

# SAMRIDDDHI NEWSLETTER

ISSUE 1 - NOVEMBER 2022

## ISSUE FOCUS: ACING THE COMPETITION

Kirana businesses suffered stagnation and loss due to their rapid proliferation across the urban landscape and fierce competition from the big malls and departmental stores, which intensified even more in the post-Covid environment. This presented an opportunity for Project Samridhhi to tackle this situation by training the women kirana entrepreneurs on business management skills and leveraging resources at their disposal. The main objective of this initiative was to attract maximum footfall to the stores through methods such as the introduction of digital payments, inventory management, doorstep services and product diversification. This edition of the Samridhhi newsletter will explore the themes of increasing revenue generation and business expansion by such methods and creating an ecosystem for entrepreneurs to thrive.



### Programme at a Glance

Capacity Building

**1200** Women using the BuddhiMoney Training App

**800** Meetings conducted with 117 BuddhiMoney Clubs

**1500+** Trainings conducted

**400+** MSME Registrations done

Weekly handholding support to **2400** women

Enterprise Helpdesk reached out to **1000+** women

Individualized Support

Samridhhi - Kirana for Women project attempts to break the barriers to economic exclusion for women entrepreneurs in India. The project aims to socially and economically empower women by building their capacities to successfully own and manage operations of small retail (Kirana) businesses; access financial and digital payment services; and strengthen their agency in household and business decisions.

### Bringing Stakeholders Together – Partnering for Growth

Samridhi's Enterprise Help-Desk hosted a stakeholder event in both project locations. In these events, representatives from various micro-finance institutions and Fintechs; officials from government departments i.e., MSME and DUDA; practitioners from organizations promoting women's rights like Humsafar and Sanskar participated. The objectives of this event were to launch and promote the Enterprise Help-Desk and to connect the women entrepreneurs to institutions that can help them access services ranging from credit linkage to psycho-legal counselling in cases of domestic abuse. The highest-performing WKEs were felicitated in the event by the dignitaries for their adoption of business best practices, innovative techniques, and dedicated involvement in the project. Over 300 individuals participated in the event.



### Outreach

The program reached out to **4402 Women Kirana Entrepreneurs** across the two locations Lucknow & Kanpur.



**3000 Women Kirana Entrepreneurs** enrolled in the program.



**2800 Women Kirana Entrepreneurs** trained across the modules.



**5 Financial Institutions** (i.e., bank, Fintech, NBFC, MFI) onboarded to provide credit to the entrepreneurs.



Forging relationship with government departments such as National Urban Livelihood Mission, Municipal Corporations to give entrepreneurs access to financial assistance and services through various schemes and programs.

### Outcome

**15%**

of the population have started to put aside savings to invest in the shop.

**61%**

of the women have shown significant increase in their income.\*



**53%**

have adopted digital payment.



**42%**

of the women have adopted new ways of doing business (doorstep delivery, WhatsApp orders, offering discount, etc.).

**50%**

of the women have adopted basic book-keeping.



\*Average daily sales have increased from ₹1764 to ₹2119.

## VOICES FROM THE FIELD



Vimla Bharati - Kirana Entrepreneur

Vimla Bharati has been a part of Project Samridhhi since the beginning, but her modest roadside shop in Lucknow was closed by the municipal authorities in the name of illegal encroachment. Project Samridhhi's cluster coordinator reached out to her and the Enterprise Help-Desk became the platform that helped her contact the relevant agencies and obtain vendor and MSME registrations, which enabled her to get a designated space at a busy intersection. Her daily sales vary from ₹4000 to ₹5000 on average.

“One day we can also become like BuddhiMoney, all we need is hard work and dedication. - VIMLA BHARATI”

Shashi Devi's venture thrived during the pandemic when there were no kirana shops in her immediate neighborhood. However, when the lockdown restrictions eased and the market opened up, Shashi's business couldn't keep up with the growing competition and her sales dropped to a point where she contemplated closing the shop. At this juncture, she decided to put the learnings from the training of Project Samridhhi to use. She realized the demand for the products, the need of customers in her area and started reaching out to wholesalers and online vendors to include more products in her shop at the most affordable prices which would maximize her profit. She also took the initiative to put a new counter for the shop, added a deep freezer and a refrigerator to sell dairy and other perishable goods. With a sale of over ₹5000 per day, her shop has become one of the most prominent stores in her locality.

“Ever since I have included more items in my shop, it has attracted more customers and my income has increased. Thank you, Samridhhi for helping me realise the potential of my business and myself. - SHASHI DEVI”



Shashi Devi - Kirana Entrepreneur

Shabnam Bano from Kanpur found it difficult to run her family of seven members with the sole income of her husband who worked as an electrician. She joined the Samridhhi programme and attended BuddhiMoney Club trainings with an eagerness to learn something that could benefit her shop. She understood the importance of investment and capital in the business and started saving. She also joined a Self-Help Group (SHG) to avail informal micro-loans and got a room for rent to expand her business. She adopted basic book-keeping, digital payments, and added products that were in demand in her neighborhood. With the changes she was making, her per day sales consistently increased from ₹500 to ₹3000 and above.

“There is a school which is located near my shop; earlier the students never used to come to my shop but after I started keeping copies, stationery items and other things, the students purchase them regularly from me. This could be achieved only with the help of Samridhhi. - SHABNAM BANO”



Shabnam Bano - Kirana Entrepreneur



Shanta Gupta - Kirana Entrepreneur

**Shanta Gupta** has been running her kirana shop 'Saurabh General Store' for 17 years in Railbazaar, Kanpur. She was always driven by the desire of expanding her business, which made her join Project Samridhi. Since she liked the contents of the training, she involved her daughter-in-law and other women kirana entrepreneurs in the neighborhood as well. Her store which was already one of the well-known kiranas in the locality has now been turned into a wholesale business, and she has also started making sweets (*laddoo*) at home and selling them at her store. The daily sale of her shop is now ₹6000 - ₹8000 per day, which makes it one of the highest-grossing kirana stores in the project in Kanpur. She wants her daughters-in-law to follow in her footsteps.

“ I believe in equality; as I have started this business, I want my daughters-in-law to run their own business and make it big. - SHANTA GUPTA ”

Are you a Woman Kirana Entrepreneur and do you want to grow your business?



Then look no further!

Join Project Samridhi with **BuddhiMoney** and find solutions to all your business-related problems such as, online payments, access to credit and formal registration!

To access training sessions on financial inclusion, inventory management and business promotion: install the **BuddhiMoney Training App** from **Playstore**.

To watch BuddhiMoney videos visit the **BuddhiMoney YouTube Channel**.

You can also call on the toll-free number **1800-180-1481** to learn more about the project.



**JOIN NOW**

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