



About Us

Udhyam Vyapaar is part of Udhyam Learning Foundation, and aims to make the mission “Making Bharat Entrepreneurial” come alive among the nano-entrepreneurs – those who earn between INR 5000 to INR 25000 a month, whom we call Vyapaaris.

Our Purpose

India with its 1.4 billion population, has nearly 61% in the working age. While this is a huge demographic dividend which can propel India and the world forward, the formal sector jobs are in limited supply. 90% of the workforce hence are engaged in the informal sector (414Mn informal workers). For this large segment of our population to have a better life, they should have the means to earn beyond subsistence level, have financial and job security.

Our Mission & Approach

Udhyam Vyapaar’s mission is to help Vyapaaris scale their businesses, make them successful in life, and move them towards their highest human potential. Our long term vision is to make entrepreneurship respectable and aspirational for Bharat.

With a design thinking approach, we go deep into the lives of identified sub-segments and identify the areas which are the bottlenecks in either mindset and/or the situations. We ideate and together with the Vyapaari’s ecosystem design a solution, which is then prototyped rigorously and measured for scalable impact potential.

Vyapaar believes in creating system level scale, with potential for each solution to reach a minimum of 100K vyapaaris and provide a 2 fold benefit:

1. Income uplift
2. Mindset change to become more entrepreneurial

Project in Action : Istri

Istri project is our first scalable success model, which has created an income uplift of 25% for 5300 istriwala (ironing vendor) in the cities of Bengaluru and Chennai. The solution involved converting Istriwalas from coal-based to an LPG-based appliance. We activated the market (sanghas or societies of istriwalas, iron box retailer and micro credit enabler) to make this transition. Being a clean fuel

solution, it also helps mitigate impact on the environment and their own health from burning coal and moves them to a cleaner fuel product.

While currently the Istri project is being readied for a pan-India level roll out, we are constantly working with Vyapaaris in urban (street vendors) and rural India to identify the next scale level intervention.

Let's Partner

We are seeking partners to join us in our quest to create meaningful impact in the lives of 20Mn Vyapaaris, with an estimated income uplift potential of USD 6Bn for them.

Udhyam : Making Bharat Entrepreneurial