

# Divaz4Business

We help transform women in business to a BUSINESS DIVA!

DIVAZ4BUSINESS is an initiative of SPH Consultancy & eServices Pvt. Ltd. It is a movement started to connect women wannabe entrepreneurs, mainly educated housewives and working women and women business owners with practical information and knowledge on starting and managing the growth of their manufacturing, service and franchise businesses. We also provide specialized support to growth stage women entrepreneurs, through the peer network and external experts.

DIVAZ4BUSINESS was successfully launched in Chandigarh on Apr 25th, 2014 with the support of State Bank of India (SBI) & Chamber of Industrial and Commercial Undertakings (CICU). It has since then, covered 3 more cities of Noida, Gurgaon and Ludhiana. It has partnered with NIESBUD, Facebook, 91 Springboard and CMC Ltd. to organize women focused business events.

## Background

Why is it so tough for a woman to start or else run a business in India? For starters, till a few years ago, the very idea of a woman doing business was frowned upon by the Indian middle class. The thought of the protected Indian woman going out in the greasy, real world of men and getting her hands dirty was taboo.

With economy now gearing more towards service sector instead of manufacturing (which was considered domain of males only) along with advent of ICT including internet, ecommerce and social media, it certainly has become more attractive for women to explore entrepreneurship as a suitable first or else second career.

However, despite of announcement of women development schemes in general and women entrepreneurship schemes by Government or banks in particular, women at large face challenges in accessing institutional credit. Major reasons for the same are lack of awareness among women about such schemes, lack of information on emerging business opportunities and knowledge on how to develop a fundable project report etc.

## Divaz4Business - A Community for Women in Business

There are many women associations and women support groups, but not a single community which brings together all stakeholders of the women business together in a common platform. We aim to connect the dots of the fragmented eco system for women businesses through a community development approach by providing access to information on all aspects of business, with special focus to specific needs of women.

Divaz4Business helps women led businesses to:

- Become aware of Business Opportunities,
- Help them to create linkages with Markets,
- Providing help to access Business Finance,
- Avail Virtual support for learning, mentoring and e-services to support their businesses

In short, transform the entrepreneurial women to a **Business Diva!**

Inviting all aspiring, existing and seasoned women business owners to join in the community to share their knowledge and learn from the community wisdom.

**Join us to be a part of the Next generation Women Business Owners Community!**

For more details please contact:

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