



## **Homemakers**

**Objective:** Empower homemakers to start home-based businesses.

**Step-by-Step Process:**

**1. Passion Mapping (Day 1-3):**

- Administer the “Pehchan Quiz” to identify skills (e.g., cooking) and goals.
- Deliverable: Passion profile.

**2. Business Plan (Week 1):**

- Develop a home-based plan (e.g., online bakery) with the “Custom Plan” step, costing .
- Deliverable: Business plan.

**3. Skill Training (Week 2):**

- Conduct a 2-hour workshop on Instagram sales and WhatsApp marketing.
- Deliverable: Training materials.

**4. Legal Assistance (Week 3):**

- Guide through Shop Act registration and MSME benefits.
- Deliverable: Registration documents.

**5. Launch and Promotion (Week 4):**

- Support a home delivery launch and promote their story on social media.
- Deliverable: Launch strategy and posts.

**6. Follow-Up (Month 2):**

- Assess growth and suggest scaling (e.g., bulk orders).
- Deliverable: Scaling plan.

**Tools:** Pehchan Quiz, 4-step roadmap, workshop modules, legal support.

The concepts and guides in this note are for illustrative purposes only and represent a general outlook. Addition provides personalized solutions tailored to each client’s unique needs and circumstances. Individual results may vary."