

Starting Your Small Business

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A step-by-step guide for rural women entrepreneurs

Step 1: Choose Your Business

Popular Business Ideas:

- Tailoring and embroidery work
- Papad, pickle, and snack making
- Beauty parlor or salon services
- Handicrafts and handmade products
- Organic farm products
- Tiffin/catering services
- Poultry farming
- Dairy products

How to Choose:

- Consider your existing skills
- Check demand in your village/nearby areas
- Calculate how much money you can invest
- Think about time you can dedicate

Step 2: Make a Business Plan

- **Initial Investment:** List all things you need to buy and their costs
- **Monthly Expenses:** Raw materials, electricity, transport, etc.
- **Pricing:** Cost of materials + Your labor + Profit (15-30%)
- **Target Customers:** Who will buy? Where are they?

Step 3: Start Small

- Begin from home to save rent
- Make small quantities initially
- Sell to neighbors and relatives first
- Reinvest profits back into business
- Gradually expand as you grow

Step 4: Register Your Business

- **Udyam Registration:** Free MSME registration online at udyamregistration.gov.in
- **Bank Account:** Open separate account for business
- **GST Registration:** Required if annual turnover exceeds Rs. 40 lakhs

Important Tips for Success

- Maintain good quality - customers will return
- Be honest in business dealings
- Keep proper records of income and expenses
- Listen to customer feedback and improve
- Join local women self-help groups for support
- Be patient - success takes time