

NEW ECONOMIC DEVELOPMENT POLICY
[Comprehensive Growth Strategy for Mizoram]

Entrepreneurship Development Scheme

Mizoram State Entrepreneurship Development Monitoring Committee
[MEDMOC]

Planning & Programme Implementation Department
GOVERNMENT OF MIZORAM

1. Introduction/Background

- i) The Government of Mizoram has formulated the New Economic Development Policy – Comprehensive Growth Strategy for alleviating poverty and accelerated development of Mizoram.
- ii) The NEDP is an all-inclusive and comprehensive growth strategy. It aims at promoting the principle of self-reliance among the people and makes them less dependent on the support of the Government.
- iii) An important component of this Policy is the Entrepreneurship Development Scheme (EDS). The main objective of the Scheme is to educate the youth of the State on various opportunities beyond the Public Sector and impart skills necessary to prepare them to start their own venture and be successfully self-employed.
- iv) In order to implement the Entrepreneurship Development Scheme, the Government of Mizoram has constituted the “Mizoram State Entrepreneurship Development & Monitoring Committee” or MEDMOC through its Notification No.G.28011/11/ED/2016-PLG(RDB) dated 25.10.2016 with the following composition:
 - (1) Chief Secretary – Chairman
 - (2) Planning Secretary – Alternate Chairman
 - (3) Secretary, Commerce & Industries – Member
 - (4) Secretary, Higher & Technical Education – Member
 - (5) Pu Joseph L. Ralte, President, MEN – Expert Member
 - (6) Dr. Laldinliana, Mizoram University – Expert Member
 - (7) Pu Lalrinzuala, Programme Coordinator, UNDP – Expert Member
 - (8) Economist, Planning Department – Member Secretary

2. The Importance of Entrepreneurship Development

- i) “Entrepreneurship” is when source of livelihood is through personal labour, mental acumen and the sweat of one’s brows, not through a fixed monthly salary but by the skill of one’s own hands. No qualifications are required for eligibility – there is no age limit or a set working hour. It implies progress for the hardworking and the resourceful, prosperity for the diligent and the ingenious.
- ii) The mindset of earning without working and obtaining huge profits with minimal effort in minimal time has become pervasive in our society, from the farthest village to the capital city. It is crucial now to teach the Biblical values of diligence and hard work in order to change this mentality of the people.

- iii) The scope of Entrepreneurship is vast, including within its ambit the Manufacturing sector, the Service sector and the Franchise sector. Entrepreneurial aptitude needs to be raised high for achieving growth in the various branches of the Agricultural Sector such as Horticulture, Fishery, Veterinary etc.
- iv) As Entrepreneurship is the engine of economic growth, proper implementation of the Scheme could significantly change the face of Mizoram. The entrepreneurship route is also the only feasible option for solving the unemployment problem.
- v) It is the best tool for bringing about equitable distribution of wealth and bridge the gap between the urban and rural areas. Additionally, it is the ideal path for balanced regional development.
- vi) The high growth rate being witnessed in the present day among countries such as China, India, Vietnam, Korea etc. is because of proper groundwork laid for promotion of entrepreneurship in these countries. According to the noted economist Prof. Tarun Khanna, setting up of hydro projects and construction of large infrastructural projects does not automatically spell development; rather, it is advancement in entrepreneurship which makes these infrastructures meaningful for the growth of the country.
- vii) The different States of India are also actively promoting the advancement of entrepreneurship, many of whom have constituted Entrepreneurship Development Board for this purpose. The Government of Mizoram, too, has taken a step towards this direction through the New Economic Development Policy by introducing the Entrepreneurship Development Scheme.

3. The Entrepreneurship Development Scheme (EDS)

i) Aims and Objectives of EDS:

The foremost aim of EDS is to promote vibrant entrepreneurial scenario which is crucial for the built-up / growth of the economy. Considering this, EDS will focus on imparting the importance of entrepreneurship among schools and colleges students in particular and to the common people in general. Moreover, it plans to give efforts to promote micro-enterprise projects / schemes with promising prospects.

ii) Preparation and publication of Entrepreneurship Manual in Mizo:

Entrepreneurs Manual (Entrepreneurs Kailawn) will be prepared in Mizo to ensure the same standard of guidance and training within the state. This Manual will be disseminated to the Trainer's Training, Entrepreneurship Awareness Programme and to the Entrepreneurship Development Programme.

iii) Conducting Trainer's Training (Faculty Development Programme):

As entrepreneurship is not well familiar to the State, there is consequently shortage of qualified trainers. There is thus an urgent need of faculty who will be able to conduct training in schools, colleges and other institutions. Trainer's Training (Faculty Development Programme) is expected to inculcate the importance of entrepreneurship development.

iv) Conducting Entrepreneurship Awareness Programmes in all Districts:

One-Day Entrepreneurship Awareness Programme (EAP) is planned to be conducted in all the District Capital in which interested persons, students and officials will be invited.

v) Setting up of Entrepreneurship Knowledge Centre for providing handholding support services and Data Bank:

Handholding support will be provided by offering guidance and by organizing consultation meetings at a very low cost. For this, "Entrepreneurs' Knowledge Centre" is planned to set up with a reliable outsourced agency. All the initiatives taken will be documented and the feedback received may be incorporated which will be entered into database so as to ensure a quality documentation system.

vi) Micro start-up capital for bankable projects through 'Business Proposal Competition and 'Venture Capital Funding Pattern':

Business Proposal Competition will be organized annually. Selected projects will be awarded the Micro-Enterprise Start-up capital upto Rs. 5 lakh which may be given in lumpsum or in installment as the case may be. The appointed / selected agency will monitor the progress performed as the Venture Capital Funding Pattern.

Moreover, proposals of promising projects will be examined and will be given consideration for possible funding under Micro-Start-up capital. Upto 50% of the project cost, as appropriate, may be provided while the remaining will be expected from their own source. However, the promoter must possess land on his own or must possess a reliable document of land lease deed, if the proposal is land base activities. Fund may be released in lumpsum or in installment as the case may be. Progress attained will be monitored by the appointed / selected agency as per the Venture Capital Funding pattern.

vii) Dissemination of Awareness through media and NGOs Dissemination:

Efforts will be made to promote entrepreneurship through local cable television programme. Documentary programme will be telecasted in the local television programme by collaborating with the local documentary film presenter. NGOs

including youth organizations will be invited to participate in the activity and message will be disseminated for promoting the spirit of entrepreneurship among youth in the Society.

viii) Conducting need-based Entrepreneurship & Skill Development Programme:

Entrepreneurship-cum-skill Development Programme (ESDP) will be organized to cater the needs of the present scenario, viz. Construction industry, Food Processing & Packaging industry and Financial & Accounting etc.; in this regard, collaboration from suitable organization/ institution / agency may be entertained. Initiatives and committed efforts may be encouraged to those who attend the programme in setting up their own business unit.

ix) Organizing Entrepreneurs Welfare:

Sensitization / Consultation meetings will be organized frequently to tap resources from schemes of MSME, Govt of India and for creating platform for exposure. Initiatives and actions will be taken to work with the concerned Ministry so as to enhance the entrepreneurship in the state.

x) Annual Events - Organizing Outstanding Entrepreneurs Award:

The ‘Mizoram Outstanding Entrepreneurs Award’ in sectors like Manufacturing, Service and Franchise sector will be organized every year separately for male and female to motivate the entrepreneurs and to expose their success. The Award will carry Citation, Trophy and Cash and exclusive function will be organized for this. For this, MEDMOC will be partnering with appropriate organization / institution such as ZIDCO etc.

xi) Conducting Exposure trips for Established & Potential Entrepreneurs:

It is felt necessary to organize exposure tour for established as well as promising entrepreneurs. Easily accessible places may be appropriate. This initiative will help them imitating while promoting entrepreneurship. If the Committee deems necessary, arrangement may be made to study technology transfer, market chain, value addition etc. abroad as well as within the country.

4. Convergence with other Government schemes

The Mizoram Entrepreneurship Development scheme will be converged with other schemes of the Government and other agencies wherever compatible. Some of these may be listed below:-

- i) The Mizoram University’s “Incubation Centre” will be utilized as the situation demands for which a formal agreement will be made with the University. The

selected Potential first generation entrepreneurs could probably be linked to this Centre. The Business Plan Competition to be organized under EDS can be converged with a similar competition that is planned to be organized by MZU in collaboration with the Indian Institute of Management, Kolkata. Further, steps will be taken so that the maximum number of youths can take advantage of the various entrepreneurship / management course offered by MZU.

- ii) Commerce & Industries Department, Govt of Mizoram in collaboration with International Labour Organization (ILO) have been working on the “Start and Improve Your Business (SIYB)” scheme so that interested parties can successfully start and manage Micro-enterprises. This scheme, too, will be converged with EDS wherever feasible and necessary adjustments will continue to be made for inter-compatibility between the various components of the two schemes.
 - iii) EDS will also tie-up with UNDP’s various undertakings for the establishment of micro-enterprise in the State wherever possible. The cooperation with the UNDP Marketing Task Force is also envisaged.
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