

Sampannakaari 

# Sampannakaari Program – Quick Guide for Applicants

Supporting Women-Led Enterprises in Andhra Pradesh



# What is the Sampannakaari Program?

## What is it?



**Purpose:** To help existing rural businesses become bigger, stronger, and more stable.



**Goal:** Help your business achieve 15% yearly revenue growth.



**Partners:** Backed by the Government of India (DAY-NRLM), Government of AP (SERP), and IIMV FIELD.

## Who is it for?



- ☀️ Women entrepreneurs running manufacturing or service businesses in villages of Andhra Pradesh.
- ☀️ Active Self-Help Group (SHG) members (or their close family members).
- ☀️ Entrepreneurs who already have customers and income, but need guidance to grow in a planned way.

# 6 Rules to Check Before You Apply



## Geography ✓

Must be located anywhere in Andhra Pradesh.



## SHG Linkage ✓

Must be an active woman SHG member (or a close family member).



## Ownership ✓

Must be a Women-Owned or Women-Led enterprise.



## Registration ✓

Must be a For-Profit business (can be registered or unregistered to apply).



## Revenue ✓

Yearly income of at least ₹12 Lakhs (Individual) or ₹15 Lakhs (Group) over the last 2 years.



## Operations ✓

Must be a manufacturing or service business running for at least 2 years.

# Your Journey in the Program



## Phase 1 – Call for Applications

- ☀️ Submit your online application.
- ☀️ Tell us about your business, your customers, and your goals.

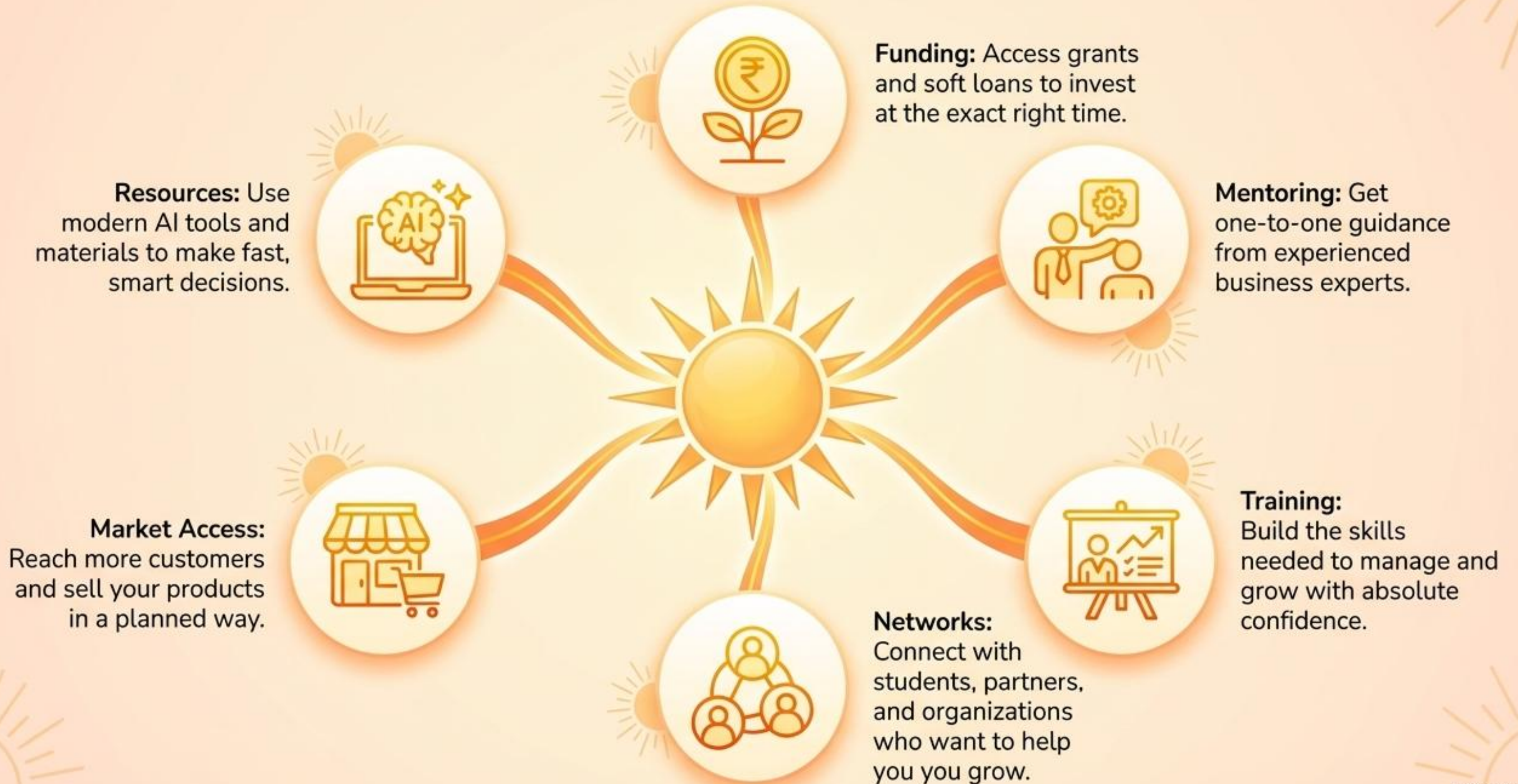
## Phase 2 – Challenge Fund Competition

- ☀️ Top enterprises are shortlisted.
- ☀️ Get training and learn how to pitch your business plan to a committee.

## Phase 3 – Incubation (18 to 24 Months)

- ☀️ The Top 150 enterprises are selected.
- ☀️ Get deep, hands-on support to grow your business revenue by 15% every year.

# Support You Will Receive During Incubation



# Funding Opportunities to Grow

Take-away Grant

Up to

**₹15 Lakhs**

per enterprise.

Best for high-potential  
growth plans.

Soft Loan

Average

**₹4 Lakhs**

per enterprise.

Very low or 0% interest with  
easy repayment time.

# Program Timeline



# Ready to Grow? How to Apply

- Applications must be submitted online.
- Applying to the program is **completely free** (no application fee).
- The form can be filled in **English or Telugu**.



[Click here](#)  
or [scan to apply](#)



## 3 Ways to Get Help



### Option 1: AI Chatbot

Ask questions anytime  
from your phone  
(24/7 support).



### Option 2: Online Helpline

WhatsApp / Call:  
+91 9030108601,  
Email: samp@iimv.ac.in



### Option 3: Local Assistance

Meet a local collaborator  
who can help you fill and  
submit the form.