

# SRIJAN

FUEL HER AMBITION, SPARK TRANSFORMATION

YOU  
ARE  
THE  
CHANGE



POWERED BY

YUUVATI

# THE CHALLENGE AT HAND

With respect to labour force participation and entrepreneurship, India reports an impressive growth story. However, these improvements do not translate to the economic inclusion and development of women.<sup>1</sup> The participation of women in the workforce is stagnant and expected to decline further. As per the Udyam Registration Portal, women-owned MSMEs constitute a mere 20.5% of total number of MSMEs registered on the portal. Out of every 100 business owners in India, only 7 are women,<sup>2</sup> and this wide disparity displays how pursuing economic opportunities and accessing finance for operating and scaling their businesses become challenging for women. Some of these challenging factors are:



**Gender gap  
in labour trends**



**Digital divide**



**Traditional  
gender roles**



**Insufficient  
assets for collateral**



**Discriminatory  
lending practices**



**Lack of access  
to education**

- **All the various challenges to women entrepreneurship roughly translate to a singular roadblock in operating a business- a lack of access to finance. Over 70% of the total finance requirement of women entrepreneurs in India is still unmet.<sup>3</sup>**

<sup>1</sup> Google | Bain & Company, "Powering the Economy with Her", 18 February 2020.

<sup>2</sup> Mastercard Index of Women Entrepreneurs (MIWE), 2019.

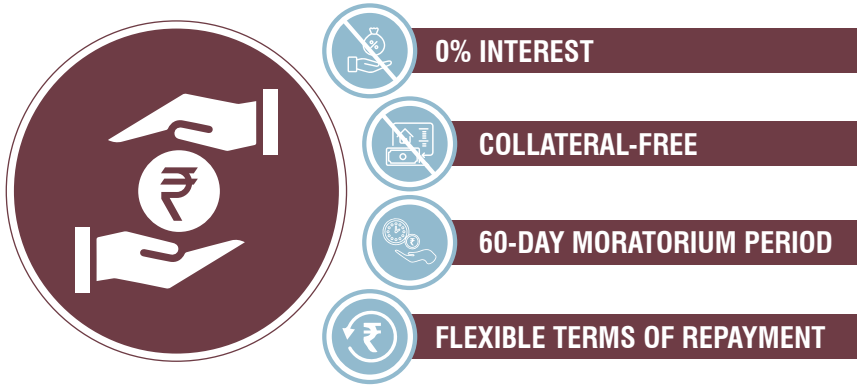
<sup>3</sup> International Finance Corporation, "Opportunities And Constraints Of Women Owned Very Small Enterprises in India", 2019.



# WHAT IS A RETURNABLE GRANT ?

Addressing the gender gap in financing is crucial for reducing disparities in the entrepreneurial landscape. To achieve this, we are leveraging **RETURNABLE GRANTS (RGs)**- an innovative financial instrument that provides short-term, affordable, and flexible capital to individuals.

**SRIJAN**- our micro-lending program tailored for women micro-entrepreneurs looking to scale their business in the Indian unorganized sector, utilizes RGs to facilitate easier access to credit.



Our goal with Srijan for the financial year of 2024-2025 is to empower women-led businesses by providing returnable grants to 1000 micro-entrepreneurs from the informal sector, and you can help us get there!

## HERE'S HOW YOU CAN HELP



### Donate to Srijan

and witness a greater social return on the impact your donation creates.



### Mentor Micro-Entrepreneurs :

Join our mentorship network, to offer personalized advice to build confidence in businesswomen and their ventures.

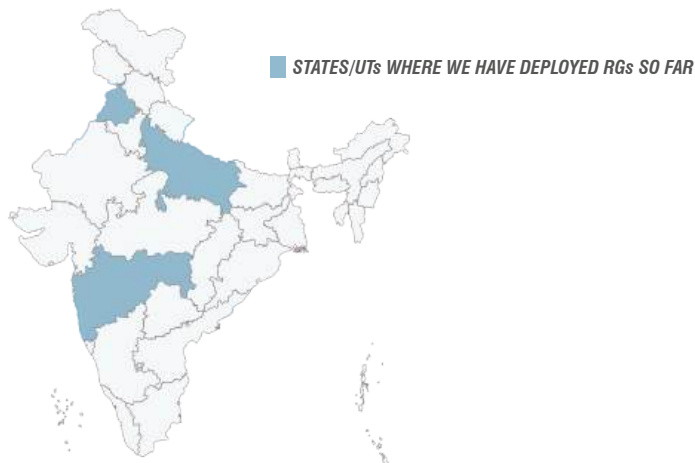


### Facilitate Outreach :

Help raise program awareness by referring Srijan to more prospective donors.

# IMPACT SO FAR

Since 2022, we have provided funding through returnable grants (RGs) to support micro-enterprises led by women, in collaboration with various corporate partners and foundations.



RETURNABLE GRANTS  
DISBURSED SINCE 2022:

133

TOTAL AMOUNT  
DISBURSED:

₹ 28,10,000

REPAYMENT  
RATE:

92.5%

The returnable grants were  
utilized for:



Refurbishing their establishments.



Restocking products in demand.



Purchasing equipment required to  
offer new or advanced services.

Driven by an ethical commitment, the micro-entrepreneurs honored the repayment of RGs. Full and final repayment was seen as a moral duty that would enable the empowerment of another businesswoman in need of an RG. This successfully perpetuated a cycle of empowerment and inclusion. Current trends indicate that a RG creates a 5-7x multiplier effect on social impact over the years,<sup>4</sup> making it a potentially catalytic tool to propel economic growth and gender equality.

## TESTIMONIAL



**VARSHA RANI**

Ghaziabad, Uttar Pradesh

During the pandemic, Varsha's husband experienced unemployment, placing her in the role of the sole provider for a family of five. Upon receiving a returnable grant of ₹ 20,000, she enhanced her home-based beauty salon (operating from her front porch) by investing in new equipment. This grant facilitated the expansion of her services and improved marketing efforts for her establishment. Varsha successfully repaid the grant within the designated six-month timeframe. Presently, she earns up to ₹ 25,000 monthly and serves 25-30 regular clients. Additionally, she has established a cosmetic store for her husband to manage and initiated a savings account for her children.

<sup>4</sup> Samhita CGF << <https://samhita.org/returnable-grants/> >>



# ABOUT US

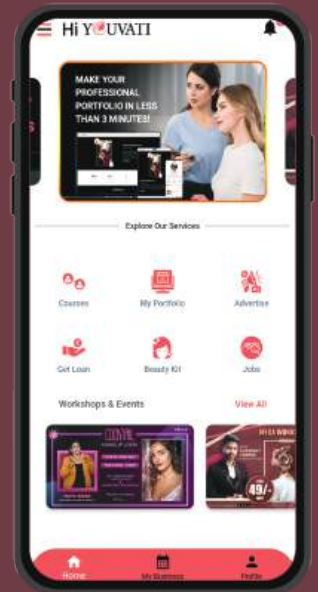
Founded in 2013, Empower Foundation is a 12A and 80G certified not-for-profit registered under Section 25 of the Indian Companies Act, 1956. Empower Foundation works with the vulnerable sections of the society through well-strategized impactful interventions in the areas of education, livelihood generation, dissemination of public information and advocacy.



The Foundation conducts extensive livelihood generation projects for women micro-entrepreneurs. These projects start with entrepreneurship skill training, hand-holding in the form of mentoring by experts from the development sector, and facilitation of awareness and other support for women in the stages of ideation or scaling up their business. With Srijan, we aim to extend the support we provide towards creating access to finance for these micro-entrepreneurs.

## TECH-ENABLED SEAMLESS GRANTING

The Srijan program leverages cutting-edge technology to streamline the grant application process, offering applicants a hassle-free experience right from the stage of applying for a returnable grant, allowing women to track the status of their application and repayment schedule. This is implemented through YOUVATI- a mobile app dedicated to the cause of empowering women micro-entrepreneurs. Apart from facilitating the lending process and creating access to finance, Youvati supports women entrepreneurship by providing a platform for upskilling, marketing & business tools, and networking opportunities.



# CONTACT US



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