



भारतीय प्रबंध संस्थान शिलाँग

**Indian Institute of Management Shillong**

**(Dr. APJ Abdul Kalam Centre for Policy Research and Analysis)**



**INDIA @ 75 AZADI KA AMRIT MAHOTSAV**

**75 YOUNG ENTREPRENEURS OF NER**

## **Prologue**

**Celebrations of India's** 75<sup>th</sup> year of Independence in 2022 have already begun. The 75 year of independence has witnessed tremendous growth, development in all major sectors of the society. We as a nation have stood together to achieve major breakthrough and milestones in various fields of science & technology, business, trade & commerce, global polity etc. Our economy is booming and Indian youngsters are being recognized for their landmark achievement's world over. During the global pandemic, we have demonstrated to the world the holistic way of dealing with such crisis. India's record COVID19 vaccination drive is not only historic but it also reflects the competence & capability of the stakeholders from health sector and responsive governance machinery. The whole world is today looking towards us with zeal and hope.

The North Eastern Region (NER) has always been referred to as region of huge potential and unlimited opportunities. With the special attention from Hon Prime Minister through 'Act East' initiative, it is the right time now that the NER joins the bandwagon of development the country is witnessing. With the connectivity and logistic becoming better each day, things have improved considerably.

Throughout the 75 years of glorious journey the entrepreneurial community has contributed significantly in shaping India's economy and the social aura. NER which typically demonstrates a performative character of its population has also witnessed many youngsters who have had their share of contribution in promoting entrepreneurial ecosystem in the region. They have played a crucial role in job creation, raising standard of living, product innovation and improving social status of the people.

This project aims to document the inspirational journey of 75 young entrepreneurs from NER who are under 40 years of age and felicitate them for their achievement. This will be compiled in the form of a book and the entrepreneurs will also be provided a platform for scaling up their business

enterprise with institutional support by IIM Shillong. This will also help the campaign 'Vocal for Local' and "Atma Nirbhar Bharat".

## **VISION**

With a vision to recognize and promote young entrepreneurs of NER and give impetus to Start Up India initiative in the region, Dr. Kalam Centre of IIM Shillong invites applications from young entrepreneurs below 40 years from the entire North East Region. The applications will be shortlisted by a panel of experts through rigorous selection process. The selected entrepreneurs will be felicitated, be mentioned in the special edition of publication. Subsequently the shortlisted entrepreneurs will be provided with institutional support from IIM Shillong.

## **Role of Dr. Kalam Centre**

The Centre has initiated the process of identifying 75 young entrepreneurs of NER who will be felicitated through highlighting their achievements. This process will also help assess the enterprise ecosystem of the region, undertake a SWOT Analysis, identify pain areas, celebrate the achievements and provide institutional support to budding entrepreneurs of the region.

## **Eligibility**

1. The applicants should be a domicile of North East Region
2. Applicants should have a registered business entity and should be operational for at least 5 Financial years
3. The criteria for consideration will be:
  - a. Annual Turnover in INR
  - b. Innovation & Creativity
  - c. Business Idea and Strategy
  - d. Social & Economic Impact
  - e. Financial Management
  - f. Leadership Trait
  - g. Team Building
  - h. Key Business Decision
  - i. USP
  - j. Vision and Expansion Strategy

- k. Usage of Advance Technology
4. A robust business plan and future activities.

### **Procedure for Applicants**

1. The entry for consideration could be based on both application/ nomination and recommendations.
2. The applicants may participate by sending their Profile along with filled in Proforma (Annexure -1) to [apjcentre@iimshillong.ac.in](mailto:apjcentre@iimshillong.ac.in) on or before 31<sup>st</sup> December 2021.
3. Applicants should submit a detailed write up on their achievements based on the list of criteria for shortlisting for consideration (as mentioned above in Eligibility). Applications can be annexed with Print Media evidences.
4. Our research team will also look out for few promising entrepreneurs and shall nominate for consideration.

### **Selection Procedure**

1. The applicants will have one on one interview with research team of Dr. Kalam Centre and if necessary the Members of Selection Committee
2. The Selection Committee shall comprise of prominent personalities from NER and experts on NER representing various fields/domain.
3. Up to 300 applications shall be shortlisted for further evaluation.
4. The Selection Committee will strictly observe and assess the shortlisted applications.
5. The Selection Committee shall select 75 best applicants for their inclusion in the document.
6. The 75 young entrepreneurs will find a place in the Book “75 young Entrepreneurs of NER” to be published by Dr. Kalam Centre, IIM Shillong.
7. The 75 young entrepreneurs will be provided with institutional support for taking their businesses/enterprises to next level and shall be introduced to various schemes under various departments/ministries under Government of India.

8. The 75 young entrepreneurs shall be invited for the book launch program and will be felicitated.

### **Support from Dr. Kalam Centre, IIM Shillong**

The publication is an effort to recognize the entrepreneurial spirit of NER and shall be blended with enormous institutional support which shall consist of the following:

1. Support the 75 young entrepreneurs in scaling up their enterprises through management interventions and mentoring
2. Provide access and Connect them with various funding agencies & venture capitalists and Govt schemes.
3. Provide Institutional support through startup, mentoring, hand-holding and exposure to Cohorts and business networking events.
4. Provide space for Start Ups at Incubation Centre at IIM Shillong.
5. Assist in identifying projects through NEC, MDoNER and various state Governments which can be offered to these entrepreneurs.
6. Assist them in networking & collaborating with different organizations; providing market linkages (both backward & forward)

### **Expected Outcome of the Program**

The expected outcome of the program is to give recognition to our local entrepreneurs and their success stories. This will not only motivate the general public for self-dependence but also create awareness about the importance and potential of entrepreneurship development in the region.

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## ANNEXURE 1

### INDIA @ 75 AZADI KA AMRIT MAHOTSAV

### 75 NORTH EAST ENTREPRENEURIAL BEACONS

Fill up this form and email it to [apjcentre@iimshillong.ac.in](mailto:apjcentre@iimshillong.ac.in) along with a copy of your profile and detailed write up on your achievements based on the list of criteria for shortlisting for consideration (as mentioned on Eligibility). You shall send the mail with the subject “Application for 75 young entrepreneurs of NER”

Name		Photographs
Date of Birth		
Age		
Contact Number		
Email ID		
Permanent Address		
Name of the Business Entity		
Address of the Business Entity with Copy of Registration/ Incorporation		
Type of the Business		
Any Proof of identification. Mention the number		

Applicant's profile	<i>In short 200 words</i>
Applicant's business Profile	<i>In short 200 words</i>
Website of the Business	
Social Media Handle of the Business	
Any Projects/Funding obtained. Mention the name and amount	
Awards/Recognition, if any. Mention the name	
Financial Statements for last 5 years certified by Chartered Accountant	<i>May be attached as annexure</i>

I hereby declare that the details furnished by me is true to my knowledge and I am also aware that any misinformation/misrepresentation of the details may lead to the rejection of my application.

Signature:

Name:

Place:

Date: