



Sankalp Setu

*Soch Se Sankalp Tak, Sankalp
Se Safalta Tak*

Problem Statement

Many women in rural and semi-urban India possess strong traditional skills and promising business ideas, but struggle to turn them into real ventures due to:

- Lack of awareness about government schemes and financial support
- No access to structured business guidance or planning tools
- Barriers of digital illiteracy, language constraints, and low confidence
- Absence of a simple, AI-supported platform in regional languages to bridge this gap
- Lack of personalized mentoring or structured guidance for women-led business ventures.

Despite the availability of schemes and support systems, the process remains inaccessible, especially for first-time, low-literacy women entrepreneurs.

CORE PILLARS OF OUR EMPOWERMENT PLATFORM

Multilingual Voice & Text Input for Business Ideas

Users can share their business ideas via voice or text in their regional language. This ensures accessibility for non-tech-savvy and low-literacy users.

Feasibility Score and Business Advice

This platform gives user a feasibility score out of 10 based on business type, location, experience, capital, target, sector and timeline. It also gives the user advice on how to make their business flourish.

Financial Support Guidance

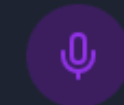
Recommends government schemes and grants for users who lack funding. Explains eligibility criteria in simple terms and helps users navigate the process.

NGO Collaboration & Mentorship

Connects users to registered NGOs for ongoing support, mentorship, and resources. NGOs can offer hands-on help based on the user's needs and region.

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Empowering rural women entrepreneurs with AI-powered business guidance in their native language



Ask for Help

Connect with NGOs



AI Analysis

Get instant feedback





Scheme Matching

Find government support

Ready to Transform Your Business Idea?

Join thousands of women entrepreneurs who are building successful businesses with AI-powered guidance

 Submit Your Idea →

 Explore Platform

Available in different Indian languages • Privacy-first approach • No technical skills required

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Find Support NGOs

I want to learn how to make handicrafts to make a small business also i want to learn about finance.

Find NGOs

Top Matches

Seva Bharati (Multiple states)

Website: https://en.wikipedia.org/wiki/Seva_Bharati

Services: Vocational training (handicrafts, tailoring, computers), cottage industry support.

Description: Runs 1,400+ training centres for rural women's skill development and entrepreneurship.

Similarity Score: 0.41999998688697815

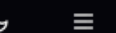
Vatsalya (Lucknow, Uttar Pradesh)

Website: <https://vatsalya.org.in>

Services: Entrepreneurship, tailoring, beautician training for adolescent girls and women.

Description: Focuses on women empowerment and skill development to promote financial

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AI Business Mentor

Describe your business idea in any language. Get feasibility, scheme suggestions, and a startup plan from our AI Mentor.

Eg: मैं दिल्ली में महिलाओं के लिए बुटीक खोलना चाहती हूँ।

Talk to AI Mentor

SANKALPSETU OVER CHATGPT

Feature	Sankalp Setu	ChatGPT
AI Mentoring	yes	NO
Schemes Checkout	yes	NO
NGO Real Support	yes	NO
Local Language+ voice	yes	limited
Dashboard & Learning	yes	NO

Ethical AI Use and Inclusivity

Bias Mitigation & Fairness

- Multi-language Support: The platform supports multiple Indian languages to ensure linguistic inclusivity for rural women entrepreneurs who may not be comfortable with English
- Cultural Context Awareness: AI models are trained to understand local business contexts and cultural practices
- Gender-Sensitive Recommendations: AI algorithms are designed to provide gender-appropriate business suggestions that consider the unique challenges and opportunities for women entrepreneurs in rural India

Transparency & Explainability

- Clear AI Explanations: All AI-generated business analysis and scheme recommendations include detailed explanations in the user's preferred language
- Confidence Scoring: AI predictions include confidence levels and uncertainty measures to help users understand the reliability of recommendations

Privacy & Data Protection

- Local Data Processing: Sensitive user data is processed locally where possible to maintain privacy
- Consent-Based Data Collection: Explicit user consent for data collection with clear explanations of how data will be used
- Anonymized Analytics: User behavior analytics are anonymized to protect individual privacy while enabling platform improvement

Our Impact Potential

India's Untapped Potential

50+ million women in rural & semi-urban India possess traditional, monetizable skills.

Only a fraction of them currently receive structured support or guidance.

What 1% Adoption Looks Like

500,000+ empowered entrepreneurs

Thousands of micro-businesses created

Ripple effect on families & communities

Future Enhancements & Roadmap

Advanced Personalized Planner

A more detailed business planner that adapts to the user's pace, interests, and skill level
Offers day-wise, week-wise, and milestone-based plans for streamlined growth

Smart Loan Scheme Simulator

Provides in-depth explanations of loan schemes
Interactive tool: "If you borrow ₹X, you'll repay ₹Y in Z months"
Includes interest calculators and payback breakdowns

Risk & Loss Prediction Tool

Predicts worst-case business losses based on industry trends and user input
Offers risk mitigation strategies and planning tips

Monthly & Yearly Target Tracker

Users can set realistic monthly and yearly goals
Visual progress tracking and reminders to keep them motivated
Personalized feedback and adjustments based on user activity

Guide to Taking Business Online

Step-by-step help to create an online presence:
Social media setup
WhatsApp Business, Google Business Profile
Basic e-commerce platforms (Meesho, Shopify, etc.)

Profit Boosting Scheme Recommendations

AI-powered suggestions of existing government/private schemes to increase profit
Tailored to user's business type, region, and performance

Welcome back, Amisha

Track your entrepreneurial journey and discover new opportunities

Ideas Submitted

4



Avg. Score

0.0/10



Schemes Found

0



Learning Progress

0%



My Ideas

Schemes

Learning

Progress

Idea #1

I want to open a tailoring unit for women in my village.

AI Report:

Feasible with low investment and government scheme support.

[View Full Business Plan](#)

Idea #2

i want open tea stall

AI Report:

Language Detected: English

- BUSINESS_TYPE: Tea Stall
- CAPITAL: Not specified
- LOCATION: Not specified
- TARGET: Not specified
- SECTOR: Food & Beverages
- TIMELINE: Not specified
- EXPERIENCE: Not specified

Feasibility Score: 7/10

- Everybody loves tea, it is a huge market. However, the profit margin might be low due to the low price per cup.

Government Scheme Matching:

- Scheme Name: Pradhan Mantri MUDRA Yojana
- Eligibility: Any Indian Citizen who has a business plan for a non-farm sector income generating activity such as manufacturing, processing, trading or service sector.
- Required Papers: Business proposal with the estimated cost.

Find Support NGOs

मैं हस्तशिल्प बनाना और वित्त पोषण करना सीखना चाहता हूँ

Find NGOs

Top Matches

Seva Bharati (Multiple states)

Website: https://en.wikipedia.org/wiki/Seva_Bharati

Services: व्यावसायिक प्रशिक्षण (हस्तशिल्प, टेलरिंग, कंप्यूटर), कॉटेज उद्योग समर्थन।

Description: ग्रामीण महिलाओं के कौशल विकास और उद्यमिता के लिए 1,400+ प्रशिक्षण केंद्र चलाता है।

Similarity Score: 0.4099999964237213

Sabala Organization (Bijapur, Karnataka)

Website: https://en.wikipedia.org/wiki/Sabala_Organization

Services: कढ़ाई, बुनाई, एसएचजी, माइक्रोफाइनेंस में लम्बानी महिलाओं को प्रशिक्षित करना।

Description: शिल्प कौशल और स्व-सहायता समूहों के माध्यम से आदिवासी महिलाओं को सशक्त बनाता है।

Similarity Score: 0.4000000059604645

Kherwadi Social Welfare Association (Yuva Barivartan) (Mumbai)

AI Business Mentor

Describe your business idea in any language. Get feasibility, scheme suggestions, and a startup plan from our AI Mentor.

मैं अहमदाबाद में 20 हजार रुपये के निवेश के साथ बच्चों के लिए आयुर्वेदिक साबुन बनाने का व्यवसाय शुरू करना चाहता हूं, साथ ही साबुन बनाने का 2 साल का अनुभव भी रखना चाहता हूं।

Talk to AI Mentor

भाषा: हिंदी

- व्यापार प्रकार: आयुर्वेदिक साबुन निर्माण
- पूंजी: 20,000 रुपये
- स्थान: अहमदाबाद
- लक्ष्य: बच्चों के लिए साबुन
- क्षेत्र: आयुर्वेदिक उत्पाद
- समयरेखा: निर्धारित नहीं
- अनुभव: 2 साल साबुन निर्माण

सार्वभौमिकता स्कोर: 7/10.

कारण:

- गहन क्षेत्रीय ज्ञान: आपका 2 साल का अनुभव साबुन निर्माण में
- उचित पूंजीगत समर्थन: 20,000 रुपये

सरकारी योजनाएं (भारतीय संदर्भ):

1. प्रधानमंत्री मुद्रा योजना (PMMY):

- पात्रता: छोटे एवं मध्यम उद्यम (MSMEs)
- आवश्यक दस्तावेज: आवेदन पत्र, व्यापार योजना, 6 महीने का बैंक स्टेटमेंट, आय प्रमाण पत्र, Caste certificate (if applicable), Residence proof
- ऋण राशि: तीन वर्गों - शिशु (50,000 रुपये), किशोर (50,000 रुपये - 5 लाख रुपये) और तरुण (5 लाख - 10 लाख रुपये)

भाषा: हिंदी

- व्यापार प्रकार: आयुर्वेदिक साबुन निर्माण
- पूंजी: 20,000 रुपये
- स्थान: अहमदाबाद
- लक्ष्य: बच्चों के लिए साबुन
- क्षेत्र: आयुर्वेदिक उत्पाद
- समयरेखा: निर्धारित नहीं
- अनुभव: 2 साल साबुन निर्माण

सार्वभौमिकता स्कोर: 7/10.

कारण:

- गहन क्षेत्रीय ज्ञान: आपका 2 साल का अनुभव साबुन निर्माण में
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- पात्रता: छोटे एवं मध्यम उद्यम (MSMEs)
- आवश्यक दस्तावेज: आवेदन पत्र, व्यापार योजना, 6 महीने का बैंक स्टेटमेंट, आय प्रमाण पत्र, Caste certificate (if applicable), Residence proof
- ऋण राशि: तीन वर्गों - शिशु (50,000 रुपये), किशोर (50,000 रुपये - 5 लाख रुपये) और तरुण (5 लाख - 10 लाख रुपये)
- ब्याज दर: 1% प्रति माह या 12% प्रति वर्ष (लघु और मध्यम उद्यम)

व्यापार योजना (5-चरण):

1. साबुन निर्माण के लिए उचित स्थल की खोज
2. आवश्यक उपकरण की खरीद
3. उत्पादन क्रिया शुरू करें
4. स्थानीय और ऑनलाइन बाजारों में उत्पाद की विपणन
5. ग्राहक प्रतिसाद आधारित उत्पाद में सुधार

व्यक्तिगत सलाह:

- गुणवत्ता और सुरक्षा मानदंडों का पालन करना याद रखें.
- बाजार में मौजूद आयुर्वेदिक साबुनों से अपने उत्पाद के कैसे भिन्न होने के उपर जोर दें.
- आयुर्वेदिक घटकों के गुणों के बारे में माहिती प्रदान करना याद रखें, ताकि ग्राहकों का विश्वास बढ़े.



Submit Your Business Idea

Share your idea in your native language and get AI-powered feedback

Your Business Idea

Describe your business idea in detail. You can type or use voice input.

Select Language

English

Describe Your Idea

Voice Input

હું અમદાવાદમાં 2 વર્ષનો સાબુ બનાવવાનો અનુભવ ધરાવીને 20 હજાર રૂપિયાના રોકાણ સાથે બાળકો માટે આયુર્વેદિક સાબુ બનાવવાનો વ્યવસાય ખોલવા માંગુ છું.

Analyze My Idea

AI Analysis Progress

Analyzing your idea...

99%

- Language processing and translation
- Feasibility scoring and analysis
- Generating recommendations

ભાષા: ગુજરાતી

- વ્યવસાય પ્રકાર: આયુર્વેદિક સાબુ નિર્માણ
- મૂળધન: 20,000 રૂપિયા
- સ્થાન: અમદાવાદ
- લક્ષ્ય: બાળકો
- સેન્સાર: સફાઈ ઉત્પાદો, આયુર્વેદિક ઉત્પાદો
- સમયરેખા: જાહેર નથી
- અનુભવ: 2 વર્ષની સાબુ નિર્માણમાં

સફળતા આંકડા: 7/10

- તમારે આ બિઝનેસમાં પેહલાથી અનુભવ છે અને તમે ખાસ બાળકો માટે પ્રોડક્ટ બનાવવાં ઇચ્છો છો જે તેને લક્ષણીય છે.
- તમારો બજેટ કેટલુક મર્યાદિત છે, તેથી તમારે આ બિઝનેસને આગળ વધારવા માટે વધુ ધનની જરૂર પડશે.
- સાબુ નિર્માણ બિઝનેસ ખૂબ સ્પર્ધાત્મક છે અને તેમાં નવું ઇનોવેશન અપાય છે તેવું તેમાં થઈ શકે છે.

સરકારી યોજના: મુદ્રા યોજના

Thank You

**"SankalpSetu isn't just a tool — it's a
trusted friend who listens, supports, and
uplifts her."**