

the^delta prize



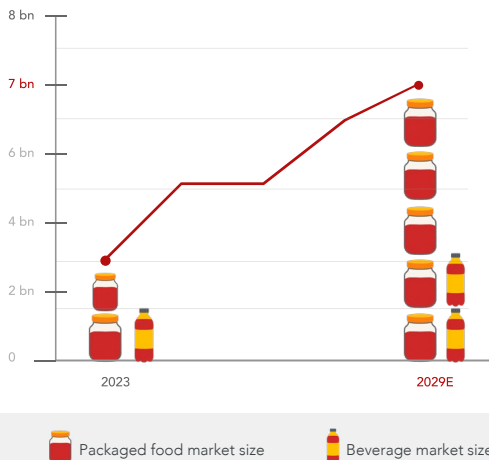
the
**aahaar
bazaar
challenge**

Her recipe. Your tech. One massive opportunity.

Prize purse ₹5.25 Cr



India's kitchens hold untapped economic potential, with women at the heart of it.



By 2029, India's snacking market is set to surge by **\$3.6 billion**.

Yet the women who craft the pickles, snacks, and spices that define our cuisine, in business - remain confined to hyperlocal sales — trapped by invisible barriers of reach, packaging, and market access.

They have the ambition.

The legendary recipes.

The hunger to succeed.

What they lack are the systems to grow.

Imagine if even a slice of this market growth could flow into the hands of these women foodpreneurs.



this is where you come in:

introducing...

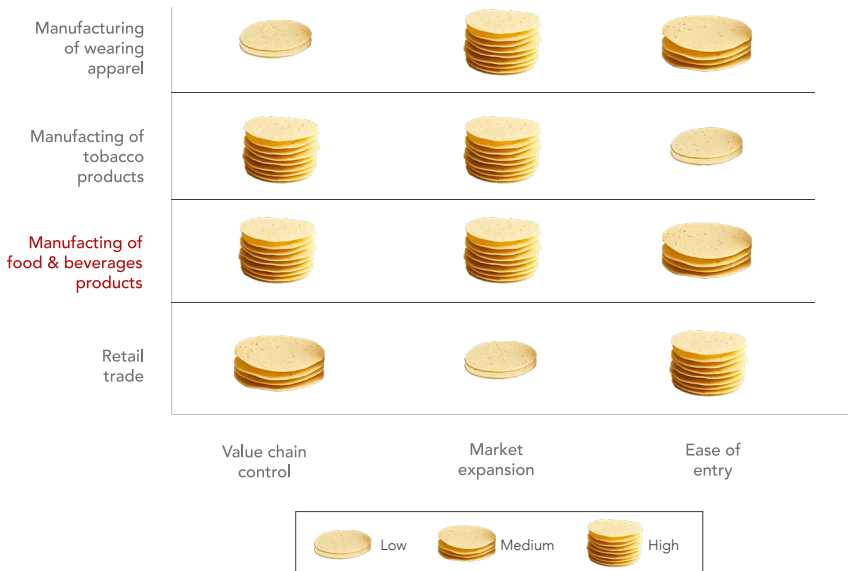
the aahaar bazaar challenge

₹ **5.25** Cr
Prize purse

powered by  STATE STREET.

Her recipe. Your tech. One massive opportunity.

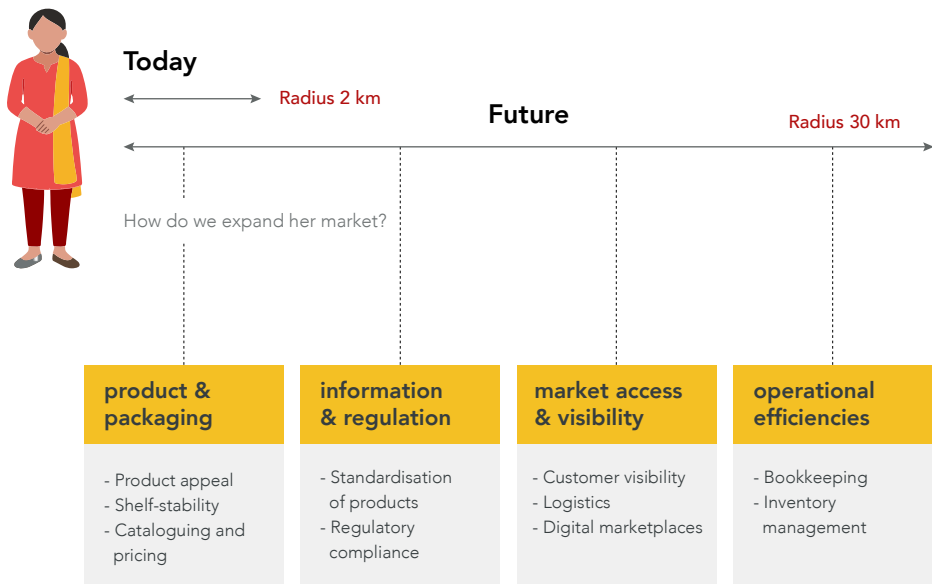
Our cross-sector assessment across value chain control, market expansion and ease of entry revealed that the **food sector** holds the greatest potential for women entrepreneurs to flourish.



the market is hungry, but she can't reach it

Hundreds of thousands of women are running food businesses from their homes, making everything from masalas to pickles. Yet, despite being in one of India's most lucrative industries, their earnings barely cross **₹4,000/month**.

The problem isn't ambition or ability. It's the barriers to access that limit their reach and growth.



Women foodpreneurs in India don't lack potential. They lack systems that help them scale, reach new markets, and meet the demands of a growing food industry.

can you deliver scalable business solutions to the last mile?

We are looking for organisations with the ability to create impactful, scalable systems that enable women entrepreneurs at the grassroots level to grow and succeed.

Are you working in any of these key areas:



a. market visibility & access to expand beyond their neighborhoods

D2C/B2B/B2C online platforms or marketplaces

Logistics & distribution support

Retail & sales intelligence



b. high-quality, market-ready products and streamlined business operations

Food product consultancy

Product safety, standardisation & legal compliance (FSSAI, labeling, etc)

Shelf-life extension & packaging

Pricing solutions

Transaction & order processing

Bookkeeping (incl. receivables & payables)

Inventory, SKU management & cataloguing



scaling solutions for home-based women foodpreneurs

Solutions must deliver scalable models or marketplaces that enable home-based women food entrepreneurs to expand beyond their hyperlocal markets. They should make market and business intelligence easily accessible and unlock access to domestic markets beyond a 2 km radius.

Phase 1 | Proof of viability

300

women foodpreneurs supported with market access and enablement solutions

50%

of their sales generated from new customer channels

Phase 2 | Proof of scalability

3000

women foodpreneurs reached across diverse geographies

10%

of them achieving 5–6x growth in monthly revenue



what's on offer— prize. partners. platform.



prize

Compete for a
prize purse of ₹ **5.25 Cr**



partners

- Expand impact with on-ground partners
- Benefit from 1-on-1 mentorship by leaders
- Gain privileged access to our investor network



platform

- Leverage go-to-market opportunities & expertise
- Capitalise on dedicated media coverage



an ecosystem to take innovations to the last mile



Our advisors and mentors



Chetna Sinha
Founder
Mann Deshi Foundation



Gayathri Vasudevan
Chairperson
LabourNet



Rituparna Chakraborty
Co-Founder
Team Lease



Sharad Sharma
Co-Founder
iSPIRT



Diren Kanwar
Founder
Zaad Ventures

the path to joining the aahaar bazaar challenge



Stage 1: Application form 1

- Submit your proposed solution and business model details.
- Receive structured guidelines to strengthen your application.



Stage 2: Application form 2

- Submit a deeper pitch deck and form 2, if shortlisted.



Stage 3: Jury evaluation

- Get selected and become one of the 8-10 challengers in the aahaar bazaar challenge cohort.

the enablers of the challenge



Joan Christel
President, State Street Foundation

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At State Street Foundation, we believe access with the right tools can shift trajectories for home-based women entrepreneurs. Our partnership with the [^]delta prize on aahaar bazaar backs solutions expanding market access, supporting thousands of women 'foodpreneurs' toward meaningful economic inclusion at scale.

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Thrilled to launch the aahaar bazaar challenge, powered by StateStreet, a results-based grand challenge unlocking scale for women-led, home-based food enterprises. We champion execution over intent, backing tech-first solutions helping grassroots women foodpreneurs thrive beyond neighbourhoods, creating sustainable pathways into India's \$30 trillion economic future.



Kanishka Chatterjee
Managing Director, the [^]delta prize

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[apply now](#)