

## **RFP - Study to understand the financial health of women-owned micro businesses in India**

### **Background and Context –**

India's 63.388 million micro, small, and medium enterprises (MSMEs) contribute 33% of the country's GDP and 40% of exports and employ over 110 million people. Despite their significance, they face many challenges, such as a lack of access to affordable credit and market linkage. Women-led MSMEs constitute 20.37% (~12.91 million) of the total MSMEs in India.

### **The research agency has to:**

- Conduct qualitative study including data collection, data analysis, synthesis and report writing
- Conduct data analysis, synthesis and report writing of quantitative research data that Sa-Dhan will provide.

The research will primarily focus on women entrepreneurs. It will help to understand:

- a) Various financial needs and challenges women entrepreneurs face in running their businesses
- b) Explore multiple ways to build resilience and financial health of women entrepreneurs
- c) Ways in which financial institutions can provide credit support to women entrepreneurs to establish their livelihood and ways to improve their well-being

### **Key Objectives -**

- The study will undertake in Karnataka, Gujarat, Tamil Nadu, Telangana, Maharashtra, and Delhi NCR, focusing on urban and peri-urban parts.
- Interact with women entrepreneurs to understand the objective of setting up the business.
- Identify the challenges faced by women entrepreneurs to run the business.
- Based upon the thought process, explore probable solutions to scale up the business.
- How can financial health be defined for a microenterprise?
- Identify various parameters to measure the financial health of women microenterprises.
- Examine various components of households that affect microenterprises.
- What is the status of access to finance for microenterprises, especially women?
- Assess the awareness level of various financial options among women.
- What is the thought process of women regarding usage of various Govt financial schemes?
- What financial products are available with financial institutions (MFIs) for such facilities?
- Examine various policies and solutions to overcome those gaps based on international/national policy.

### **Eligibility Criteria –**

- The institution should have international operations, especially in Asia and Africa.
- The organization should be able to bring in global experience in small business and financial health.

- The institution should have some experience on entrepreneurs.
- The organization should have extensive experience working with corporate funders to understand their ways of functioning.

### **Duration – 12 weeks**

The proposals should be sent through e-mail. The proposal should be on organizations/agency's letterhead (signed and scanned pdf version). The Application comprising of technical and financial proposal should be addressed to Ms Sunitha Nara at [sunitha@sa-dhan.org](mailto:sunitha@sa-dhan.org) via e-mail by 25<sup>th</sup> Aug 2023. The subject line of the e-mail should read: "Study to understand the financial health of women owned micro businesses in India". Only short-listed consultant/organization will receive an acknowledgment and will be called for personal interactions.

Sa-Dhan is an association of Impact Finance Institutions and an RBI appointed Self-Regulatory Organization (SRO) for Microfinance Institutions. Sa-Dhan is India's first and largest association of community development finance institutions, formed over two decades back to support and strengthen the agenda of fostering Inclusive Impact Finance in India. It strives to create a better understanding of the microfinance sector among policymakers, funders, banks, governments, researchers, and practitioners. Sa-Dhan has about 220 members working in 33 states/UTs and over 600 districts, which includes both for Profit and Not for Profit MFIs, SHG promoting institutions, banks, rating agencies, capacity-building institutions etc. Sa-Dhan's members, with diverse legal forms and operating models, reach out to approximately 44 million clients with loan outstanding of more than ₹1,27,801 crores. Sa-Dhan is also recognized as a National Support Organization (NSO) by National Rural Livelihood Mission (NRLM).

\*\*\*\*\*