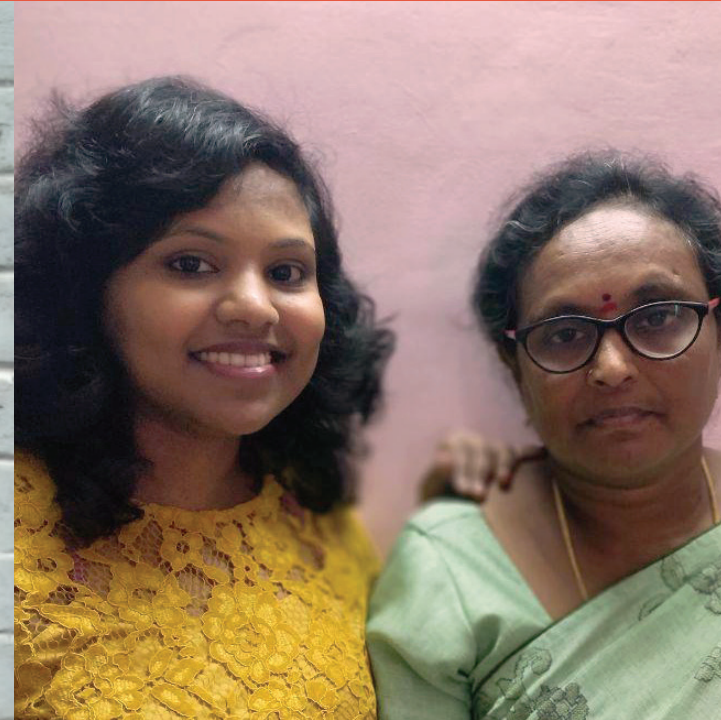


INCUBATION AND ACCELERATION SUPPORT PROGRAMME FOR WOMEN ENTREPRENEURS

Impact Report

Cohort 2, 2020-2021





Snapshot of Cohort 2



**WOMEN
ENTREPRENEURS**

251



REGIONS

North Eastern India,
Rajasthan and Telangana



AGE GROUP

19 to 66
years old



SECTORS

Food processing, manufacturing,
textiles/handloom, services,
handicrafts, education, etc.



The Her&Now Approach

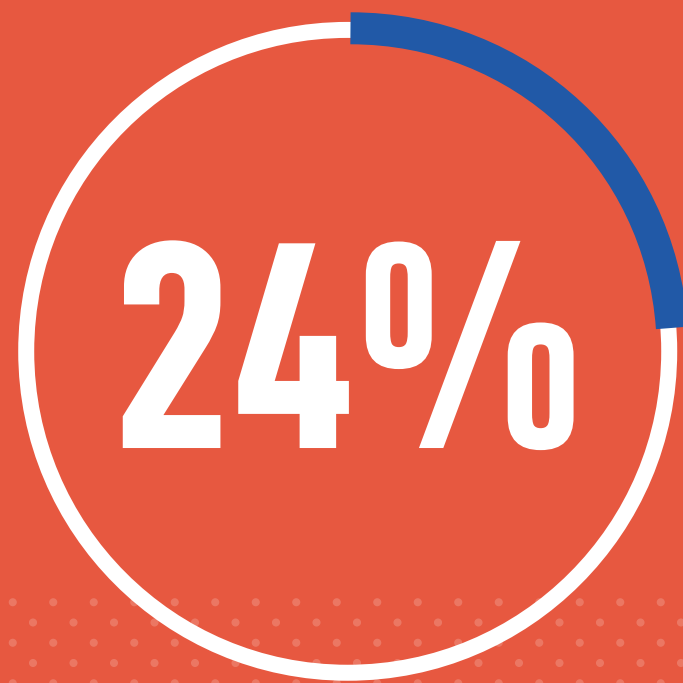
The support programmes follow a women-centric approach to either transform business ideas into registered enterprises or to scale existing businesses. During 6-7 months, the entrepreneurs received training by experts on critical business skills, as well as individual support by mentors with specific industry knowledge. Support in access to markets and in identifying and accessing suitable financing options for their enterprises complemented the services provided by our local implementing partners Dhriiti – The Courage Within (North Eastern Region), Startup Oasis (Rajasthan) and WE Hub (Telangana). Throughout the entire programme, a big emphasis was placed on building up their self-image as business owners and their leadership abilities.

The Impact of Covid-19

The support programmes were started in a staggered manner across the different regions in the second half of 2020 – in a time when India was still grappling with the **effects of the first COVID-19 wave**. The implementing partners had shifted their delivery mode almost exclusively to online formats in order to be able to conduct the sessions irrespectively. Contingency financial support was extended to over 200 participants (from both our cohorts) for paying salaries, rent and covering other running costs in order to ensure the existence of their enterprise. While some of our programmes were already completed, others were still ongoing when India was hit by a devastating second wave of the pandemic in 2021.

“Despite the repercussions of the COVID-19 pandemic, the graduates of the Her&Now support programmes have been able to adapt, persevere and even move their businesses forward. Our local implementing partners’ efforts in providing quality training and meaningful support in such unstable environment were equally remarkable and led to many collaborative achievements. We would like to celebrate the resilience of our entrepreneurs in this report.”

Julia Karst, Head of Project Her&Now



**of incubation participants
have set up their new
business***

"The programme gave me the much-needed mental push and resources which transformed my passion into an enterprise. It provided honest insights and support to form my organisation into a registered business."

Khushboo Chokhaani

Founder of Not Just Tales (Rajasthan)

* = new registration and business plan in place



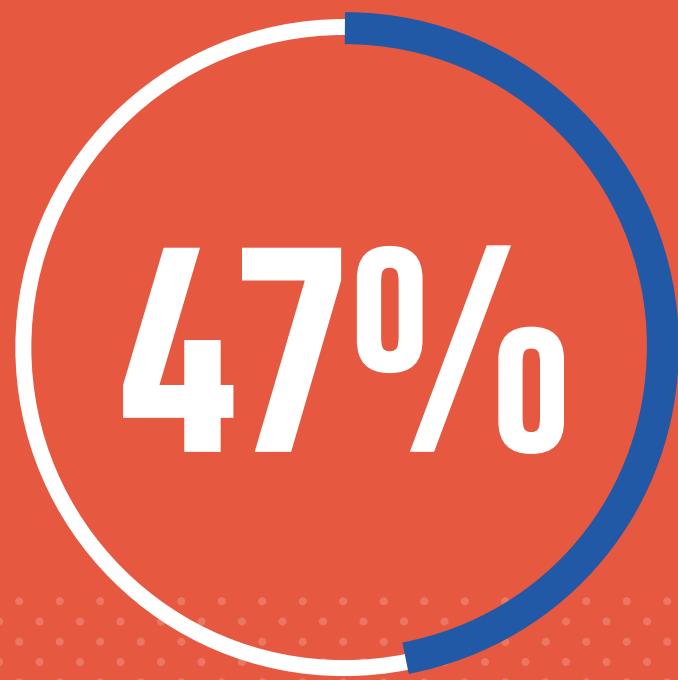
of acceleration participants scaled up their business*

"The Her&Now programme has introduced me to a whole group of women entrepreneurs who are striving to excel in their chosen fields. Knowing them has inspired me on a different level to achieve more and push the boundaries of my own venture."

Momita Nongmaithem

Founder of Goo Goo Foods (Manipur)

*in terms of at least two criteria



**of participants increased
their revenue**

"My mentor supported me in showcasing the products digitally, which had always been a daunting task for me. Now, I have sold goods worth INR 1.5 lakhs in a week's time."

Narayanamma Adem

Founder of Sharada Handloom Sarees
and Textiles (Telangana)

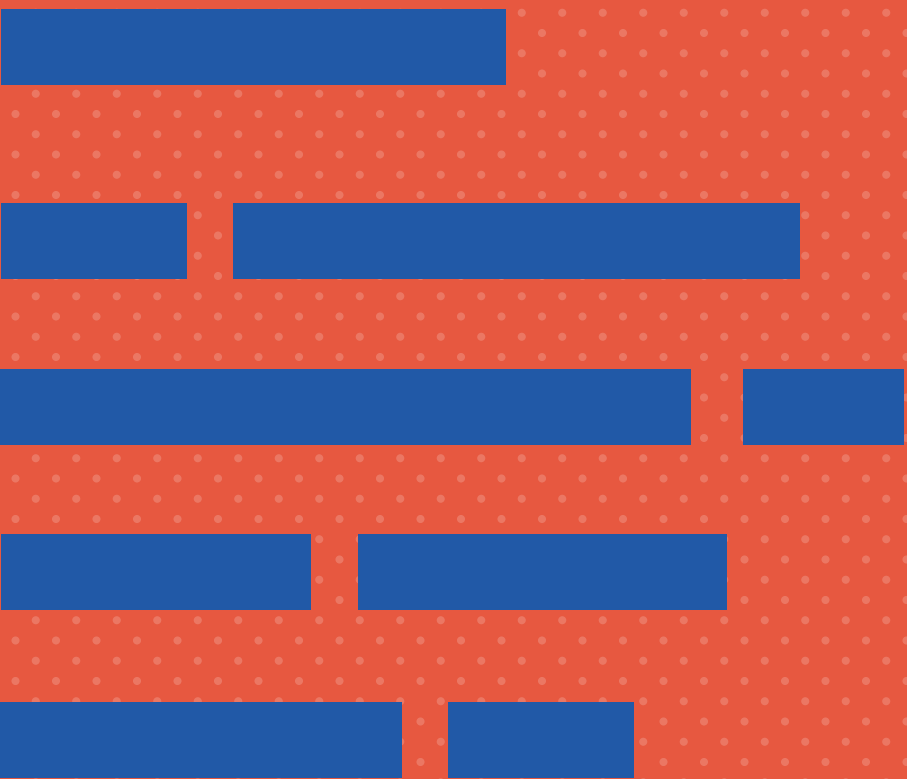


**of participants
increased the number
of employees**

"It has been a wonderful journey with Dhriiti, being part of the Her&Now programme. With their support, I have doubled my business growth, rectified mistakes and cleared my doubts and weaknesses."

Yangmila Zimik

Founder of Shirin Food (Manipur)

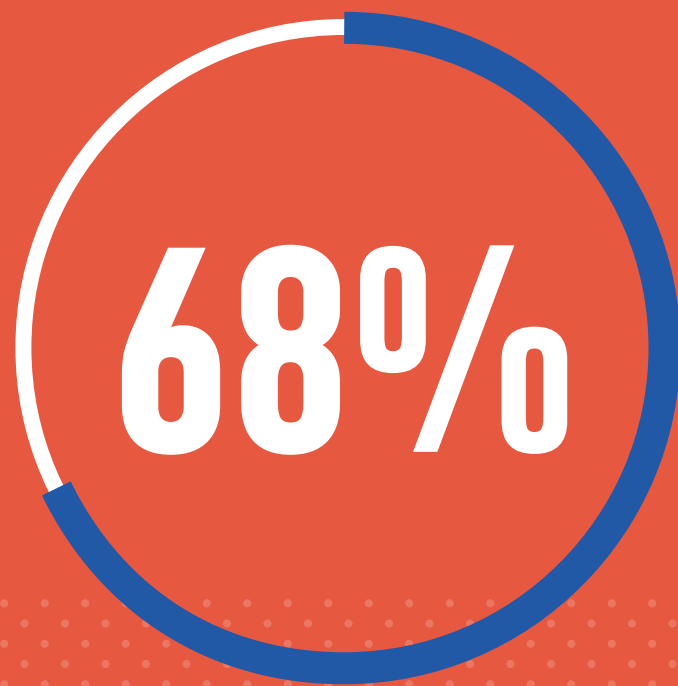




**of participants secured
new funding**

“Access to funds is a major roadblock for women entrepreneurs in setting up their enterprises. Through the programme, WE Hub and Her&Now enabled us to raise collateral-free credit under the Stand-up India Scheme to the tune of INR 83 lakhs. We are using these funds for establishing our industrial unit.”

Vijayalaxmi Odapally & Keerthi Priya
Founders of Nurture Fields (Telangana)



**of participants
established new
market linkages**

“When I started, I had a generic customer base whose preference was towards healthy food choices. The Her&Now programme enabled me to increase our market opportunities by not only introducing product variants targeting women and children, but also by creating a strong presence through retail channels.”

Kavitha Gopu

Founder of Good Food Box (Telangana)



**of participants became
part of business networks**

"The guidance and encouragement of my mentor helped open doors for me. Through those interactions I discovered my talents and dared to think outside my comfort zone. I now got a clear vision for my business network and growth."

Aksha Khan

Founder of Mumtaz Creations (Rajasthan)



**of participants improved
the quality of their
products or services**

“Earlier, I was engaged in a seasonal business activity, unaware of the means for expansion. Through the Her&Now programme, I gained the ability to map locally available resources and scale up my business with 9 product variants to capitalise on the market potential.”

Ravilala Anusha

Founder of Krushi Foods (Telangana)



of participants improved internal organisational processes

"As a 50-year-old and having nearly 27 years of corporate experience, I thought I had seen and done it all. But the Her&Now experience with Startup Oasis has opened my mind and business avenues. Scaling up in digital age was my primary learning which enhanced my business threefold."

Meeta Mathur

Founder of Big Ladder (Rajasthan)



**of participants
strengthened their
self-confidence as an
entrepreneur**

"My real entrepreneurship journey started when I joined the Her&Now programme, through which I acquired new skills in pitching and marketing and developed a business plan with the help of my mentor. I have built robust knowledge around my market, core customer, competition and pricing. Now, I feel more confident as an entrepreneur and I am ready to go into the market!"

Ranu Meena

Founder of TimeMarks (Rajasthan)



**of participants reported
at the beginning of the
programme that COVID-19
had a negative impact on
their business***

"As an entrepreneur, the Her&Now programme has helped me in evolving a workable business model focused on quality, customer experience and competitive advantage in Naga cuisine. I am confident that my business plan will be able to weather the challenges posed by the ongoing pandemic."

Alemjungla Jamir

Founder of Naga Bowl Restaurant (Nagaland)

*based on the baseline surveys conducted from June-November 2020

#HERtimeisNOW

Would you like to learn more about the stories of some of our entrepreneurs and their experiences with Her&Now?



[Watch our role model videos](#)



[Read media articles on our entrepreneurs](#)



[Listen to our podcast series](#)



Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is implementing the project 'Economic Empowerment of Women Entrepreneurs and Start-ups by Women' (Project Her&Now) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and in partnership with the Ministry of Skill Development and Entrepreneurship (MoSDE), Government of India, to improve the framework conditions for women-led enterprises in India.



The project provides incubation and acceleration support for women entrepreneurs. Together with our three local partners, we run incubation and acceleration programmes in tier II and tier III cities in Maharashtra, the North Eastern Region, Rajasthan, Telangana and Uttar Pradesh. The programmes offer trainings on critical business concepts, customised support through mentorship, access to market opportunities and linkages to financial institutions to equip women to start new businesses and grow their existing businesses.



Based on the experiences of these pilot programmes, the project works together with MoSDE and further government institutions on designing gender-sensitive government support schemes for enterprise promotion.



Short film screenings and our social media campaign encourage a public debate about the great potential of women-led businesses and showcase role models with the goal of transforming socially entrenched norms and roles.

To find out more about our current activities and to become involved, visit our website www.herandnow.in and write to us at herandnow@giz.de