

# Concept Note – STREE 2022

## 1. Project Details

1.	Project Title	STREE 2022
2.	Thematic Pillar	Women Entrepreneurship and Livelihood
3.	Locations	Karnataka, Kerala, and Tamil Nadu
4.	Target Reach	300 women
5.	Project Duration	8 months (March to September)
6.	Estimated Budget	INR 93,57,000/-
7.	Project Execution	Kshamata Innovation Foundation and Paadhai

## 2. Background

**Kshamata Innovation Foundation (KIF)** launched **STREE** (*She Transforms Routine to Equitable Entrepreneurship*), its flagship programme to help strengthen women entrepreneurship by enabling homemakers and the like to contribute to their family incomes and become financially independent. **STREE** is a unique initiative that supports women by helping them transform their ideas into sustainable businesses and providing them with livelihood-based entrepreneurship opportunities. STREE was launched with the motto “*Simple Ideas, Successful Businesses and Sustainable Livelihood*”.

## 3. STREE 2021

STREE 2021 provided entrepreneurial support, knowledge and mentoring to **100 aspiring women entrepreneurs**. The mentoring support provided covered – **business development, compliance, going online, networking, marketing and sales**. The beneficiaries also received capacity building opportunities to enhance their skills to ensure that they benefited from the mentoring provided to them. This included workshops in – **uniform stitching, stitching reusable masks and bags, make-up artist, gardening, and entrepreneurship**. STREE 2021 was successful in providing last mile connectivity to its beneficiaries by ensuring they received business orders for products and services.

For more information on STREE 2021 please refer to:

- [STREE 2021 Closure Report](#) and
- [STREE 2021 Closure Video](#)

## 4. STREE 2022

KIF envisions its flagship women entrepreneurship programme to be a yearly event that takes place between the months of March and September. Building on last year's success, KIF is partnering with Paadhai to inspire more women entrepreneurs from to start their own livelihood-based businesses. Through the STREE platform, we aim to strengthen the ecosystem of **women-led, women-owned, and women-controlled** businesses in Karnataka, Kerala, and Tamil Nadu.

### Objectives of STREE 2022:

- To categorically identify and onboard **300 women** who have simple routine ideas but lack the basic and fundamental support needed to convert these ideas into sustainable livelihoods.
- To provide beneficiaries with strategic inputs and technical support through a dedicated **Mentorship Programme** that helps them develop business plans, gain industry linkages, market their products/services and generate sales.
- To provide beneficiaries with **skill development opportunities** to fresh skill, up-skill, and re-skill themselves in areas where they require practical knowledge to run their respective businesses.
- To provide beneficiaries with **interpersonal and entrepreneurship training** to better equip them with skills needed to pursue their business ideas.
- To provide beneficiaries with **handholding and last mile connectivity support** as they take the leap towards realising their entrepreneurial aspirations.
- To continue building a vibrant ecosystem of women entrepreneurs to be part of the **STREE Alumni**, which serves as an enabling network of mentors, peer-to-peer connect, industry collaborations, and partnerships.



*She T ransforms Routine to E quitable E ntrepreneurship*



*Simple ideas, Successful Businesses, Sustainable Livelihoods*