



# Swavalambi Bharat Abhiyaan

Entrepreneurship • Self Employment • Jobs

## CONCEPT NOTE

Swavalambi Bharat Abhiyaan (MySBA) – Digital





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### Swavalambi Bharat Abhiyaan (SBA)

India has all the resources to become “*VishvaGuru*” with the power of youngest population, but in other hand unemployment is one of the major problems faced in India. In this high unemployment scenario, a large number of unemployed people have started looking for jobs in India. People who have completed their degrees or post-graduation are also looking for employment. With the growing need for skilled workers, the gap between an educated India and an employment-ready India is widening. The liberalization of the economy has led to many professionals taking up jobs abroad. This has led to the phenomenon of ‘Brain-drain’. We are losing a lot of talent available for our nation. The unemployment problem is a serious one and needs to be addressed in a big way.

*Sawadeshi Jagran Manch (SJM)* is working in economic, social, and political spheres have taken a collective initiative with 10-12 economic and social organisation to arise ‘*Swavlambi Bharat Abhiyan*’ (SBA). SBA is a concerted effort to generate employment opportunities and encourage entrepreneurship by equipping and enabling the youth of the country in several fields.

As big problems require bigger and better solutions, *SBA* introduce *MySBA (Digital Platform)* to the youth of India. To create awareness and inspire them to take up challenges, face their fears, and make a difference in their surroundings. To help them shape the path they choose for themselves.

*“MySBA is an initiative to spread awareness among people about start-ups, entrepreneurship, etc. Its main goal is to provide employment to each and every citizen of India by 2030 and make the nation self-reliant and independent.”*



#### Quadra Model of Ecosystem for Entrepreneurship & Employment

- Decentralization to create avenues at local level
- Vocal for Local to amplify use of Swadeshi Products
- Skill Development & Entrepreneurship
- Cooperative movement to create opportunities for FPO, SHG and Others



#### Tripod Planning for Ecosystem for Entrepreneurship & Employment

- Opportunities at Local Level
- District Rojgar Srijan Kendra
- Mind Set of Entrepreneurship

### Hand holding of entrepreneurs

Main focus is on entrepreneurship. *MySBA* will encourage youth to initiate start-ups in their field of interest. These start-ups can range from smallest to biggest.

When our youth initiate start-ups, firms, and companies, mould ideas in the right direction, *MySBA* will be there to help out.

## **Swarojgar – Self-Employment**

Being self-employed doesn't require much education or any kind of degree. Anyone can start with anything, India is full of peculiar talents and a mine of various art forms let us bring out our hidden talents and take a small step toward a self-sufficient nation.

We will create a platform where, job seeker and job Givers can interact at comfortable level.

## **Mission**

- Our Mission is to create a fully employed country by exploring the latest avenues.
  - Our economic Mission is to bring zero poverty line in India
  - Our mission is to utilize full potential of our youth to make India a 10 trillion economy by 2030.
  - Emphasise on agriculture based business, value addition and food processing
  - Our mission is to create Largest Digital Ecosystem to Foster entrepreneurship and Self Employment.
  - To create a dedicated network of youth and volunteers who are willing to serve the nation.
  - Develop avenues in cooperative sectors
  - Concept of Youth First, Swadeshi Must
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- MySBA is a Web portal and an ecosystem with “*Under One Umbrella model*” to facilitate potential Entrepreneurs with the help of Artificial Intelligence, Digital Surveillance, and E-Commerce. We aim to establish a Digital Ecosystem.
  - One of the objectives of MySBA is to develop a digital ecosystem for youth not only for India but worldwide who want to see the country poverty free, prosperous and employable through digital volunteers, activists and dedicated full time workers.

## **The USP & Key Features of MySBA are:**

- Backward and Forward Integration Concept
- Youth Centric & Circular Economy
- IOT and AI-Based Monitoring & Manufacturing
- Urban & Rural Ecosystem
- Target Based Working & Time line Commitment
- Dedicated and operated by youth
- Self-sustainable ecosystem to serve better with own revenue generation model.



**“ The MySBA Digital ecosystem will be an End-to-End solution for Small Stakeholders, Young Entrepreneurs, and Global consumers. It will consist of Three Tier System Focusing on Inform, Sensitized and Support. The platform will open a new window of livelihood opportunities for the urban and rural youth through their own entrepreneurial endeavors in growing and making products for export.**

**The MySBA Digital ecosystem will also collaborate with likeminded persons and institutions who are working with same philosophy to help the youth to grow with their career, livelihood and occupation.”**





# स्वावलम्बी भारत अभियान

स्वदेशी • उद्यमिता • सहकारिता

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### उद्यमिता (Entrepreneurship)

Business Ideas

Mentoring

Schemes & Support

Marketing Assistance

### स्वरोजगार (Self Employment)

Internship

Training & Skill

Finance Links

Marketing Assistance

### नौकरियाँ (Jobs)

Employment News

Forum & Events

Counseling

Training & Skill

आर्थिक, सामाजिक, शैक्षिक व धार्मिक संगठनों द्वारा संचालित

## Swavalambi Bharat Abhiyaan

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