



FAST TRACK

ACCELERATING RURAL BUSINESS

LIVELIHOOD AND ENTREPRENEURSHIP FOR RURAL YOUTH



FAST TRACK

GENESIS

Welthungerhilfe has trained around 15,000 rural youth since 2010 under its Skill Development Initiative on professions such as sustainable agriculture, animal husbandry, fishery, agro food processing and renewable energy. Located in remote areas, these facilities called Green Colleges, hosted by NGOs or CSR partners, empower the young people to have better access to technology, finances and market for enhancing their income.

Green Colleges are accredited under Agriculture Skill Council of India (ASCI) and provide certified training courses along with post training mentoring. Almost 70% of these youth after receiving a training could earn a significantly higher income. Most importantly around 5% of these young people could expand their activity further by taking a bank loan or employing more people. It was well realized

that such changes could only happen because of the efforts and aspirations of these trainees. In every village or a cluster, we find these high potential young men and women who can trigger the change process that is required to create more economic opportunities and achieve zero hunger. But, many of them often fail to make it to the next level in the absence of a proper support system.

Welthungerhilfe country office in India conducted a Design Thinking workshop with a group of such highly aspiring rural entrepreneurs to map their articulated and unarticulated needs and developed a tailor made support system called the Fast Track Business Accelerator.

NEEDS

There are three levels around which the rural entrepreneurs expressed need for support.

IDEA: Identify the big ideas on entrepreneurship in the context of rural tribal India that can result into scaling up, job creation, value chain development and market access.

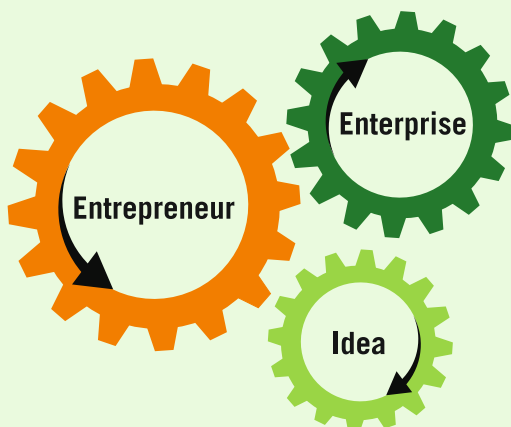
SELF: Find out the barriers and opportunities within one's own self or at immediate family that are either restricting or could be potentially used as a resource.

ENVIRONMENT: The third level will be the "Environment" or the ecosystem around the entrepreneur that consists of Banks, Government, CSRs who are required for leveraging financial support also Processors, Transporters, Traders for developing improved market access. It is important to know about the challenges and needs of these stakeholders who can finance or provide marketing support. Also, about the potential solution that helps them in attaining their goal.

? WHY FAST TRACK?

The Fast Track Rural Business Accelerator works at three levels:

- Identifies potential business ideas that can provide an economic solution to the existing poverty and hunger. Supports the potential rural entrepreneurs in discovering the true potential of their business by helping them design, articulate and demonstrate such ideas.
- Engages with the entrepreneurs through leadership development and coaching programme to make her/him more self-aware, confident and motivated in pursuing their goals. The programme helps to acquire missing skills through re-training and also facilitates image makeover for better acceptance within the community and amongst the stakeholders.
- Fast Track supports small enterprises through business modelling, and connects them with potential investors through business meetings and events. Support is provided on legal compliance, setting up operational and financial management systems and initiating organizational development processes. It further supports on product profiling, branding, marketing and drawing further investments.



THE PROGRAMME – FAST TRACK

Fast Track is a Rural Business Accelerator Programme that supports high potential rural entrepreneurs to set up their business, create employment opportunities and realize the economic potential of their area.

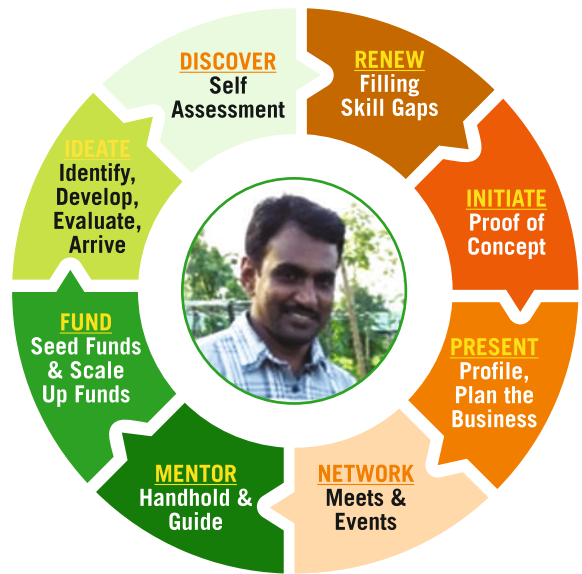
FOR WHOM

The primary target group are potential young entrepreneurs from the indigenous communities in the remote rural areas who have strong motivation, high aspiration and a potential business idea that can be scaled up to create jobs and boost income in rural areas.

Fast Track programme supports budding entrepreneurs like Achintya to become the drivers of change and create more economic opportunities in the rural areas through a comprehensive tailor made support system.



“ I am Achintya from Burdwan District, West Bengal. I have a dream of building my own bio-diversity farm and have purchased 20 acres of unproductive barren land through a bank loan. I have started with orchard, vegetables through water harvesting tanks on the farm. I took training at Green College and learned 'integrated fisheries' which I immediately introduced. I recently started a mushroom unit and a food processing unit on my own. I have come so far but I need more guidance and support. I need support to express myself more confidently, to prepare and articulate my business plan convincingly. Coming from the rural area we lack in these skills. Banks are scared to provide loan unless the business plans are well written. I need mentoring in setting up my food processing unit and mushroom unit and need support in getting investments. ”



WHAT WILL THE RURAL ENTREPRENEURS GAIN?

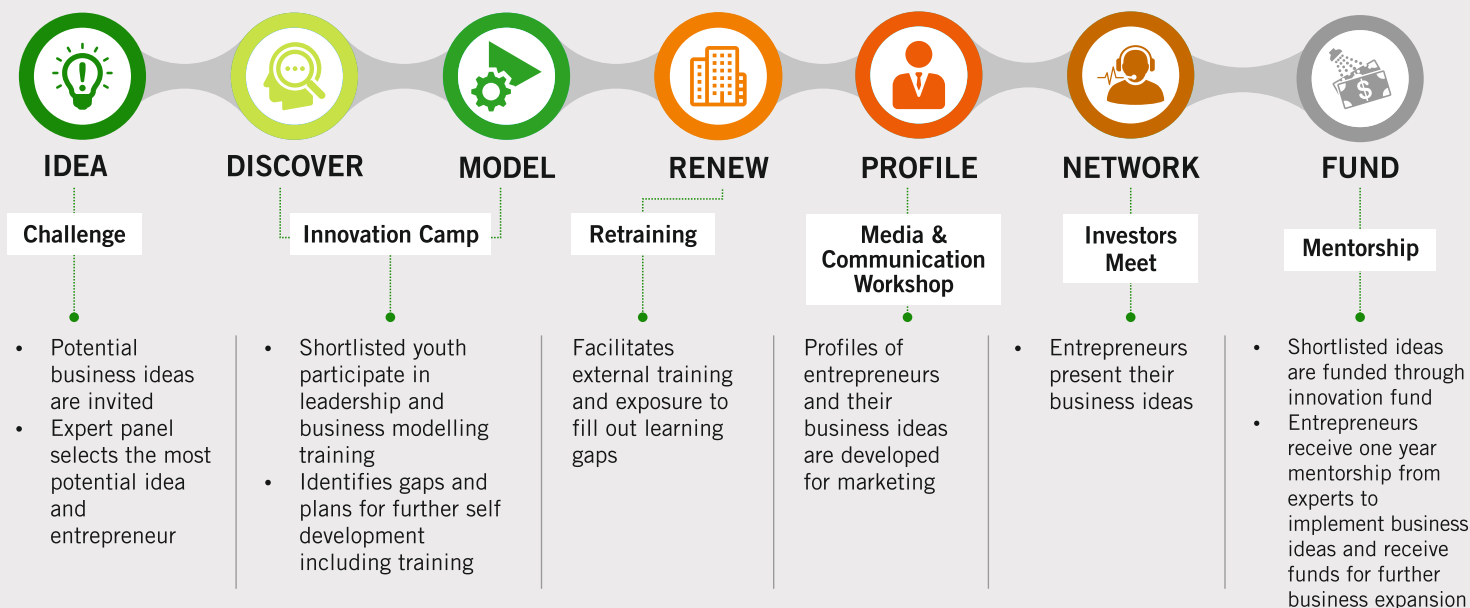
- Improved self-confidence to convincingly explain the business idea amongst peers, social group, banks etc.
- Identification of skill-knowledge gaps, strengths & weaknesses. Receiving further trainings to meet up the gaps.
- Developing the business canvass and preparing market oriented business plan with matching capacity to implement and present the same in front of the investors.
- Image makeovers through communication and media workshop, excellent elevators pitch for attracting investment.
- Increase in income, business growth along with contribution to local economy by creating value links and jobs.

FAST TRACK OFFER

 <ul style="list-style-type: none"> • IDEA – Identify, Develop, Evaluate and Arrive at the business idea. • Need: Youth are not sure, which business idea is relevant to the market and which business idea can generate income. • How: Support youth in- i) articulating/identifying the business idea, ii) evaluating the potential of the business idea (viability and sustainability) - through workshop and customized mentorship facilitated by the experts. 	 <ul style="list-style-type: none"> • DISCOVER – Discovering self through leadership training & coaching. • Need: Youth are not sure, if they really can run the business and achieve growth; they are not sure, if they have the necessary capacity and skills to run a business. • How: Through motivation training and mentorship, make youth be self-aware, confident & motivated to pursue their goals; and acquire missing skills. 	 <ul style="list-style-type: none"> • RE-NEW – Re-assess the gaps and get skilled. • Need: There is a constant need for upgrading one's own skills to remain competitive and relevant to the market. • How: i) Help youth identify areas of technical upgradation that they need, ii) Guide youth in acquiring missing skills through connecting to relevant skill sources.
 <ul style="list-style-type: none"> • MODEL – Business modelling from ideation to proof of concept. • Need: Youth want to know how to make their business successful; they want to know in what ways their business can grow faster. • How: i) Guide youth and help them develop their own business plan/model, ii) Arrange their presentation before financial institutions, iii) Support them in various compliances viz; a) legal systems; b) financial management systems; c) organisational development processes. 	 <ul style="list-style-type: none"> • PROFILE – Profiling of entrepreneurs. • Need: Youth think they are not recognised by others; bank / financial institutions do not think they can run business; family and friends do not have sufficient confidence on them. • How: i) Develop profiles through image makeovers done by professional media agencies, ii) Capacity building for making elevator pitch. 	 <ul style="list-style-type: none"> • NETWORK – Business meets & network events. • Need: Youth do not have access to funds for their business and they look for guidance to reach to the potential financiers having an interest in their business or reaching to the buyers for selling produces at a good rate. • How: Organise meets between entrepreneurs & potential investors (High Net Worth Individuals, Companies with CSR Mandate, Angel Investors, Business Houses, Banks & other financial institutions, crowd funding platforms).

FLOW OF EVENTS IN FAST TRACK PROGRAMME

Fast Track Programme is a yearlong comprehensive programme consisting of following series of events for any batch of rural entrepreneurs



WHO CAN APPLY

Fast Track programme offers opportunities for NGOs, CSOs, Donors, CSRs to send potential rural youth who after receiving a training will not only earn a good income, create missing value links but will also become a change agent for the development of local rural economy at a comparatively low but impactful investment. The organizations can nominate high potential, aspiring rural youth and help them to participate in the Challenge.

If you are a rural youth who is looking for an opportunity like Fast Track but you have no one to nominate, please self nominate yourself. Based on the merit of your application our expert team will further guide you to participate in the challenge.

Fees: The entire package of Fast Track programme will be offered to the entrepreneurs at the price of INR 21,500/- equivalent to Euro 300. It is strongly recommended that the entrepreneur self pay at least 10 per cent of the cost for increased ownership and interests whereas the rest of the cost is to be sponsored by the nominating agency. There are few scholarships also available for highly talented rural entrepreneurs who can not find a donor. The decisions on the same will be taken up by an expert jury.

How to support: The organizations nominating and funding the rural entrepreneur for the Fast Track Programme should pay directly to Skill Green Global's bank account through internet banking, Demand Draft or by account payee cheques. The details of the same will be provided after the initial selection of the trainee.

No.	Activities Involved	Total
1	IDEA Assessment of remunerativeness of a business idea in a given context / geography	3000
2	DISCOVER Motivation training	5000
	Mentoring through frequent meetings / discussions	2000
3	RE-NEW* Training on missing technical skills	0
4	MODEL Workshop for business plan development and mentoring	7000
5	PROFILE Development of entrepreneur's profile through media agency	2000
6	NETWORK Event organisation costs	1500
	Total in INR	21500
	Total in Euros	300

* trainees will directly pay to the training provider based on actual cost

FAST TRACK PROGRAMME TIMELINES – FIRST BATCH

ACTIVITIES	DATE / DURATION
Call for Challenge	By 15 th October 2017
Shortlisting of Entrepreneurs	By 10 th November 2017
Enrolment	By 31 st November 2017
Innovation Camp	5 th - 9 th December 2017
Retraining	December 2017
Media and Communication Workshop	15 th - 19 th January 2018
Investors Meet	19 th & 20 th February 2018
Mentorship	Till September 2018

Contact

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