

“PRATIBHA”

A project of National Institute of Fashion Technology & Ministry of Electronics and Information Technology

DESIGN CHALLENGE

(For Inviting Enterprises working with Products made by Rural artisans)

PRATIBHA is a pilot project, aimed at upliftment of rural income through a framework of entrepreneurship by supporting business ideas focussed on value added rural products, resulting out of collaboration between the Ministry of Electronics and Information Technology (MEITY), and National Institute of Fashion Technology (NIFT). It is a business incubation programme for the entrepreneurs who shall leverage their design/technology/business knowledge & expertise to create value using the skills inherent in the rural creativity and cultural ethos.

We are inviting applications from entrepreneurs with design/technology/business ideas through a design challenge to identify and facilitate creation of business ventures that seek to promote rural handmade products through a digital platform for increased market outreach. The shortlisted ideas shall be provided advisory and mentorship support, infrastructural access and collaborations for crafts-centric business development. This pilot phase will involve 25 participant enterprises from across-India and would provide validation for scalability of the initiative.

Mission

As the name suggests, PRATIBHA aims to encourage potential entrepreneurs with talent and zeal to work with rural artisans to create businesses by providing them with:

- A digital platform to showcase crafts and other rural handmade products.
- Access to design inputs/technological literacy/knowledge for better employment generation, engagement opportunities with wider markets and knowledge of best practices.
- A platform to learn and create their own sustainable, rural-based enterprises.
- Advisory and mentorship support to build entrepreneurship in the crafts and rural sectors.

The Design Challenge

Broadly, the Design Challenge is executed at two levels:

Level 1:

- Applications are invited from young Enterprises or Entrepreneurs who are working or planning to work with artisans in the handicraft/handloom/rural sector. The applicants should have sound knowledge of the relevant industry.
- The applicants will have to submit their background research and business plan, along with names of at least 10 prospective artisans who will be attached with the business in making products for sale.
- The eligibility criteria for applicants would be:
 - Any individual/Enterprise/Company/Proprietor who have an idea for business in the handicraft/handloom/rural sector

- The Applicant/Director must be 10+2 and have a formal qualification in either Design or Technology or Business. In case of no formal qualifications, a minimum of 3 years' experience in related field would be required.
- The Applicant/Director should have a minimum of 2 years' experience in craft/rural sector.
- The applicant should have at least 10 prospective artisans who will be attached with the business
- 25 applicants/enterprises that fulfil the objective of PRATIBHA will be shortlisted by the jury based on the following evaluation criteria
 - Business Idea
 - Market need and analysis
 - Benefit to the artisans
 - Financial Viability

The jury's decision on selection will be based on qualitative and quantitative aspects of the proposal and the jury's decision will be final.

- The selected 25 applicants/enterprises will be provided handholding support in business development and marketing through mentorship, training, and capacity building along with a monthly stipend.
- A digital platform will be provided for marketing the products, at zero charge, for a period of 12 months.

Level 2:

- Based on the growth of the business venture over the span of one-year, 10 applicants/enterprises will be selected from amongst the selected 25 applicants/enterprises at Level 1, to scale up their venture, through provision of seed capital.
- This selection will be made by a nominated expert jury panel based on both qualitative and quantitative aspects such as financial viability, product categories, quantum of benefit, number of beneficiaries, overall impact, etc. This process will be an internal selection and the jury's decision on selection will be final.
- These selected applicants/enterprises will continue to get the handholding support in scaling up their businesses through the digital platform and other digital technologies.

Process and Highlights of the Challenge

Over the one-year period, all 25 selected participant enterprises will receive:

- **Mentorship and Handholding:** Each enterprise will get mentorship support from Academia and Industry professionals.
- **Training and Capacity Building:** Enterprises will be assisted through training and capacity building, by way of institutional resources and linkage with experts, successful alumni and institutions. Outreach to government agencies to explore areas of collaboration will also be facilitated. Workshops and expert sessions in areas of finance, banking, costing, e-retail/new technologies, branding, visual communications and storytelling will be conducted.
- **Support on Legal, IPR and Taxation Issues:** Enterprises will be allowed to reach out to the empanelled legal, IPR and taxation experts, at subsidized rates.
- **Infrastructure Support:** Based on requirement and availability, the enterprises will be allowed access to NIFT infrastructure.
- **Digital Support:** Under PRATIBHA, a digital platform for showcasing the merchandise will be created. The enterprises will be able to sell their products, granting them access to a vast customer base, on a national and international level.
- **Marketing Support:** PRATIBHA will provide support in identification of marketing channels through other digital technologies/platforms.

Financial support

- **Level 1:** 25 selected participant Enterprises or Entrepreneurs will receive **INR 10,000 per month**, for 1 year to set up / kick start the enterprise.
- **Level 2:** Further, 10 selected enterprises will receive a seed funding grant of **INR 10,00,000** each, to scale up their enterprise.

Effective Monitoring Mechanisms

- **Fund Utilization:** A nominated team will monitor milestone based progress of each enterprise over the period of enrolment under PRATIBHA.
- **Data on Sales:** For every product sold by a participant enterprise, the payment plan with break-up for both the artisans and the enterprises will have to be declared to PRATIBHA.

How to Apply

Weblink with the application form