

Participating Entity

Industry Segment

Business Segment

Type Of Business

Name of Participating Entity

Website URL

Date of Company Incorporation

Registered Address Participating Entity

Number of Employees

Funding Source

Employees

(On payroll + On Contract) as on March 31, 2023

Contact Person Details

Name

Email

Contact

Financial Details

FY 2022-2023

FY 2022-2023

Revenue Turnover (in INR Crores)

Revenue Growth (in %)

Net Profit Margin (in %)

Asset Valuation (in INR Crores)

Debt : Equity Ratio

About the Organization

Brief Overview of the Company

Mission and Vision

Products / Services Offered

Case Studies

Name of the initiative or product/service offering

Start Date

End Date

Describe the Initiative / Product / Service

The initiative/product/service that your organization has developed between the period of April 01, 2022, to March 31, 2023 that has led to business success. What was the problem that you aimed to address through the initiative/product/service?

Highlight the challenges faced by you as an MSME

The challenges that your organization has faced to implement the initiative or product/service offering mentioned above and how did the organization overcome these challenges?

Elaborate on your go-market-strategy

Elaborate on strategy for introducing the initiative/product/service into the market. Highlight the factors that differentiate you from your competitors.

Use of Technology

How have you leveraged technology while implementing the initiative/product/service?

The challenges that your organization has faced to implement the initiative or product/service offering mentioned above and how did the organization overcome these challenges?

Impact of the Innovation / Initiative

Elaborate on the impact created by the initiative/product/service on your various stakeholders such as customers, employees, industry, etc.

Details should be measurable and generic statements should be avoided

Sustainability / Scalability

Elaborate on the sustainability and / or scalability of the initiative/product/service offering mentioned above. Highlight the following parameters

Details should be measurable and generic statements should be avoided

Additional Information

Is there any other information you would like to provide to support and strengthen your application? For example: Awards, recognitions, etc.