

BUSINESSGYM

building the fields of the informal sector
micro entrepreneurship



by
Saath Charitable Trust



About

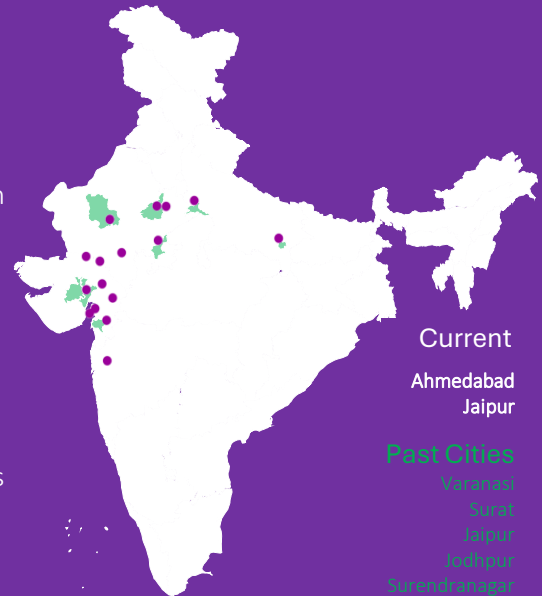
Saath founded in 1989, is an NGO, based in Ahmedabad, Gujarat. Saath closely works with the Informal Sector by providing them various services, and imparting skills leading to better quality of life.

The Business Gym initiative was established to **Build Resilience** of micro and nano entrepreneurs (MEs) in overcoming challenges such as business management, digital adoption, networking, and financial literacy.

With operations in Ahmedabad and Jaipur, the program aims to provide robust **one on one mentorship**, tailored technical training, and accessible resources to foster entrepreneurial growth, resilience, and socio-economic development. This initiative highlights the importance of empowering small-scale entrepreneurs to achieve financial independence and sustain their businesses in a competitive marketplace.

Started back in **2021** and currently we have worked with over -

8000+ Micro Entrepreneurs



Current

Ahmedabad
Jaipur

Past Cities

Varanasi
Surat
Jaipur
Indrapur
Surendranagar
Kota
Baroda
Mumbai
Agra
Tharad
Palanpur
Palitana
Dausa
Udaipur
Bhanagar



Network support for engagement with markets, government, and civil society



One on One Mentorship and Trainings



Access to Resources



Support Access to government schemes and entitlements



Business Support

Indices of development

NUMBERS

Sales, Profit, Employees, Reach, Product Range, Volume and Premium

REGULATORY

Municipal Permissions FSSAI, E-shram, Vendor Registration, MSME

FINANCIAL

IT Return, GST, Bank Account, Savings, Loans, Insurance

BUSINESS

Packaging, Aesthetic, Bills, Cost Reductions, Photos

TECHNOLOGY

Payment Getaways, Social Media, WhatsApp for Business, Process Tech

PERSONAL

Spouse, Children, Relatives, Neighbours, Business Associates

STRUCTURAL

Referrals, Ability to structure as per training

LEVERAGE

Media, Other Organization

Process

Encounter

Establishing the profile, baseline, and key identification parameters when we first meet them.

Introduction & Orientation

Getting acquainted with the Micro Entrepreneur and Introduction to business gym Programme

Scoring

Identity Exploration

Delving into personal and business identity

Document Dive:

Examining Gap and Supporting for personal, business, and finance-related documents.

Scoring

In the **Business Gym** initiative, **scoring** typically refers to a system used to assess and track the progress, performance, or readiness of micro-entrepreneurs (MEs) and nano-entrepreneurs (NEs). The scoring mechanism provides a structured way to measure their business competencies, financial health, and overall growth over time.

Parameters

- Business Skills
- Financial Management
- Digital Literacy
- Operational Efficiency
- Growth Metrics
- Community Engagement
- Personal Development
- Social Impact



Formation of Collectives

Skill Development

Marketing Exploration

Digital Literacy

Cash Management

Networking

Personal

Business

Financial

Onboarding on Business Gym App

One on One Trainings

One-on-One Training in the Business Gym program is designed to provide highly personalized mentoring tailored to the unique needs of each micro-entrepreneur. Key modules include:



Self-Identity and Business Identity: Creating a distinct business name, branding, and establishing formal recognition in the government.



Marketing and Communication: Strategies for customer engagement, improving workplace ambiance, and leveraging digital tools for marketing.



Financial Literacy and Planning: Managing cash flow, digital payments, maintaining records, and introducing savings and insurance practices.



Technical Skills: Hands-on training in specific trades, example as solar panel maintenance, garment making, and digital business tools.



This individualized approach ensures that every entrepreneur receives guidance **tailored to their specific business** needs and challenges, unlike a one-size-fits-all classroom setting.

Trainers can focus on addressing **unique barriers**, such as **skill gaps**, **market understanding**, or **technical inefficiencies**, in a way that resonates directly with the entrepreneur's business model.

Personalized Attention

Practical Application:

Enhanced Retention

Flexibility



Society Camps



Society Camps are a pivotal aspect of the Business Gym initiative, designed to bridge the gap between micro-entrepreneurs (MEs) and their local communities. These camps serve as a platform for MEs to showcase their products and services, establish direct connections with customers, and gain real-time feedback on their offerings.



Provides a real-world marketplace to practice and refine their skills.



Enhances visibility within their localities, fostering trust and repeat business.



Offers immediate income opportunities and practical application of training.



- Camps are organized in collaboration with local societies, with prior permissions obtained to ensure community participation.
- Key activities include setting up
 - ME booths,
 - displaying banners with service offerings, and
 - Facilitating on-the-spot services such as plumbing, tailoring, or home repairs.
- Customers are encouraged to scan QR codes to download the **Business Gym App**, further integrating digital tools into their engagement.



A total of **118** society camps were conducted.



Generating **Rs. 4,04,878** in income for participating MEs.



Customer engagement for **3,823** individuals



The initiative has received positive feedback from society members for its accessibility, affordability, and convenience.

Business Gym - App



The Business Gym App is a digital platform designed to empower micro-entrepreneurs (MEs) and nano-entrepreneurs (NEs) by providing access to essential tools, training, and networks. It aims to bridge the gap in business development, financial literacy, and market opportunities, creating a supportive ecosystem for growth and success. With a focus on urban entrepreneurs in India, the app combines learning, networking, and resources in a single user-friendly interface



★★★★★
4.9 Stars

☁️
2500
Users
Registered



Skill Development: Interactive training modules on business, financial management, and digital literacy.



Market Access: Opportunities to connect with suppliers, buyers, and service providers



Community Building: Forums and networking spaces for entrepreneurs to share experiences and insights.



Financial Inclusion: Tools and links to microfinance institutions for loans and other financial products.



Financial Tracking: Integrated tools to record income, expenses, and transactions, helping entrepreneurs stay on top of their cash flow.



Entitlement Access: Guidance and support to apply for government schemes, benefits, and entitlements tailored to micro and nano-entrepreneurs.



Document Repository: A secure, digital space to store essential business and personal documents, such as trade licenses, GST registration, and identity proofs.

Collectives

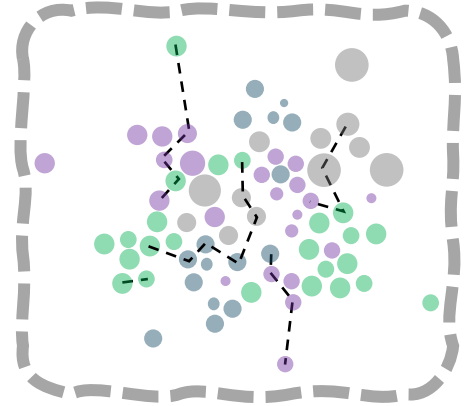
Occupation-based collectives are groups formed by individuals **who share a common profession, trade, or economic activity.**

These collectives are designed to address the unique challenges, needs, and opportunities associated with their specific occupations.

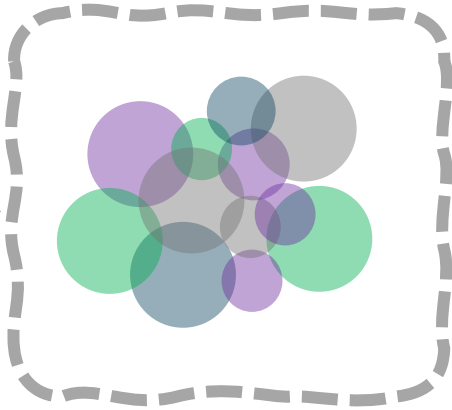


They serve as platforms for workers or entrepreneurs in similar fields to collaborate, share resources, and collectively improve their livelihoods and working conditions.

Unorganised



Organised through collectives



Skill Development: Enhances members' abilities through shared knowledge and training.

Economic Growth: Pools resources for better market access, reducing costs, and increasing income.

Advocacy: Strengthens collective voices to secure rights, fair systems, and better working conditions.

Access to Services: Facilitates entry to financial support, tools, and infrastructure for occupational needs.

Support System: Offers a network for resilience during challenges and mutual aid.

Tailoring :
142 members

- Training of using Platforms like Meesho, BizUp etc
- Collective Sourcing of Materials
- Canva Design
- Access to customers

Knife Sharpeners:
23 members

- Documentation and Linkages
- Sourcing of material
- Cross Access to customers

Beautypreneur Collective:
103 members |

- Specific **thematic workshops** as per market trends,
- **Purchase of consumables at affordable rates,**
- Certification.

Impact - 8000+ ME(s) Trained



**Business
Upgradation**

58%

Added new **products or services**

Better **Aesthetics** in product display or arrangement

Added **Signboards and Rate Cards**



Market

55%

Started using **Social Media** for Business

Started using **Digital Payments**

Building business **Identity**



Finances

49%

Started Keeping **Daily Records**

Started **Savings**



* data of 1500 Sample ME(s)



100%

show better **communication** and confidence



64%

Showed increased in **customers**



64%

Showed increased in **Income/Sales** from 10 to 20%



Linkages for government schemes

775

Abha Card

667

E-Shram Card

374

PMJAY Scheme

370

Vendor and FSSAI Registration

80

MSME



110
ME(s)

Allotment of Vending Space



3
ME(s)

Representatives of Town Vending Committee in Jaipur.



Ganpat Bhai

Ganpatbhai is a knife-sharpener with his business moving with his cycle managed to earn profit of Rs. 250-350 per day earlier. His participation in four residential society camps has groomed him with better professionalism, accomplishing his timely service delivery commitments, and improved communication.

His earning has nearly doubled to a profit of Rs. 500-700 everyday. With boosting his confidence, he is planning to make his tool box look beautiful and more organised with branding his services on his cycle. He is very much excited to grow his business with other initiatives by the Business Gym team

Mehnat Manzil



Museum celebrating informal sector

Mehnat Manzil celebrates the **informal sector workers' lives and brings to light the realities** we inhabit: from migration and livelihood to housing and infrastructure.

Its focus will remain the limitless hope and spirit with which we overcome our struggles and build lives; although it will also be the site for an interrogation of the societal structures that give rise to informality, and the kinds of problems and injustices that it reproduces.



SAATH
Creating Inclusive Societies

O/102, Prenatirth Derasar Rd, Chotila, Jodhpur Tekra, Ahmedabad,
Gujarat 380015

Phone: 079 3516 4684

mail@saath.org

www.saath.org