



Looking for direction to scale your social enterprise and its impact on women in rural areas?

Businesses grow from 'Women on Wings' customized consultancy and mentoring. We can provide you and your team on-the-ground advice delivered by an account team and a professional network of 60+ Dutch and Indian business experts.

Amplify your impact

Receive tailor-made pro bono consulting so that your business can become more stable, achieve real growth and create more jobs and income for women living in rural India. Over a sustained period of time, we can cover business topics with you like:

- Sharpen your purpose
- Develop or sharpen your strategy
- Organizational development
- Marketing strategy
- Sales strategy
- Branding and communications
- Supply chain
- Cost pricing
- Implementation plan

'Grateful for the enlightening experience at the Women on Wings CEO Summit. I've absorbed crucial lessons on scaling, navigating growth challenges, and distinguishing between a scalable organization and a successful scale-up.'



Pankaj Mahalle

Founder, CEO
Gramheet

Our mission since 2007

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|-------------|--|
| WHY | Unleash the full potential of all women in rural India |
| HOW | By co-creating jobs for women in rural India |
| WHAT | Tailor-made business consultancy and mentoring for social entrepreneurship |
| GOAL | One million jobs for women in rural india |

We look forward to working with you.

Our terms are for you to:

- have an enterprise that has existed for a minimum of two years and makes a profit – or aim to generate revenue in one-two years
- need management support for one or more business topics
- create work for at least 150 women in rural areas in the value chain, directly or indirectly
- pay a fair salary or per piece price to employees
- aim for growth in number of women employed in rural areas
- produce labor intensive product

WOMEN ON WINGS

Consulting for social
entrepreneurship

Go from scalable to scaling

A selection of recent activities and results

Business partner		Women on Wings intervention	Outcome
	Bhoomgadi Partner since 2022 Food & Agri	<ul style="list-style-type: none"> → Customer segmentation → Sales planning → Social selling 	<ul style="list-style-type: none"> → Better focus on major customers and most promising segments → Structuring the sales processes. → Contribution to about 45% growth in revenue this year
	ONganic Foods Partner since 2022 Food & Agri	<ul style="list-style-type: none"> → Organization development; team building → Understanding of SoP → Supply chain improvements 	<ul style="list-style-type: none"> → Better employee engagement; focus of team on building performance excellence → SoPs being documented for key processes; many improvement opportunities also identified → Improvement in supply chain KPIs by 20%
	Avani Partner since 2013 Handicraft & Textiles	<ul style="list-style-type: none"> → Team management → Design intervention improvements 	<ul style="list-style-type: none"> → Better management-team relationships; better employee productivity → New lead pipeline because of design and visual merchandising improvements for new international B2B business in the European market.
	MAVIM Partner since 2023	<ul style="list-style-type: none"> → Visual branding & market communication → HR and organizational structure → Cost pricing improvements 	<ul style="list-style-type: none"> → Co-created the new look of the Tejaswini logo and developed the brand book → Organizational structure redesigned to incorporate a revenue vertical with detailed job description → Calculation and detailing of accurate costs through standardized formats for each product category, which will help in making the annual operating plan for next year
	UGVS Partner since 2024	<ul style="list-style-type: none"> → Organizational structure → Brand positioning & business roadmap 	<ul style="list-style-type: none"> → House of Himalayas PSU registered, with the detailed organizational structure plan including job descriptions of CXO level positions → Positioning for the brand developed based on competitor mapping, research of products, pricing and positioning has been established.

A selection of the social enterprises we

work with: Mandala Apparels, MoralFibre, Okhai, ProNature, Rangсутra, Tamul Plates, Tisser, Wingreens, Raheja Solar, BnB Organics, Jaljeevika, Gangpur Ventures, Taru Naturals, ONganic, KGU, Eco Tasar, GoCoop

A selection of our funding partners:

The Bill & Melinda Gates Foundation, L'Oréal Fund for Women, VP Capital and CCHO

Explore your opportunities for growth.

Contact us at info@womenonwings.com

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