

Getting Funds

Starting with Minimal Capital

Launch your business with limited funds through smart resource management and strategic partnerships.

Step-by-Step Minimal Capital Strategy:

Phase 1: Resource Inventory (Week 1)

1. **Available Resources Audit:**

- **Space:** Can you use your kitchen/spare room? Value: ₹5,000/month saved
- **Equipment:** What do you already own? List everything usable.
- **Skills:** What can you do vs. what you need to hire out?
- **Network:** Who can help with advice, customers, or partnerships?

2. **Family Investment Strategy:**

- **Equipment Borrowing:** Ask relatives for sewing machine, mixer, etc. for 3 months
- **Skill Sharing:** Sister helps with social media, you help with her cooking
- **Joint Purchasing:** Buy raw materials in bulk with neighbor's business

Phase 2: Lean Launch (Week 2-4)

3. Start Small Scale:

- Begin with 10-20 customers instead of 100
- Use basic packaging (newspaper, plastic bags) initially
- Deliver personally to save transport costs
- Take orders only on weekends initially

4. Bootstrap Revenue Model:

- **Day 1-15:** Take advance orders to fund raw materials
- **Week 3-4:** Use first earnings to buy better materials
- **Month 2:** Reinvest profits to buy basic equipment
- **Month 3:** Use accumulated savings for business expansion

Practical Examples:

- **Tiffin Service:** Start with 5 regular customers, use your own pots, deliver by scooter
- **Tailoring:** Begin with alterations only, use family sewing machine, work from home
- **Beauty Service:** Start with threading/waxing at customers' homes, invest in basic kit

Government Schemes and Loans for Women (Comprehensive Guide)

MUDRA Loan - Complete Application Process:

Step 1: Understanding MUDRA Categories

1. Shishu Loans (up to ₹50,000):

- **Best for:** New businesses, home-based ventures
- **Interest Rate:** 8-12% per annum
- **Documents:** Aadhaar, PAN, bank statements (6 months), business plan
- **Processing Time:** 15-30 days
- **Collateral:** Not required

2. Kishore Loans (₹50,000 to ₹5 lakh):

- **Best for:** Growing businesses, equipment purchase
- **Requirements:** 1-2 years business experience

Additional Documents: GST registration, income proof, business address proof

3, Tarun Loans (₹5-10 lakh):

- **Best for:** Business expansion, hiring employees
- **Requirements:** 3+ years business experience, good credit score

Step 2: MUDRA Application Process

1. Preparation Phase (Week 1):

- Download application form from [mudra](#).
- Prepare business plan (2-3 pages):

Business Plan Format:

- What you will sell/make
- Who will buy (target customers)
- How much you expect to earn monthly
- How you will use the loan money
- How you will repay (monthly income projection)

2. Documentation Phase (Week 2):

- **Identity Proof:** Aadhaar card + PAN card
- **Address Proof:** Electricity/water bill, ration card
- **Bank Statements:** Last 6 months personal account
- **Business Proof:** Shop license, Udyam registration (if available)
- **Income Proof:** ITR, sales records, customer testimonials

3. Follow-up Process (Week 4-6):

- Bank verification of documents and business premises
- Credit assessment and approval
- Loan agreement signing
- Disbursement to your account

Stand-Up India Scheme:

- **Loan Amount:** ₹10 lakh to ₹1 crore
Eligibility: Women entrepreneurs, first-time borrowers
- **Sectors:** Manufacturing, services, trading businesses
- **Application:** Visit standupmitra.in or nearest bank

Other Women-Specific Schemes:

1. **Udyogini Scheme:** Rural women, ₹3 lakh maximum, 5% interest subsidy
2. **Stree Shakti Package (SBI):** Women with >50% business ownership, concessional rates
3. **Annapurna Scheme:** Food catering businesses, working capital loans