

YUVAUDYAM
लाइमोन फालांगी

THE RURAL
ENTREPRENEURSHIP
PROGRAMME FOR
BTC IN ASSAM

CALL FOR APPLICATIONS

**REBUILDING AND
RESTORING LIVES
AND LIVELIHOODS**

FOR MORE INFORMATION, VISIT
www.iccspl.com



ABOUT THE PROGRAMME

LAST DATE FOR
APPLICATION

**5TH JULY
2020**

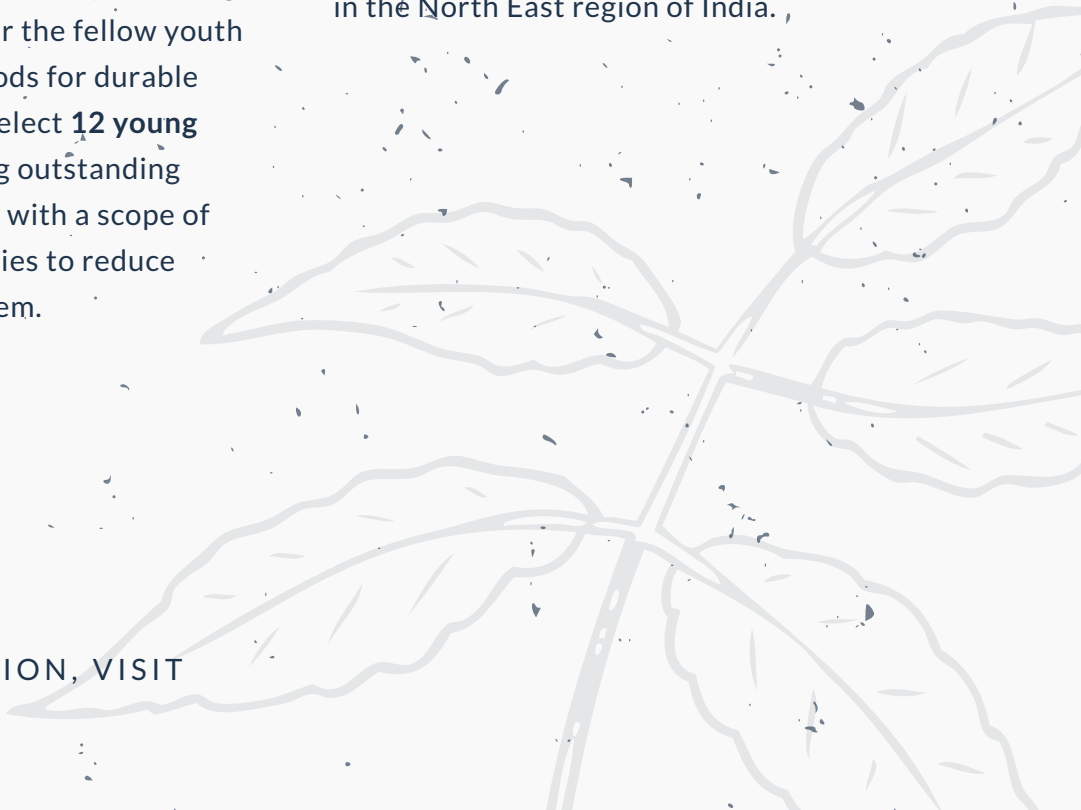
In these trying times of COVID-19, there is a high need for scalable and sustainable models to promote entrepreneurship and build the capacity of agri and other enterprises in Assam. Many entrepreneurs cannot unlock their potential due to absence of access to capital as well as hands-on training and coaching.

We have, therefore, designed this rural entrepreneurship programme, as 'Yuvaudyam' for rural youth of BTC in Assam who have taken up entrepreneurship and are presenting themselves as role models for the fellow youth towards sustainable livelihoods for durable peace. The programme will select **12 young entrepreneurs** who are doing outstanding work at the grass-roots level with a scope of creating rural job opportunities to reduce migration by encouraging them.

We propose a **theory of change** for this programme. The principle idea is to support, guide, and mentor some of the selected entrepreneurs /enterprises from districts of Kokrajahar and Baksa in the BTR over a period of **nine months (June 2020 to February 2021)** and through them reach out to more youths by way of sensitizing and orienting them towards start-ups to boost their incomes and socio-economic position in the post COVID emergency situation.

It is an initiative by ICCo, ICCSPL and Sasakawa Peace Foundation to **turn the livelihoods and life skills of individuals into profitable and sustainable enterprises**. In doing the same, the idea is to enhance both the economic and social and well-being of these individuals. We strongly believe that a graduation model from scaling is a very effective way of promoting entrepreneurship in the North East region of India.

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ELIGIBILITY CRITERIA

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ELIGIBLE SECTORS

The following sectors will be considered for contention:

- Agri Allied including Fishery & Piggery
- Handloom & Handicrafts
- Apiculture
- Spices and Medicinal plant processing & value addition

CRITERIA FOR SELECTION

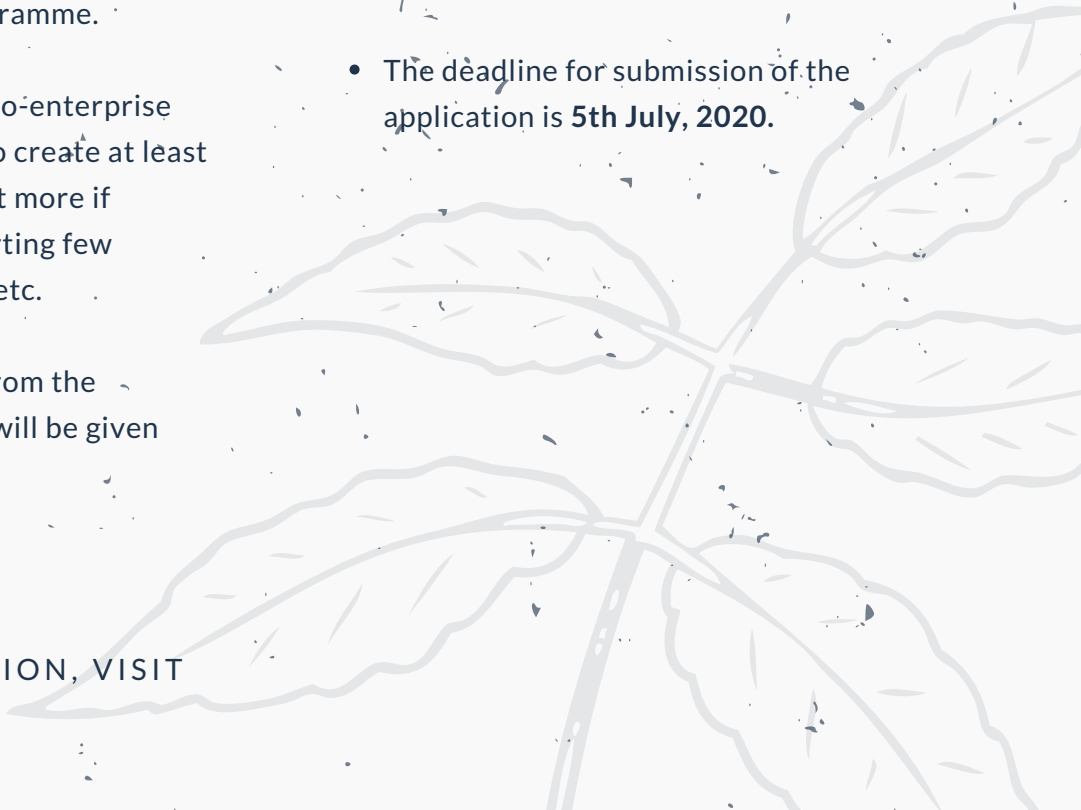
- If you are an entrepreneur or a small/micro enterprise from Kokrajhar and Baksa district of Assam, you are eligible to apply.
- The youth entrepreneur should be with the livelihood activity/micro-enterprise for more than six months prior joining the fellowship programme.
- S/He should demonstrate considerable knowledge during due diligence before getting enrolled in the programme.
- The livelihood activity/micro-enterprise should have the potential to create at least 2-5 job opportunities, if not more if nurtured apart from supporting few farmers/ weavers/artisans etc.
- Women/ men enterprises from the disadvantaged community will be given special preference.

TO APPLY:

To apply for the programme:

- Click on the link below and fill out the application form:
[Application Form](#)
- For any further queries regarding the application process, you can write to us at incubation@iccspl.com or contact us at **+91 7099431589**
- The deadline for submission of the application is **5th July, 2020**.

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www.iccspl.com



WHAT DO WE OFFER?

LAST DATE FOR APPLICATION

**5TH JULY
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PROGRAMME OFFERINGS

- **Training & Capacity Building:** Training Need Assessment (TNA) will be conducted to assess the entrepreneurial gaps. The training will focus on financial management, business proposition and market development.
- **Customized Business Development Plan:** Preparation of customize business development plans will be facilitated to develop appropriate branding and marketing strategies.
- **Market Linkage support:** A detailed market development plan will be formulated. Further, e-marketing/ digital marketing will be fostered through established brands.
- **Mentorship & guidance:** Mentors who expertise in SME and other sectors will be provided to guide you throughout the programme.
- **Connecting with National & International linkages:** Networking with International organisations like World Bank, skills training organisation like Edukans, and expert organizations like PUM will be fostered.
- **Access to Financial Support**

ABOUT ICCO

ICCo is a development organization working to achieve the twin core principles of 'Securing Sustainable Livelihoods', and 'Justice and Dignity for All.' For more information, visit www.iccoindia.org

ABOUT ICCSPL

Innovative Change Collaborative Services Private Limited (ICCSPL) is a value driven social consulting firm providing technical and knowledge support to individual and organizations to ensure lasting social impact. ICCSPL brings in deep domain expertise in agri and allied sector and knowledge of interventions to transform livelihoods by promoting social entrepreneurs, with an elaborate presence in East and North East India. For more information, visit www.iccspl.com

ABOUT SASAKAWA PEACE FOUNDATION

The Sasakawa Peace Foundation addresses the diverse and complicated issues that human society is encountering in the 21st century. For more information visit, www.spf.org

ANNEXURE 1 APPLICATION FORM

LAST DATE FOR
APPLICATION

**5TH JULY
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ENTERPRISE INFORMATION

- Describe your Business.
- Yearly Sales
- Do you have a Balance sheet?
- Do you use an Enterprise/Bookkeeping software?
- Do you have the necessary licenses (Trade, GST, Professional Tax, FSSAI others)
- Number of employees (Male/Female)
- Number of farmers (approx.) associated with suppliers (male/female)
- Who are your customers?
- Why do you think you are an entrepreneur?
- Do you have any borrowings from friends, family or the bank?
- Why do you think you are eligible for this entrepreneurship programme?
- What is the Social Impact of your business?
- What are your future development plans? (Describe in 500 words)

APPLICATION PREVIEW

Please keep the answers to the following questions handy before filling out the application form. The form is divided into 2 sections, for the convenience of the selection process:

PERSONAL INFORMATION

- Name of the Business/Company
- Name of the Owner/ Director
- Age/Date of Birth
- Residential Address
- Office Address
- Email ID
- Phone number
- Legal entity of your enterprise
- Udyog Aadhaar No. (MSME Reg) or Startup India ID
- Year of establishment
- Website (if any)
- Sector (as specified)

CLICK [HERE](#) TO FILL OUT
THE APPLICATION FORM
OR SCAN THE QR CODE



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