



WELCOME TO

# Samarth Bhanap Yojana An Overview

Spark your Next Amchi Venture

**Inauguration : 23<sup>rd</sup> Apr 2024**  
**Shri Chitrapur Math, Shirali**

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- About Samarth Bhanap Yojana
  - What it provides?
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# Samarth Bhanap Yojana

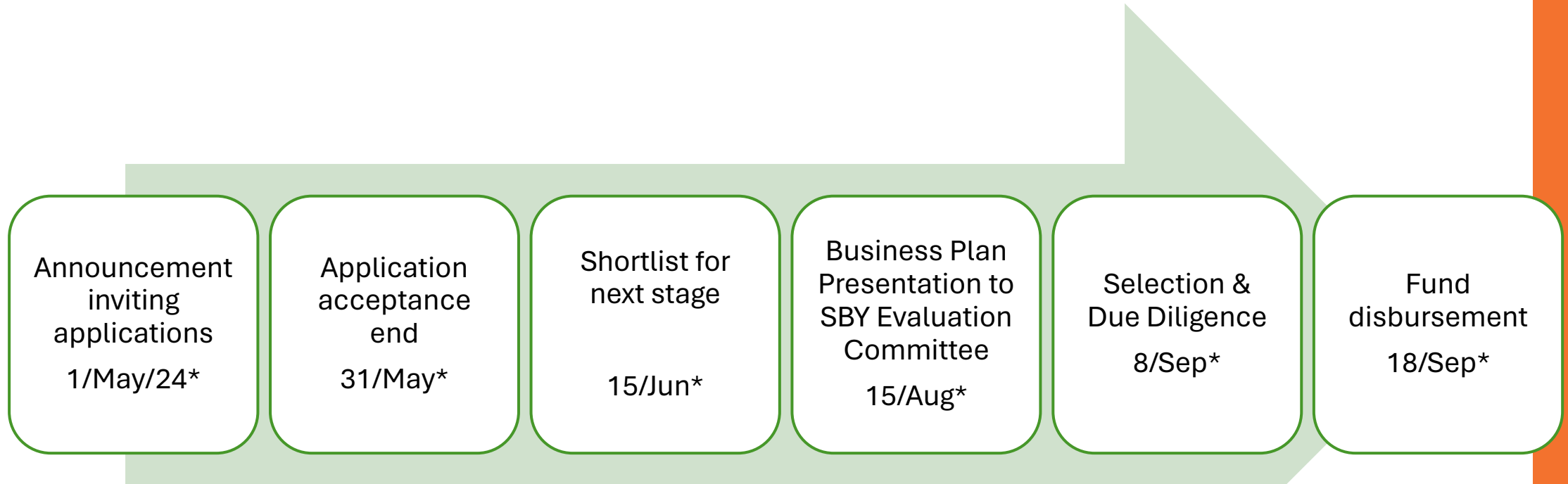
- PP Swamiji's vision to promote entrepreneurship among Amchis
  - Swamiji suggested to start Samarth Bhanap Yojana as a step towards this
- Goal:
  - To support Bhanaps to start and grow their businesses
  - To promote creation of employment among Bhanaps
- Support offered to Bhanap owned businesses
  - Seed capital funding
  - Business incorporation assistance
  - Mentoring and Expert Consulting
  - Business Support Functions
  - Hiring from Bhanap job seekers
  - An Amchi Marketplace for Bhanap Businesses



# Funding

- Terms & Quantum
    - Seed funding will be in the form of a Grant of < 20 Lakh Rs per applicant
      - There will be no equity or debt – it will be a grant
      - Actual quantum will be decided based on business plan justification
      - Minimum of 20% of grant amount must be invested by promoters
    - Guidance for those who need funding > 20 Lakh Rs from partner banks
      - SBY will guide in applying for loans without collateral under SVC Bank's Government mandated scheme for MSMEs
  - Eligibility of applicants for SBY seed funding
    - Businesses promoted by Bhanap - minimum 25% ownership
      - Bhanaps are defined as those whose either parent is a Chitrapur Saraswat
    - Preference to those who are 1<sup>st</sup> time entrepreneurs
    - Ineligible businesses: involving liquor, real estate, speculative businesses etc.
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# What will be the selection process?



\* Dates are subject to change

# Application, selection & monitoring

- Application process
  - Application form submission
  - Business presentation to Evaluation Committee of SBY
  - References from 2 prominent members/office bearers of Local Sabha
- Selection process for funding
  - Evaluation Committee of SBY will evaluate application & business plan
  - Will evaluate merit of business case and quantum of funding requested
- Grant disbursement & monitoring
  - Final approval for grant by Governing Body of SBY
  - Periodic monitoring of business performance & financials
    - Whether it is in-line with the projections agreed at time of disbursement of funds
  - Guidance from Panel of mentors for course correction where needed

# Evaluation parameters

- Preference will be given to business proposals that
    - Have high potential of becoming profitable & growing business
    - Are based on an Innovative business idea
    - Are highly scalable
    - Have a potential to create employment or social impact
    - Promote an Amchi cause
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# Expectations from a funded entrepreneur

- Beneficiary whose business prospers is encouraged to make a generous donation in future to the SBY Fund so that other entrepreneurs can benefit
  - Give preference to eligible Bhanap job-seekers if candidate matches job expectations
  - Submit periodic financial statements (MIS) for review to SBY Monitoring Committee
  - When SBY grant is above a certain % of total capital raised, promoters must take permission from the SBY before divesting/diluting their stake in the business or making any drastic changes in business plan
  - Entrepreneur will be expected to “pay-it-forward” to other Bhanap businesses in future by helping them wherever possible
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# Mentoring & Expert Consulting

- Expert Panel with various domain skills
    - Business, Technology, Marketing, Retail, Finance, Accounting, Law, Marketing
  - Mentoring
    - Involves guidance - less time from the expert but it will be pro-bono
  - Expert Consulting
    - More in-depth - consume more time, hands-on involvement and it may be chargeable depending on the expert involved
  - Early-stage mentoring (before application for funding)
    - Help applicant from business idea stage to a business plan
    - Guidance on Business Plan creation
    - Help with application for larger funding from SVC Bank MSME scheme
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# Panel of experts/mentors/service providers

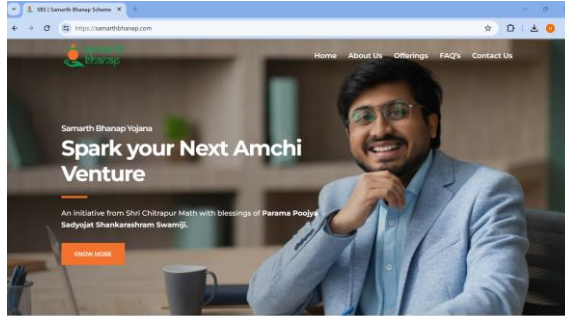


Speciality
Accounting & taxation
Agro/fertilizer/food industry
Bio Technology
Business strategy
Chemical & Soaps Industry
Legal
Company Secretary
E-Commerce Enablement
Hospitality industry
HR-recruitment
IT Infrastructure
Marketing
Digital Marketing/Advertising
Pharma Industry
Software Services
Technology Validation

# Business Support Functions

- Small/new businesses are good at their core business competency
  - Usually need help with support functions such as
    - Incorporation/registration of business, GST
    - Setting up and maintaining accounts, taxation
    - Setting up & maintaining IT, network and IT security infrastructure
    - Financial Planning & Analysis
    - Setting up social media/website/E-Commerce/Online stores
    - Secretarial & Legal Compliances
    - Human Resources Management & Payroll processing
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# Next steps



Visit Website for  
details, FAQ and  
Submit  
Entrepreneur  
Survey

Attend SBY Webinar  
and Q&A session  
(to be announced on  
website/social media)

Prepare Business  
Plan Presentation

Submit Application  
Form on-line  
(to be announced on  
website/social media)

Website:  
[www.samarthbhanap.com](http://www.samarthbhanap.com)

# Summary

- Samarth Bhanap Yojana will
    - Enable Expert mentoring from seasoned professionals
    - Fund selected Amchi businesses
    - Help with Business Support Functions
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# THANK YOU



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