



Nano Unicorn Entrepreneurship Program

Orientation and Overview



► November 2024



TATA STRIVE



Shri Narendra Modi
Prime Minister



Nano Unicorn Entrepreneurship Programme



Shri Mohan Charan Majhi
Chief Minister, Odisha

Empower Your Future
with Entrepreneurship

UP TO
₹ 1 lakh
Seed Capital

Eligibility

- Youth in the age group of 18-35 years
- Upper age limit for women and candidates belong to PVTGs, PWDs, transgenders and other special groups etc shall be 45 years
- Specific groups (e.g. farmers, SHGs, etc.) recommended by line departments and approved by Steering Committee
- Students with Short-Term and Long-Term skilling courses in
 - ITI & Polytechnics → Higher Technical Institutions
 - World Skill Centre → Under PLTP & NUA Odisha Schemes

Benefits

- Entrepreneurship development programme with certification from TATA STRIVE
 - Seed Capital up to **₹ 1 lakh** (will be disbursed individually) to set up your business*
 - To be repaid at an interest of **0%** in 1st year, **4%** from 2nd year and **8%** from 3rd year.
- * Excluding fast food business, manufacturing/trade of single use plastic



Visit www.skillodisha.gov.in
to apply online

Contact your nearest **DSDEO Office**
or **Govt ITI** for more details

Applicants
can apply
Online from
11 Nov 2024

Implementing Partner: Tata Community Initiatives Trust

Skill Development & Technical Education Department, Government of Odisha

TATA TRUSTS

Target Summary

Create

- **1200** Nano-Unicorns

Apr 2024 to Mar 2027

- **400** entrepreneurs yearly

Yearly Distribution -

Aspirational Districts - 20

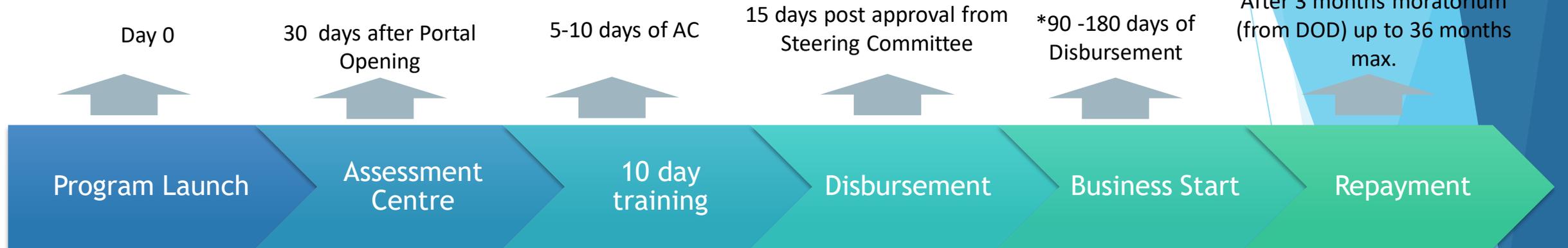
Non-Aspirational Districts – 10



TATA STRIVE

TATA TRUSTS

Process Flow



- 21 days time to be given for youth to apply
- Simultaneously On field mobilization will continue

- First Assessment Centre to be in a district with 30+ application
- Application received post assessment center will be communicated Next FY date

- Assessment Centre to have Min. 20+ candidates (Asp. Dist.)
- Non Aspirational Dist. May be clubbed for Batch formation

- Bank A/C to and necessary details to be shared by Tata STRIVE
- SD&TE Finance team to share list of disbursed to TS

- Mentorship to start post 1 month of Disbursement , continue till 12 months

- Repayment A/C details to be shared by SDTE

- Assumed average time to start the business is 90 days.
- In special cases after physical validation 3 more months may be given to start the business, post that one will be requested to return the Seed fund

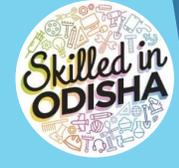


**TATA
STRIVE**

Introduction to SOP

TATA TRUSTS

Nano Unicorn - Eligibility Check

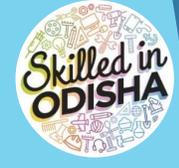


TATA STRIVE



- ❑ **'Skilled in Odisha' youth in the Age Group: 18-35 years**
- ❑ Undertaken short-term & long-term skilling courses in ITI, Polytechnics, Higher Technical Institutions, World Skill Centre, PLTP, NUA Odisha, etc.
- ❑ In addition, the scheme will also cater to specific groups (e.g., farmers, SHGs, etc.) recommended by line departments to be considered by DSEC.
- ❑ **Age Relaxation up to 45 years** for Women, PVTGs, PWDs, Bonded Labour, Victims of trafficking, HIV positive, Manual scavengers
- ❑ Priority shall be given to **Female Nano Unicorn Entrepreneurs** (a minimum of 33% women).

Eligibility Check: continued



TATA STRIVE

- For inclusivity, priority shall also be given to **Persons with Disabilities (PwDs), Transgenders, STs, SCs and other marginalized groups** as per provisions and no. of applications received.
- Candidates having an entrepreneurial mindset and intended to set up a business with a plan **excluding fast food business and manufacturing/trade of single use plastic.**
- Applicants **must not be employed currently** and shall submit an undertaking to that effect.
- The selected candidates **commit to employing at least one or more persons** in their enterprise.
- Individuals who have **previously accessed loans through any similar state/central Government schemes shall not be eligible** under the Nano Unicorn Scheme.
- Similarly, candidates who are **currently defaulters under any similar scheme or from nationalized/private banks or financial institutions will not be eligible** for consideration.



Application Portal



Nano Unicorn

Home / Nano Unicorn

How to Become a Nano Unicorn

Meet the Nano Unicorns

Register for Nano Unicorn

Check Status

Register for Nano Unicorn

Personal Details

Aadhaar Number Linked with Bank

Disclaimer: I consent to share my Aadhaar details with OSDA for enrollment in the Nano Unicorn Scheme, understanding that these details will be used solely for internal purposes by OSDA.

Upload Aadhaar proof(Max 2MB) *

(Upload only jpg/jpeg file)

Name *

Upload PAN Card proof(Max 2MB) (optional)

(Upload only jpg/jpeg file)

Permanent District *

Name *	Permanent District *
<input type="text"/>	<input type="text"/>
Mobile No *	Address *
<input type="text"/>	<input type="text"/>
Alternate Mobile No	
<input type="text"/>	
Date Of Birth *	Gender *
<input type="text"/>	<input type="text"/>
Email *	
<input type="text"/>	<input type="button" value="Send OTP"/>
Caste *	Category *
<input type="text"/>	<input type="text"/>
Upload color passport photo (Max 2 MB) *	
<input type="text"/>	
(Upload only jpg/jpeg file)	

Qualification Details

Skilled Through *	Choose Trade *
<input type="text"/>	<input type="text"/>

Assessment Centre Activity

- ▶ The Assessment Centre Activity covers the evaluation of candidates across all districts of Odisha.
- ▶ It involves both qualitative and quantitative assessments, including interviews and scoring based on predefined criteria.
- ▶ The assessments will be conducted over two days focusing on business ideas, feasibility, and entrepreneurial spirit.

Assessment Centre Evaluation Matrix



Evaluation Component	Points	Description
Education/ Skill Qualification	25	<p>Skilled In Odisha Certificate</p> <ul style="list-style-type: none"> • NSQF Level 4 or above / 6 Months or more Training / ITI Certificate/ Polytechnic/ Long term Skilling - Score 25 • NSQF Level 3 / 2-6 Months training - Score 20 • NSQF Level 2 or below/ Less than 2 months training/ or any other Skilled in Odisha - Score 15
Work Experience	25	<p>Evaluation of the candidate's experience in any formal / Informal job/self-employment experience</p> <ul style="list-style-type: none"> • Greater than 1 year work experience - Score 25 • Greater than 6 months up to 1 year - Score 20 • All Less than 6 months - Score 15
Written Test	20	<p>A multiple-choice test assessing business knowledge, problem-solving, and analytical reasoning.</p> <ul style="list-style-type: none"> • 5 MCQ questions, 1 Correct Answer, all questions 4 marks total score 20 • Score - No. correct answer x 4
Personal Interview by DSEC*	15	<p>One-on-one interview focusing on entrepreneurial intent, business plan clarity, and motivation.</p>
Leadership assessment	15	<p>Assesses teamwork, leadership, creativity, and decision-making abilities collaborative challenge.</p>
Total Score	100	

For Personal Interviews



TATA STRIVE

Composition of the Assessment Panel

District Skill Development & Employment Officer	DSEC Convenor
District Welfare Officer or representative	DSEC Member
GM, DIC or representative	DSEC Member
District Social Security Officer or representative	DSEC Member
District Education Officer or representative	DSEC Member
DPM-OLM	DSEC Member
DPC- Mission Shakti	DSEC Member
Deputy CEO -ORMAS	DSEC Member
Principal of Govt ITI & Principal of Govt Polytechnic	DSEC Member
Representative of Tata STRIVE	Implementation Partner Representative

*Quorum of 50% will be required in the assessment panel for personal interviews

Training

- ▶ 10 day training
- ▶ Broad themes covered
 - ▶ Business Registration
 - ▶ Financial Management
 - ▶ Marketing Strategies
 - ▶ Risk Management
 - ▶ Business Plan



TATA
STRIVE

TATA TRUSTS



Final Assessment and Disbursement

- ▶ Final B-Plan evaluation will be done by panel inclusive of DSEC (as in Assessment Centre Activity) Along with Representative of Implementation Partner on 10th (Final) day of Training
 - ▶ Also recommended to have banker, domain experts, established entrepreneurs
- ▶ Result will be shared with DSDEO for approval on the same day
- ▶ In 7 days of completion, the DSDEOs will share the final list of the entrepreneurs with DSDE for disbursement



Documentation for Disbursement

- ▶ All Certified Candidates will need to have the following for filling the Disbursement form in the Nano Unicorn Portal.
- ▶ Open current account with Bank
- ▶ Certificate of Udyam Registration on MSME portal
- ▶ Nano Unicorn EDP certificate
- ▶ PAN Card
- ▶ Certified Candidates will get 7 -10 days to complete the above documentation and upload the same in Nano Unicorn Portal for DBT.

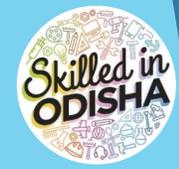


TATA
STRIVE

Business Set-up

- ▶ In 90 days of receipt of the fund, the entrepreneurs are expected to
 - ▶ Business Registration & Compliance
 - ▶ Setting Up Infrastructure
 - ▶ Purchase of Tools/Equipment/Goods
 - ▶ Operationalization of the Business
 - ▶ Physical Visit and Verification of Business Set-Up
- ▶ Candidates failing to start the business may be asked to return the seed amount

Repayment and interest Calculation



TATA
STRIVE

- ▶ No interest is to be charged if paid between 4th and 12th Month from disbursement
- ▶ 4% Interest will be charged on the remaining 13th Month to 24thMonth
- ▶ 8% Interest will be charged on the remaining 25th month to 32nd Month
- ▶ Remaining to be collected in equal instalments between 33rd month and 36th month.
- ▶ Encouragement for early repayment completion

Mentorship and Tracking



TATA
STRIVE

- ▶ Mentorship will start within 3 days of receipt of the fund by the entrepreneurs
- ▶ This will include -
 - ▶ Assign Mentors to Entrepreneurs
 - ▶ Provide Handholding Support
 - ▶ Monitor Progress and Challenges
 - ▶ Collect Feedback and provide Support
- ▶ Tracking and Follow-up of the entrepreneurs will include
 - ▶ Schedule and Conduct Enterprise Visits
 - ▶ Assess Business Progress
 - ▶ Provide Additional Support
 - ▶ Compile and Submit Reports

TATA TRUSTS

Support from DSDEOs



- ▶ For Mobilization -
 - ▶ Support in reaching out to the line departments in organizing an orientation/awareness session for the important departments at the district level

- ▶ For Assessment Centre Activity
 - ▶ Ensuring the quorum of DSEC members for the assessment panel and business plan evaluations
 - ▶ Venue for the 2 days - assessment centre activity

- ▶ Finalizing the list of Candidates for Disbursement
 - ▶ The list of candidates with relevant documents will be shared by the implementation partner
 - ▶ The list should be approved by the DSDEO and sent to the DSDE for the DBT

- ▶ Monthly support in local governance
 - ▶ To enhance the repayments and reduce the default rate

Contact Person for the districts



TATA STRIVE

District	Contact Person	Contact Number
Balasore	Lal Bahadur	7008487524
Bhadrak		
Mayurbhanj		
Keonjhar		
Sundargarh		
Jharsuguda		
Deogarh		
Sambalpur		
Bargarh		
Balangir		
Nuapada		
Kalahandi		
Subarnapur		
Nabarangpur		

Koraput	Prafulla Sahu	8917287057
Rayagada		
Malkangiri		
Gajapati		
Ganjam		
Kandhamal		
Boudh		
Khordha	Denish Raj Nayak	9090574513
Cuttack		
Puri		
Nayagarh		
Dhenkanal		
Angul		
Jagatsinghpur		
Kendrapara		
Jajpur		

*Collaterals/IEC materials to be sent to the DSDEOs in next 10 days.

TATA TRUSTS



**TATA
STRIVE**

Questions & Answers

TATA TRUSTS



TATA
STRIVE | Right Skills
Bright Future

Skill Development Initiative of Tata Trusts

- www.tatastrive.com -