



## By Artisans, For the Artisans

The Navodyami.com is an online platform for small, thriving artisans to reach out to customers directly. Navodyami.com provides access to handmade, ethnic, regional products. E.g. Home decor, accessories, apparels and corporate gifts.

We are currently working with 4000 micro entrepreneurs across three states. Navodyami is the largest network of small entrepreneurs who are assisted to scale their businesses better and faster. The Navodyami program is an initiative of the Deshpande Foundation.



 **SHOP ONLINE**  
ORDER IN BULK TO GET DISCOUNTS

[www.navodyami.com](http://www.navodyami.com)

 **(+91) 997 273 4726**

**VISIT NAVODYAMI STORE**  
Akshay Plaza, Akshay Colony,  
Laxmi Nagar, Hubballi, Karnataka



## TESTIMONIAL

"I am really grateful to Navodyami Program as it has given me full knowledge about Marketing, Time management and Labour management"

**- Kavita Pattar**

"This foundation has taken some initiatives for the current problems and hurdles. They have created awareness by conducting sessions helping us implement the same in our business"

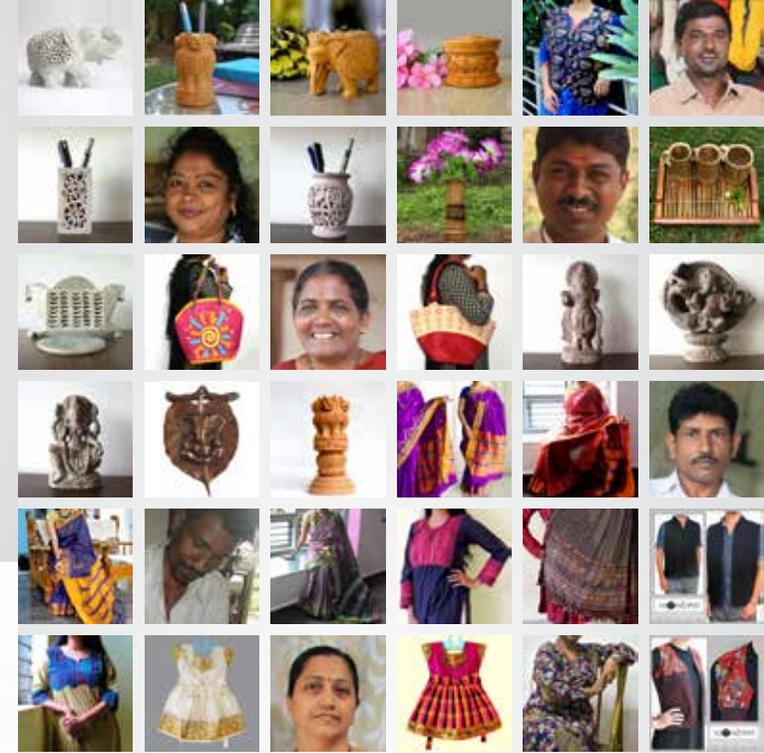
**- Praveen**

"This type of interaction meeting between successful entrepreneurs and just emerging entrepreneurs is result oriented function. Thank You Navodyami Program"

**- Mallikarjun B G**

"After joining Navodyami program I realized that my products had a lot more value than I thought. I received useful guidelines from my mentors. There is great improvement in my designs, and I'm earning higher profit due to better pricing of my products"

**- Nagaraj Chakrasali**



**navodyami**  
helping local & small enterprise thrive



Contact us: +91 7760 965 490 • +91 9686 956 691

 [www.navodyami.org](http://www.navodyami.org) |  [navodyami@dfmail.org](mailto:navodyami@dfmail.org)

 Deshpande Center for Social Entrepreneurship Building  
Vidyanagar Hubballi - 580031, Karnataka India

**Helpline Number : 0803-951-3981**

Navodyami is designed to help micro-entrepreneurs in India to expand their businesses. The program offers mentorship, assistance and support for small entrepreneurs. Who have unique products but may not have the necessary means to make their business thrive. With Navodyami's help, micro-entrepreneurs grow their business.



### Select

Hand picked candidates have an entrepreneurial spirit and high commitment to their business ideas.



### Support

Winners receive not only monetary support but trainings, mentorship and market connections.



### Scale

Navodyami assists entrepreneurs to increase their market share and expand the production to increase their returns.

**90%** of India's population is employed in the informal sector, in which they typically try to run a business with an investment under Rs. 100,000, employing 2-4 people.

Navodyami hand picks artisans from rural communities all across Sandbox areas who demonstrate an entrepreneurial spirit but are limited by a lack of capital, mentorship and marketing linkages.

#### We look for people who:

- Have an innovative idea that contributes to the local economy & livelihoods, and is socially & environmentally responsible.
- Have an entrepreneurial mindset.
- Are passionate about, and committed to, growing enterprises.
- Are running an enterprise with a turnover of less than 15 lakhs per year.

#### NAVODYAMI SAMMELANA

The Aim of the Navodyami Sammelana is to bring together the Navodyamis, successful entrepreneurs and bankers to discuss about good business practices, and engage in a fruitful debate facilitating mutual understanding. An additional goal of the Sammelana is to provide a platform for Navodyamis with multi-disciplinary interest relating to business and effective management of organization.

#### MARKETING ORIENTATION

Through a series of customized workshops, participants receive customer feedback and learn about market share, competition, and customer preferences.

#### NAVODYAMI KARYAGARA

This workshop translates high-end business expertise into Navodyami's language. Entrepreneurs learn to calculate cash flow projections and working capital needs, and determine business viability.

#### ONGOING MENTORSHIP

Leveraging DF's Ecosystem we have developed a group of mentors who comes from variety of sectors and who spends quality time mentoring our candidates. The mentorship sessions have been very rewarding and are of great value to the entrepreneurs who are constantly looking for a sounding board, timely advice and at times inspiration to take the next step.

#### NAVODYAMI SANTHE

An initiative to connect artisans and small entrepreneurs directly with customer, and customer directly to enhance appreciation for handmade and natural products. One-third of our beneficiaries belong to textile, handloom and Handicraft sectors.

#### NETWORK SUPPORT & EXPOSURE VISITS

Navodyami program brings entrepreneurs together and focus is to learn from each other, in the process many of our Navodyamis have connected and supported each other business either through providing their network or clientele to each other business.

We also take Navodyamis to visit industries to see quality packaging, technology used in big industries.

Over **5000**  
Micro-entrepreneurs  
trained over 4 years

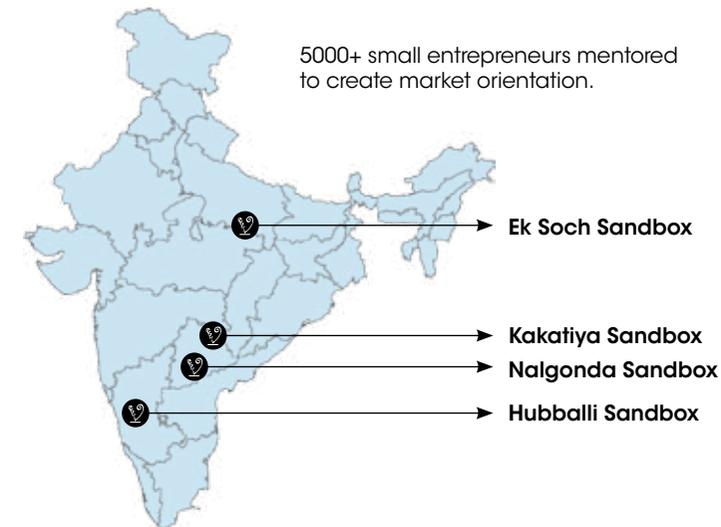
**100+** Business  
have been grown 2 to  
3 times with market-  
ing & finance support

Over **2<sup>cr</sup>**  
worth Credit  
mobilized from banks

**200+**  
Mentors mentoring to small  
and micro entrepreneurs

Direct sales  
facilitated sales  
worth of **1<sup>cr</sup>**

Through networking and outreach, thousands of small businesses have scaled great lengths.



“ 6 out of 10 small enterprises working with Navodyami have created profitable businesses while 2 out of these 6 have grown by over 1,000%. The overarching impact of Navodyami is evident in arresting migration, creating job opportunities in smaller towns and most importantly, the sustained inflow of cash into the local economy has created a positive ripple effect in the local communities. ”