

# FREQUENTLY ASKED QUESTIONS

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## **What is Project Her&Now (in general)?**

Her&Now is a two-year project focused on women entrepreneurship in three regions of the country - Rajasthan, Telangana, and North-East. The project intends to support approximately 300 women entrepreneurs across sectors and stages over two years. The project was launched in year 2019 and first phase of the program has been concluded.

This project is an initiative of GIZ (German India Cooperation) supported by Ministry of Skill Development and Entrepreneurship. Startup Oasis is the implementation partner for this project in Rajasthan.

## **What is Project Her&Now in Rajasthan?**

Startup Oasis, CIIE (from IIM Ahmedabad) and GIZ bring to Rajasthan, a special programme focused on 'Women Entrepreneurship'. The idea is to support two categories of entrepreneurs:

1. Idea to Early Stage - For those women entrepreneurs who are thinking to start, have done some pilot/research, have started a small enterprise of their own in Rajasthan, and now want to expand the business. In due course of time would also want access to funding.
2. Revenue to Growth Stage - For those women entrepreneurs who have already started earning from their businesses and now want to grow their businesses bigger and also get access to funding.

Though women entrepreneurs from all the districts and cities of Rajasthan may apply. Each programme is 7 months' long and completing the programme brings a very fruitful journey that includes:

- a. Completion Certificate
- b. Mentoring & guidance
- c. Collaboration & Networking
- d. Technical sessions & Workshops
- e. Media Coverage of the entrepreneur
- f. Access to Markets
- g. Access to Funding

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## What is the Programme?

The program comprises of 2 divisions- Incubation and Acceleration. The category for each entrepreneur will be decided by the Startup Oasis by through due-diligence. (It is solely at the discretion of the implementing organization). It also depends on the scale of the enterprise and the commitment of the entrepreneur during the program.

The offerings are as mentioned under:

### Incubation:

A structured deep mentoring and capacity building intervention, for entrepreneurs that:

- a. Have a business idea (and have some ground work done on the idea , like research)
- b. Have started business in a small way and want to grow the business.

Primary objective of incubation is to groom entrepreneurs and help them build a strong foundation for their enterprises. Incubation programme offers:

- a. Business strategy
- b. Mentoring
- c. Market access
- d. Networking
- e. Access to funding
- f. Completion certificate
- g. Media coverage

### Acceleration:

A structured business support programme for entrepreneurs, that :

- Are at revenue stage, ie. earning something from their business regularly.
- Want to grow their enterprise to be scaled-up/ diversified.

The primary objective is to groom entrepreneurs and to co-create growth-hack strategy for their enterprises. The acceleration programme offers:

- a. Business and Financial Modelling
- b. Mentoring & Handholding
- c. Market access
- d. Networking & Collaboration
- e. Access to Funding
- f. Completion certificate
- g. Media Coverage

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## **Is this a residential programme?**

No, the programme is non-residential. However, during the course of the programmes there will be training and mentoring sessions which may require the participants to stay overnight, once or twice at any central location. We will organise the stay and travel.

**Due to COVID, all the activities are currently being conducted online.**

## **How will I and my enterprise benefit from the programme?**

- Hands on business support from industry leaders
- Entrepreneur allies across sectors
- One-on-one mentoring support
- Relevant network and peer connections
- Access to investors/financial institutions
- Chance to feature your story in a national media campaign

## **What if I am unable to attend one or more sessions due to prior / other commitments? How much time do I need to commit to the programme?**

80% attendance is compulsory for all the sessions, except for unforeseen contingencies and with prior intimation. We encourage more committed ones to apply.

On an average, participant has to spend 4-5 hrs per week virtually during the course of the programme along with 9-10 full days during the training and mentoring sessions.

## **Do I need to travel to attend any sessions?**

Yes, you may have to travel during the programme to Jaipur. The travel and stay will be organized by us.

## **Who are we looking for?**

Rajasthan based women who are inclined to advancing their entrepreneurial journey and growing their businesses. Women who are willing to complete the programme with full commitment and also to collaborate with others, help their fellow friends.

## **What is the selection criteria or who is eligible for the programme?**

To begin with, if you are :  
Woman | Entrepreneur | In Rajasthan

## **What is the programme duration?**

7 Months

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## **What is the application process?**

The entrepreneur has to fill a small form to apply for this programme: [www.herandnow.in/get-involved/](http://www.herandnow.in/get-involved/)

## **What happens post the programme completion?**

- a. You stay active in the women entrepreneurs' network that gets created during the programme for further collaboration & partnership.
- b. You stay connected to the network of Startup Oasis' team for support/ guidance/ network/ mentoring.
- c. If you are incubated in 2019-20, You can be accelerated in 2020-21.

## **What is the national media campaign? / Other benefits of the programme?**

A dedicated nationwide media campaign will be conducted over the two years of the programme. Success stories will become the face of the campaign and will be shared widely across media platforms.

## **Do I get a certificate of completion?**

Yes. Those who complete all the modules with at least 80% participation will be awarded a certificate of completion.

## **Do I need to pay for this programme? Or Do I need to bear any costs for the duration of the programme?**

The participants do not need to pay for the training programme. The cost for each participant is sponsored by project Her&Now. However, participants need to commit their time & efforts; and be collaborative & helpful.

## **Can I bring my family or children?**

Yes, on a case by case basis.

## **What do I need to do to prepare for the programme?**

You will be required to share your business idea/ plan with the evaluation panel. So you may like to start working on that.

## **What all documents do I need to submit?**

No formal documents are needed at the beginning, though in due course of time you will be informed accordingly.

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## Who are the organisations facilitating the programme?

### Startup Oasis:

[Startup Oasis](#), is a joint initiative of the Centre for Innovation, Incubation and Entrepreneurship (CIIE) at the Indian Institute of Management, Ahmedabad and RIICO, Rajasthan's premiere industrial promotion organisation. As an incubator, Startup Oasis catalyses India's regional start-up ecosystems to foster innovation and entrepreneurship for socio-economic development.

Startup Oasis is committed to supporting 110 women entrepreneurs from 2019-2021, through project Her&Now.

### CIIE (IIM Ahmedabad):

[Centre for Innovation, Incubation and Entrepreneurship](#) at IIM Ahmedabad is a collective of initiatives aimed at delivering disproportionate impact to entrepreneurship in India by backing purpose-driven entrepreneurs harnessing the power of technology to solve some of India's toughest problems.

## Will my enterprise get funded during this programme? Is there funding available in this programme?

There is no direct funding available in the programme. The programme would however equip the enterprisers to raise funding from external sources. Investor demo days will be conducted, where entrepreneurs will be introduced to investors, based on the performance of entrepreneurs during the programme.