



## Swavlambi Bharat Abhiyaan

### "Entrepreneurship encouragement program"

From 15<sup>th</sup> July 2022 - World Youth Skills Day to 21<sup>th</sup> August 2022 - World Entrepreneurship Day

#### *District Level Programs*

#### **Purpose**

The main objective of the campaign is to give the right direction to the youth's thinking towards self-employment and entrepreneurship. An Entrepreneurship encouragement program has been planned to establish the idea permanently in their mind to create a respectful entrepreneurial environment in the society. The focus of the program is the recognition of successful entrepreneurs of the district, motivation of youth by the entrepreneurs, training by government officials, cooperation and promotion of entrepreneurship.

**The main focus of the program: Honoring the successful first generation entrepreneurs of the district, encouraging youth by the entrepreneurs, training by government officials and professionals, cooperation and promotion of entrepreneurship.**

#### **Program Outlines:**

- This program should be conducted at the district level and in different blocks/villages.
- Minimum of 10 programs to be conducted in each district.
- This program has to start from 15<sup>th</sup> July and a big program to be organized on 21<sup>st</sup> August in different schools, colleges and Universities.
- The organizer of the program should be the school itself, we should be in the role of partner, the entire district team of Swavalambi Bharat should participate in the program, and should work with the school management to plan the program.
- 4-5 first generation entrepreneurs should be identified and felicitated. These entrepreneurs will share their success story with the audience.
- The program may contain 4-5 statements on successful experiments of local entrepreneurship.
- District level officers (Government, Bank etc.) should be invited to give training and awareness about different schemes on entrepreneurship.

- A speaker from Swavalambi Bharat Abhiyan (SBA) will explain the structure and purpose of the SBA.
- An exhibition also can be organized at the venue, for having direct experience of the success of local entrepreneurship and self-employment.
- The details of youth participants can be collected, a system should be developed to send our literature directly to the participants – book, concept note, etc.
- In the program, it would be appropriate to give the name of a local worker for the follow-up activities.
- For having training programs, we can plan separately at the local level by different departments of the Government.

### **Place:**

This program can be organized in any school, college campus at the district headquarters.

### **Number of attendees:**

Around 200 or more (Priority should be youth), can also be invited from outside the institution. All the representatives of our organizations those are directly involved in the campaign should also be present. Since this campaign has to go below the district level also, some workers of tehsil (Taluka) level can also be called to see the program, so that they can get this work done in the tehsils.

### **Guest:**

District Collector, District Industries Center Officer, Bank Officer, District Agriculture Officer, Local MP, MLA or other public representatives and officials of the local Chamber of Commerce and Industry can be invited as guests in the program.

### **Time limit:**

Short programs should be of 'two' to 'two and a half' hours and the program of 21st August can be kept in two sessions of each 'one and half hours' (Total 3 hours). Half an hour should be kept in the middle for refreshments so that everyone can get time for informal communication.

As above, we have to conduct this conference at every district and below at tehsil level. Especially in this work, the district team of the campaign will be there, but we should also send this format to our respective organizations till the bottom, so that our own organization can also be supported in this work with full dedication.

**Best wishes & thank you**

**Bhagwati Prakash Sharma (All-India coordinator)**