

Meesho "Be Your Own Boss" Market Activation

A grassroots campaign empowering women micro-entrepreneurs across Mumbai to transform their home businesses into thriving online ventures through Meesho's zero-commission platform.





The Challenge & Our Approach

What Meesho Needed

Meesho wanted to build genuine trust with women running home businesses—boutique tailors, home food sellers, handmade crafts makers, and small jewelry entrepreneurs.

The goal: drive new seller onboarding in Mumbai while empowering first-time entrepreneurs to start selling online without any investment.

Our "Local Se Global" Strategy

We created hands-on entrepreneurship workshops across Dadar, Borivali, and Ghatkopar—meeting women where they were.

The focus: teach product listing, pricing basics, delivery logistics, and profit-making fundamentals. If she can make it, Meesho can help her sell it.



Campaign Execution Highlights



Entrepreneurship Workshops

30-45 minute hands-on sessions in community halls with live app training, volunteers assisting first product listings, and mock photoshoot booths for product photography.



Local Sellers Demo Days

Real Meesho sellers shared their earning journeys, inventory management tips, and practical advice. Their authentic stories created instant credibility and trust.



Zero Cost Display Stalls

Women displayed homemade products while visitors scanned QR codes to follow seller stores instantly—bridging offline trust with online opportunity.

Impact That Matters

4.8K

Women Engaged

Across Mumbai suburban market clusters
and community centers

1.9K

New Sellers Onboarded

From home businesses to digital
entrepreneurs

92%

Trust Score

Felt confident to start selling online after
the workshop

"Meesho pe photo daali aur order aaya. Pata bhi nahi tha online itna easy hai." — *Home Tiffin Seller, Ghatkopar*

"Kapde silti thi, par Meesho ne business bana diya." — *Boutique Tailor, Borivali*

 **Key Insight:** Women don't just need an app—they need step-by-step confidence to become entrepreneurs. Meesho became their first earning platform, transforming home skills into sustainable livelihoods.