



WELCOME TO

Samarth Bhanap Yojana An Overview

Spark your Next Amchi Venture

Inauguration : 23rd Apr 2024
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- About Samarth Bhanap Yojana
 - What it provides?
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 - Mentoring, Business Services and Expert Consulting
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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 Entrepreneurs to start new businesses
 - To promote creation of employment
- Support offered to new 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
 - Business promoters should have minimum 25% ownership
 - Preference to those who are 1st 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
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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 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

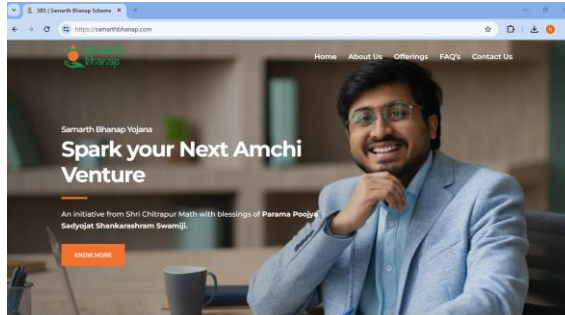


Speciality
Accounting & taxation
Agro/fertilizer/food industry
Bio Technology
Business strategy
Chemical & Soaps Industry
Legal
Company Secretary
E-Commerce Enablement
Hospitality industry
HR-recruitment
IT Infrastructure
Marketing
Digital Marketing/Advertising
Pharma Industry
Software Services
Technology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

Summary

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



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