Digital skills enhancement of nano, micro and small enterprises
A widow and a young differently abled mother of two, Bandana, lives with her parents and brother while looking after herself and her children by providing services like printing, photocopying, laminating and other government schemes at her home with the help of SoochnaPreneur program. Valuing education and considering the public education provided in government schools to be of poor quality, she started looking for better opportunities so that she could provide better education to her children and was introduced to this program. From being a school teacher to a SoochnaPreneur, her income has doubled from 3,000 rupees to 6,000 rupees per month. Although her village struggles with stable supply of electricity and connectivity issues, she has set up a centre at her home with the help of a smartphone and printer that were provided to her. Using her savings, she bought a colour printer and a lamination machine through which she is growing her business.
Through various interventions and capacity building programs, more than 1 million women entrepreneurs are equipped in digital literacy, financial management and online marketing. They are advancing towards an autonomous and sustainable future in 24 states and 135+ districts across the country.
Focus Areas

Enterprise Development

Institution Building

Mentorship & Advocacy

Knowledge Network
Interventions

Enterprise Development

Rural Digital Enterprise Setup

Training and Capacity Building of Entrepreneurs

Rural Entrepreneur are supported with capital investments

30000+ weaving and handicraft enterprise supported with advanced technology and design
Interventions

Mentorship & Advocacy

Mentoring Entrepreneurs

Webinars & Seminars

Advocacy with Government & Private Stakeholders

Awards to recognise start-ups and innovations
Interventions

Institution Building

Building Knowledge Repository for Entrepreneurs

Focus on Cohort Creation

In-house Tools for Knowledge Management

Expertise on M&E and Impact Assessment
Sector Specific Approach

- Digital Entrepreneurship
- Digital Health
- Digital Education
- Digital Finance
- Digital Livelihood
NETWORK OF MICRO/NANO ENTERPRISES
SUPPORTED BY DIGITAL EMPOWERMENT FOUNDATION

COUNTRY - 3
STATES - 19
DISTRICTS - 130
SOOCHNAPRENEURS - 1536
CENTRES - 611

www.defindia.org
FLAGSHIP PROGRAMS

Digital Didi
Capacity building initiative for 50,000 nano, micro and small enterprises run by women entrepreneurs

Internet Roshini
Empowering 50 women-run micro enterprises to provide digital and online services to the tea tribe community

Project Revive
Capacity building of 2,500 women-run MSMEs in financial literacy and business compliances
FLAGSHIP PROGRAMS

Digital Sarthak
Digital skilling of 10,000 women-run MSMEs and 500 community development organisations

Women Wireless Engineers
Training 150 women to become small scale Internet Service Providers

Samarth SoochnaPreneur
Empowering 700 PwDs to become entrepreneurs serving their communities
FLAGSHIP PROGRAMS

**WANI for Women**
Establishment of 25 PM-WANI centres in remote locations

**GROW**
Digital transformation and capacity building of 100 mid-level non-profits

**SoochnaPreneur**
Creating sustainable livelihood opportunities for 25000 rural women, youth & PwDs by enabling them to establishing micro, small enterprises
visit definidia.org for more information
write to us at info@defindia.org