

## At a glance

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## Understanding Sampannakaari program – A quick overview for you

<b>THREE</b> Ways to ask for Help	Instant support: AI Powered Chatbot in your mobile	Online Helpline Support: A Human Interaction through WhatsApp Call/Chat, Email, Phone Call	In-person Local Assistance: A Human Interaction in your Village			
<b>ONE</b> Program Goal	Help your business get 15% annual revenue growth					
<b>SIX</b> Types of Support in Incubation	Access to Funding	Access to Mentoring	Access to Training	Access to Markets	Access to Resources	Access to Collaborators
<b>TWO</b> types of Funding Support	Take away Grants upto ₹15 lakhs	or Soft Loans of average ₹4 lakhs				
<b>SIX</b> Eligibility Areas	Geography Focus	Active Woman SHG Member Focus	Entrepreneur Focus	Registration Focus	Revenue Focus	Operations Focus
<b>THREE</b> Program Phases	Phase 1: Call for Applications (2 Months)	Phase 2: Challenge Fund Competition (4 Months)	Phase 3: Incubation (18-25 Months)			
<b>ONE</b> Geography Focus	Andhra Pradesh State	From Any District	Special Priority - Remote Blocks			
<b>TWO</b> Enterprise Ownerships	Active Woman SHG Member	or a Family member to an Active Woman SHG Member				
<b>TWO</b> Enterprise Focus Areas	Women Owned	or Women Led				
<b>TWO</b> Types of Entrepreneurs	Individual Entrepreneur	or a Group of Entrepreneurs				
<b>FOUR</b> Types of Enterprises	Women Owned Individual Enterprise	or Women Led Individual Enterprise	or Women Owned Group Enterprise	or Women Led Group Enterprise		
<b>ONE</b> Company Purpose	Only a For Profit Organisation					
<b>ANY</b> Company Registration	Without a Company Registration	or With a company Registration				
<b>ANY</b> GST Registration	with GST Registration	or without a GST Registration				
<b>TWO</b> Criteria for Annual Revenue	₹12 lakhs or more for Individual Entrepreneurs	₹15 lakhs or more for a Group of Entrepreneurs				
<b>TWO</b> Operational Focus Areas	Manufacturing	or Services				
<b>ANY</b> Sector Focus	Any Sector					

## Do you want to become a sampannakaari?

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*You may be an active member of a Self-Help Group (SHG), or you could be a family member of an active woman SHG member.*

*You are an entrepreneur running a woman owned or women led manufacturing or service business in your village in Andhra Pradesh—either on your own or with others.*

*You already have customers, partners, income, and experience in running your business.*

*You also know how hard it is to keep a business running every day.*

*Many times, you do everything on your own and still feel unsure about the right decisions. You may not always have someone to guide you when you are stuck or help you think through your next step.*

*Money is often a challenge—knowing when and how to invest, or where to find support when funds are needed. Learning new skills or knowing new resources for improving the way you work can feel difficult when you don't know where to start. Finding the right customers and reaching new markets can be challenging, and building connections that help your business grow often feels out of reach.*

*Because of all this, growing your business in a planned and steady way can feel confusing and risky.*

**Sampannakaari** enterprise incubation program is designed for this stage of your journey.

Sampannakaari program is an initiative of the Government of India, in partnership with the Government of Andhra Pradesh and IIMV FIELD. IIMV FIELD is an incubation centre and Startup Hub located at the Gambheeram campus of IIM Visakhapatnam in Andhra Pradesh. It has experience supporting over 190 startups across 55+ cities, 20+ states, and 40+ sectors in India.

Through Sampannakaari program, the IIMV FIELD team will work closely with you. This is not a one-time training or a short program like you may have experienced before. It is a long-term program. It is a step-by-step growth journey that supports you over time, helping you build a stronger, more stable, and growth-oriented enterprise.

Your journey in this program begins with submitting an application form in **Phase 1**, which lasts upto two months. This is followed by a structured screening and evaluation process, through which the top 250 enterprises are shortlisted. These shortlisted enterprises then participate in a Challenge Fund competition in **Phase 2**, which lasts for up to four months. From this competition, the **top 150 enterprises** are selected for incubation in **Phase 3**, which lasts between **18 and 24 months**. If your enterprise is selected, you will enter a structured incubation phase with the goal of helping your business achieve **15% annual revenue growth**.

How will we do this? By supporting you in six important ways.

1. Access to **funding opportunities** helps you invest in your business at the right time through grants and soft loans, based on your performance and potential.
2. Access to **mentoring sessions** gives you one-to-one guidance from experienced mentors who help you make better decisions.
3. Access to **training sessions** helps you understand your business better and build the skills needed to manage and grow it with confidence.

4. Access to **markets** helps you reach more customers and sell your products or services in a more planned and organised way.
5. Access to **resources** such as AI tools helps you make faster, better decisions for your business.
6. Access to **networks/collaborators** helps you connect with people, organisations, and partners who can support and collaborate with you in your growth journey.

Through sustained support during the incubation period, this program helps you bring more structure to your enterprise by supporting its formalisation and integration into the MSME ecosystem.

As you travel through this journey, you don't strengthen only your own business. You also help create local employment, improve livelihoods, and strengthen the local economy.

You do not grow alone. Your progress inspires other women in your community to believe in themselves and build their own businesses.

You become a true **Sampannakaari** by creating wealth and prosperity in your village, your state, and your country.

*You may now be thinking: Is this really possible for someone like me? Who will guide me? Who will stand with me when decisions feel risky?*

*You do not have to answer these questions alone. This journey gives you handholding support from institutions that understand both rural realities and enterprise growth.*

## What is an Incubator and Who is IIMV FIELD?

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*When you join Sampannakaari program, you are not doing this alone.*

*You are being supported by IIMV FIELD.*

*When a newborn baby needs special care in a hospital, doctors place the baby in an incubator. The incubator gives warmth, protection, and regular monitoring until the baby becomes strong enough to grow on its own.*

*A business incubator works in a similar way. When a business is growing and needs the right support, guidance, and protection, an incubator walks with the entrepreneur—helping the business become stronger, more stable, and ready to stand on its own.*

This is the role of IIMV Foundation for Incubation Entrepreneurial Learning and Development (IIMV FIELD)—the Incubation and Startup Hub of an Institute of National Importance, the Indian Institute of Management, Visakhapatnam.

IIMV FIELD is a Section 8 (not-for-profit) company created to support entrepreneurs like you and help them build strong, sustainable businesses. It was established to promote entrepreneurship and innovation, and today it is recognised as a trusted incubator in India's startup ecosystem.

Why does this matter for you?

Because IIMV FIELD has already worked with and supported more than 190 startups across 55+ cities, 20+ states, and 40+ sectors in India. This experience means the team understands different types of businesses, different markets, and different challenges—very similar to the ones you face every day.

IIMV FIELD has been trusted by the Government of India and multiple national institutions to run important entrepreneurship programs. These include programs supported by MeitY, DST, DPIIT, NITI Aayog, and the Ministry of Rural Development, as well as partnerships with the Government of Andhra Pradesh. This trust shows that the methods, systems, and support provided by IIMV FIELD meet high national standards.

The team has also designed and delivered 11 flagship programs, with a strong focus on women-led enterprises, social ventures, and technology-enabled businesses. Many of the startups supported through these programs have created jobs, raised funding, received awards, and contributed to their local communities and the economy.

IIMV FIELD also works with well-known companies through CSR partnerships, showing its ability to support entrepreneurship in a responsible and long-term way. Its work has received national recognition and awards, further strengthening its credibility.

*Through this program, your business is supported by an experienced, trusted, and nationally recognised institution that knows how to help enterprises grow. This is why this is not just another program for you—it is a serious growth opportunity backed by experience, and commitment.*

## Who is behind Sampannakaari program, and why this program exists?

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Sampannakaari program is part of a larger national effort to support rural women entrepreneurs. It is an initiative under the Start-up Village Entrepreneurship Programme of **Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM)**, led by the Ministry of Rural Development, Government of India. The implementation agency for the Sampannakaari program in Andhra Pradesh is the **Society for the Elimination of Rural Poverty (SERP)**, an autonomous organisation of the Government of Andhra Pradesh. The execution agency is **IIMV FIELD**.

For many years, DAY-NRLM has worked closely with rural women across the country. By bringing women together into **Self-Help Groups and community institutions**, and by supporting them with capital and access to bank credit, DAY-NRLM has helped many women start and run their own enterprises. Because of this long-term support, many women now have functioning businesses. The next need is to help these businesses grow further, become more structured, and move towards steady and self-sustaining growth. Sampannakaari program is designed to meet this need.

In Andhra Pradesh, SERP was established in 2000 with the mission of reducing rural poverty by supporting livelihoods, financial inclusion, and strong community institutions. Built on years of experience from earlier rural development programs such as DWCRA. SERP has grown into a system that supports families not only to earn better incomes, but also to improve their overall quality of life.

Together, DAY-NRLM, SERP, and IIMV FIELD form the foundation of Sampannakaari program in Andhra Pradesh. This partnership ensures that the program is deeply rooted in rural realities, backed by government experience, and supported by professional incubation expertise—so that women entrepreneurs like you can move confidently from running a business to building a strong and sustainable enterprise.

*Sampannakaari program brings together government systems, SHG institutions, and professional incubation support so that your business decisions, investments, and growth plans are supported by experience, structure, and accountability at every stage.*

## Can you apply for Sampannakaari program?

*Every enterprise grows at its own pace. Some grow slowly with family support, some grow faster with market demand, and many grow by learning through experiments.*

*Sampannakaari program is meant for enterprises that have crossed this starting stage and are now looking for structured guidance to grow with confidence.*

*As you read the eligibility conditions below, think of them as a way to check whether this program matches where your enterprise is today — not as a judgment on your effort or potential.*

*What matters most is whether your enterprise is active in Andhra Pradesh, is women-owned or women-led, linked to SHGs and is ready to grow in a more planned and sustainable way.*

To ensure that the right kind of support reaches the right enterprises, Sampannakaari program follows clear eligibility criteria in **6 focus areas based on Geography, Active Woman SHG Member, Entrepreneur, Registration, Revenue and Operations.**

**Here is a summary of the eligibility criteria.**

Important Note: Go through the detailed explanation of the eligibility criteria in Annexure 1

Sl No	Focus	Details of your enterprise, at the time of application	For Selection to Phase 3 (incubation), you are
1	Geography	Your enterprise is based in Andhra Pradesh	Eligible
2		Your enterprise is not based in Andhra Pradesh	Not Eligible
3		Your enterprise is based in any of the districts in Andhra Pradesh	Eligible
4		Your enterprise is based in a remote block in Andhra Pradesh	Eligible. Will also be given priority.
5	Active woman SHG member	Your enterprise is linked to an active woman Self Help Group (SHG) member	Eligible
6		The active woman SHG member linked to your enterprise has at least 12 months of membership in the SHG with a valid NRLM Member Code	Eligible
7		The active woman SHG member linked to your enterprise actively attended 30+ weekly or 15+ bi-weekly or 9+ monthly SHG meetings in the last 12 months	Eligible
8		To be considered as a family member of an active woman SHG member, your relationship is either husband or unmarried son or unmarried brother or father or unmarried daughter or unmarried sister or mother	Eligible
9		Your enterprise has no link to an active woman SHG member	Not Eligible
10	Entrepreneur	Your enterprise is completely owned by an individual entrepreneur	Eligible
11		Your enterprise is completely owned by a group of entrepreneurs	Eligible
12		The owner of your individual enterprise (or more than half of the owners in a group enterprise) is an active woman SHG member or should be a family member of an active woman SHG member	Eligible
13		Your enterprise is women-owned or women-led (i.e women in key decision-making leadership roles)	Eligible

14		Your enterprise is completely owned by one woman entrepreneur and led by anyone i.e (Women-Owned Individual Enterprise)	Eligible
15		Your enterprise is completely owned by one man entrepreneur and completed led by women i.e (Women-Led Individual Enterprise)	Eligible
16		Your enterprise is owned by one man and led entirely/partially by men	Not Eligible
17		Your enterprise is completely owned by a group of women entrepreneurs and led by anyone i.e (Women-Owned Group Enterprise)	Eligible
18		Your enterprise is partially owned (>25%) and partially led (>60%) by a group of women entrepreneurs i.e (Women-Led Group Enterprise)	Eligible
19		Your enterprise is a for-profit business	Eligible
20	Your enterprise is a not-for-profit / NGO	Not Eligible	
21	Registration	Your enterprise is without any formal company registration	Eligible
22		Your enterprise is with a formal company registration	Eligible
23		Your enterprise has GST registration	Eligible
24		Your enterprise does not have GST registration	Eligible
25	Revenue	Your enterprise has an average annual revenue of less than ₹12 lakhs in the last two financial years	Not Eligible
26		Your enterprise has an average annual revenue of more than ₹12 lakhs in the last two financial years, if it's completely owned by one entrepreneur	Eligible
27		Your enterprise has an average annual revenue of more than ₹15 lakhs in the last two financial years, if it's owned by more than one entrepreneur	Eligible
28	Operations	Your enterprise has been operational for the last two financial years.	Eligible
29		Your enterprise is less than 2 years old	Not Eligible
30		Your enterprise is involved in manufacturing goods	Eligible
31		Your enterprise is involved in providing services	Eligible
32		Your enterprise is adding clear value through its operations	Eligible
33		Your enterprise is not adding clear value through its operations	Not Eligible
34		Your enterprise is from any sector	Eligible
35		Your enterprise is compliant with basic worker health standards, safety standards and environmental safeguards	Eligible
36		Your enterprise is involved in Agriculture and primary production/aggregation activities	Not Eligible
37		Your enterprise is involved in Backyard activities	Not Eligible
38		Your enterprise is only trading or re-sale	Not Eligible
39		Your enterprise is owned and/or operated by SERP staff	Not Eligible
40		Your enterprise is not compliant with basic health and safety standards	Not Eligible
41		Your enterprise is not compliant with environmental safeguards	Not Eligible

**Important Note:** Go through the additional criteria for financial support in Annexure 2.

*However, meeting these conditions alone does not guarantee your selection. Your final selection into the Top 150 enterprises for Phase 3 will depend on further screening, evaluation, and diversity of the cohort.*

*Non-selection does not reflect the value of your effort or your contribution to your community.*

## Your Journey in Sampannakaari program

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*Your enterprise did not grow overnight. It grew through daily effort, practical decisions, and learning from experience.*

*As you step into Sampannakaari program, the journey ahead is structured, competitive, and demanding.*

*Many enterprises will participate, and expectations will rise as you move ahead. Your commitment, willingness to learn, adapt, and apply what you learn will shape your progress in this journey.*

### Phase 1: Call for Applications

This is where you can take the first step and this phase will last only upto 2 months.

#### Check if Sampannakaari is the right program for you.

Take a moment to review the detailed explanation of eligibility criteria in Annexure 1 of this document. They are meant to help you understand whether Sampannakaari program matches the stage your enterprise is in today and your aspirations.

#### Submit your application

After you know about the program and if it suits you or not, take this opportunity to submit your application. Here is the link <https://ee.kobotoolbox.org/x/bN1lgH3D>

In the application, you will be asked to look closely at your enterprise—how it works today, where it can improve, and how it can grow.

Somethings may be unfamiliar to you during this process. We are there to assist you in these 3 ways.

- **Instant Support (AI Powered Chatbot in Your Mobile):** If you want fastest clarifications on the program guidelines, need assistance in filling answers in the application form, then the best way to chat with our AI powered chatbot. It is trained especially to help you in submitting your application form. You can also chat in the language of your choice – English/Telugu
- **Online Helpline Support (A Human Interaction via WhatsApp/Email/Phone Call):** If you want to have a human interaction with a program team member for clarifications, you can reach out through WhatsApp or email or a phone call helpline. In WhatsApp, you can chat or call or share voice notes /photos/ videos in a language of your choice – English/Telugu.
- **In-person local assistance (A Human collaborator in your Village):** If you want to meet a person in your locality and take their help in filling answers and submitting the application form, then we will connect you to our on-ground team member to assist you. You can engage with them in English/Telugu and ask them to submit your application.

*By submitting the application form, you are sharing your enterprise story and your willingness to commit to a long-term growth program.*

## Phase 2: Challenge Fund Competition

*Because Sampannakaari program offers deep, long-term support, it can work closely with only a limited number of enterprises. To ensure fairness, transparency, and meaningful impact, the program follows a structured selection process.*

This is where the program begins to look more closely at the enterprises that have applied and this phase will last only for 4 months.

From all the applications received, the program team will shortlist up to 500 enterprises. The program team will verify the application details, including background checks and on-ground visits. This step helps ensure that the enterprise data is accurate and that the business is active and operating as described.

After this verification, the program will **shortlist up to 250 enterprises** and move them into the Challenge Fund Competition.

### What this competition means for you

Selecting the TOP 150 enterprises for the incubation phase is a difficult task. The program understands that many enterprises need clarifications on business concepts, inputs specific to their businesses and support for giving a detailed presentation on their business to the selection committee.

So, a challenge fund competition is meant to help you think deeply about your enterprise—how it operates today, how it can grow in a planned and sustainable way and how much funding is needed.

During this stage, you will receive the following support:

- **Access to training sessions** helps you understand your business better, build the skills needed to make business plans, manage and grow your business with confidence.
- **Access to mentoring sessions** gives you one-to-one guidance from experienced mentors who help you get specific inputs for your businesses and provide guidance.
- **Access to resources** such as AI tools helps you make better presentations about your business.

### Pitch your business to a selection committee

After this preparation, you will be invited to present your enterprise, your plans and your funding requirements in a structured pitch setting to a selection committee. This is your opportunity to share your journey, explain your business plan, and show how ready your enterprise is for the next stage of growth.

Based on these pitch interactions, the final TOP 150 enterprises are selected to move forward into the incubation phase. However, decisions on the funding support to an enterprise i.e whether an enterprise receives a loan or a grant are not made immediately.

*This competitive environment is designed to identify enterprises that are ready for the next stage of growth and can benefit fully from the support offered through Sampannakaari program.*

## Phase 3: Incubation

*Even if your enterprises are not selected in the previous rounds, you are encouraged to continue strengthening your businesses and explore future opportunities.*

*For those who reach incubation, the journey becomes deeper and more focused. Support is provided, but growth comes through your own hard work, steady effort, and consistent decision-making.*

This is the phase where the incubated enterprises move from preparation to real, sustained growth.

To ensure diversity in the cohort, the program will incubate 150 enterprises with a mix of individual enterprises and group enterprises. Enterprises will be selected from at least 10 different business sectors, with around 5-25 enterprises per sector, so that no single activity dominates the program. In addition, at least 15 enterprises will be selected from remote blocks, ensuring representation from different geographies and learning from varied business environments.

Over the next **18 to 24 months**, the program walks closely with you as you strengthen your business, improve annual revenues by 15%, and build stability.

### Pitch your funding requirements to an investment committee

Take a moment to review the detailed additional criteria for financial support in Annexure 2 of this document.

Once Incubated, your enterprise will be observed over the next four months. During this time, the program looks at how you apply what you have learned, how your enterprise performs on the ground, and how consistently you manage and grow your business.

Then you will be invited to present your enterprise, your plans and your funding requirements in a structured pitch setting to an investment committee. This is your opportunity to share your performance, and apply for funding support in this program.

### Fundraising opportunities in this program

Your enterprise may receive financial support either in the form of a takeaway grant or a soft loan, based on the recommendations of the investment committee. The program provides amounts either upto ₹15 Lakhs per enterprise as a take-away grant; and an average of ₹4 Lakhs per enterprise as a soft loan. The total available funding in the program is ₹633 Lakhs for all the TOP 150 incubated enterprises.

The program understands that growth requires more than just initial capital and is designed to support with wide range of interventions during incubation.

### How incubation helps you

During this period, your enterprise will be regularly reviewed so challenges are identified early and support can be adjusted. The focus is not on inspection, but on helping you stay on track, make better decisions, and grow steadily. Your enterprise will receive 6 different types of support.

1. **Access to funding opportunities** helps you explore linkages and opportunities to raise additional funds beyond the grant and soft loan components in this program. You will get details of various offers from banks, government schemes, IIMV FIELD ecosystem partners, etc.
2. **Access to mentoring sessions** gives you one-to-one guidance from experienced mentors who help you clarify on running the business and make better decisions. Special focus will be given on how to use and incorporate the latest Generative Artificial Intelligence (Gen AI) technologies to build your businesses. These sessions will be held periodically both digitally and physically so that each enterprise gets easier access to mentors all over the state and country.
3. **Access to training sessions** helps you understand your business better and build the skills needed to manage and grow it with confidence. These sessions will be held periodically both digitally and physically so that each enterprises can exchange learnings from other similar enterprise in the cohort.
4. **Access to markets** helps you reach more customers and sell your products or services in a more planned and organised way.
5. **Access to resources** such as AI tools, books, videos, recordings, frameworks, templates help you make faster, better decisions for your business.
6. **Access to networks/collaborators** helps you connect with people, organisations, and partners who can support and collaborate with you in your growth journey. You will get access to IIMV Students who can work as part time interns, consultants, etc. The program will also create opportunities for regular interactions in digital and physical interactions of all the entrepreneurs from the incubated enterprises to promote collaborations within the cohort.

You will exit the program once your enterprise shows consistent performance over time i.e 15% annual revenue growth or completion of 18 months of incubation support, whichever is later.

*The program provides guidance and structure, but the responsibility to act, learn, and grow rests with you. Each choice you make, each challenge you face, and each improvement you bring to your business moves you closer to lead, sustain and stand strong on your own.*

*This is how a Sampannakaari is built—through effort, discipline, and the confidence to make your own decisions, not just for today, but for generations to come. Not just for your village, but for the state and our country.*

## Timelines of Sampannakaari program

Each phase of the program has a clear purpose — first to understand your enterprise, then to support you in planning for growth, and finally to walk closely with you as you strengthen and grow your business.

The table below shows what happens at each stage, what the program team does, and what is expected from you, so that you can prepare yourself at every step.

Phase	What the Program Does	What You Will Do & Gain	Duration	Tentative Timeline
1	Call for Applications	Submit your application and clearly explain your business, so the program understands your enterprise and growth needs.	2 Months	8 Mar 2026 to 15 Apr 2026
2	Shortlisting TOP 500 enterprises for Challenge Fund Competition	No action is required from you at this stage. The program team reviews applications to shortlist enterprises for the next round.	1 Month	1 May 2026 to 31 May 2026
	Shortlisting TOP 250 enterprises for Challenge Fund Competition	Support background verification and on-ground visits, and clarify any details about your enterprise when requested.	1 Month	1 Jun 2026 to 30 Jun 2026
	Selecting TOP 150 enterprises for Incubation	Participate in training and mentoring sessions and present your enterprise and growth plans to the selection committee.	2 Months	1 Jul 2026 to 31 Aug 2026
3	Selecting enterprises for financial support	Apply for financial support and pitch your funding requirements to the Investment Committee based on your business plan.	4 Months	1 Sep 2026 to 31 Dec 2026
	Incubation support	Participate actively in the incubation program, apply what you learn, and work steadily to grow and strengthen your enterprise.	18-24 Months	1 Sep 2026 to 31 Aug 2028

This timeline shows how your journey will move forward over time. At some stages, you will be more active, and at other stages, you may be waiting while decisions are made. This is normal.

What matters most is that when your participation is required, you stay engaged, open to learning, and ready to apply new ideas in your business. Each step builds on the previous one, helping you move steadily towards a stronger and more stable enterprise.

## 3 Ways to ask for help

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Applying to the Sampannakaari program may raise questions at different stages. You do not have to figure everything out on your own. Help is available to you in simple and accessible ways, based on how quickly you need support.

### 1. Instant Support: AI Powered Chatbot (In Your Mobile) in ChatGPT

If you want immediate responses about this program, you can ask our customized bot in ChatGPT

- Available on your mobile / laptop anytime
- Helps you understand everything about the program and clarifies eligibility requirements
- Helps you understand questions and fill answers in the application form
- Supports English and Telugu enquiries
- Best for instant clarifications.

**Here is the link:** <https://chatgpt.com/g/g-69a56bf9a8f881919aab640de26b1d4f-sampannakaari-iimv-field>

### 2. Online Helpline Support: WhatsApp / Email / Phone Call (Human Interaction)

If you want to have a human interaction with a program team member for clarifications, you can reach out through WhatsApp or email or a phone call helpline.

- Use WhatsApp to chat, call, or share voice notes, photos, or documents
- Supports English and Telugu enquiries
- Helps you understand questions and fill answers in the application form
- Best for direct online human interactions with program team.

Here are the details

- **WhatsApp Call Helpline:** +91 9030108601 (Available during 10 AM to 4 PM, Mon to Fri only)
- **WhatsApp Chat Helpline Link:** <https://api.whatsapp.com/send?phone=9030108601> (Responses within 24 hours)
- **Email ID Helpline:** [samp@iimv.ac.in](mailto:samp@iimv.ac.in) (Responses within 3 days)
- **Direct Call Helpline:** +91 9030108601 (Available during 10 AM to 4 PM, Mon to Fri only)

### 3. In-person Local Assistance (Human Interaction)

If you prefer in-person, on-ground help, especially while filling the application form, you can seek support through our collaborators in your locality.

- Request for help by reaching out to the above helpline numbers or email id.
- Supports English and Telugu enquiries
- Best if you have limited digital access or prefer direct in-person interactions.
- This support is subject to availability of our collaborator in your locality during 10 AM to 4 PM from Monday to Friday.
- Response Time: 3-7 days

## Would you like to know more? Check these Important Links

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Here are some of the important links

- **Application Form:** <https://ee.kobotoolbox.org/x/bN1lgH3D>
- **Program Page:** <https://iimvfield.com/sampannakaari/>
- **AI Powered Chatbot in ChatGPT:** <https://chatgpt.com/g/g-69a56bf9a8f881919aab640de26b1d4f-sampannakaari-iimv-field>
- **WhatsApp Call Helpline:** +91 9030108601 (Available during 10 AM to 4 PM, Mon to Fri only)
- **WhatsApp Chat Link:** <https://api.whatsapp.com/send?phone=9030108601>
- **Email ID Helpline:** [samp@iimv.ac.in](mailto:samp@iimv.ac.in)
- **Direct Call Helpline:** +91 9030108601 (Available during 10 AM to 4 PM, Mon to Fri only)

If you would like to stay informed beyond this program, you can explore additional information and updates through the links below. These include official pages of **IIMV FIELD**, where you can learn more about the organisation implementing this program, follow its activities on social media, and join WhatsApp groups or channels to receive updates on programs, events, and opportunities.

- IIMV FIELD Website: <https://iimvfield.com/>
- IIMV FIELD in LinkedIn: <https://www.linkedin.com/company/iimvfield/>
- IIMV FIELD in Instagram: <https://www.linkedin.com/company/iimvfield/>
- IIMV FIELD in YouTube: <https://www.youtube.com/@IIMVFIELD>
- IIMV FIELD in Facebook: <https://www.facebook.com/iimvfieldpage/>
- IIMV FIELD in Twitter (X): <https://x.com/iimvfield>

Here is a link to see the coffee table books on entrepreneurs and startups incubated at IIMV FIELD

- IIMV FIELD Publications: <https://iimvfield.com/publications/>

Join this IIMV FIELD's Stay connected WhatsApp community for knowing about the events, opportunities, updates from IIMV FIELD

- Group Link: <https://chat.whatsapp.com/DceiskYDe4o4zoQoDncKDZ>

If you wish to understand the broader ecosystem initiatives under **SERP** and **DAY-NRLM** supporting rural women entrepreneurs, here are the official pages.

- AP SERP Website: <https://www.serp.ap.gov.in/>
- DAY NRLM Website: <https://nrlm.gov.in/>

*These links are shared only for your reference and understanding. They are not required for applying, but can help you stay informed and connected as you continue your enterprise journey.*

## Annexure 1: Detailed explanation of the eligibility criteria

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According to the status of your enterprise at the time of application, your eligibility is as follows:

### 1. Geography Focus

The program first examines the geographical location of your enterprise.

- Your enterprise must be **from Andhra Pradesh** only.
- Your enterprise can be **from any district** in Andhra Pradesh.
- Enterprises from all other States or Union Territories in India are not eligible for this program.
- **Special Priority**
  - If your enterprise is from a **remote block in Andhra Pradesh**, then it will be given special priority during the selection process of the TOP 150 enterprises for Phase 3.
  - A remote block means your enterprise is located 50 km or more from the nearest town with a population of at least 3 lakh (as per the 2011 Census).
  - The program understands that enterprises in remote areas face additional challenges and need more support for more inclusivity.
  - Because of this, this program may relax some of these eligibility criteria to help you participate fully and grow your enterprise.

### 2. Active Woman SHG Member Focus

The program then looks at how your enterprise is linked to an active woman Self-Help Group (SHG) member.

- Your enterprise must be owned by an Active Women SHG member(s) or their family member(s), either 100% in case of one person ownership or at least 51% in case of more than one person ownership.

A woman will be considered an Active woman SHG member if she meets the below criteria

- This woman must be a SHG member and have a **valid SHG ID i.e NRLM Member Code**
- This woman SHG member must have completed at least 12 months of membership in the SHG
- This woman SHG member must be alive and an active participant in the SHG Ecosystem of AP
  - Must have attended a minimum of 9 out of 12 monthly meetings in the last 12 months or
  - Must have attended a minimum of 30 out of 52 weekly meetings in the last 12 months or
  - Must have attended a minimum of 15 out of 26 bi-weekly meetings in the last 12 months

### 3. Entrepreneur Focus

The program then looks at how many entrepreneurs are involved, who owns the enterprise, and whether women play a key role in running the business.

- Your enterprise is owned **by one woman entrepreneur**
  - This woman entrepreneur should be **either an active SHG member or should be a family member** (i.e unmarried daughter or unmarried sister or mother) of an active SHG member.

- If your enterprise is completely owned (i.e 100%) by one woman and led by anyone, then such eligible enterprises will be treated as a Women-Owned Individual Enterprise in this program.
- Your enterprise is owned **by one man entrepreneur**
  - This man entrepreneur **should be a family member** (i.e husband, unmarried son or unmarried brother or father) of an active woman SHG member.
  - If your enterprise is completely owned (i.e 100%) by one man and completely led by women (i.e 100%), then such eligible enterprises will be treated as a Women-Led Individual Enterprise in this program.
  - Enterprises that are owned by one man and led entirely/partially by men are not eligible for this program.
- Your enterprise is owned **by more than one entrepreneur.**
  - This group of entrepreneurs can be all women, or all men or a mix of women and men.
  - More than half of the number of owners, **must be active women SHG members or should be family members** of an active woman SHG member
    - To be considered as a family member, your relationship can only be husband or unmarried son or unmarried brother or father or unmarried daughter or unmarried sister or mother
  - If your enterprise is completely owned (i.e 100%) by a group of women and led by anyone, then such eligible enterprises will be treated as a Women-Owned Group Enterprise in this program.
  - If your enterprise is partially owned and partially led by a group of women, then it is important that women have a meaningful ownership and are in key leadership cum decision making roles in the enterprise. To be eligible for this program
    - at least 25% of the ownership in the enterprise must be with women and
    - at least 60% of the leadership roles in the enterprise must be with women.
    - Such eligible enterprises will be treated as Women-Led Group Enterprises, in this program.

Overall, if less than 51% of the owners in an enterprise are active women SHG members (or her family members), or if women do not have a meaningful ownership or a key leadership roles, the enterprise will not be eligible for this program.

#### 4. Registration Focus

The program then examines the type of company registration your enterprise has and status of your GST registration.

- Your enterprise must be a for-profit organization. If your enterprise is a not-for-profit organization, then you are not eligible for this program.
- Your enterprise **can be running informally** without any company registration or can be running formally **with a company registration** at the time of application. Both these types of enterprises will be eligible for selection for phase 3 and get incubation support.

- But if you want to get funding support (i.e. takeaway grant/soft loan) in this program, then your enterprise must be running formally **with a company registration** under **any of the following forms**:
  - Sole Proprietorship
  - Partnership Firm
  - One Person Company (OPC)
  - Limited Liability Partnership (LLP)
  - Private Limited Company
- Your enterprise may or may not have GST Registration at the time of application. Both these types of enterprises will be eligible for selection for phase 3 and get incubation support.

## 5. Revenue Focus

The program then examines the revenue generated by your enterprise and applies minimum revenue thresholds based on the ownership and leadership structure of the enterprise.

- You are eligible to apply for this program if your enterprise average **annual revenue was ₹12 lakhs or more** in the last two financial years and
  - If your enterprise is completely owned by one woman entrepreneur i.e. a **Woman-Owned Individual Enterprise** or
  - If your enterprise is completely led by one woman entrepreneur, i.e. a **Woman-Led Individual Enterprise**.
- You are eligible to apply for this program if your enterprise average **annual revenue was ₹15 lakhs or more** in the last two financial years and
  - If your enterprise is completely owned (i.e. 100%) by a group of women and led by anyone, i.e., a **Women-Owned Group Enterprise**.
  - If your enterprise is partially owned (>25%) and partially led (>60%) by a group of women i.e., a **Woman-Led Group Enterprise**.
- You can show proof of your revenue through documents such as:
  - Your financial statements (audited or unaudited)
  - Your bank passbook or bank statements showing business income
  - Your khata book (manual or digital) showing regular business transactions and income
  - Sales bills or invoices issued to customers
  - Records of payments received (cash, UPI, or account transfers)
  - Any other clear records that show your business income over the last two years

## 6. Operations Focus

The program then looks at what your enterprise does and how it operates. To be eligible

- Your enterprise must have been **operational** for the last two financial years.
- Your enterprise should be involved in **manufacturing goods or providing services**
  - Producing goods (for example: food products, textiles, handicrafts, etc)
  - Providing services (for example: repair services, tailoring services, food services, etc)
- Your enterprise should be **adding clear value through its operations**
  - You are transforming raw materials into finished or semi-finished products

- You are adding skill, labour, processing, or expertise to deliver a service
- Your enterprise can be from **any sector**.
  - The program will ensure diversity by selecting enterprises from a wide range of sectors and business activities.
  - To maintain balance, the program will avoid selecting too many enterprises from the same sector or of the same type.
- Your enterprise should be **compliant with basic worker health standards, safety standards and environmental** safeguards

These enterprises are **not eligible** for this program

- Your enterprise is involved in Agriculture and primary production/aggregation activities
  - Activities limited to cultivation, rearing, harvesting, or collection of raw produce
  - Simple aggregation, sorting, or bulk selling without processing or value addition
  - Examples include crop farming, raw milk collection, fish landing and sale, collection of fruits, vegetables, or forest produce without processing, etc
- Your enterprise is involved in Backyard activities
  - Very small, home-based activities carried out mainly to support family needs or earn a small additional income
  - Activities with minimal scale, limited investment, and no structured or growth-oriented business operations
  - Examples include backyard poultry, small household weaving steps like warping or bobbin winding, or similar preparatory activities done at home
- Your enterprise is involved in Trading/distribution
  - Enterprises primarily involved in buying and selling finished goods
  - No manufacturing, processing, or meaningful value addition is undertaken
  - Examples include wholesale trading, resale of garments or goods without any transformation or production activity
- Your enterprise is owned and/or operated by SERP staff
  - Enterprises directly owned, managed, or operated by SERP staff members
  - Enterprises where SERP staff have a controlling role in decision-making or operations
- Enterprises not compliant with minimum health and safety standards like
  - Unsafe or unhygienic working conditions for workers
  - No basic safety arrangements such as proper lighting, ventilation, or clean drinking water
  - Lack of safety measures while using machines, tools or heat-based processes
  - No basic precautions to prevent accidents, injuries, or health risks at the workplace
- Enterprises not compliant with environmental safeguards like
  - Improper disposal of waste, chemicals, or by-products into open land, drains, etc
  - Activities that cause excessive pollution or contamination of the surroundings
  - No basic measures to manage waste or emissions generated by the enterprise
  - Operations that harm the local environment or pose risks to nearby communities

## Annexure 2: Additional Criteria for Financial Support

The challenge fund is meant to help your enterprise grow, not to fully replace your own investment. This depends on the status of your enterprise at the time of selection for phase 3 (Incubation).

Your eligibility for financial support and for incubation is as follows.

Type of Enterprise	Annual Revenue (Average of the Last 2 Financial Years)	Company Registration	GST Registration	Eligibility for Take-away Grant	Eligibility for a soft loan	Eligibility for Phase 3 Selection (Incubation)
Individual Enterprise (Women Owned/ Women Led)	₹12-20 Lakhs	Yes	Yes	Yes		Yes
		Yes	No	Yes		
		No	Yes	No		
		No	No	No		
	₹20 Lakhs or more	Yes	Yes	Yes		
		Yes	No	Yes (If manufacturing based) No (if services based)		
		No	Yes	No		
		No	No	No		
Group Enterprise (Women Owned/ Women Led)	₹15-20 Lakhs	Yes	Yes	Yes		
		Yes	No	Yes (If manufacturing based) No (if services based)		
		No	Yes	No		
		No	No	No		
	₹20 Lakhs or more	Yes	Yes	Yes		
		Yes	No	Yes		
		No	Yes	No		
		No	No	No		

### Understanding how much support you may receive

- The total available funding in the program is ₹633 Lakhs for all 150 Enterprises.
- You may receive financial support in this program only if your enterprise is approved for funding by the Investment Committee. Meeting eligibility conditions alone does not guarantee funding.
- If approved, your enterprise may be provided either a take-away grant or as a soft loan. But not as combination of both.
  - The funding type and amount for each enterprise will depend upon its business model, performance, potential for growth and fund requirements enterprise
  - Take-away grant: **amounts upto ₹15 Lakhs per enterprise**; Total of ₹105 Lakhs
  - Soft loan: **average amounts of ₹4 Lakhs per enterprise**; Total of ₹528 Lakhs
- If approved, your enterprise may receive this support in one tranche or in several tranches linked to performance-based milestones.

- If approved, your enterprise may receive these funds in the active woman SHG member's bank account or in the dedicate bank account of the enterprise.
- If approved, your enterprise will be funded only a part of your funding requirements.
  - You may receive up to 75% of your enterprise's total fund requirement for growth – either as a take-away grant or a soft loan in this program
  - You will be required to raise the balance 25% of your enterprise's total fund requirement for growth as a combination of own funds, loans from banks, loans from CIF, any grants from CSR/convergence, etc
  - Example: If your enterprise needs ₹10 lakh for growth, you can receive only up to ₹7.5 lakh from the program, and you will have to arrange the remaining ₹2.5 lakh.
- If a soft loan is approved, then the interest rate can be 0%, repayment duration of the loan can be upto 3 years and a moratorium period may be upto 6 months. This will be decided by the investment committee on a case-by-case basis.
- If approved, your enterprise will receive the funding either within 90 days of pitch to the investment committee or as upon achieving the performance-based milestones.

### Understanding how this funding can be used

- If received, your enterprise can spend this amount on
  - Infrastructure i.e increasing capacity or
  - Upgrade of machinery or equipment's or
  - Working capital requirements of your business
- If received, your enterprise cannot spend this amount on
  - Purchase of land or buildings
  - Renovations or constructions of buildings.
  - Personal expenses / investments.

## Annexure 3: Tentative Selection Criteria

You will be evaluated by the Program Team, Selection Committee and the Investment Committee as per the below tentative selection criteria

Phase	No of Enterprises	Evaluated by	Selection Criteria
Phase 2	Shortlisting the TOP 500 from all applications	Program Team	<ul style="list-style-type: none"> <li>Based on Application Form</li> <li>Based on Eligibility Criteria in Annexure 1</li> <li>Based on Cohort Diversity</li> <li>Based on the parameters in the Evaluation table</li> </ul>
Phase 2	Shortlisting the TOP 250 from the TOP 500	Program Team	<ul style="list-style-type: none"> <li>Based on Application Form</li> <li>Based on Eligibility Criteria</li> <li>Based on Cohort Diversity</li> <li>Based on the parameters in the Evaluation table</li> <li>Based on background checks and on ground visits</li> </ul>
Phase 2	Shortlisting the TOP 150 from the TOP 250	Selection Committee	<ul style="list-style-type: none"> <li>Based on Cohort Diversity</li> <li>Based on the parameters in the Evaluation table</li> <li>Based on the presentations to committee</li> </ul>
Phase 3	Funding Support to the TOP 150	Investment Committee	<ul style="list-style-type: none"> <li>Based on Additional Criteria in Annexure 2</li> <li>Based on Application Form</li> <li>Based on the parameters in the Evaluation table</li> <li>Based on the presentations to committee</li> <li>Based on Funding Requirements</li> <li>Based on the guidelines of SERP, NRLM</li> </ul>

Here are the parameters of the evaluation table

Sl No	Parameter	Description
1	Idea & Solution	Quality of the Problem or Opportunity statement; Timing of the Idea; Customer's Desirability, Technical Feasibility and Business Viability
2	Market Opportunity & Business Model	Market Size; Competition; Product Market Fit; Revenue Models, Cost Structure, Value Proposition; Time taken to become Cash positive.
3	Growth & Impact Factor	Impact of this enterprise in its community; Fundraising History; Growth Potential, Sustainability, and profitability in the Long Run; etc.
4	Founder & Core Team	Skills and Expertise of Team members; Motivation, Relevant exposure, and Complementarity
5	Overall Traction/Progress of the Enterprise	Progress so far; Recognitions, Achievements, Etc

## Annexure 4: The Application form you need to submit in Phase 1

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*You will be required to answer all the relevant questions to submit the application successfully*

### **MAIN FLOW**

1. What is your connection to this enterprise?
  - a. I am the owner or a leader of this enterprise
  - b. I work as an employee in this enterprise
  - c. I am a family member of the owner or leader of this enterprise
  - d. I am an AP SERP team member. I am only helping with this application form
  - e. I am not connected to this enterprise. I am only helping with this application form
2. Will you be the point of contact for all communications related to this program?
  - a. Yes, send all communications to me
  - b. No, I will share the details of another point of contact.
3. Details of the point of contact of this program
  - a. Full Name
  - b. Gender – Man/Woman
  - c. Mobile number (Enter 10 digits only)
  - d. WhatsApp number (Enter 10 digits only)
  - e. Email ID

### *(Geographic Focus)*

4. Is your enterprise located in Andhra Pradesh? (Write Info – If No, then Not Eligible)
  - a. Yes
  - b. No
5. Mention the district of your enterprise
  - a. Alluri Sitharama Raju
  - b. Anakapalli
  - c. Anantapur
  - d. Annamayya
  - e. Bapatla
  - f. Chittoor
  - g. Dr. B. R. Ambedkar Konaseema
  - h. East Godavari
  - i. Eluru
  - j. Guntur
  - k. Kakinada
  - l. Krishna
  - m. Kurnool
  - n. Markapuram
  - o. Nandyal
  - p. NTR
  - q. Palnadu

- r. Parvathipuram Manyam
- s. Polavaram
- t. Prakasam
- u. Sri Potti Sriramulu Nellore
- v. Sri Sathya Sai
- w. Srikakulam
- x. Tirupati
- y. Visakhapatnam
- z. Vizianagaram
- aa. West Godavari
- bb. YSR Kadapa

6. Mention the mandal of your enterprise
7. Mention the name of your Village Organization (VO)

*(Entrepreneur + SHG + Revenue Focus)*

8. Your enterprise is
  - a. Completely owned by one woman entrepreneur
  - b. Completely owned by one man entrepreneur
  - c. Completely owned by more than one entrepreneur

***If the answer to the question 8 is a, then the Question flow will go from MAIN to BRANCH A.***

#### **BRANCH A**

9. This woman entrepreneur is
  - a. an active Self Help Group (SHG) member
  - b. the family member (i.e unmarried daughter or unmarried sister or mother) of an active woman SHG member
  - c. Neither of the above

***If the answer to the question 9 is a, then the Question flow will go from BRANCH A to BRANCH A1.***

#### **BRANCH A1**

10. What are the details of this woman SHG member?
  - a. Full Name
  - b. NRLM Member Code
11. Did this woman SHG member complete at least 12 months of membership in the SHG?
  - a. Yes
  - b. No
12. Is this woman SHG member currently alive and an active participant in the SHG Ecosystem?
  - a. Yes, she attended a minimum of 9 out of 12 monthly meetings in the last 12 months or
  - b. Yes, she attended a minimum of 30 out of 52 weekly meetings in the last 12 months or
  - c. Yes, she attended a minimum of 15 out of 26 bi-weekly meetings in the last 12 months
  - d. No.

***After this response, the flow will go back to BRANCH A***

***If the answer to the question 9 is b, then the Question flow will go from BRANCH A to BRANCH A2.***

**BRANCH A2**

13. What is relation of this woman entrepreneur to the family of this woman SHG member?
  - a. Unmarried daughter
  - b. Unmarried sister
  - c. Mother
  - d. None of the above
14. What are the details of this woman SHG member?
  - a. Full Name
  - b. NRLM Member Code
15. Did this woman SHG member complete at least 12 months of membership in the SHG?
  - a. Yes
  - b. No
16. Is this woman SHG member currently alive and an active participant in the SHG Ecosystem?
  - a. Yes, she attended a minimum of 9 out of 12 monthly meetings in the last 12 months or
  - b. Yes, she attended a minimum of 30 out of 52 weekly meetings in the last 12 months or
  - c. Yes, she attended a minimum of 15 out of 26 bi-weekly meetings in the last 12 months
  - d. No.

***After this response, the flow will go back to BRANCH A***

***If the answer to the question 9 is c, then the Question flow will go to BRANCH A***

**BRANCH A continuation**

17. Does this woman entrepreneur own 100% of the enterprise?
  - a. Yes
  - b. No
18. Who leads this enterprise i.e takes key business decisions?
  - a. One man
  - b. One woman
  - c. More than one person
19. What are the details of these leaders (*Upto 5 leaders*)
  - a. Full Name
  - b. Gender – Man/Woman
20. Your enterprise revenue in the Financial Year 2024-25 (i.e April 2024 – March 2025) is ₹
21. Your enterprise revenue in the Financial Year 2023-24 (i.e April 2023 – March 2024) is ₹
22. The average annual revenue of your enterprise in the last two financial years (i.e FY2024-25 and FY2023-24)
  - a. is less than ₹12 lakhs
  - b. is in between ₹12 lakhs to ₹20 lakhs
  - c. is more than ₹20 lakhs

***After this response, the flow will go back to MAIN***

***If the answer to the question 8 is b, then the Question flow will go from MAIN to BRANCH B.***

23. This man entrepreneur is
- the family member (i.e husband or unmarried son or unmarried brother or father) of an active woman SHG member
  - Not a family member

***If the answer to the question 23 is a, then the Question flow will go from BRANCH B to BRANCH B1***

**BRANCH B1**

24. What is relation of this man entrepreneur to the family of this woman SHG member?
- Husband
  - Unmarried son
  - Unmarried brother
  - Father
  - None of the above
25. What are the details of this woman SHG member
- Full Name
  - NRLM Member Code
26. Did this woman SHG member complete at least 12 months of membership in the SHG?
- Yes
  - No
27. Is this woman SHG member currently alive and an active participant in the SHG Ecosystem?
- Yes, she attended a minimum of 9 out of 12 monthly meetings in the last 12 months or
  - Yes, she attended a minimum of 30 out of 52 weekly meetings in the last 12 months or
  - Yes, she attended a minimum of 15 out of 26 bi-weekly meetings in the last 12 months
  - No.

***After this response, the flow will go back to BRANCH B***

***If the answer to the question 23 is b, then the Question flow will go to BRANCH B.***

**BRANCH B Continuation**

28. Does this man entrepreneur own 100% of the enterprise?
- Yes
  - No
29. What are the details of this man entrepreneur
- Full Name
30. Who leads this enterprise i.e takes key business decisions?
- Only men
  - Only women
  - Both men and women
31. What are the details of these leaders (*Upto 5 leaders*)
- Full Name
  - Gender – Man/Woman

32. Your enterprise revenue in the Financial Year 2024-25 (i.e April 2024 – March 2025) is ₹
33. Your enterprise revenue in the Financial Year 2023-24 (i.e April 2023 – March 2024) is ₹
34. The average annual revenue of your enterprise in the last two financial years (i.e FY2024-25 and FY2023-24)
- is less than ₹12 lakhs
  - is in between ₹12 lakhs to ₹20 lakhs
  - is more than ₹20 lakhs

***After this response, the flow will go to MAIN***

***If the answer to the question 8 is c, then the Question flow will go from MAIN to BRANCH C.***

### **BRANCH C**

35. The total number of owners in your enterprise is
36. The total number of WOMEN owners in your enterprise is
37. The total number of MEN owners in your enterprise is
- ~~38. What % of your enterprise is owned by Women?~~
- ~~39. What % of your enterprise is owned by Men?~~
40. Mention the number of owners in your enterprise who are active women SHG members
41. What are the details of these owner women SHG members (*Upto 5 members*)
- Full Name
  - NRLM Member Code
  - Did this woman SHG member complete at least 12 months of membership in the SHG?
    - Yes
    - No
  - Is this woman SHG member currently alive and an active participant in the SHG Ecosystem?
    - Yes, she attended a minimum of 9 out of 12 monthly meetings in the last 12 months or
    - Yes, she attended a minimum of 30 out of 52 weekly meetings in the last 12 months or
    - Yes, she attended a minimum of 15 out of 26 bi-weekly meetings in the last 12 months
    - No.
42. The number of owners in your enterprise who are family members of active women SHG members
- ~~43. What % of your enterprise is owned directly by active women SHG members?~~
- ~~44. What % of your enterprise is owned directly by family members of active women SHG members?~~
45. What are the details of these owners are (*Upto 5 owners*)
- Full Name of the Owner
  - Gender – Man/Woman
  - Relationship with the SHG Woman Member (husband or unmarried son or unmarried brother or father or unmarried daughter or unmarried sister or mother or not related)
  - Full Name of this woman SHG Member
  - NRLM Member Code

- f. Did this woman SHG member complete at least 12 months of membership in the SHG?
  - i. Yes
  - ii. No
- g. Is this woman SHG member currently alive and an active participant in the SHG Ecosystem?
  - i. Yes, she attended a minimum of 9 out of 12 monthly meetings in the last 12 months or
  - ii. Yes, she attended a minimum of 30 out of 52 weekly meetings in the last 12 months or
  - iii. Yes, she attended a minimum of 15 out of 26 bi-weekly meetings in the last 12 months
  - iv. No.

46. How many leaders are there in this enterprise i.e takes key business decisions?

47. How many leaders in this enterprise are WOMEN i.e takes key business decisions?

48. How many leaders in this enterprise are MEN i.e takes key business decisions?

~~49. What % of leaders in your enterprise are women?~~

50. What are the details of these leaders (*Upto 5 leaders*)

- a. Full Name
- b. Gender – Man/Woman

51. Your enterprise revenue in the Financial Year 2024-25 (i.e April 2024 – March 2025) is ₹

52. Your enterprise revenue in the Financial Year 2023-24 (i.e April 2023 – March 2024) is ₹

53. The average annual revenue of your enterprise in the last two financial years (i.e FY2024-25 and FY2023-24)

- a. is less than ₹15 lakhs
- b. is in between ₹15 lakhs to ₹20 lakhs
- c. is more than ₹20 lakhs

***After this response, the flow will go back to MAIN***

### **MAIN FLOW Continuation**

*(Registration Focus)*

54. Is your enterprise a

- a. For Profit Organization
- b. Not for Profit Organization

55. What is the status of the company registration of your enterprise

- a. Unregistered
- b. Registered as a Sole Proprietorship
- c. Registered as a Partnership Firm
- d. Registered as a One Person Company (OPC)
- e. Registered as a Limited Liability Partnership (LLP)
- f. Registered as a Private Limited Company
- g. Registered as a Trust or Society or Section 8 Company

56. What is the status of the GST registration of your enterprise

- a. Has GST Registration number

- b. Does not have GST Registration number

*(Operations Focus)*

57. From when did the company start its operations? (Give Info – Month & Year Selection)

58. Is your enterprise is primarily involved in

- a. Manufacturing Goods
- b. Providing Services
- c. None of the above

59. Does your enterprise add clear value through its operations? (Give info – AI bot)

*(Information: Value addition means transforming raw materials, processing, manufacturing, or providing a service using skills, labour, or expertise.)*

- a. Yes, my enterprise adds clear value through its operations
- b. No, my enterprise adds clear value through its operations
- c. I'm not sure how to answer this question

60. In which **sector** does your enterprise mainly operate in?

61. Is your enterprise compliant with the following basic standards? (Select all that apply)

- Worker health standards
- Safety standards
- Environmental safeguards
- Not compliant with one or more of the above

62. Is your enterprise involved in any of the following activities? (Select all that apply)

- Agriculture-related activities
- Primary production or aggregation activities
- Backyard activities
- Only trading or resale activities
- I'm not sure how to answer this question
- None of the above

63. Is your enterprise owned and/or operated by SERP staff?

- a. Yes
- b. No

*(Application Evaluation)*

64. What is the name of your enterprise? (Give a hint)

65. In 1-2 simple lines, what does your business do? (Give a hint)

66. What main products do you make or what main services do you provide in your business?  
(Give a hint)

67. How do you make these products or provide these services? (Give a hint)

68. Who usually buys your products or services? (Give a hint)

69. In 1–2 lines, why do customers choose to buy from your business? (Give a hint)

70. In 1–2 lines, what excites you most about running this business? (Give a hint)

71. How many employees are working full time or part time in your business?

72. In the past one year, what helped you sell more products or services in your business?

73. What is stopping your business from selling more?
74. Has your business achieved something important or received any awards or recognition? If yes, please share the details.
75. What documents can you provide as proof of your enterprise's revenue? (select all that apply)
- Your financial statements (audited or unaudited)
  - Your bank passbook or bank statements showing business income
  - Your khata book (manual or digital) showing regular business transactions and income
  - Sales bills or invoices issued to customers
  - Records of payments received (cash, UPI, or account transfers)
  - Any other clear records that show your business income over the last two years
  - None of the above
76. You have already answered all the mandatory questions. There are a few optional questions. Would you like to answer them before submitting your application?
- Yes, I want to review the optional questions and answer any that I wish.
  - No, I want to submit my application now.

***If the answer to the question 75 is a, then the Question flow will go from MAIN to OPTIONAL.***

***If the answer to the question 75 is b, then the Question flow will proceed to SUBMIT.***

#### **OPTIONAL**

77. **Optional** - How did you come to know about this program?
- AP SERP Mandal/District Offices
  - Self Help Group Networks
  - Newspapers
  - AP SERP team member
  - Website
  - Social media
  - Word of mouth
  - Other
78. **Optional** - Does your enterprise have a website or any social media pages? If yes, please share the links
79. **Optional** - Does the owner or leader of this enterprise have active social media presence? If yes, please share the links
80. **Optional** - Share a 3 mins YouTube video link with your owners or leaders describing your enterprise.
81. **Optional** - Upload the photos of your enterprise (if any) (For example: products, services, workspace, machines, or surroundings.) Only 1 file upto 10MB can be uploaded. File Type: Zip or RAR preferable.
82. **Optional** - Upload your pitch deck (if any). Only 1 file upto 10MB can be uploaded. File Type: PDF preferable
83. **Optional** – Upload the proof of your revenue for the financial year 2024-25. Only 1 file upto 10MB can be uploaded. File Type: Zip or RAR preferable

84. **Optional** – Upload the proof of your revenue for the financial year 2023-24. Only 1 file upto 10MB can be uploaded. File Type: Zip or RAR preferable

***After this response, the flow will proceed to SUBMIT.***

## Annexure 5: Frequently Asked Questions

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### During Phase 1 – Call for Applications

**1. Is there any application, registration, or hidden fee for submitting the application?**

No. The application is completely free.

**2. Do entrepreneurs need to pay any money to the on-ground staff helping with the application?**

No. Entrepreneurs should not pay any money to anyone for help with the application.

**3. Is there any fee for online, phone, or in-person support?**

No. All support provided by the program is free.

**4. Can I view the application form in Telugu?**

Yes. The same application link allows you to view the form in Telugu.

**5. Can I answer the application form in Telugu?**

Yes. You may submit your responses in Telugu or English or Both.

**6. How should I determine ownership if my enterprise is not formally registered?**

Ownership should be based on who actually owns and controls the business and its decisions.

**7. How do I understand leadership roles in my enterprise?**

Leadership roles refer to the people who make important decisions related to the business operations, finances, and growth.

**8. Will the information I provide remain confidential?**

Yes. All information submitted in the application will be kept confidential.

**9. Can I submit the application in a physical (paper) form?**

No. Applications must be submitted online.

**10. Can I skip optional questions if I do not have the information available?**

Yes. Optional questions can be skipped. However, we recommend answering them if possible.

**11. Can I fill the application form using a mobile phone or desktop computer?**

Yes. The form can be filled using either a mobile phone or a desktop/laptop.

**12. Can I fill the form using a mobile app?**

Yes. You can fill the form using a mobile app. If you need help, please contact the helpline.

**13. Will I receive a confirmation email, WhatsApp message, or call immediately after submitting the form?**

No. A confirmation email will be sent within **3–7 days** after submission.

## **During Phase 2 – Challenge Fund Competition**

### **14. How will I know if my enterprise is selected among the TOP 500?**

The point of contact mentioned in your application will receive an email informing whether your enterprise has been selected or not, along with the next steps.

### **15. How will the on-ground verification be conducted?**

The program team will review the details submitted in your application and may conduct verification through field visits or additional checks.

### **16. What additional data may be collected during on-ground verification?**

The team may collect photos, videos, and information related to products, workspace, manufacturing units (if applicable), Proofs of Revenue, and other business activities.

### **17. Is there any hidden fee during the on-ground verification process?**

No. There are no fees at any stage of the program.

### **18. How will I know if my enterprise is selected among the TOP 250?**

The point of contact mentioned in your application will receive an email informing whether your enterprise has been selected or not, along with the next steps.

### **19. What topics will be covered in the training sessions?**

Topics may include business models, business planning, elevator pitches, and other entrepreneurship skills.

### **20. Who will deliver the training sessions?**

Training sessions will be delivered by the IIMV FIELD team and industry experts from across India.

### **21. In which languages will the training be conducted?**

Training will be conducted in English and Telugu.

### **22. Will the training sessions be online or offline?**

Both formats may be used, but most sessions will be conducted online.

### **23. Will the pitch event to the selection committee be online or offline?**

The pitch may be conducted either online or offline, but most are expected to be online.

### **24. Who will be part of the Selection Committee?**

The Selection Committee may include members from the IIMV FIELD team, SERP team, ecosystem experts, and industry experts.

### **25. How will I know if my enterprise is selected among the TOP 150 for incubation?**

The point of contact mentioned in your application will receive an email informing whether your enterprise has been selected or not, along with the next steps.

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## During Phase 3 – Incubation

**26. Is there any incubation fee or hidden fee after being selected for incubation?**

No. There are no incubation fees.

**27. Who will be part of the Investment Committee?**

The Investment Committee may include members from the IIMV FIELD team, SERP team, ecosystem experts, and industry experts.

**28. Will the Investment Committee be the same as the Selection Committee?**

No. These are separate committees.

**29. How many enterprises may receive grants?**

Up to **18 enterprises** may receive grants.

**30. How many enterprises may receive loans?**

Up to **132 enterprises** may receive soft loans.

**31. What happens if funds are misused?**

If funds are found to be misused, the program may take corrective actions which may include recovery of funds and removal from the program.

**32. Will enterprises need to submit data periodically during incubation?**

Yes. Enterprises will need to submit periodic data such as monthly sales, expenses, usage of funds, and progress updates.

**33. How will enterprise performance be monitored?**

Performance will be monitored through periodic reporting, field visits, mentoring reviews, and data collected through the SRLM monitoring system.

**34. Will I receive a program completion certificate?**

Yes.

**35. Will I receive a degree from this program?**

No. This program does not provide academic degrees.

**36. Will I become an alumni of IIM Visakhapatnam (IIMV)?**

No.

**37. Will I become an alumni of IIMV FIELD?**

Yes.

**38. What are the expectations from entrepreneurs during the incubation period?**

Entrepreneurs are expected to actively participate in program activities, meet milestones, engage with mentors, collaborate with peers, and work consistently towards business growth.

**39. Will there be opportunities to participate in exhibitions or melas?**

Yes. The program may create opportunities for enterprises to participate in exhibitions, melas, and similar events.