



**pollinate group**  
Empowering Lives, Sustainably

# IMPACT REPORT

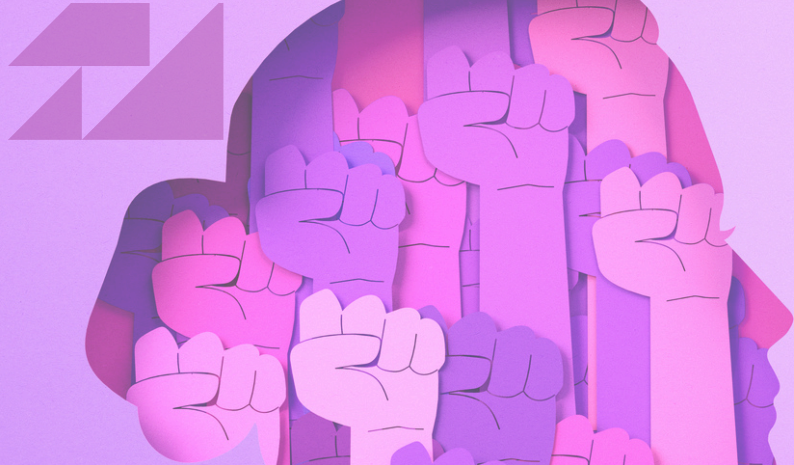
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2023 – 2024



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# About Us

## Introduction

At Pollinate Group, our values are the foundation of our mission. They shape every action and reflect our unwavering commitment to positively impacting and driving meaningful change for needy communities.

Our unique model transforms challenges into opportunities, focusing on empowering women from underserved communities. By addressing poverty with innovative livelihood programs, Pollinate Group equips women with essential entrepreneurship skills, including zero-cost inventory, financial literacy, and digital inclusion through human and tech platforms.

This holistic approach enables women to become proactive change agents, distributing clean energy products for healthier lives and reliable income sources.

At the heart of Pollinate Group's work lies a steadfast dedication to initiatives that deliver meaningful change and have the potential to create large-scale, lasting solutions for underserved women, fostering a more equitable and sustainable world.

## Global Change

Pollinate Group operates as a catalyst for positive transformation on a global scale by:

Expanding Reach

Advocating for  
Change

Innovating Solutions





**Sujatha Ramani**  
CEO

## CEO's Message- The Ripple Effect

### **EMPOWERING WOMEN, TRANSFORMING COMMUNITIES**

To our partners, supporters, and the communities we serve—thank you for walking this journey with us. This year has demonstrated the extraordinary power of women's entrepreneurship and the impact of collaboration.

We are proud to have trained and empowered 2,311 marginalized women entrepreneurs to date. These entrepreneurs have extended life-changing clean energy solutions to over 894,000 individuals.

These women are more than entrepreneurs—they are changemakers. Armed with confidence, knowledge, and tools, they make decisions that improve health, enhance mobility, and reshape household priorities to foster lasting development. Together, we've not only improved lives but also created systemic change and ripple effect, saving families \$24.8 million in kerosene costs, reducing 1.88 million tons of CO<sub>2</sub>e emissions, and contributing to healthier, more resilient communities.

Rooted in vision, our vision is to create a world where clean energy and sustainable livelihoods are accessible to everyone. This mission drives us to empower women in underserved communities, equipping them with the tools, resources, and confidence to lead change for themselves and those around them. Each empowered woman proves what's possible when they are allowed to lead.

Our work has led to transformative results. The percentage of families earning below the national average dropped from 73% to 53%, with 20% more families now earning above the average. 89% of Women in our network report increased confidence in speaking with others and advocating for their businesses.



67% of Women now make independent household decisions, reducing dependency and growing agency. These results reflect not only the power of women's entrepreneurship but also the profound ripple effect it creates—improving livelihoods, reshaping gender norms, and uplifting entire communities.

We faced hurdles ranging from economic shifts to climate-related barriers in remote regions. These challenges tested our adaptability and inspired us to innovate further. By refining training methods, strengthening local partnerships, and tailoring solutions to meet the unique community needs, we have emerged stronger and more determined to deliver impact.

Our goal is to reach even more underserved communities and empower thousands of women to become leaders of change. By 2028, we envision a thriving network of 5,000 empowered women entrepreneurs driving sustainable growth in their regions and contributing to a cleaner, more resilient world. We also plan to expand into new regions, forge partnerships that amplify our efforts, and ensure every Women in Pollinate Group has the resources and network she needs to succeed.

Your partnership has been essential to our journey, and the future holds even greater possibilities. Together, we can empower more women, reach more underserved families, and drive lasting change that spans generations. I just wanted to let you know that now is the time to act.

By supporting Pollinate Group, you're not just investing in clean energy and entrepreneurship—you're investing in a world where empowered women lead the way to create the ripple effect of sustainable development, poverty alleviation, and community resilience. Let's continue this journey, hand in hand, to create a brighter, cleaner, and more equitable future for all. Your support today fuels the changemakers of tomorrow.

**Sujatha Ramani,**  
**CEO**

**INVEST IN WOMEN. TRANSFORM COMMUNITIES. CREATE IMPACT.**

# Vision Mission & Values

We are determined to continue pushing boundaries and making an impact in our community. Let's take a look at what we have been working on and what our future plans are.

## Vision

A world where women are empowered to guide their communities towards overcoming poverty.

## Mission

We empower women as agents of change to deliver products that enhance health, conserve time, and save money for the world's most marginalized communities.

## Values

### Everyone matters

We put ourselves in the shoes of others and build great relationships, treating everyone with respect and never losing sight of the impact we have on people's lives.

### Find Solutions Together

Collaboration is how we get things done.

We share ideas and bring creative thinking to challenge old ways and test new ways.

### Listen to Learn

We seek feedback from our team, the communities we serve and our supporters.  
We are comfortable asking why to understand deeply.

### Share the Future

Our growth happens because we set clear goals, stay agile, seek opportunities for ongoing development and work together to release our full Potential.

## Inputs

Recruit marginalised women to be entrepreneurs

Provide life skill training & business support

Provide access to digital technology & training on digital literacy

Distribute clean energy & life improving products to households

## Outputs

Women entrepreneurs thrive with Pollinate Group.

Women receive skill trainings & mentorship

Women use smartphones, LMS & Suryamukhi apps

Households use energy & life improving products

## Outcomes

Women see increase in annual income

Women have agency and resource access

Women use and adopt digital technology platforms

Customers experience a better quality of life, saving time, money, and improving health

## Impact

Women take on leadership roles

Communities are safer, healthier, cleaner and climate change resilient

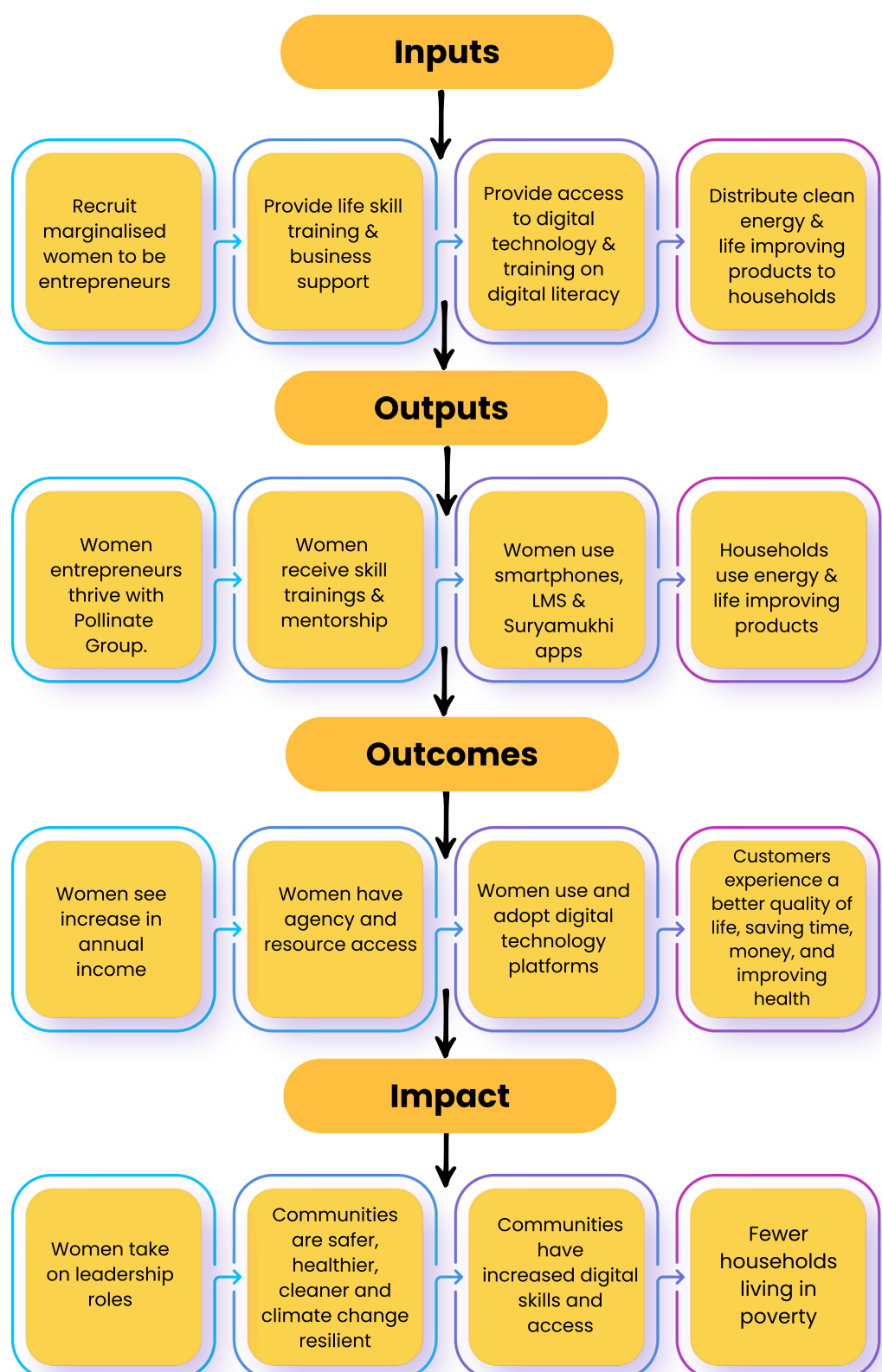
Communities have increased digital skills and access

Fewer households living in poverty

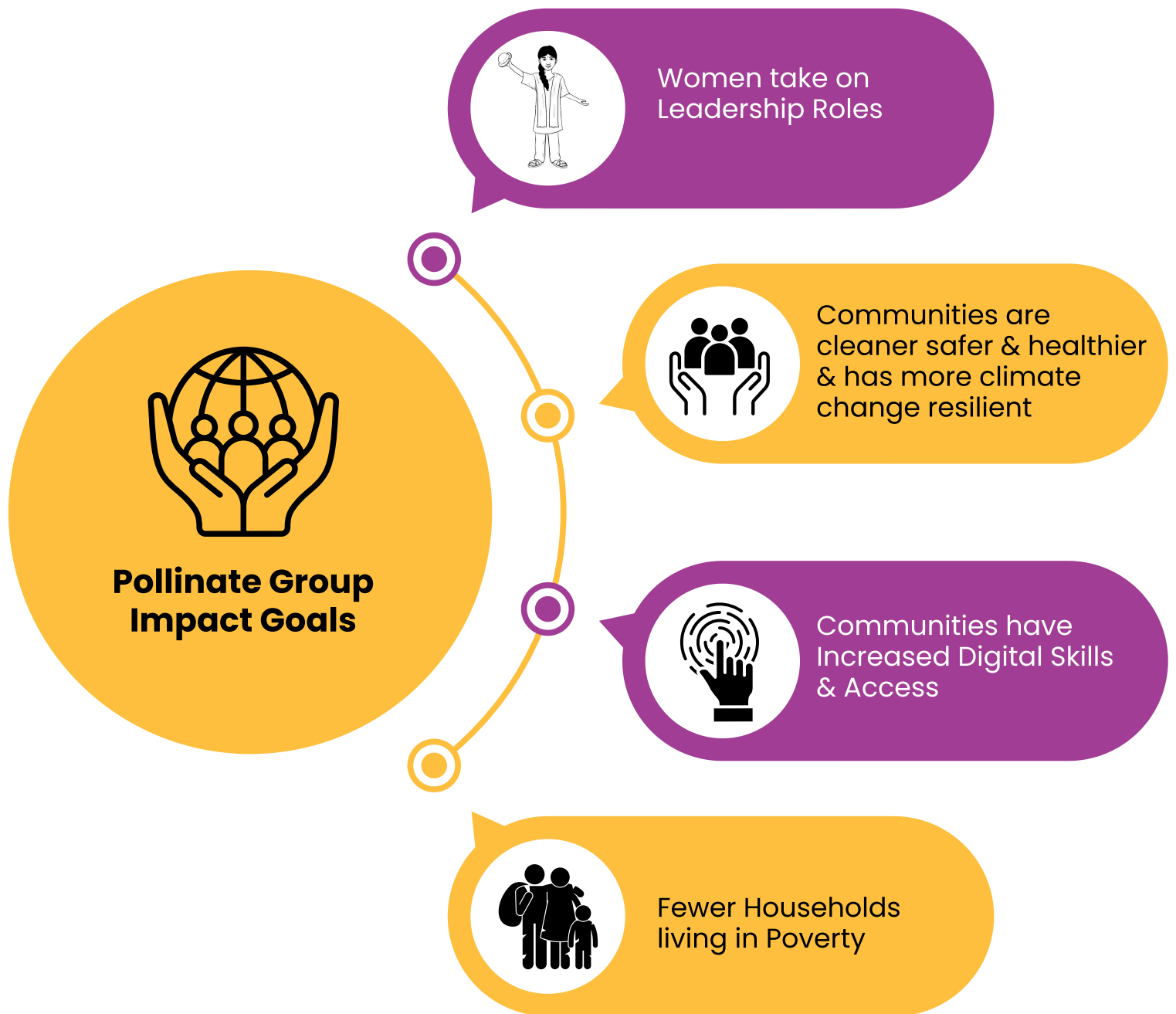


# Our Theory of Change (TOC)

Access to life's essentials is crucial for leading a prosperous life. The collected data seeks to illustrate and analyze the improvements in the quality of life experienced by the marginalized women entrepreneurs (known as Suryamukhi in India and Nepal) in our program after joining Pollinate Group. Pollinate Group evaluates and monitors its impact using a robust impact framework and a well-defined Theory of Change (TOC).



# Our Impact Goals



We have identified both direct and indirect outcome metrics to monitor changes in the lives of women entrepreneurs. Operational data is collected through our CRM system, and impact surveys are conducted to assess key areas. Detailed discussions of the indicators and metrics used, along with an overview of the impact figures, are provided in the following sections.



## Pollinate Group Impact Goals



Women take on  
Leadership Roles



Communities are  
cleaner safer & healthier  
& has more climate  
change resilient



Communities have  
Increased Digital Skills  
& Access



Fewer Households  
living in Poverty

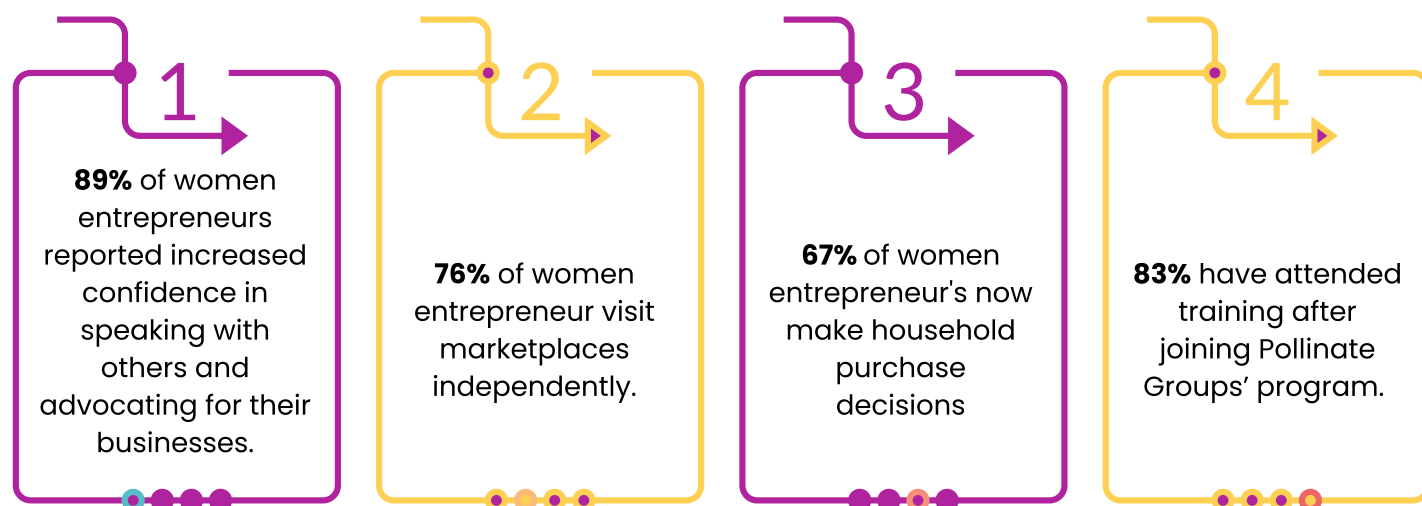


# Progress on Impact Indicators

## Women are in Leadership Roles

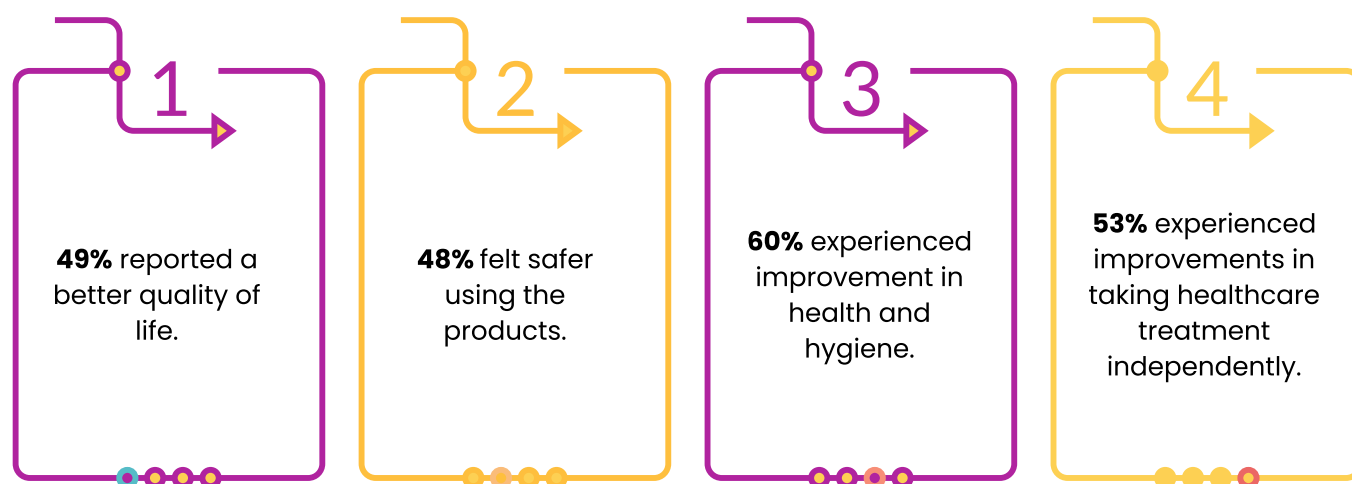
We recognize the influence of gender norms on women's roles within their families and society. Therefore, it is crucial to assess our impact by focusing on the women entrepreneurs' voice, power, and agency.

The key outcome metrics achieved over the past two years are shown below.



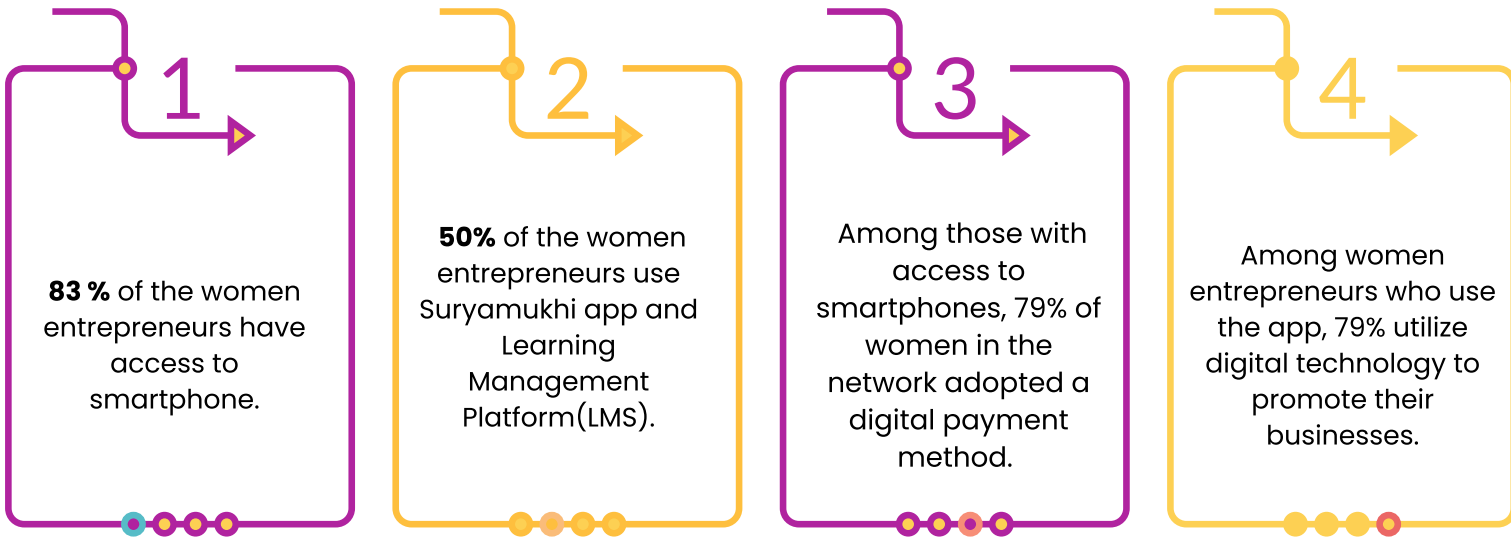
## Communities are Safer, Healthier & Cleaner

Pollinate Group values both women and its communities, as it supports and serves them as integral to its strategy. Each product plays a vital role in these communities, enhancing access to clean energy solutions, efficient cooking appliances, women's hygiene products, improved health, and better sanitation. Over the past two years, the outcomes in this impact area have been evaluated using the following indicators.



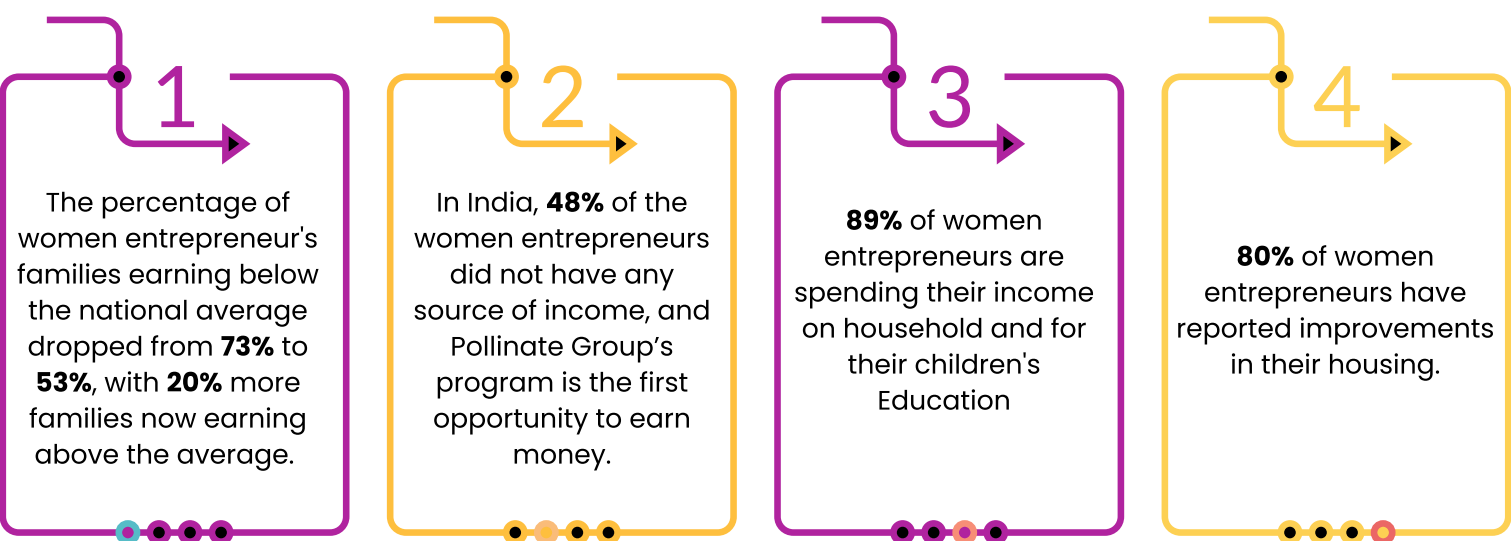
## Communities have Increased Digital Access.

Digital accessibility eliminates barriers restricting interaction with or access to digital tools and technologies, a critical step toward building a truly inclusive world. Pollinate Group is committed to providing equal opportunities for digital access to all Women Entrepreneurs and the communities it supports. The outcome indicators for this impact area include:



## Fewer Households Living in Poverty

To assess our impact on poverty reduction, we evaluated each woman's economic status by examining their family income, personal earnings, and overall financial contributions.



In 2024, Pollinate Group conducted its social impact assessment across Nepal and India, complemented by baseline surveys collected from Jan 2023 to June 2024. The assessment encompassed five surveys—Baseline, Annual Impact, Community Needs, Customer Impact, and women entrepreneurs Exit Surveys—yielding 1,453 data points through face-to-face and online methods. The sample included 187 Baselines, 330 Annual Impacts, 532 Community Needs, and 404 Customer Impact responses, providing a strong foundation for evaluating effectiveness.

The survey design featured a structured questionnaire tailored to each survey type. For the Baseline and Annual surveys, the questionnaire was divided into four sections:

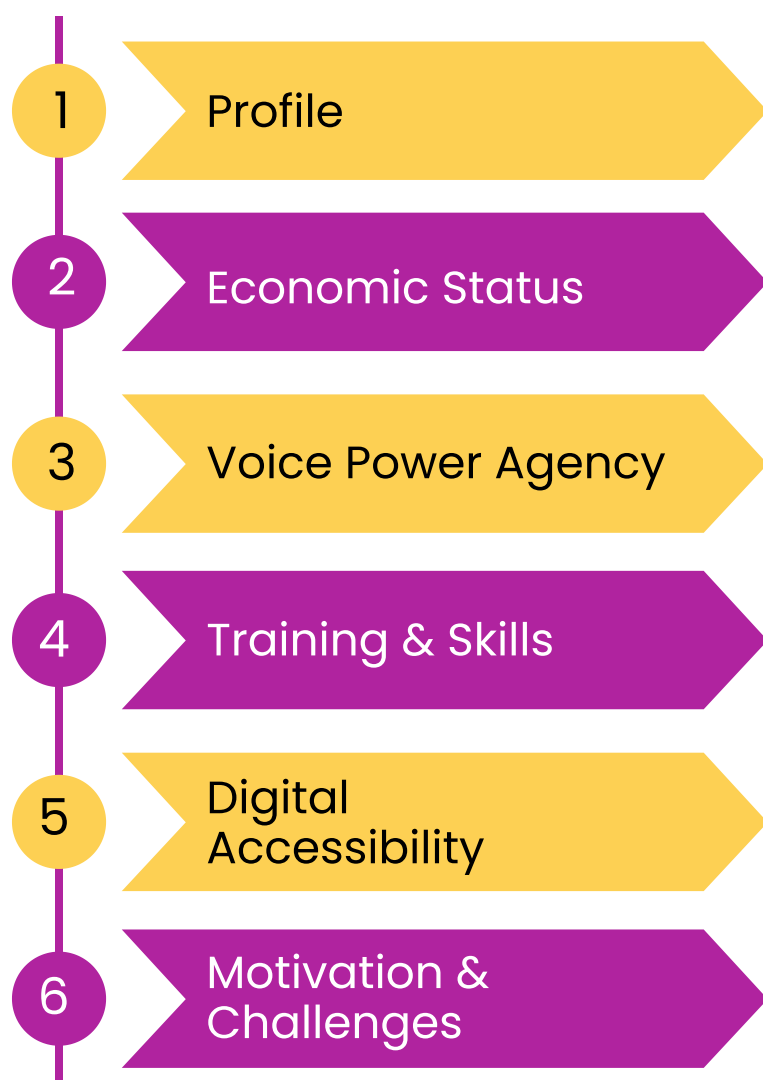
1. **The background of women entrepreneurs:** assessing demographic and contextual details
2. **Voice, power, and agency:** focusing on confidence and decision-making
3. **Economic empowerment:** evaluating financial growth and entrepreneurial progress
4. **Digital accessibility:** examining access to and usage of digital tools and technology, her motivations and challenges

For the Community Needs Assessment, the questionnaire was divided into two sections: the first focused on questions about the community, and the second addressed specific product needs. The customer Impact survey comprised three main sections: demographic information, customer satisfaction, NPS score along with products and services, and an evaluation of the Pollinate Women Entrepreneur Program.

1. **Data analysis:** The collected data was analyzed using Formstack, and responses were drawn through MS Excel, after which this data was analyzed and used in this report
2. **In-depth interviews:** 68 in-depth interviews were conducted with Women Entrepreneur and customers
3. **Focus group discussions (FDGs):** 17 FDGs were conducted with women entrepreneurs, customers, and community members to explore behaviors, preferences, and needs. Each group comprised 8-10 participants from diverse backgrounds. Discussions were focused on community needs, Pollinate Group's product awareness, and preferences, providing qualitative insights to complement survey data.



## A. Impact on women entrepreneurs



## B. Impact on Community and Customers

## C. Community Needs Assessment

## D. Products Needs Assessment



## Key Insights

- The age of women entrepreneurs ranges from **18 years to 65 years, with an average age of 35**
- Women entrepreneurs average family size is higher than the national average family size in both countries, with India's Family size at **5** and Nepal's Family size at **6**
- **72%** have **basic literacy** and **15% are illiterate. Only 13%** of women entrepreneurs have had access to higher education.
- Women entrepreneurs are engaged in lower-paid or unpaid jobs before joining Pollinate Group's program.

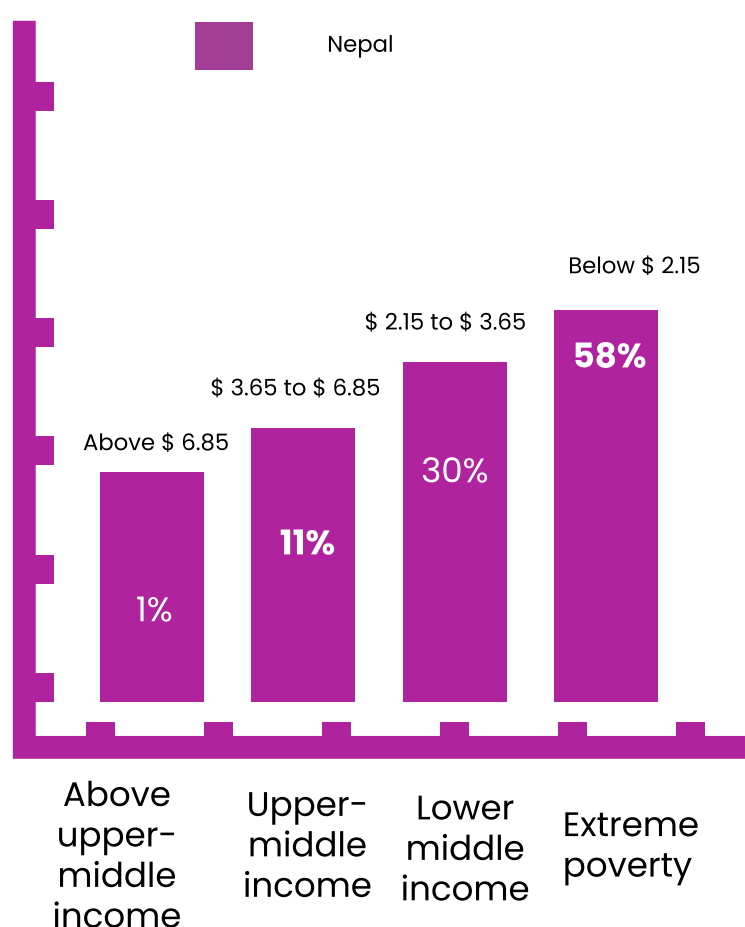
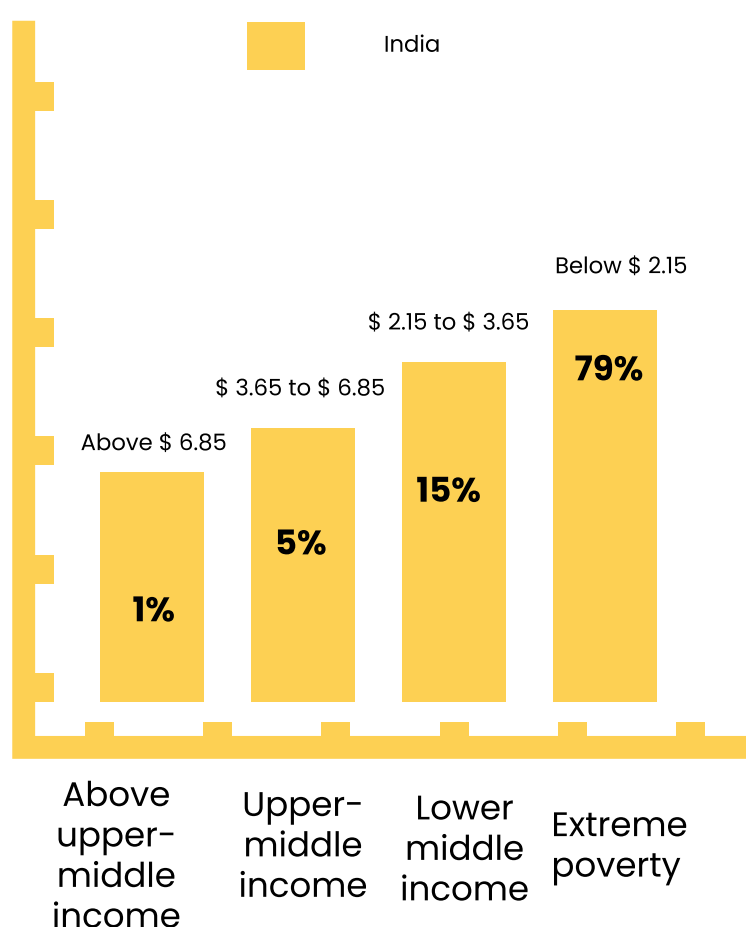
<b>Age and marital status</b>	Average age	35
	Average age at marriage	19
	Married	91%
<b>Household size</b>	Average family size	I-5, N-6*
<b>Education</b>	Illiterate	15%
	Basic education (below 10th grade)	72%
	Higher Education	13%
<b>Social background</b>	Social worker/Community facilitator	33%
	Domestic worker	11%
	Shop owner	28%
	Farming (Unpaid job)	10%
	Others(street vendors, tailors, teachers)	19%

\*I - India N - Nepal



A family's economic status is measured by its total monthly income and family size. This section collects data on the family income, sources of income, and spending priorities.

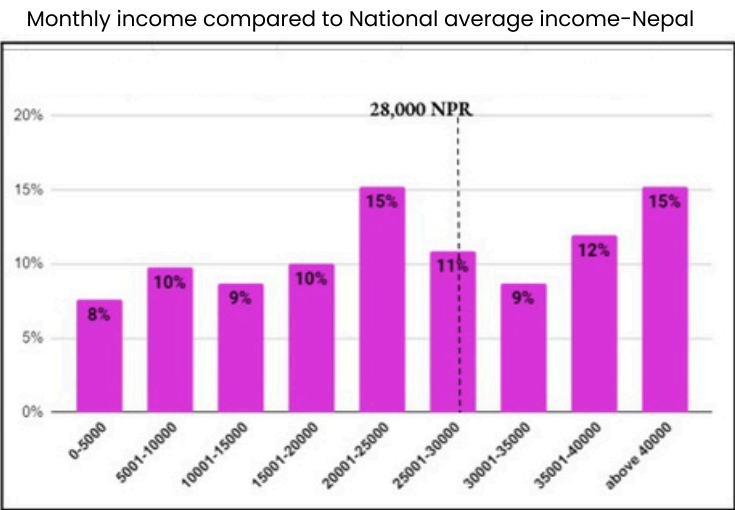
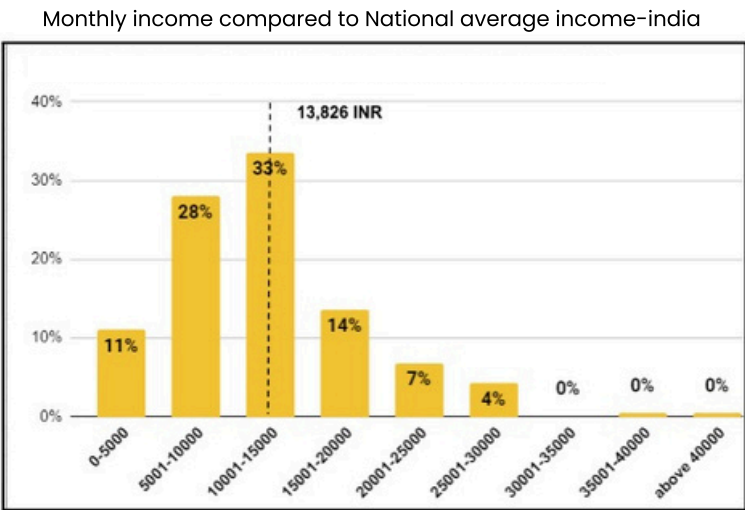
**186 out of 236** entrepreneurs' families in **India** and 53 out of 92 families in Nepal fall under the extreme poverty category, earning less than **\$2.15 a day**.



## World Bank poverty benchmark

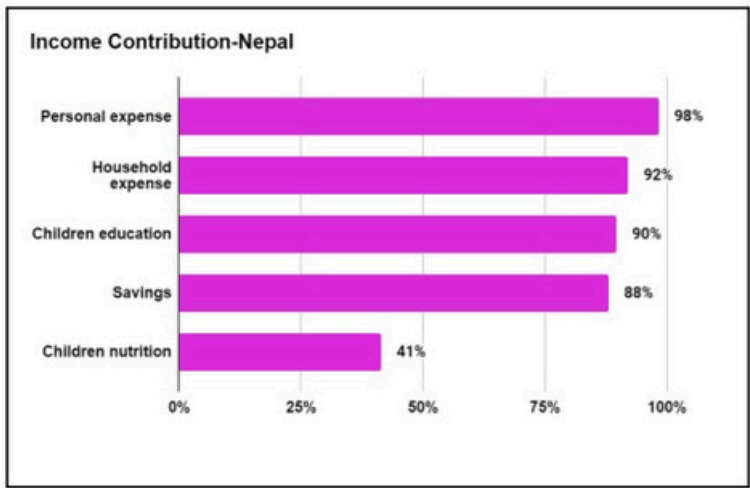
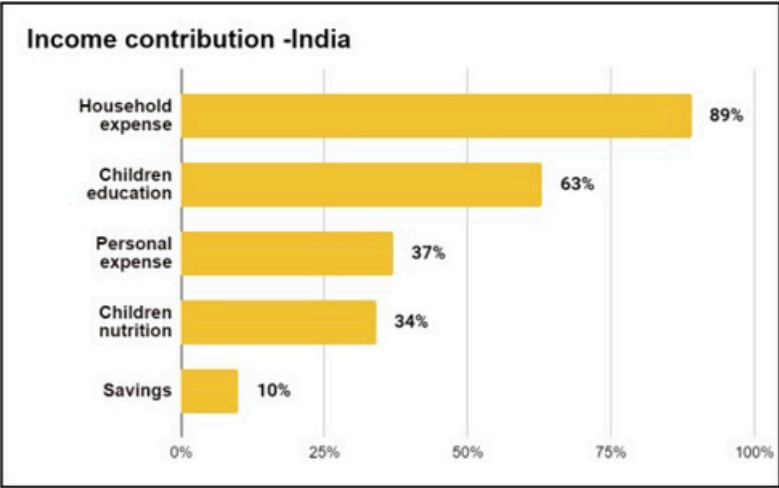


# Comparison With National Average Income



This illustrates the income levels of entrepreneurs’ families compared to the national average. In India, 59% of them earn below the national average income, whereas in Nepal, 53% of these families fall below the national average income.

Overall, in both countries, the percentage of families earning below the national average has decreased significantly, from 73% to 53%. This improvement reflects a 20% increase in the proportion of families now earning above the national average compared to the baseline.



Household expenses are the most common expenditure category among women entrepreneurs in both India and Nepal. Children's education is the second most preferred category. Notably, women entrepreneurs in Nepal allocate a higher priority to personal expenses than their counterparts in India.

## **Quality Of Life**

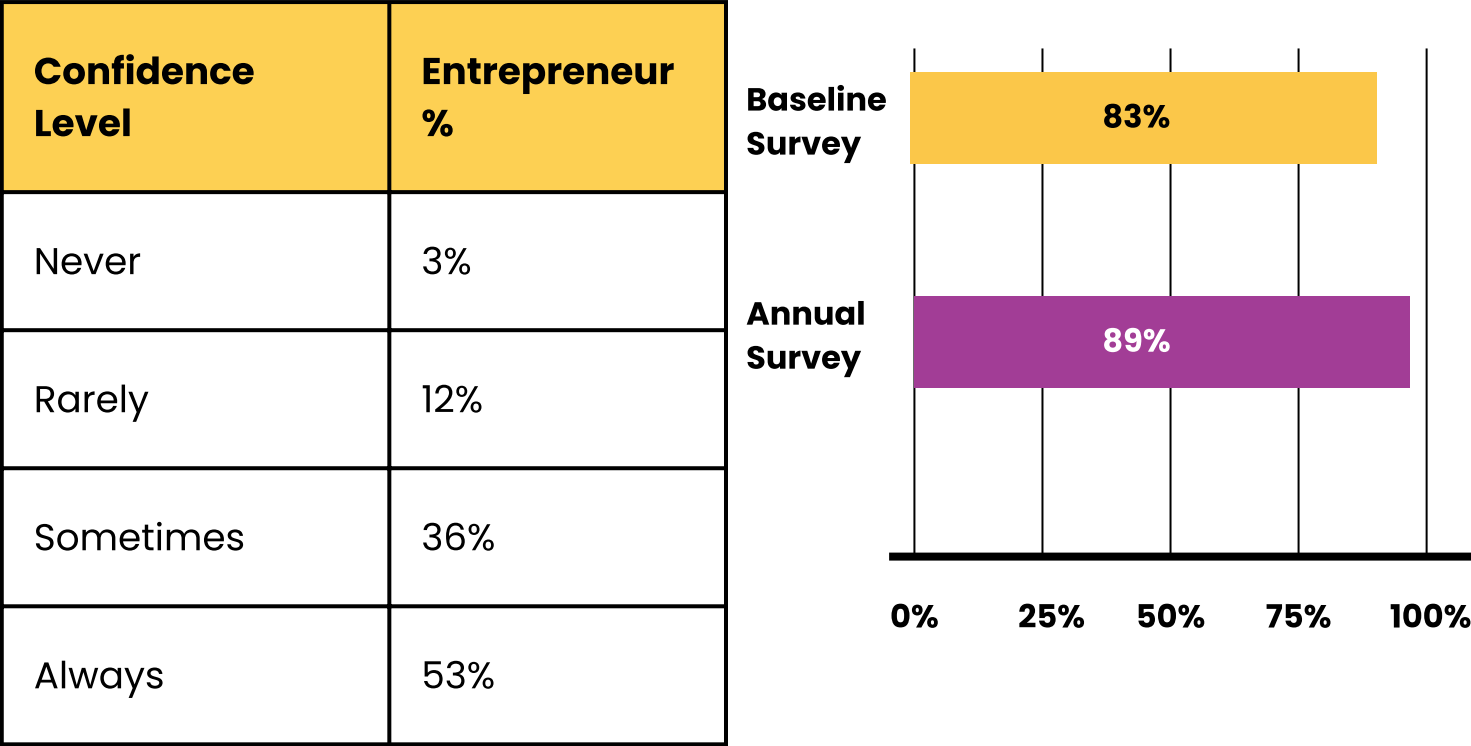


The impact assessment evaluated changes in the quality of life of women after joining the Pollinate Group's program, revealing notable positive outcomes, particularly in housing conditions. Approximately 80% of women reported improved housing, and 5% of them in India have transitioned out of settlement areas.

Confidence Level

- A significant 89% of women in Pollinate Group’s network report increased confidence in communicating with others and advocating for their businesses.
- Additionally, 67% now make independent household Purchase decisions, reflecting reduced dependency and greater personal agency.

Most of our women entrepreneurs are confident enough to initiate conversations with strangers. Overall **89%** of the women expressed confidence in initiating the conversation, which is **6%** more than the baseline survey.



To gauge the level of freedom among women, we explored their ability to visit different places independently or accompanied.

- **Marketplaces:** 76% of women visit marketplaces independently.
- **Healthcare Centers:** Conversely, nearly half of women in both countries need help to visit health centers.
- **Community Boundaries:** 57% of women entrepreneurs are allowed to travel outside their communities unaccompanied.

## Decision Making

Decision-making was categorized as independent or involving consultation with family, friends, husbands, or Pollinate representatives. Husband primarily influenced household and business decisions. However, program-related decisions, such as product selection, sales, and marketing, were often made independently with guidance from Pollinate field staff and managers.

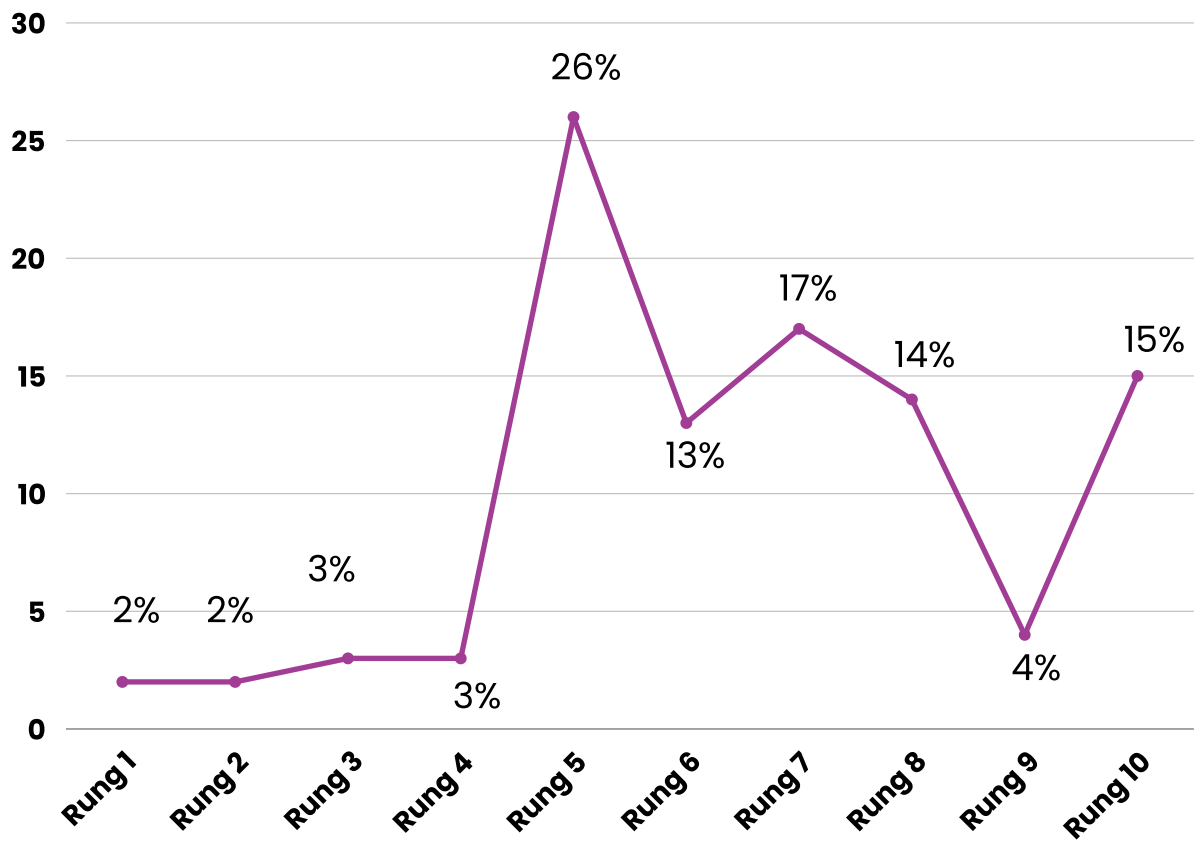
Decision Making	Women Entrepreneur's %
On the money spent	47%
On healthcare treatments	53%
On the household purchases	67%
To visit relatives	57%

Business decisions	Women Entrepreneurs %
Women on her own	28%
Along with her husband	46%
With her husband and Pollinate's Group field staff	12%

# Standing In the Community

To understand the community better, women entrepreneurs were asked about their position on the community's socioeconomic ladder and their aspirations. Notably, 89% aspire to reach rung 5 or above.

Rung\*- A rung is one of the horizontal steps of a ladder.

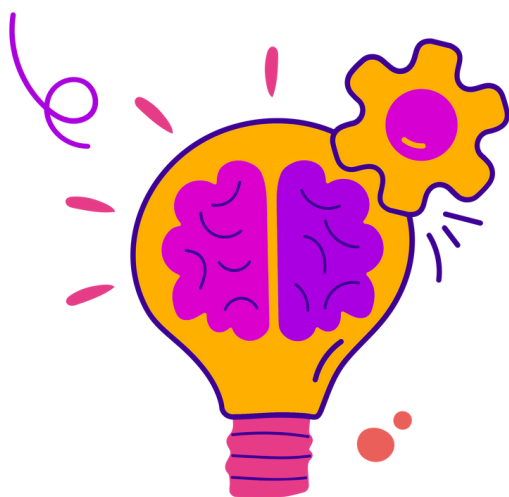
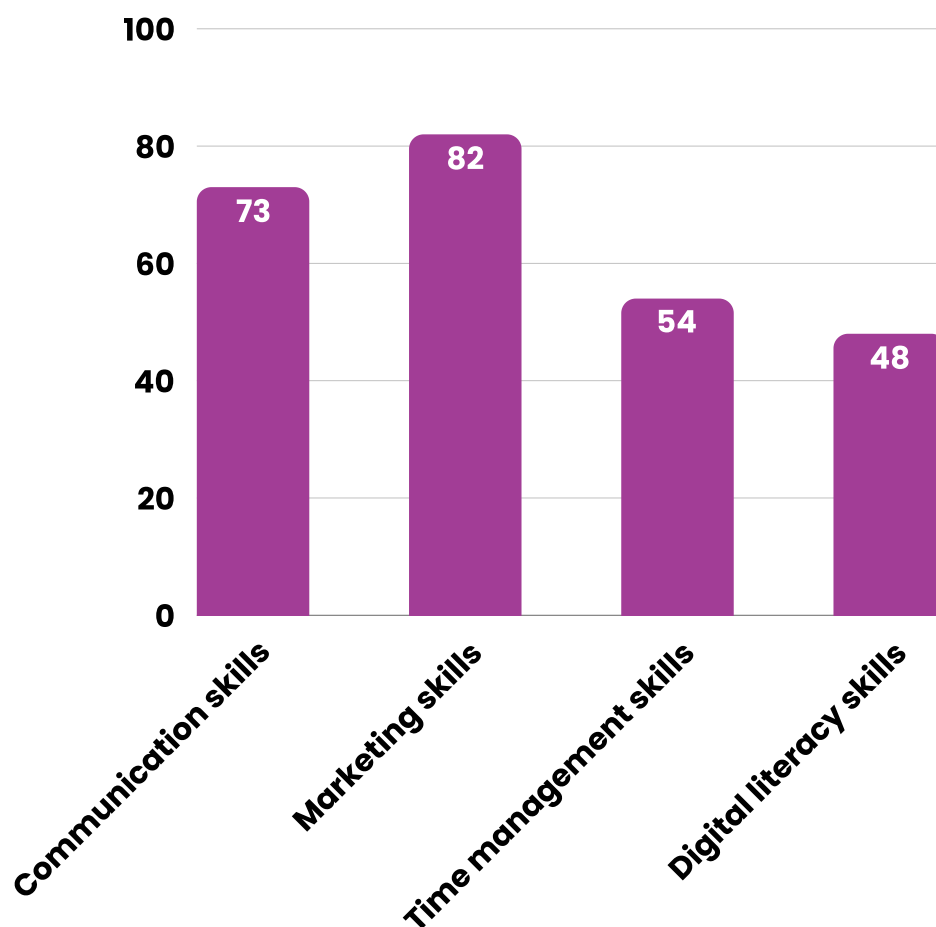






In the baseline survey, **60%** of women received no training or workshops before joining Pollinate Group's entrepreneurship program.

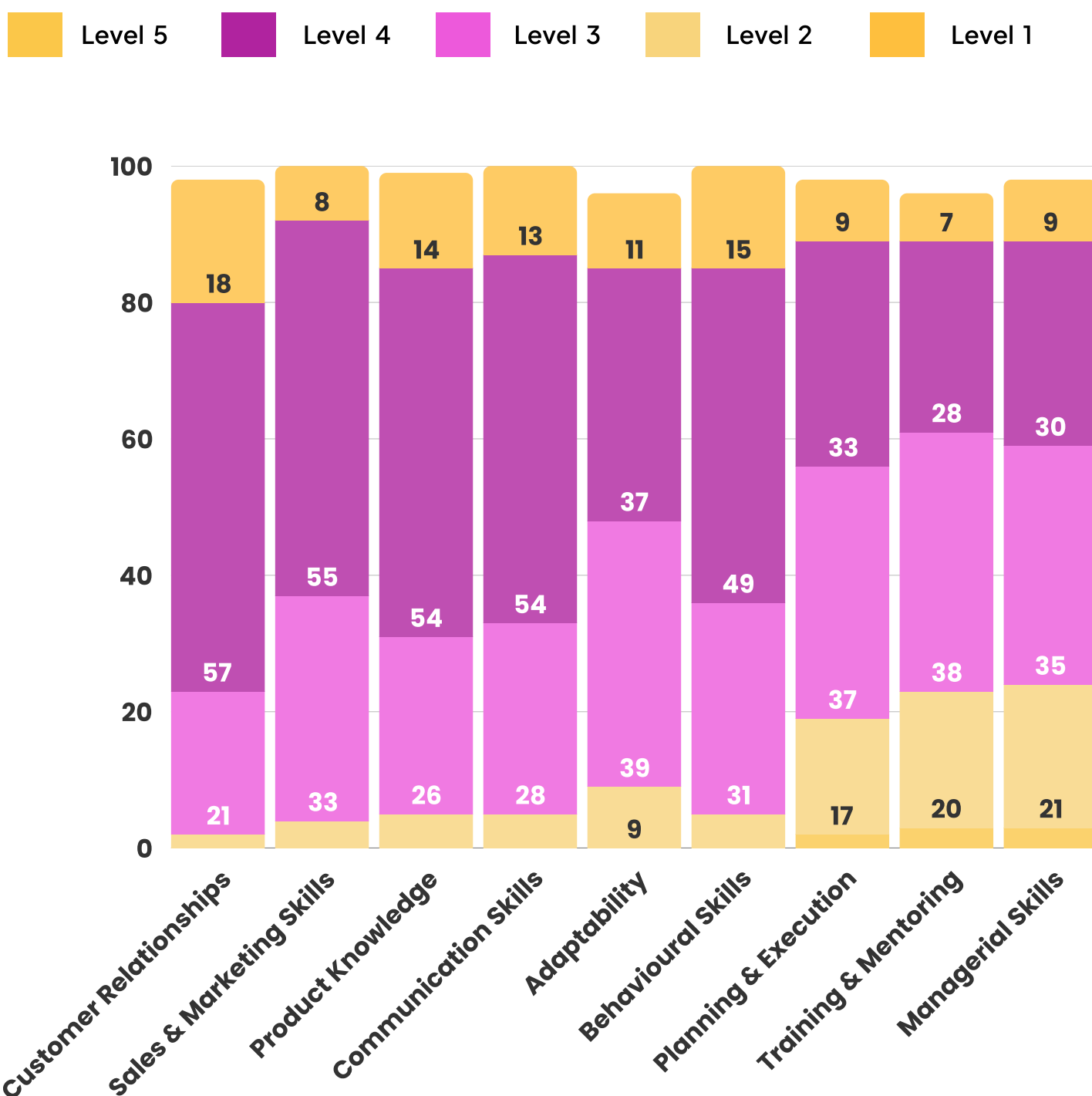
**83%** attended Pollinate Group's training after joining the program. The following table shows the type of training the women entrepreneurs received.

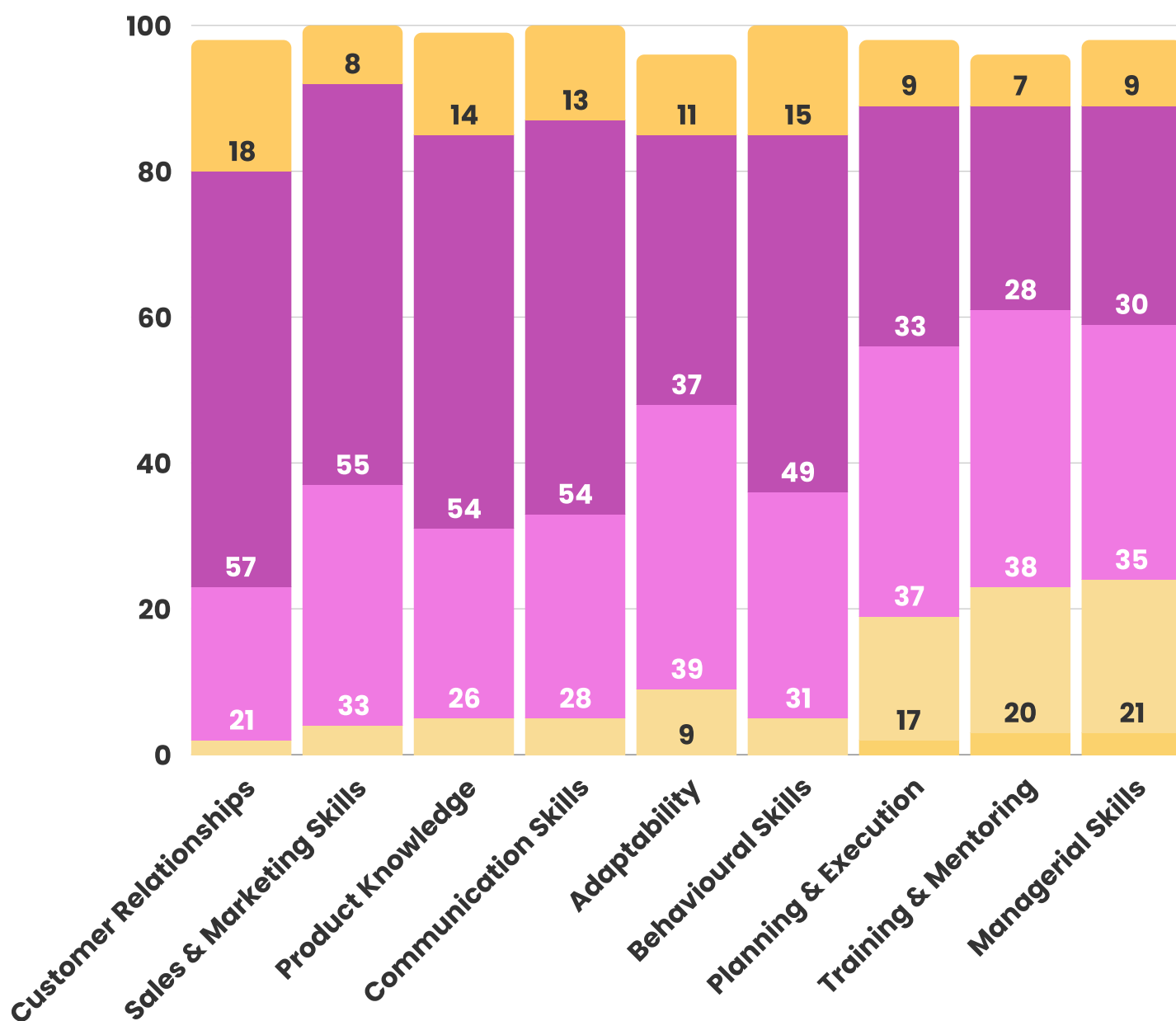




# Women Entrepreneur Competencies

In this section, we assessed women entrepreneurs' confidence in various competencies by asking them to rate their skills on a scale from level 1 (lowest) to 5 (highest), as illustrated in the charts below. Most women rated themselves at level 4 in customer relationship management and product knowledge and at level 3 in adaptability skills. However, less than 15% of women demonstrated the highest confidence level by rating themselves at level 5 across all skills.



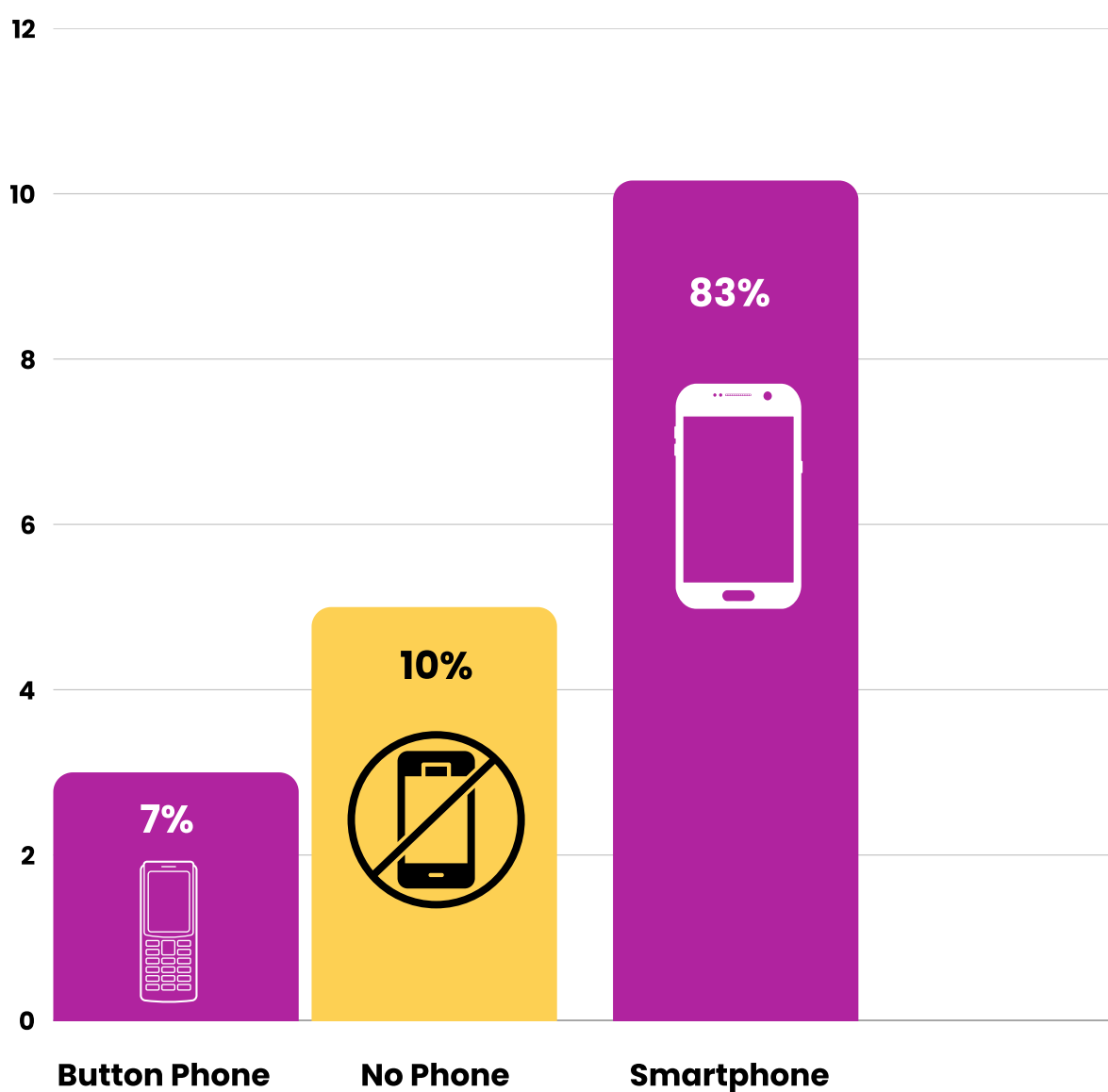




**83%** of women entrepreneurs have access to Smart Phone.

Among those with access to smart smartphones, **79%** of women in the network adopted digital payment methods.


However, we encountered numerous challenges in contacting the women for the survey via phone. Frequently, their phones were in the possession of their husbands or other family members. This indicates that, although many women own phones, they do not have full control over them.




## Suryamukhi App Usage


Our women entrepreneurs use a mobile app to manage their businesses. They regularly order stocks and manage collections and their earning through the Suryamukhi app. 53% reported using the Suryamukhi App, with 41% primarily utilizing it to check product lists. However, only 12% leveraged these tools for digital marketing. The table below highlights the most common business activities performed by entrepreneurs using the app.


Suryamukhi app usage	% of women entrepreneurs who use the App
For stock ordering	54%
For customer data entry	69%
For sales update	39%
For digital marketing	12%
To see product lists	81%
Not using at all	21%

नमस्कार Gita Jaishi



बिक्री गर्नुहोस्


तपाईंको बिक्री व्यवस्थापन गर्नुहोस्


ग्राहकहरु


नयाँ स्टक अनुरोधहरु

तपाईं कसरी जानुहुन्छ भने हेर्नुहोस्


व्यापार प्रबन्धन

# Women Entrepreneurs' Motivation & Challenges

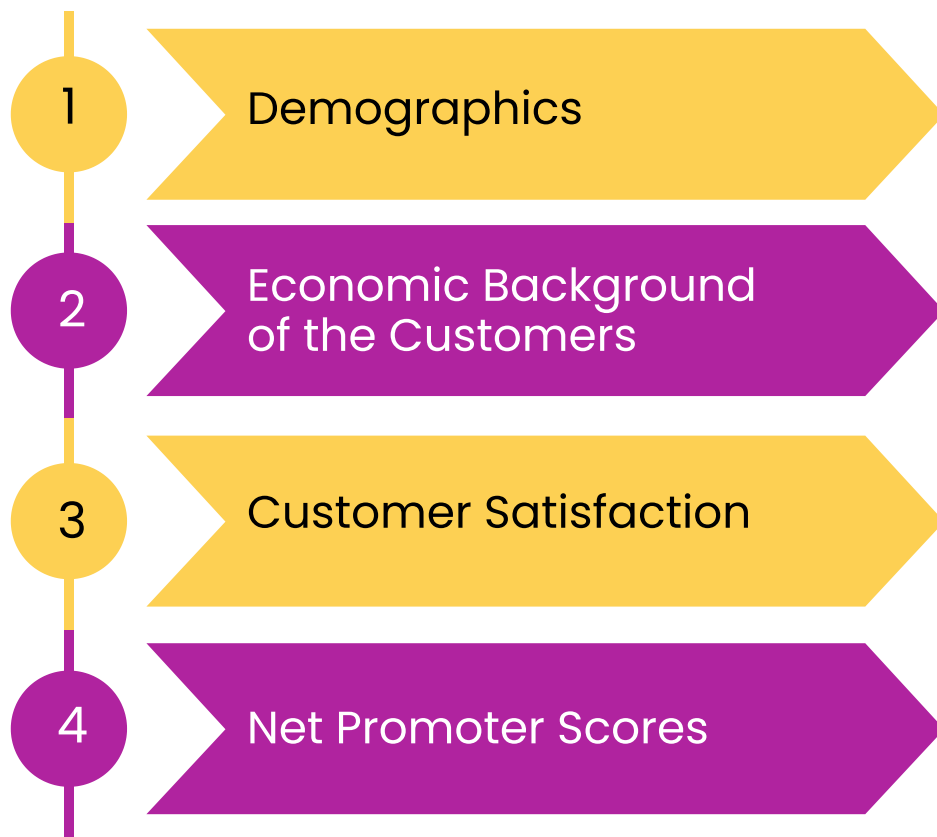
Women entrepreneurs' customers include housewives and working people. Most (80%) are located within 1 km radius. Walking is the preferred mode of transportation for the women.

- **46%** spend **3 to 4 hours a week** on their business, and 30% of them spend more than 4 hours. The women entrepreneurs value this flexibility the most.
- The top-selling products include solar products such as solar lanterns, LED inverters from the home appliances range, sanitary napkins from the health and hygiene range, and rice cookers and chulhas (pans) from the kitchen and cookware range.
- 24% lack family support, 21% do not find enough time for business, 14% lack digital knowledge, 13% face difficulty in finding new customers 9% have limited mobility, and 5% have limited knowledge of the products.

**85% of the women entrepreneurs rated their experience with Pollinate Group as good and above.**



## B. Impact on Community and Customers



## C. Community Needs Assessment

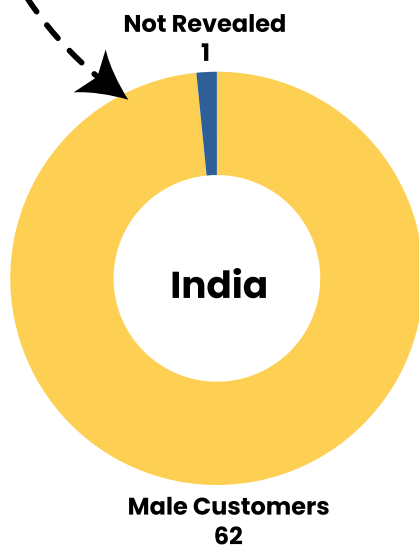
## D. Products Needs Assessment



## Demographics

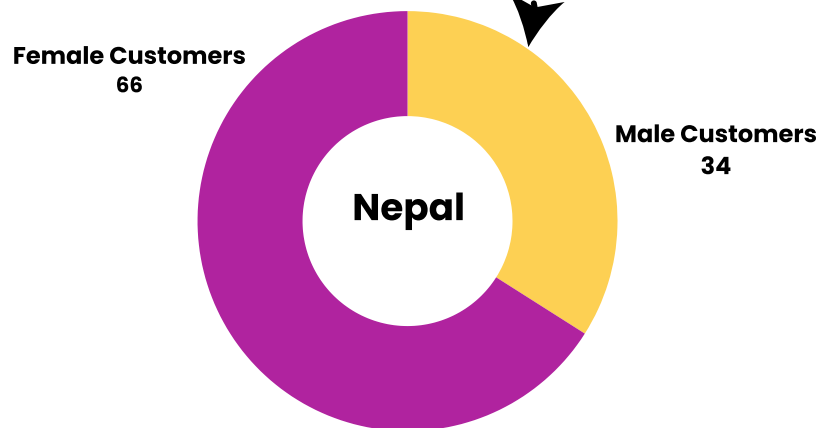
### India

Female customers, comprise 37% of the customer base, while males account for 62% . A small portion, 1% did not disclose their gender.



### Nepal

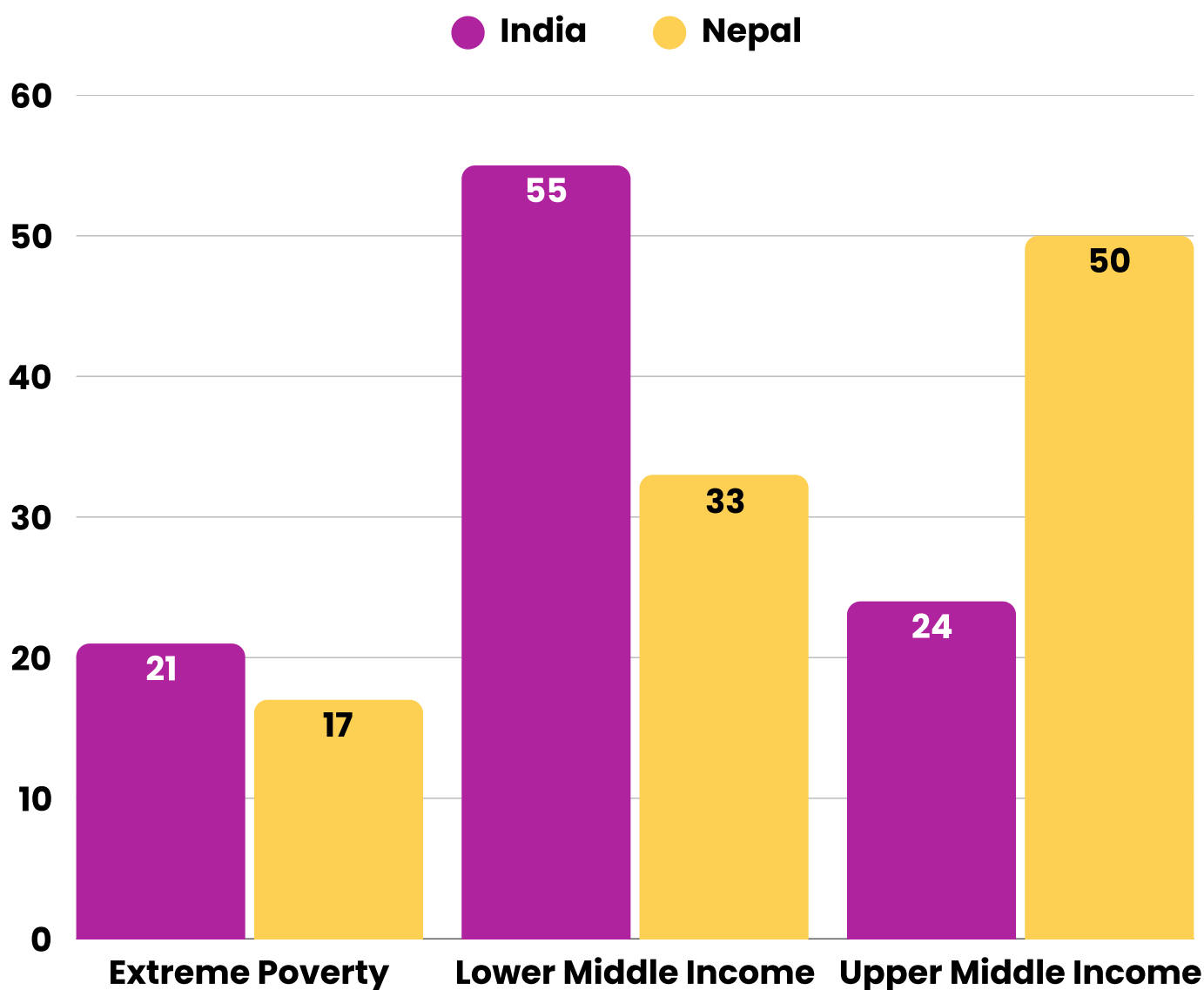
66% were female, while 34% were male, highlighting that females constituted the majority.



# Economic Background of the Customers

In India, the majority of the population belongs to lower-income groups, with 21% living in extreme poverty and 55% falling within the lower-middle-income category.

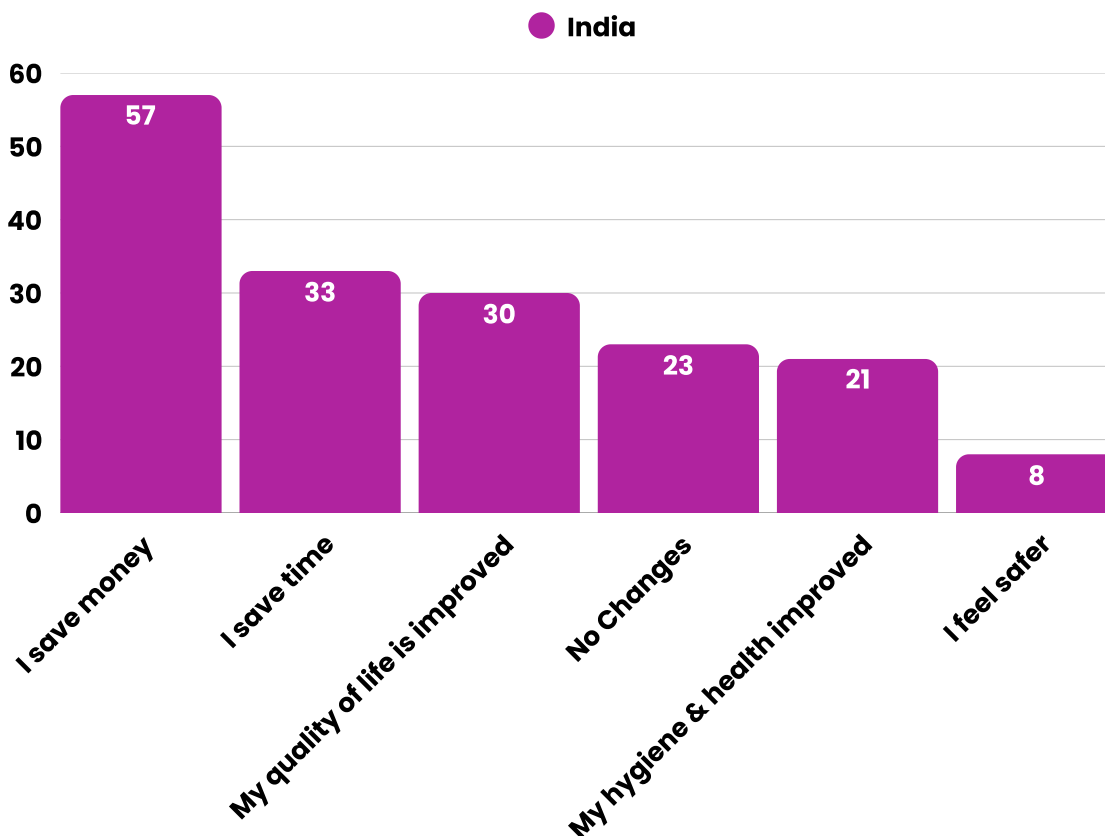
In Nepal, 50% of customers are classified as upper-middle-income, 33% as lower-middle-income, and 17% fall in extreme poverty.



Most Pollinate Group's customers belong to the lower-middle-income group, followed by those living in extreme poverty.

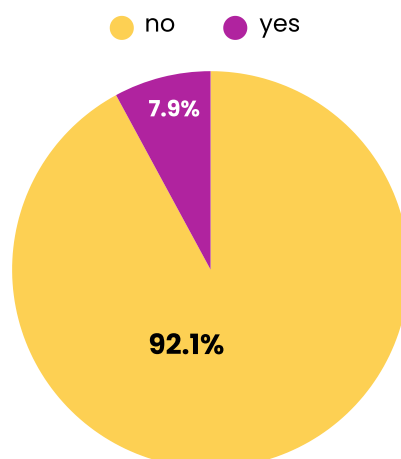
# Customer Satisfaction

In India, 57% report saving money, 33% save time, 30% experience an improved quality of life, 21% see better health and hygiene, and 8% feel safer. However, 23% indicated no changes, pointing to areas for potential improvement. These results highlight significant positive impacts on savings, efficiency, and overall well-being.



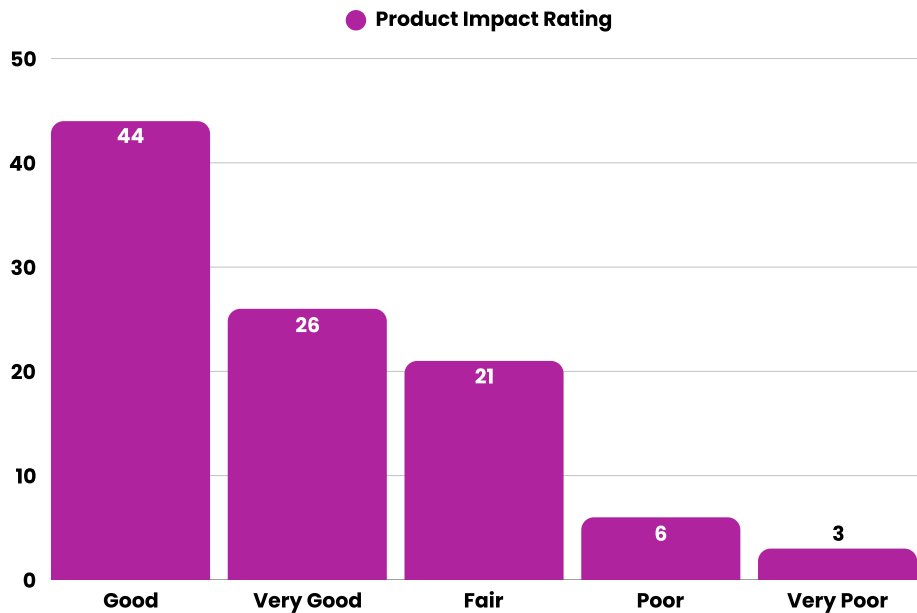
## Challenges With The Products

92% of surveyed customers reported that they did not face any challenges with the product, while only 8% indicated experiencing issues with the product they purchased.



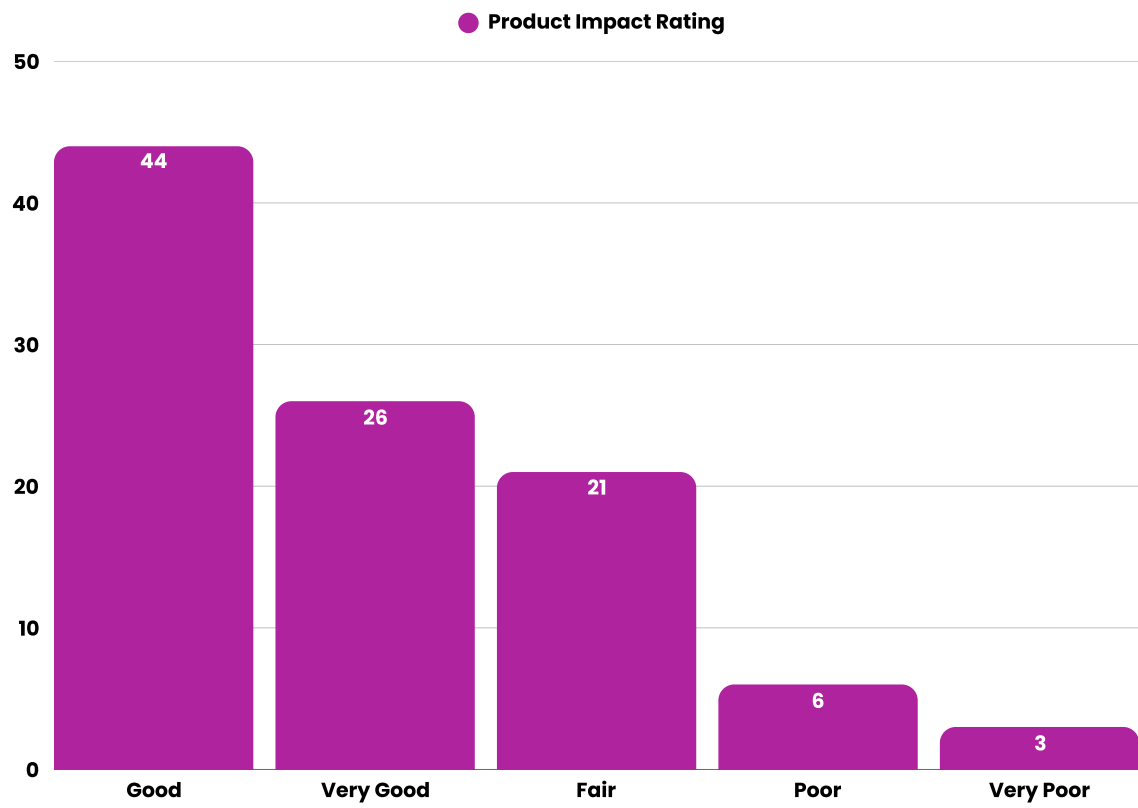
# Product Impact Rating

Most customers rated the products positively, with 70% rating it as "Good" and "Very Good." 21%, rated the products as "Fair," while 6% gave it a "Poor" rating. Only 3% of customers rated the products as "Very Poor." This indicates that most customers view the products favorably.



8% of customers reported challenges with the products. Common issues include battery life, fan speed problems, noise, and charging malfunctions. Many faced service delays. Customers also reported difficulties with products exchanges and poor communication from the brand’s service representatives. Resolving these issues is essential to enhancing customer satisfaction.





# Net Promoter Score (NPS) – India

Net Promoter Score (NPS) is a metric businesses use to measure customer loyalty and satisfaction. It is based on customers' likelihood of recommending a product or service to others. In this case, it predominately reflects on the quality of the products that our women entrepreneurs sell in the communities.

NPS is calculated by asking customers the question:

"On a scale of 0 to 10, how likely are you to recommend our product to others?"

The "Net Promoter Score" is calculated by subtracting the percentage of detractors from the percentage of promoters:

$$\text{NPS} = \% \text{Promoters} - \% \text{Detractors}$$

NPS can range from -100 (if all respondents are detractors) to +100 (if all are promoters). A positive score generally indicates good customer loyalty, while a negative score suggests room for improvement.

Generally indicates good customer loyalty, while a negative score suggests room for improvement.

From the survey results, we have gained the following

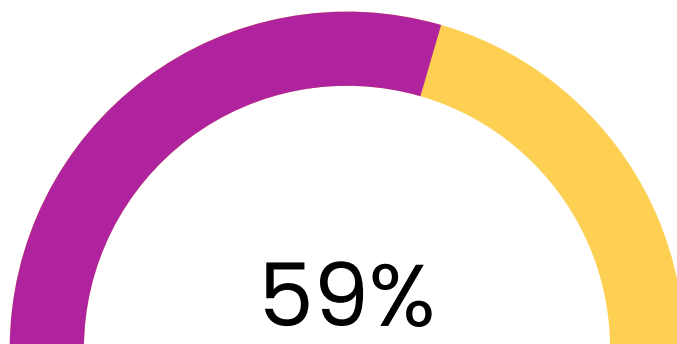
- **Detractors:** 8.70% – These are respondents who are not satisfied and are unlikely to recommend the product or service.
- **Passives:** 24% – These respondents are moderately satisfied but not enthusiastic and could easily switch to a competitor.
- **Promoters:** 67.2% – These are highly satisfied respondents who are likely to recommend the product or service to others, contributing to growth.

Net Promoter Score = Total % of promoters – Total % of detractors

Net Promoter Score = 67.2 – 8.7

NPS Of Pollinate India = 59

The NPS score here is 59%, which is a relatively good score that indicates a significant portion of your customers are highly satisfied.



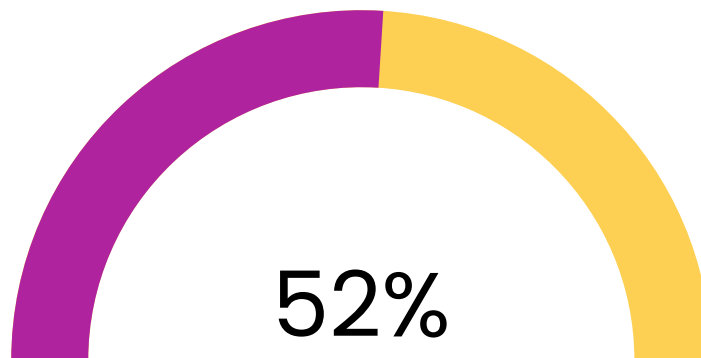
**NPS Score: 59**



# Net Promoter Score (NPS) – Nepal

From the survey results, we have gained the following.

- **Detractors:** 10.60% – These respondents are unsatisfied and are unlikely to recommend the product or service.
- **Passives:** 26.49% – These respondents are moderately satisfied but not enthusiastic and could easily switch to a competitor.
- **Promoters:** 62.91% – Highly satisfied respondents are likely to recommend the product or service to others, contributing to growth.



**NPS Score: 52**

Net Promoter Score = 62.91 - 10.60  
NPS=52

The NPS score here is 52%, which is a relatively good score that indicates a significant portion of our customers are satisfied.



# Key Product Benefits

## Product Challenges



## Customer Views About Women Entrepreneur



## India

### Confident

**61%** of respondents agreed that women entrepreneur was confident

## Nepal

**62%** of respondents agreed the women entrepreneur was confident.

## India

### Trustworthy

**64%** agreed the women entrepreneur was trustworthy

## Nepal

**63%** viewed the women entrepreneur as trustworthy.

## India

### Role model

**64%** agreed the women entrepreneur was a role model

## Nepal

**55%** saw the women entrepreneurs as role model.



## C. Community Needs Assessment

1

Community Overview India

2

Community Overview Nepal



## D. Products Needs Assessment

# Community Overview- India

In India, we surveyed Bangalore, Hyderabad, and Kolkata, gathering 318 responses highlighting varying community needs.

## Basic Amenities

- **Drinking water:** Government water supplies dominate, with Bangalore (68%), Hyderabad (71%), and Kolkata (74%). Borewells and tap water are secondary sources.
- **Electricity:** Bangalore lacks electricity in all surveyed communities, which presents opportunities. Hyderabad and Kolkata also have limited access to electricity.
- **Access to amenities:** Most health and education centers are over 1 km away, while local markets are closer.





## Spending priorities of communities

- Food (98%) and education (67%) dominate spending priorities, with lesser emphasis on health (35%) and shelter (10%).
- Shopping preferences vary. Local markets are most favored in Hyderabad (98%), door-to-door sales dominate Kolkata (97%), and Bangalore shows balanced preferences.

## Gender and training trends

- Only 14% of families support women working outside, and only 3% report having access to training programs.
- Business challenges for women include lack of funds (82%), support (8%), and skills (10%).





The survey was conducted in the Bardiya, Kailali, and Chitwan districts and received 213 responses. Bardiya received the majority of responses (62%), followed by Kailali (29%) and Chitwan (9%).

## Basic Amenities

- **Drinking water:** Bardiya predominantly uses borewell water (82%), with Kailali having a mix of tap water (47%) and borewells (31%). Chitwan relies entirely on government supply (100%).
- **Electricity:** All communities have access to electricity.
- Health centers, education, and markets present accessibility challenges for many households. A significant portion of households (71%) is located more than 1 km from health centers, while 43% are more than 1 km from educational institutions. Local markets also pose accessibility issues, with 44% of households situated more than 1 km from a market.

## Priorities and Spending

- **Purchase preferences:** Bardiya (95%) and Kailali (73%) are the primary markets where buyers prefer to purchase, while Chitwan favors door-to-door sales (87%).
- **Spending priorities:** Education (88%), health (86%), and food (86%) are the top spending priorities.
- **Business opportunities:** Strong demand for educational services, healthcare products, and food retail reflects community spending preferences.



## Gender Trends and Training

- **Women Empowerment:** About 40% of respondents believe women should not work outside the home, indicating barriers to women's economic participation.
- **Training Needs:** 74% of the community has not received any training.
- Business challenges for women in starting businesses include a lack of finance (89%), skills (81%), family support (54%), and regular support (53%).





# D. Product needs Assessment

1

Product Needs  
Assessment- India

2

Product Needs  
Assessment- Nepal



# Product Needs Assessment- India

## Solar Products

Bangalore leads in demand for solar products, with solar TVs (81%) and fans (53%) being the most sought-after. Hyderabad demonstrates moderate interest, particularly in solar torches, while Kolkata showed limited demand for solar products.

## Kitchen Appliances

Bangalore's reliance on firewood highlights a significant demand for rice cookers (72%). Hyderabad residents strongly prefer induction cooktops (67%) and thermo flasks (54%), whereas Kolkata exhibits diverse needs, including rice cookers and electric kettles.

## Home Appliances

In Bangalore, sewing machines and refrigerators are highly favored, while Hyderabad focuses on ceiling fans and sewing machines. Kolkata's demand centers on electric irons and ceiling fans.

## Health & Hygiene

Diapers, sanitary pads, and mosquito nets are in high demand across cities. Kolkata also shows notable interest in pain treatment oils and mosquito repellents, suggesting a market for specialized health products.

## Technology Products

Bangalore's demand for TVs (69%) and smartphones (47%) is dominant. Hyderabad prioritizes charging cables (46%), and Kolkata shows interest in digital clocks and watches.

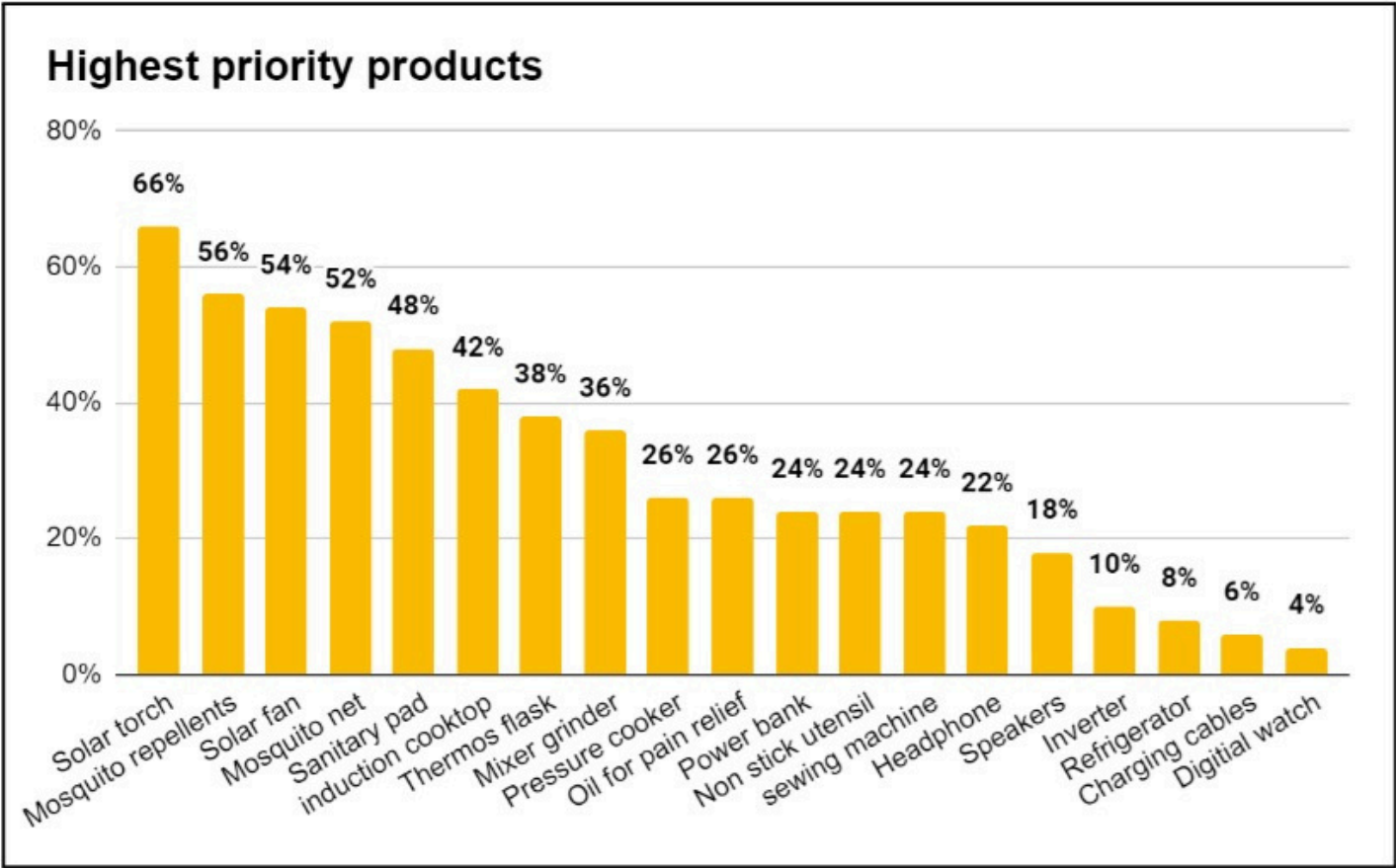


## Priority Products Based on Consumer Demand- India

Most customers view the product favorably. Solar lanterns, fans, and mosquito repellents are top priorities in Pollinate Group's communities, reflecting essential energy and health needs.

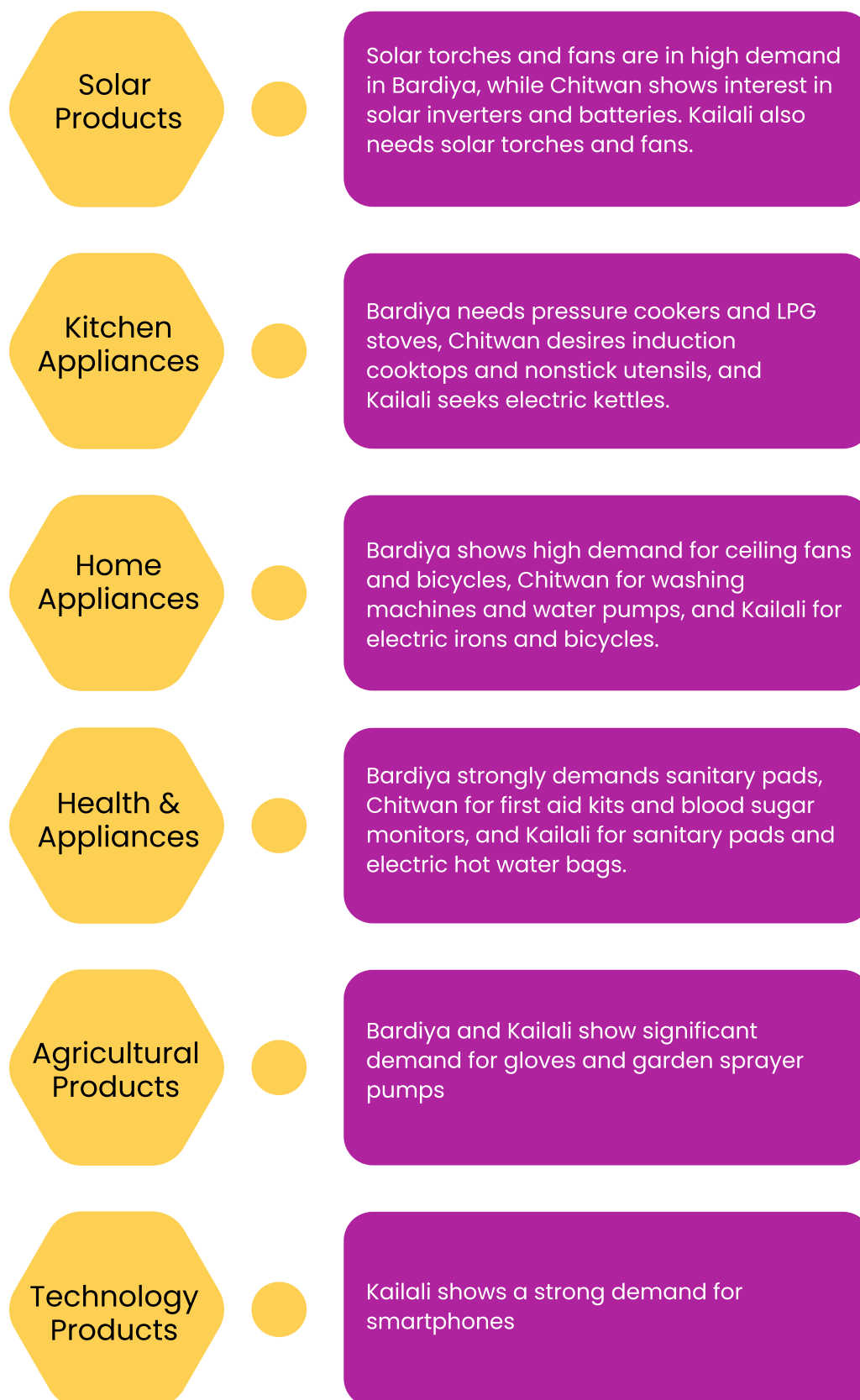
The graph below shows the percentage of respondents prioritizing specific products. Solar torches, mosquito repellents, fans, and mosquito nets lead, highlighting the demand for lighting and insect protection due to limited electricity and mosquito risks.

Other key items include sanitary pads, induction cooktops, and thermos flasks for health and household needs. Products like power banks, non-stick utensils, and sewing machines rank moderately, while inverters, refrigerators, charging cables, and digital watches are lower priorities.



# Product Needs Assessment – Nepal

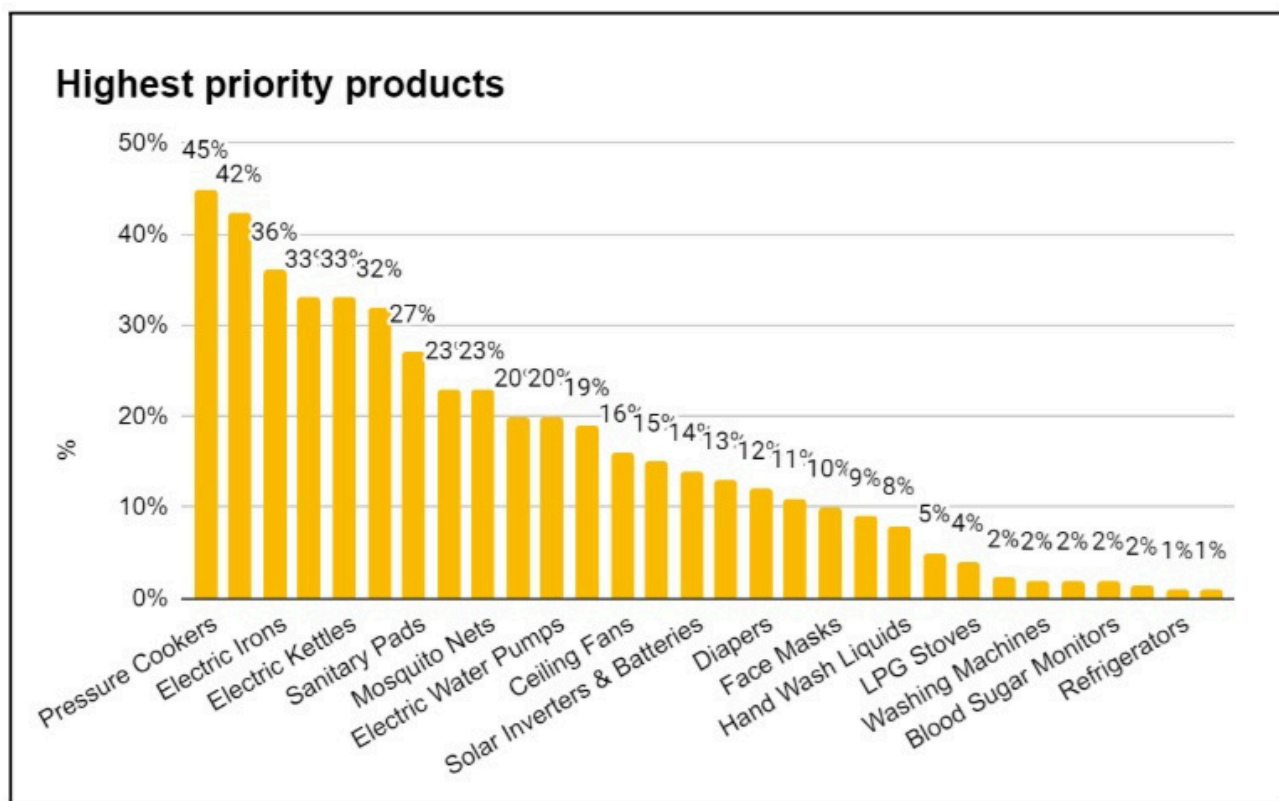
The product need assessment identifies the demand for various products across different regions of Nepal: Bardiya, Chitwan, and Kailali. It highlights market opportunities in solar products, kitchen appliances, home appliances, health and hygiene, agricultural tools, and technology products.





## Priority products based on consumer demand- Nepal

The most demanded items are pressure cookers (45%) and smartphones (42%). Other high-demand items include electric irons, solar torches, solar fans, and electric kettles. Health products like sanitary pads and mosquito nets also show significant need. Agricultural tools and technology products have moderate to low demand across the regions.







- Some women entrepreneurs could not understand and showed low patience in completing surveys.
- Customers showed reluctance to participate due to a lack of interest, understanding, or time.
- There was hesitancy to answer personal questions (e.g., family income)
- There was interference from husbands influencing the responses.
- Dependency on husbands' phones to complete telephonic surveys.
- Discomfort with strangers led to resistance to cooperating with surveyors.
- Challenges in ensuring representative samples led to potential biases.
- Language barriers, literacy issues, and reluctance to share information resulted in challenging to incomplete data.





01

**Customer and relationship management:**

Train women entrepreneurs to improve customer acquisition, retention, and expansion.

02

**Digital skills training:**

Provide training on the business App (Suryamukhi App) and Learning Management Systems (LMS), with motivational incentives to boost platform engagement.

03

**Gender Awareness Programs:**

Conduct workshops to address gender role challenges, improve trust for women entrepreneurs in the community and support mobility.

04

**Structured training support:**

Finetune training manuals and mentorship programs with regular follow-ups to improve training quality.

05

**Data accuracy:**

Periodically update and verify data to reduce inconsistencies.

06

**Skill development:**

Offer diverse training to address skill gaps, particularly for those lacking formal training.







**Sital Kumari**

35-year-old Sital, a mother of two, lives in Chitwan, Nepal, with her husband. She is known in her community as a hardworking and enthusiastic entrepreneur.

**Training impact:** Through the training, Sital gained confidence, overcoming her initial shyness to speak and share her opinions. The program gave her hope to live a meaningful life and contribute to her family and community despite lacking formal education and opportunities.

**Becoming a businesswoman:** Sital never imagined herself as a businesswoman but now feels confident after training and mentorship. She has become a role model for young girls, inspiring them through her work and dedication.

Her growing confidence motivates her daily to perform better and create a positive impact in her community.



**Business growth:** After a year of training, Sital learned customer management and focused on expanding her business. She actively seeks further guidance and support from Pollinate Group trainers to improve her work.

**Personal and professional balance:** Sital and her husband share a strong partnership, supporting and contributing to each other's work. As a farmer, Sital manages agriculture, cares for cattle, and ensures they are well-fed and looked after. Alongside her professional commitments, she is a loving and dedicated mother to her daughter.

**Progress as a Women Entrepreneur:** Since joining Pollinate, Sital has shown significant personal and professional growth. Her journey exemplifies hard work, determination, and the ability to inspire others in her community.







## Pushpa Mondal

At 39 years old, she is a dedicated mother of two sons. She balances her entrepreneurial ventures while her husband, a farmer, works hard to support their family.

**Her business ventures:** She sells a variety of products, such as lights, mixer grinders, and sanitary pads, which showcases her entrepreneurial spirit and willingness to explore diverse opportunities.

**Earnings and efforts:** Her earnings range from ₹1700 to ₹2000, reflecting her hard work and dedication to providing for her family, even with modest beginnings.

**A caring mother:** Despite her limited income, she prioritizes spending her earnings on her children, emphasizing her selflessness and deep love for her family.

**Resilient and determined:** Her ability to juggle multiple responsibilities and continue working hard reflects her resilience and determination to improve her family's life.

**Inspiration to others:** Her story is a testament to the strength and perseverance of women who work tirelessly to secure a better future for their children, often at the expense of their own comforts.



- National - Income Nepal
- National - Income India
- World Bank Data
- Net Promoter Score
- Social status