

Entrepreneurship Development

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Swabhimaan

Swabhimaan, an urban poverty reduction initiative funded by CITI Bank, and implemented by Impact 360 with the help of Startup Incubation and Innovation CENTRE, Indian Institute of Technology (IIT) Kanpur and Project Concern India, a leading social change organization of India, generates livelihood through micro-enterprise development. The project provides seed capital and technical assistance such as business support services, credit facilitation, convergence with governmental support systems and market linkages to women in the age group of 18 – 55 yrs. The geographical coverage of the program is the whole of Kolkata Municipality.

Selected individuals were given a business appreciation and orientation training. The project will provide a comprehensive set of interventions ranging from capacity-building training to business coaching. Of the selected 10,000 women, 5000 is being screened by Indian Institute of Technology (IIT), Kanpur, to receive initial seed capital grant, on-ground mentoring and coaching services, and forward & backward market linkages to start and grow their enterprises.. The scope of the project is about 144 wards under the Kolkata Municipal Corporation (KMC) and is mainly implemented in the south, central, and eastern parts of the city.



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Entrepreneurship Development Program (Faridabad)

The incubation-acceleration approach at the grassroots aims to uplift the financial stability of Urban Self-Help Group (SHG) members by fostering entrepreneurship through a series of structured and inclusive interventions.

The program focuses on building enterprise capabilities through targeted enterprise development training, followed by business plan development and screening to ensure viable livelihood options. Selected participants receive asset transfer support to initiate micro-enterprises, complemented by regular handholding, mentoring, and coaching to strengthen business operations. Continuous business accounting support and periodic health check-ups help track performance and sustainability, while credit linkage and convergence with government schemes enhance access to financial resources.

Collectively, these interventions are expected to enable sustainable income generation and promote long-term financial inclusion among SHG members through successful micro-enterprise development.

