Business Enterprise Leadership and Management Programme (BELMP) under PROSPER

UNDP with HSBC India in collaboration with Dasra, Industree Foundation, and IIM, Shillong, is implementing the project PROSPER (Producers in Organized Supply Chain Enterprise) for improving the livelihoods of social entrepreneurs and producer communities working in natural fibers in North East region of India. The Business Enterprise Leadership and Management Programme (BELMP), is part of PROSPER which involves two specific parts:

- A six-month certification programme with IIM Shillong which will involve theoretical, practical, field-based and reflection-based learning.
- After the completion of the six-months programme social entrepreneurs will go through a deep-handholding process till mid-2022 to support enterprises and producer communities (working with the enterprises) to build their capacities.

About the Project PROSPER (Producers in Organized Supply Chain Enterprise)

By building the capacities of producers and social entrepreneurs engaged in the natural fibers, PROSPER intends to create a natural fiber value chain development program with the potential to double farmers’ income. Aligned with the Sustainable Development Goals, specifically 1, 5, 8, 9, 10, 12 and 17, the project is focused on inclusive growth. This will be done by developing technical, sustainable and applicable knowledge products, and providing market support to entire value chains – including insights from design to production, to marketing and distribution – to bring a product or service from conception to market. It is envisaged that under the project, social entrepreneurs will act as an intermediary between small producers and large buyers. The project will work directly with social entrepreneurs who will further train 900 primary producers.

Business Enterprise Leadership and Management Programme (BELMP) under PROSPER

BELMP is a deep mentoring programme which involves a 6-months certified curriculum for social entrepreneurs (working in natural fibres in handloom, handicraft, agriculture and allied) from the Northeast
Region. It gives an opportunity for social entrepreneurs to be certified by IIM, Shillong through a six-month programme and be mentored for another year by UNDP on:

- Market linkage development and connections
- Building financial connections
- Strengthening capacities of primary producers working in your enterprise/community
- Exposure visits (based on COVID situation) and learning from industry leaders
- Building networks and linkages of social entrepreneurs among a host of other benefits

**The key pillars of the curriculum:**

i. **Entrepreneurial Competencies:**
   - Governance, audit, and legal compliance knowledge
   - Understanding schemes and policies and others

ii. **Entrepreneurial Marketing:**
   - Market orientation and linkages
   - Branding and product strategy
   - Digital and social media marketing

iii. **Entrepreneurial Management:**
   - Raising capital and debt management
   - Value chain management
   - Dynamic business models and others

iv. **Entrepreneurial Orientation:**
   - Strategies for transformational leadership
   - Personal and organizational excellence
   - Business model innovation

**Eligibility:**

- Registered institution for at least 6 months
- Associated natural fibres and related products from handloom, handicraft, agriculture and allied industries
- Age range of 21-45 (preferred)
- Ability to comprehend and communicate in English (preferred graduate)
- Works with a team of 15 primary producers/employees
- Owns and manages her/his/their own production unit/CFC

Applications closing on 2\textsuperscript{nd} October

Contact us: project.prosper2020@gmail.com
Are you a social entrepreneur working with natural fibres and its related products?

Apply for the Business Enterprise Leadership and Management Programme (BELMP)

Why apply?

BELMP is a deep mentoring and handholding project for social entrepreneurs (working in handloom, handicraft, agriculture and allied) from the Northeast Region

A 6-months certified Business Enterprise Leadership and Management Programme (BELMP)* by IIM Shillong

Following the 6-months certification programme it gives an opportunity for social entrepreneurs to be mentored for another year and assist with:

- Market linkage development and connections
- Building financial connections
- Strengthening capacities of producer communities working in/with your enterprise
- Exposure visits** and learning from industry leaders
- Building networks and linkages of social entrepreneurs among a host of other benefits

Last date 2nd October

Apply at: https://bit.ly/3I4UrPo

*6-month programme may be delivered online under current COVID circumstances
**Based on COVID situation
PROSPER Launches
The Business Enterprise Leadership and Management Programme (BELMP)*

The BELMP is a 6-month training programme certified by IIM Shillong followed by in-depth mentoring and handholding for an additional year.

Key Takeaways

- Actionable and practicable educational modules to adapt to new realities
- Mentoring and handholding for a year and a half
- Cross learn from a network of entrepreneurs
- Build capacities of your producer communities
- Create market linkages and build your business

Last date 2nd October
Apply at: https://bit.ly/3l4UrPo

*6-month programme may be delivered online under current COVID circumstances
PROSPER Launches The Business Enterprise Leadership and Management Programme (BELMP)*

Eligibility Criteria

- Registered institution for at least 6 months
- Age range of 21-45 (preferred)
- Works with a team of 15 primary producers/employees
- Associated with natural fibres in handloom, handicraft, agriculture and allied industries
- Ability to comprehend and communicate in English (preferred graduate)
- Owns and manages her/his/their own production unit/CFC

Evaluation Criteria

- Background information note
- Aptitude test - basic maths, written test
- Group discussion
- Business challenge
- Personal interview

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PROSPER Launches
The Business Enterprise Leadership and Management Programme (BELMP)*

Introduction to 6-month BELMP certified by IIM Shillong

Customized according to the Northeastern context
Practical oriented curriculum covering key aspects of developing and scaling your social enterprise including management, marketing, self-development, legal, branding and more

Delivered by local practitioners with prior experience

Diverse models of learning based on practical experience

Theoretical Workshop
Learning of concepts, theories and skills

Practical Work Instruction
Experiential learning, task-based

Fieldwork
Putting theory into perspective in your production units

Reflection Workshop
Learnings from visits to premium enterprises in NER

Models of Learning:

In Partnership with

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Apply at: https://bit.ly/3I4UrPo
HSBC Launches
The Business Enterprise Leadership and Management Programme (BELMP)*

**Pillars of the Curriculum**

1. **Entrepreneurial Competencies**
   - Governance, audit, and legal compliance knowledge
   - Skill building and understanding of enterprise competencies
   - Stakeholder management and resource mobilization
   - Understanding schemes and policies and others

2. **Entrepreneurial Marketing**
   - Market orientation and linkages
   - Branding and product strategy
   - Digital and social media marketing
   - Rural marketing and others

3. **Entrepreneurial Management**
   - Cash management and budgeting
   - Raising capital and debt management
   - Value chain management
   - Production and supply chain management
   - Dynamic business models and others

4. **Entrepreneurial Orientation**
   - Sector analysis and profiling of self and enterprise
   - Strategies for transformational leadership
   - Personal and organizational excellence
   - Business model innovation
   - Entrepreneurial competitiveness and others

*6-month programme may be delivered online under current COVID circumstances

In Partnership with

Last date 2nd October
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