





*Start-up Entrepreneurship
Development Programme
Report 2019-20*

Mission Foundation Movement

The background of the page is a scenic landscape. At the top, there is a clear blue sky. Below it, there are green mountains and hills, some of which are partially obscured by white clouds. In the foreground, there is a stream flowing over dark rocks, surrounded by lush green vegetation. The entire image is framed with a rounded top edge.

*Message from
The Director*

Mr. R. Vanlalzauva

*MISSION FOUNDATION
MOVEMENT*



Mission Foundation Movement,
Ngama Building, Bawngkawn
Aizawl, Mizoram, India - 796014
www.mfm.org.in



MESSAGE

It brings me immense joy that we can document the Mission Foundation Movement's success in the field of Rural Entrepreneurship. Entrepreneurship is one of the most important areas in our organization's work, and the Start-up Entrepreneurship Development Program was developed to support Rural Entrepreneurs. I would like to express my gratitude to the Social Welfare & Tribal Affairs Department, the Government of Mizoram, and the Ministry of Tribal Affairs for approving our modest project proposal.

Mission Foundation Movement is dedicated to accelerating skill development, Community Development, and Entrepreneurship Programme. A country's development is heavily reliant on the simultaneous development of both rural and urban areas, which is often overlooked. Recognizing this, Mission Foundation Movement proposed implementing a Start-up Entrepreneurship Development Programme in Reiek RD Block, Mamit District, Mizoram's only aspirational district. The programme was created to help rural entrepreneurs become self-sufficient, resulting in significant social transformation, economic growth, and the alleviation of poverty and unemployment in the villages.

The project targeted 300 entrepreneurs and was implemented in 21 villages within the Reiek RD Block. Beneficiaries were thoroughly selected by the Project Approval Committee based on the baseline survey results and a personal interview. This resulted in the selection of 180 new promising entrepreneurs and 120 existing entrepreneurs from various trades.

I am thrilled to learn that the programme fosters sustainable development for Reiek's entrepreneurs. A few of the program's success stories from various trades were highlighted in this magazine. I hope that these stories will inspire the lives of thousands of rural entrepreneurs and serve as motivation for aspiring rural youths.

Mr. R. Vanlalzaava
Director, MFM



*Message from
Minister of State*

Dr. K. Beichhua

*Social Welfare, AH & Vety,
Excise & Narcotics, Sericulture
GOVT. OF MIZORAM*

Dr. K. BEICHHUA
Minister of State
(Independent Charge)
Social Welfare, AH & Vety,
Excise & Narcotics, Sericulture
Government of Mizoram



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MESSAGE

I would like to congratulate Team Mission Foundation Movement, Aizawl, Mizoram for bringing out their success story on their implementation of the Scheme, "Start-up Entrepreneurship Development Programme," for 300 beneficiaries within Reiek RD Block, Mamit District, Mizoram with the fund received from the Ministry of Tribal Affairs, Govt. of India.

I would like to exhort the beneficiaries and MFM to sincerely work towards the realization of sustainable development in the project area for a long-term positive impact for generations to come.

I thank the Ministry of Tribal Affairs for funding the project and also to MFM for their tireless work for empowerment of the economically weaker sections in the rural areas of Mizoram. I wish them good luck and good speed in their future endeavours.

With Warm Regards,

Dated Aizawl
The 29th November 2022

(DR. K. BEICHHUA)

Start-up Entrepreneurship Development Programme is the project implemented by Mission Foundation Movement (MFM) under the Chairmanship of BDO Reiek, covering 21 villages in Reiek Rural Development Block funded by the Ministry of Tribal Affairs, Government of India.

Objective:

The key objectives of Start-Up Entrepreneurship Development Programme are:

“To enable rural poor to set up their enterprises, in its proof of concept phase, by developing a sustainable model for Rural Entrepreneurship promotion through training and capacity building, enterprise advisory services and to provide grant to the beneficiaries.”

The different trades/activities under Start-Up Entrepreneurship Development Programme were designed to be completed within one year, but has been extended due to the COVID-19 pandemic.





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A scenic view of a mountain range with a white text box overlay. The background shows a vast landscape of rolling hills and mountains under a clear blue sky. In the foreground, there are dark, rocky outcrops and some green grasses on the left side. A large white rectangular box is centered on the page, containing the title and a large number '1'.

1

***BACKGROUND
& SCOPE OF
THE PROJECT***





Start-up Entrepreneurship Development Programme (SEDP) is the project implemented by Mission Foundation Movement (MFM) in Reiek RD Block, Mamit District (Aspirational District). The project is funded by Social Welfare and Tribal Affairs, Govt. of Mizoram under the scheme ‘Special Central Assistance to Tribal Sub-Scheme’ (SCA to TSS) for the year 2019-20. The main vision of this programme is to help the rural poor come out of poverty by helping them set up enterprises and provide support till the enterprises stabilize and to provide them with business skills, exposure, and grant for starting businesses.

The overall objective of the Start-up Entrepreneurship Development Programme is to implement the Government’s effort to stimulate economic growth and reduce poverty and unemployment in the villages by helping start and support rural enterprises, The key objectives of the Start-up Entrepreneurship Development Programme are: To enable rural poor to set up their enterprises, in its proof of concept phase, by developing a sustainable model for Rural Entrepreneurship promotion through training and capacity building, enterprise advisory services and to provide a grant to the beneficiaries.

OVERVIEW

In Mizoram, more than 90% of the working population is engaged in the unorganized sector. In the case of rural areas, a large section is self-employed and agriculture has served as one of the major sources of income for villages. However, agriculture comes with many uncertainties and is not an income source for landless households. It has been experienced that, poor families require 3-4 different income sources to get out of poverty. Amongst these the non-farm livelihoods, skill based work and small enterprises are important sources of income.

It has been realized that in the absence of adequate business skills like understanding of market, domain

knowledge, accounting, costing skills and lack of financial support, these micro/nano enterprises struggle to survive and often either fail or become stagnant generating sub optimal incomes. The plight increases in case of the poor as they do not have linkages with financial institutions.

In order to solve these problems and to provide support to small enterprises and skill based workers, both in terms of training and credit support, the idea of Start-up village entrepreneurship programme was initiated

The Start-up Entrepreneurship Development Programme aims to support entrepreneurs in rural areas to set up local enterprises.

IMPACT OF COVID-19 ON THE LIVELIHOODS

The outbreak of COVID-19 has impacted the whole world in an enormous way, especially the nationwide lockdowns which have brought social and economic life to a standstill. A world that forever buzzed with activities has fallen silent and all the resources have been diverted to meeting the never-experienced-before crisis. There is a multi-sectoral impact of the virus as the economic activities of nations have slowed down.

The pandemic continues to show the interconnected complexity of our world – where no one is safe until

everyone is safe. It is only by taking action in unity that societies can save lives and resolve the crippling socio-economic effects of the virus. With millions of recorded deaths and disruptions in many people's livelihoods, the human community is experiencing an almost intolerable loss burden. Yet the pandemic is far more than a health emergency, but is an unprecedented socio-economic crisis as well. Stressing each of the countries it affects, has the ability to produce adverse social, economic and political consequences which will lead to severe and long-lasting stains.

ECONOMIC IMPACT ON THE STATE

Within Mizoram, the sectors that have been particularly affected by Covid-19 include those involved in hospitality, eateries, trade, production (especially in apparel), repair services, transportation & communication, construction, as well as the informal sector and micro and small-scale industries.

Decreased production in these sectors has a direct effect on the loss of livelihoods and earnings of those involved, who are predominantly the most disadvantaged segments of the population.

The danger of the COVID-19 pandemic has disturbed the socio-economic status quo in Mizoram like in other regions of the world. The disruption of economic activity has already had negative consequences across industries in the short term. The disturbance to the supply chain has triggered scarcity in the supply of raw materials to producers and the availability of commodities and services. Market failure is exacerbated by a downturn in demand as a result of negative economic strain on workers and limitations on mobility for anything other than essential commodities.

THE NEED TO DEVELOP A RESILIENT ECONOMY

The pandemic has engulfed the globe nearly in its totality and no nation has been spared from the primary or secondary consequences of COVID-19. It is anticipated that the pandemic will bring about a ‘new normal revolution in the way we live, work and interact, with new social dynamics, and substantial systemic shifts in political and economic debate all across the world.

Whilst the world eagerly awaits advancements in developing a cure for COVID-19, the need to contain the virus is still having a negative effect on people’s livelihoods and standard of living due to social distancing and locking businesses. And the longer it takes for the cure to be manufactured and distributed, the higher will be the pace of weakening

of the economy, which in turn will have a significant effect on society. Mizoram would not have been an exception. Therefore, it is crucial to have an enabling environment which facilitates economic activity without compromising the safety of the people through short-term and long-term policy interventions.

According to a study on the Covid-19 lockdown and its economic consequences for the state of Mizoram by the Planning and Programme Implementation Department, long-term government policies should concentrate on developing a resilient economy with a strong structural foundation and a more competitive entrepreneurial economy in the state economy.

Long-term initiatives can be divided into three main categories:

1

Measures to improve growth potential

2

Measures to build resilience to future shocks

3

Measures to build a sustainable economic growth path.

SUSTAINABLE DEVELOPMENT GOALS THROUGH ENTREPRENEURSHIP

Accordingly, the need for an hour is to ensure the provision of safety whilst taking necessary steps to minimize the economic effects of the pandemic, as well as lay the foundation for the eventual recovery of the post-pandemic economy. The prevailing catastrophe can indeed be transformed into an opportunity to transform the state's economic landscape by upgrading the skills of our human resources to leverage the state's inherent economic potential and to engage in creating opportunities in the post-COVID-19 world for entrepreneurs and start-ups with innovative business ideas.

As the driver of economic growth, Entrepreneurship is the ideal solution to solving existing development challenges in innovative ways. It is the most viable alternative to address the unemployment crisis and the most effective method to ensure an equal distribution of income and reduce the gap between urban and rural areas. It is also the ideal route to sustainable regional growth. Proper policy formulation and execution could dramatically change the course for Mizoram. Therefore, the way forward

is to target unemployment and displacement caused by the pandemic, thereby creating opportunities for migrant workers and those affected by the pandemic to set up an enterprise for livelihood generation.

It has been realized that in the absence of adequate business skills like understanding of the market, domain knowledge, accounting, costing skills and lack of financial support, micro/nano enterprises struggle to survive and often either fail or become stagnant generating sub-optimal incomes. The plight increases in the case of the poor as they do not have linkages with financial institutions.

In order to solve this problem and to provide support to small enterprises and skill-based workers, both in terms of training and credit support, in the Budget session of 2014-15 on July 10th, 2014 the Honorable Finance Minister initiated the idea of a Start-up Village Entrepreneurship Programme. The project will provide assistance to existing enterprises while at the same time encouraging the development of new enterprises.

OBJECTIVE OF THE PROJECT

The overall objective of Start-Up Entrepreneurship Development Programme is to implement the Government's efforts to stimulate economic growth and reduce poverty and unemployment in the villages by helping start and support rural enterprises. The key objectives of Start-Up Entrepreneurship Development Programme are:

“To enable rural poor to set up their enterprises, in its proof of concept phase, by developing a sustainable model for Rural Entrepreneurship promotion through training and capacity building, enterprise advisory services and to provide grant to the beneficiaries.”

SCOPE OF THE PROJECT

Start-up Entrepreneurship Development Programme (SEDP) aims to benefit the households and communities even beyond the financial gains it provides. It seeks to help rural people especially the marginalized sections, women, and Scheduled Caste and Scheduled Tribe communities to gain a sense of dignity and self-reliance leading to great social changes. The overall objective of SEDP is to implement the Government's efforts to stimulate economic growth and reduce poverty and unemployment in the villages by helping start and support rural enterprises.

The goal of this project is the creation of sustainable employment and income opportunities for the benefit of rural youth through start-up entrepreneurship. The project was implemented at Reiek RD Block covering 21 villages with 300 beneficiaries.



PROFILE OF REIEK RD BLOCK

Reiek Rural Development Block is one of the 4 RD Blocks under Mamit District which is situated in the Western part of Mizoram. It has a population of about 18 thousand which makes it the least populous sub district of Mamit .

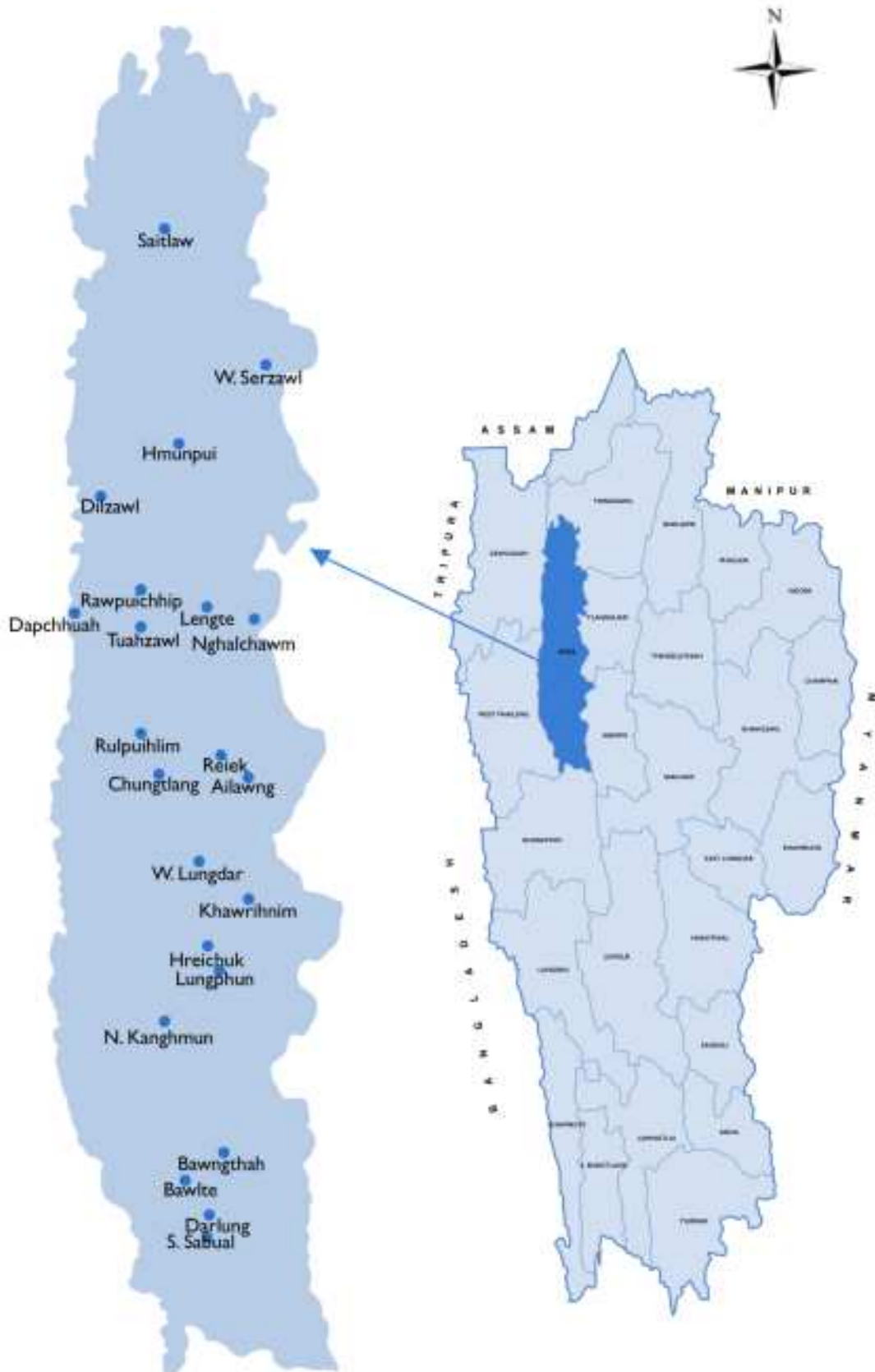
Reiek is a mountain and tourist spot 29 km from Aizawl, Mizoram, India. It rests at an elevation of 1548 metres overlooking Aizawl and offers a view of the surrounding valleys and hills. On a clear day the plains of Bangladesh can be seen from the top of the hill. Reiek Hill is surrounded by thick lush green temperate trees and bushes.

There are 22 villages in the sub district, among them Reiek is the most populous village with population of 1627 and Saitlaw is the least populous village with population of 59. There is only one city in the sub district that comes under the sub district administration which is Lengpui Notified Town.





REIEK RD BLOCK MAP



MISSION FOUNDATION MOVEMENT
Start-up Entrepreneurship Development Programme Report 2020-22

POPULATION OF VILLAGES IN REIEK RD BLOCK			
Sl. No.	Village	RD Block	Population
1	Ailawng	Reiek	611
2	Bawlte	Reiek	330
3	Bawngthah	Reiek	355
4	Chungtlang	Reiek	447
5	Dapchhuah	Reiek	1023
6	Darlung	Reiek	902
7	Dilzawl	Reiek	326
8	Hmunpui	Reiek	958
9	Hreichuk	Reiek	238
10	Khawrihnim	Reiek	935
11	Lengte	Reiek	583
12	Lungphun	Reiek	379
13	N. Kangmun	Reiek	1126
14	Nghalchawm	Reiek	443
15	Rawpuichhip	Reiek	1507
16	Reiek	Reiek	1627
17	Rulpuihlum	Reiek	414
18	S.Sabual	Reiek	637
19	Saitlaw	Reiek	59
20	Tuahzawl	Reiek	437
21	W. Lungdar	Reiek	834
22	W. Serzawl	Reiek	414

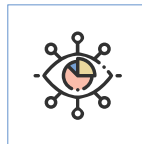
KEY DELIVERABLES OF THE PROJECT



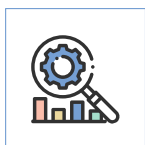
Backward and forward linkages for farm and non-farm livelihood would be supported under the programme



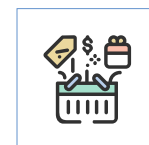
The programme should encourage enterprise of rural artisans



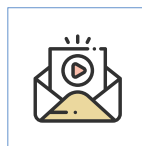
During selection of beneficiaries, priority will be given to the highly vulnerable section of the society



The programme should encourage enterprise of tourism



The programme should encourage enterprise of Government and potential scheme through convergence



The programme should encourage enterprise of household consumables

PERIOD OF OPERATION OF THE PROJECT

The different trades/activities under Start-Up Entrepreneurship Development Programme are generally designed to be completed within one year. Some trades/activities may be finished within one and half years, depending on the fund position. There are some trade/activities which need longer period (gestation period) for completion.

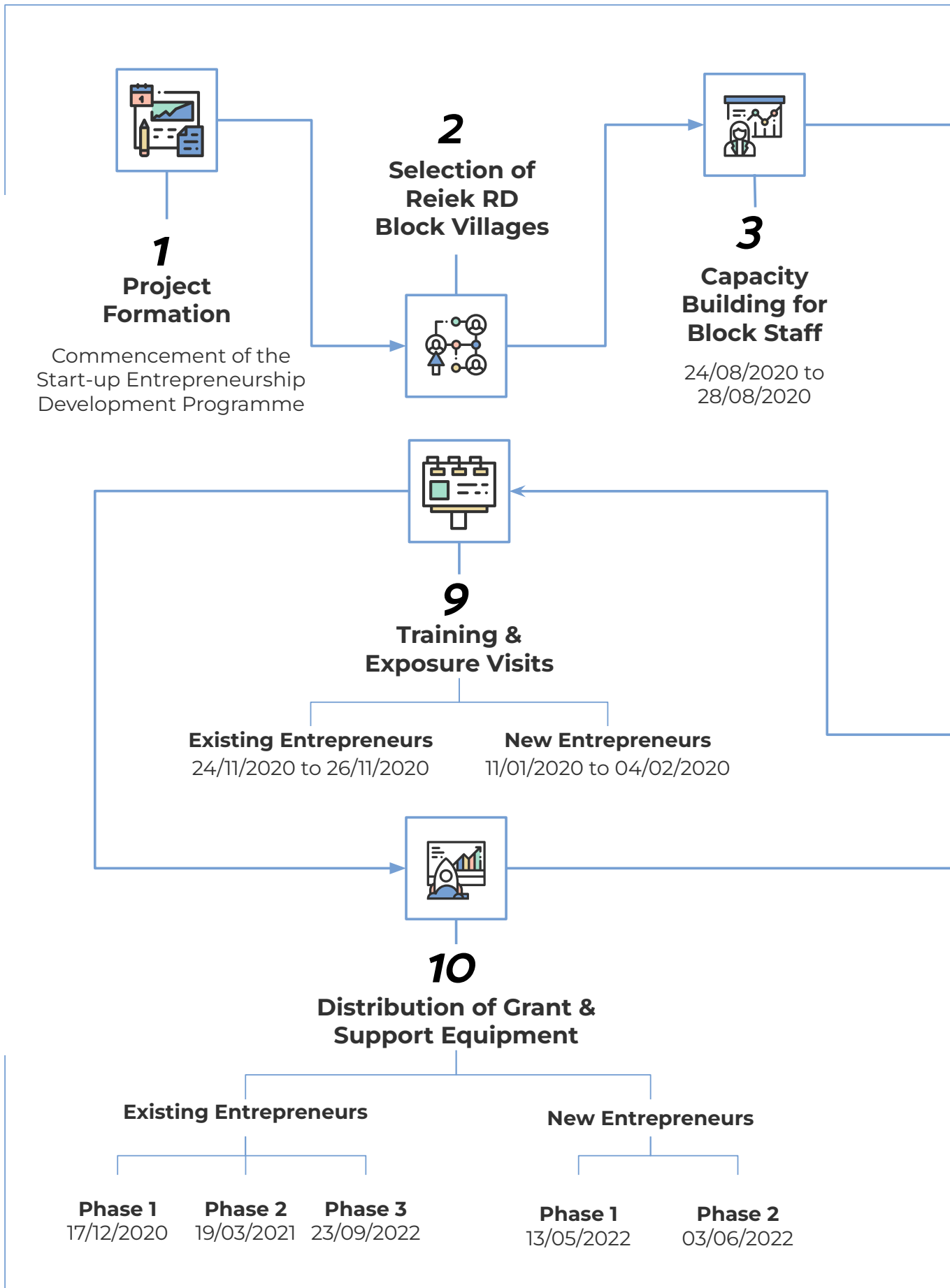
Entrepreneurship Development Programme, these trades/activities are also designed to be given assistance for One time Grant only, follow up and handholding support like technical and further development of Business plan will come upto 6 months. So, beneficiaries were encouraged to have a sustainable business plan within this project period. The duration of the operation of the project was extended due to COVID-19 restrictions and delay in receiving of the grant for distribution to the beneficiaries.

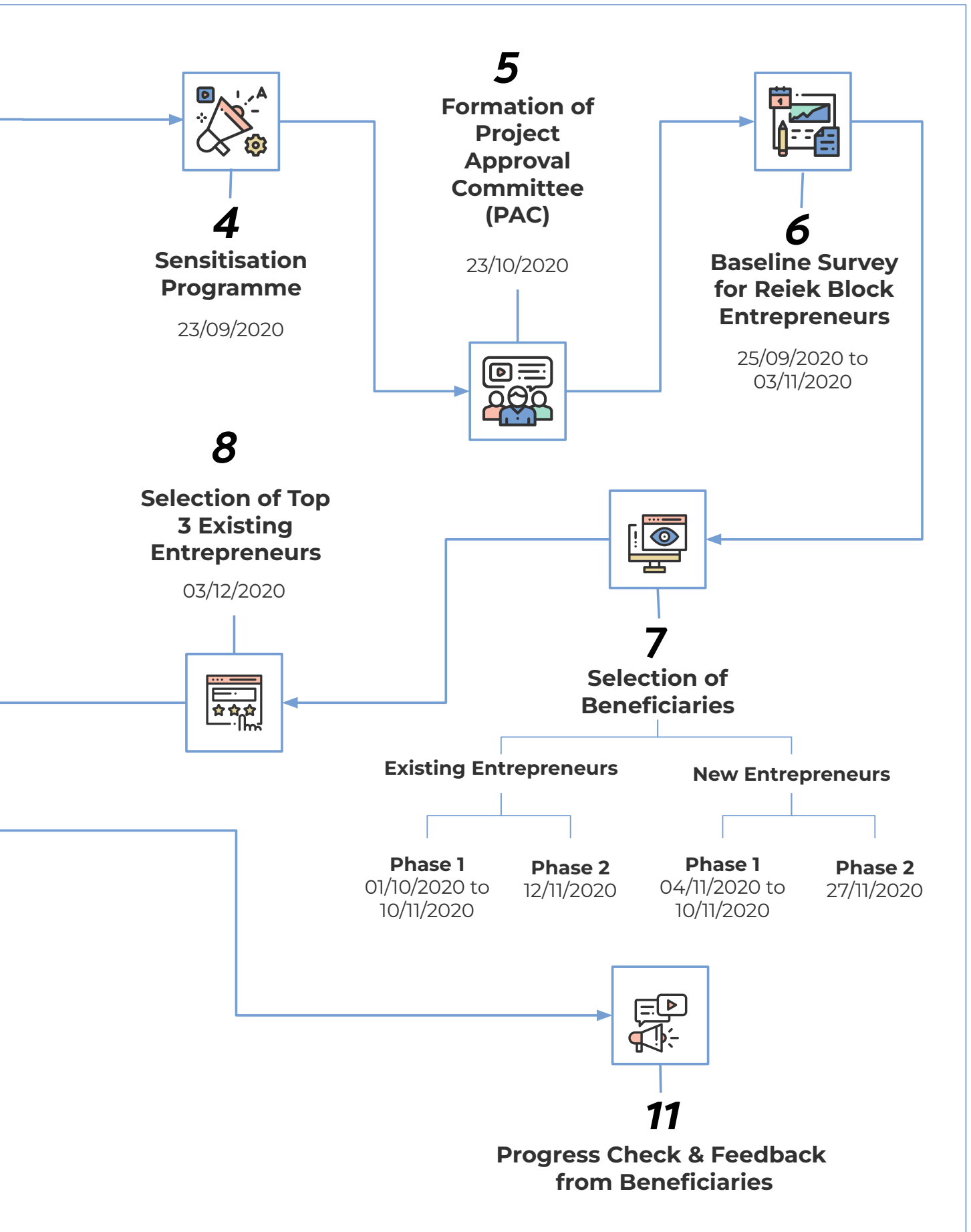


2

PROJECT TIMELINE

PROJECT TIMELINE
Start-up Entrepreneurship Development Programme







3



ABOUT THE PROJECT IMPLEMENTING AGENCY

**MISSION FOUNDATION
MOVEMENT**





Mission Foundation Movement (MFM) was established in 2004 as a non-profit organization dedicated to accelerating the Skill Development of Youth, Community Health, Paramedical institutions and Community Development irrespective of tribes, caste, creed, ethnicity or religion.

Since its inception, Mission Foundation Movement is dedicated to accelerating the Skill Development of the Youth, Community Health, Paramedical institutions, Community Development and Entrepreneurship. Mission Foundation Movement envisions reaching out and expanding to implement community health programs to increase quality healthcare & accessibility, improvement in child & maternity health, expansion of skill development training among youth to generate income and instil entrepreneurship spirit among the younger generation. Mission Foundation Movement targets to impact the lives of unemployed youths, non/neo literates, women and children, socially and economically backward class, start-up entrepreneurs, and at large rural community and urban poor.

Vision

The vision of the Mission Foundation Movement is to empower youth with prerequisite skills and knowledge create better opportunities in building careers for bright successful futures for themselves and the community, improve women and child health, promote public health and revamp entrepreneurship in Mizoram.





The Non-profit organization was registered under Mizoram Firms and Societies Act, 1960 (Extension to Mizoram Act No.3 of 1977) on 22nd December 2004 with registration no 44 of 2004, Dt 22.12.2004. It is also registered under the Foreign Contribution Regulation Act, 1976 with registration number 304330054. All donations sent to MFM are exempted under section 80 (G) of the IT Act of 1961. Regd No.CIT (E) 10E/286/15-16/G-0197/3101-03.Dt30.11.2015 valid from 2015 onward. The organization is managed by Governing Body with Mr R Vanlalzauva as the founder member and Mr H Lalchuanvawra as Chairman of the Governing Body. The Governing Body comprises 21 members with a tenure of 3 years who are elected from various fields.

Currently, Mission Foundation Movement receives funding from the Ministry of Tribal Affairs, Ministry of Skill Development & Entrepreneurship, Ministry of Tourism, Ministry of Women & Child, Ministry of Housing and Urban Affairs, Ministry of Rural Development, Ministry of Social Justice and Empowerment, Rhema for Asia, HSBC, USAID and covered 5 districts and 16 RD Blocks within Mizoram.

MISSION FOUNDATION MOVEMENT SERVICES



Health

Improve Community Health and make Health Services easily accessible



Education

Provide Non-formal education to children from low income communities



Skill Development

Provide industry relevant Skill Training, Enhance Capacities of Youth and provide Placement



HIV/AIDS Project

MFMM partnering with FHI 360, USA step forward to diminish the present status and improve the current situation of people infected with the disease.



Start Up Village Entrepreneurship Program

Promote Entrepreneurship among the rural poor helping them set up enterprises and provide support



Paramedical Courses

Offer professional courses such as Auxiliary Nurse Midwifery (ANM) & D.Pharm



Women Empowerment

Empower women with sustainable livelihood and providing safe and secure environment



Livelihood Promotion

Promoting sustainable development and entrepreneurship for vulnerable population and unemployed youth



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PROJECT APPROVAL COMMITTEE

A project Approval Committee was formed at the Block level to select beneficiaries, chaired by the Block Development Officer (BDO).



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Above: Project Approval Committee Meeting

A Project Approval Committee was formed at the Block Level to select beneficiaries, chaired by the Block Development Officer (BDO).

The Project Approval Committee includes the following members:-

1. Chairman : Mr. Ngurthansanga, BDO, Reiek RD Block
2. Vice Chairman : Mr. R.Vanlalzauva, Director, MFM
3. Secretary : Mrs. Dr H. Zothantluangi, Block Project Manager
4. Member : Mr. Lalramchuanzela, Coordinator MFM,
5. Member : Ms. Lalthanmawii Block Anchor MFM
6. Member : Ms. Lalrokimi Block Anchor SEDP
7. Member : Mr. C.Lalrozama VCP, Reiek
8. Member : Mrs. Lalthansiami MHIP Representative, Ailawng
9. Member : Mrs. C.Zomuanthangi, Reiek VO, SHG representative
10. Member : Mr. H.Vanlalthlana, YMA representative
11. Member : Ms. DrLalhruaitluangi Chhangte, CDPO, Reiek
12. Member : Mr. P.C.Lalhmingliana, MUP representative

Important functions and responsibilities of PAC are as follows: -

- i. Approve and select Existing Entrepreneurs
- ii. Approved and select top 3 awardees (Individual) and Identify successful Group (special prize)
- iii. Conduct personal Interviews for New Entrepreneurs and Approved New Entrepreneurs
- iv. Distribution of Grand to Beneficiary





5

CAPACITY BUILDING FOR BLOCK STAFF

A Capacity Development Workshop for Block Staff was conducted where essential knowledge, skills, and training was provided for efficient staff performance.

CAPACITY BUILDING FOR BLOCK STAFF

Capacity building (or capacity development) is a process that improves the ability of a person, group, organisation, or system to meet objectives or perform better. It is necessary to equip the Start-up entrepreneurship programme staff with essential knowledge/understanding, skills, and training that enable them to perform effectively.

Capacity Building for Block Staff was held on the 24th -28 of August at Aijal Club. The Training outlines the principles for effective management and Rural Entrepreneurship, soft skills, profiling documentation and Mobile Apps to be used for survey in SEDP. Resource persons from different fields and various backgrounds were invited which made the training a success. A 5-day workshop for staff was designed to impart knowledge and necessary skills to effectively and successfully implement the project. The training programme consisted of an introduction to project implementation, government procedures and functions, and government schemes, particularly focusing on rural entrepreneurship and rural development. This also included necessary subjects such as making a business plan, financial management, banking systems, marketing and communication. The staff were also taught how to use the software which was developed for the baseline survey. Success story and interaction with one of the most successful local entrepreneurs, Pi Lalsangzeli of Vakiria, along with a retreat with vineyard culture leader, Dr Christian Lalrinawma Khiangte was included in the workshop to influence and boost the motivation of the staff for the entrepreneurship development project.

MISSION FOUNDATION MOVEMENT
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Above: Capacity Building for Block Staff

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Above: Sensitisation Programme conducted with COVID-19 safety guidelines

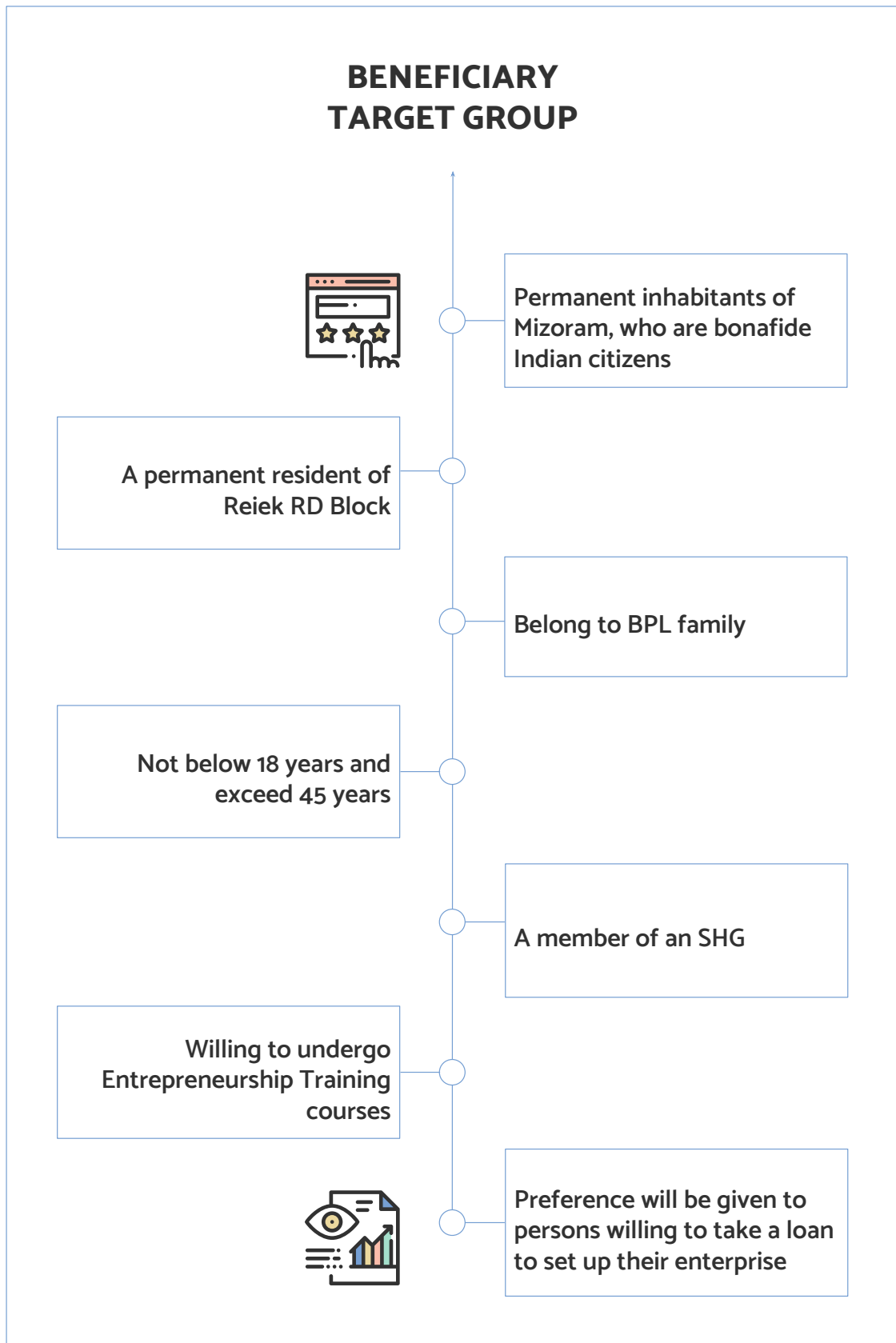
SENSITISATION PROGRAMME

On September 23, 2020, a fruitful sensitization on the Start-up Entrepreneurship Development Program was held at the Reiek Community Hall. The programme was attended by Village Council and YMA representatives from 21 villages within the Reiek RD Block.

The programme was divided into two sessions to ensure social distance due to Covid 19. The first session begins at 10:30 a.m. and is attended by two representatives from eleven (11) villages. The second session begins at 1:00 p.m. and is attended by representatives from ten (10) villages.

6

BENEFICIARY TARGET GROUP



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ALLOCATION OF BENEFICIARIES							
SL.NO.	VILLAGE	POPULATION	NO. OF HOUSE-HOLDS	TARGET			PERCENTAGE OF POPULATION
				EXISTING	NEW	TOTAL	
1	Ailawng	611	127	5	7	12	1.9
2	Bawlte	330	67	2	4	6	1.8
3	Bawngthah	355	70	3	5	8	2.2
4	Chungtiang	447	93	4	6	10	2.2
5	Dapchhuah	1023	230	9	11	20	1.9
6	Darlung	902	164	9	11	20	2.2
7	Dilzawi	326	62	1	4	5	1.5
8	Hmunpui	958	192	8	12	20	2
9	Hreichuk	238	52	1	4	5	2.1
10	Khawrihim	935	168	9	11	20	2.1
11	Lengte	583	122	4	6	10	1.7
12	Lunghun	379	86	3	5	8	2.1
13	N. Kanghai	1126	220	9	11	20	1.7
14	Nghalchawm	443	91	4	6	10	2.2
15	Rawpuichhip	1507	316	13	17	30	1.9
16	Reiek	1627	360	16	27	43	2.6
17	Rulpuihim	414	90	3	5	8	1.9
18	S.Sabual	637	115	5	7	12	1.8
19	Saitlaw	59	0	0	0	0	0
20	Tuahzawl	437	89	4	6	10	2.2
21	W. Lungdar	834	160	5	10	15	1.7
22	W. Serzawl	414	98	3	5	8	1.9
TOTAL				120	180	300	

Duties and Responsibilities of Beneficiaries

The beneficiaries under the Programme must utilize the assistance received by them (in cash or in kind) only for the purpose to which it is granted. They should always remember that it is to their benefit to correctly utilize the assistance. It is their obligation, as laid down in the undertaking signed by them to give their utmost for the success of the scheme.

The following points should always be kept in mind:

1. The assistance is not allowed to be used for any other purpose except for the purpose to which it is granted.
2. The assistance which are received in kind are not permitted to be sold or gifted to others without the permission of the Block Level committee
3. Without prior permission of the Block level committee, no beneficiary should migrate before completing the trade/activity.

Non-Target Group

1. Persons already having Government servants, deficit school employees, full time workers under Faith Based Organizations, companies and public/private sector enterprises.
2. Businessmen, registered contractors, registered suppliers, owners of paddy (WRC) fields who employed others to look after and cultivate the field, rich farmers and traders.
3. Blacklisted by Banks
4. Foreigners.

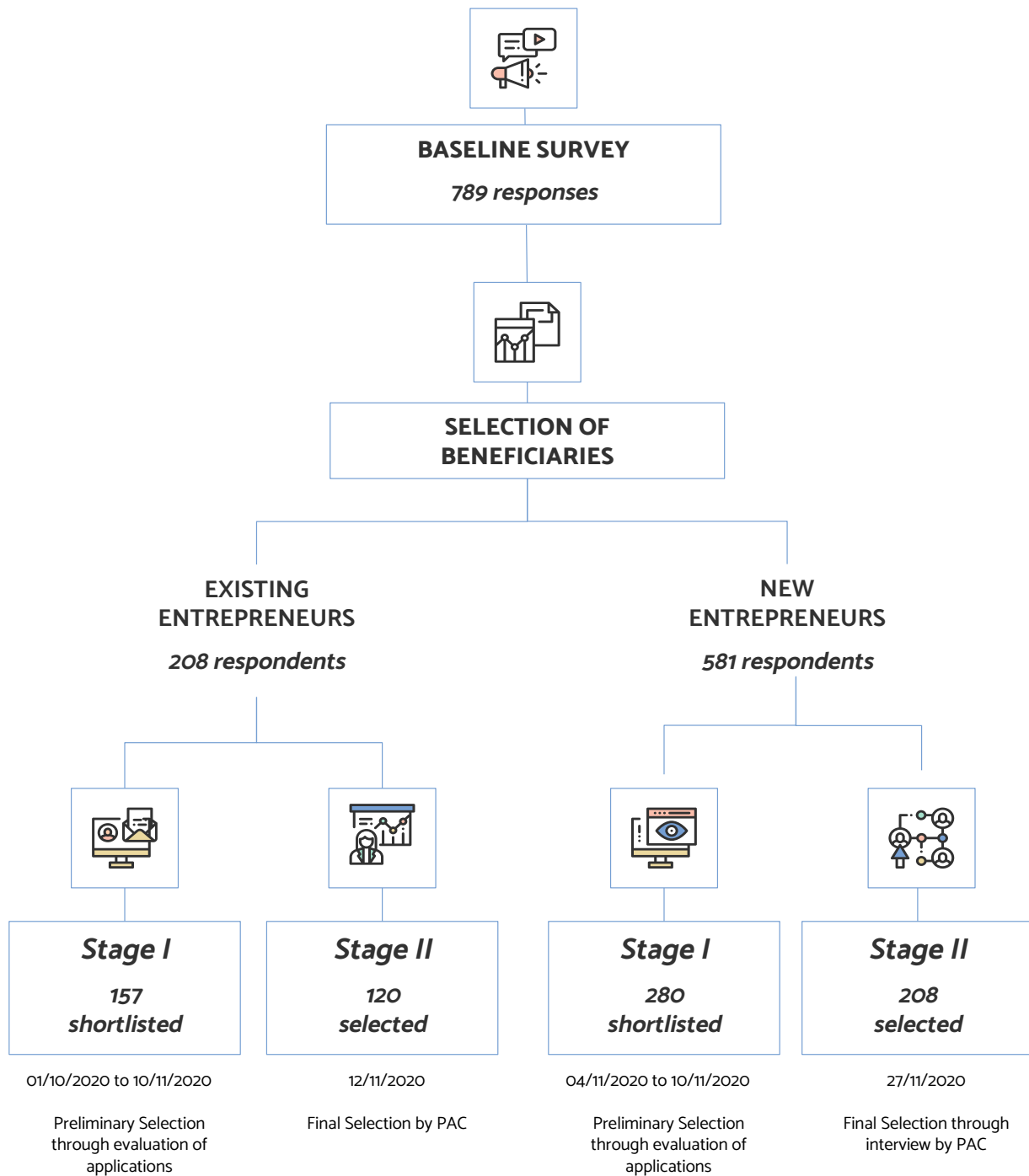
The above conditions may be revised by the implementing agency if, due to various compelling reasons it is felt necessary.

7

SELECTION OF BENEFICIARIES

There are two types of beneficiaries under the programme, namely, Existing Entrepreneurs and New Entrepreneur for both entrepreneurs will be shortlisted for Baseline Survey. Among the shortlisted entrepreneurs, Project Approval Committee (PAC) will make the final selection based on the following criteria.

SELECTION OF BENEFICIARIES



BASELINE SURVVEY

The baseline survey began on the 25th of September, 2020 and it was completed on the 3rd of November, 2020. On entering every 21 villages, a public meeting was held before the survey in all the eligible households.

The survey was carried out using a mobile application named Mission Foundation Movement Survey Application which was developed by the implementing agency. Through this application, the respondents were asked several questions relating to their family status, and social and economic statuses. There is a section within the application known as “Get-To-Test” (GTT) where the entrepreneurship levels of the respondents were tested. Points were given automatically with the use of the application. This survey follows the same process for both existing and new entrepreneurs. The only difference is the questions asked in the online Get-To-Test portal.

MISSION FOUNDATION MOVEMENT
Start-up Entrepreneurship Development Programme Report 2020-22



Above: Baseline Survey conducted by staff in 21 Reiek RD Block Villages

COMMON EXISTING TRADES

PETTY TRADE

Handicraft
Food Processing
Candle Making
Handloom
Broomstick Making
Incense stick Making
Bamboo Processing
Knitting
Tailoring
Mechanic
Hardware Store
Carpentry
Xerox/ Stationery
Bakery
Saloon/ Parlour
Pig fat Processing
Electronic Servicing
Show Making
Petty Shop

LIVESTOCK

Pig Rearing
Poultry
Pisciculture
(Fisheries)
Bee Keeping
Milch Animals
Draught Animals
Small Ruminants

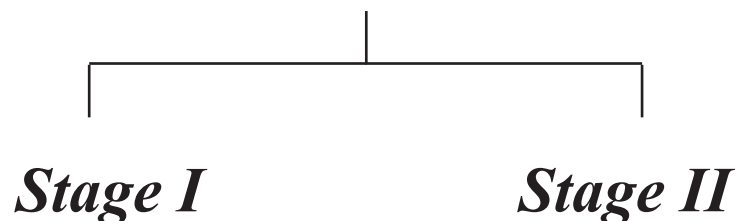
FARMING

Floriculture
Turmeric
Paddy
Maize
Soyabean
Beans
PEas
Areca nut
Potato
Mustard
Pumpkin
Brinjal
White Pumpkin
Pineapple
Mango
Lemon
Orange
Sugarcane
Chilli
Passion Fruit
Rubber Plantation

SELECTION OF BENEFICIARIES

After interviewing from 21 villages of Reiek Block, a total of 789 responses were submitted and their documents were uploaded to the online portal. The selection process of entrepreneurs as beneficiaries for the grant was conducted in two stages:-

SELECTION PROCESS



This stage comprises checking the validity of each response submitted by the entrepreneurs to the online GTT portal and filtering the top scorers, to be further evaluated in the next stage.

****This stage follows the same process for both existing and new entrepreneurs.**

The final stage consists of an in-depth evaluation of each entrepreneur by the Project Approval Committee (PAC). At this stage, 120 existing entrepreneurs will be selected as beneficiaries of the grant.

Stage I

The first stage included verification of each entrepreneur's response submitted to the online portal. Respondents with higher scores were then filtered and selected for the second stage of review.

Allotment of points

Points were automatically allotted to each respondent as they filled out the online questionnaire and uploaded the necessary documents.

The type of questions was divided into two broad categories:-

I. Demographic Analysis & Documentation Proof

Possession of adequate document proof was necessary for the selection of beneficiaries for the grant. Points were allotted to the respondents based on possession of necessary documents as well as other details mentioned below:-

- Permanent resident of the village
- Minimum educational qualification of Class VIII
- Belongs to Scheduled Tribe category
- Member of an SHG
- Belongs to a BPL family
- Valid MNREGA card
- Valid Voter's card
- Valid Aadhaar card
- Valid PAN card
- Valid bank account
- Any loan liability
- No. of years in business
- Business registration details
- Training attended
- Marketing detail
- Account record maintenance
- No. of employees

Point Verification

Each response was also verified and filtered according to the following criteria:-

- Document proof submitted must match the entrepreneur (or in the case of SHG & BPL proof, must belong to a family member)
- Document proof must be clear and legible
- Finally, verifying the correct point allotment according to the document proof.

II. Psychographic Analysis - Get to test

To understand their psyche as well as entrepreneurial affinity, the respondents were asked to answer a dichotomous questionnaire (yes/no answers). A total of 54 questions were asked, with the highest possible mark of 54 points. Points for each answer were predetermined, according to whether the response matched an entrepreneurial mindset.

The points were allotted according to the following responses:-

- Odd questions with the answer no/ *pawm lo* = 1 point
- Even questions with the answer yes/ *pawm* = 1 point

This meant that, as the respondents answered the questionnaire, they would automatically allot themselves points based on their answers.

Selection of Respondents for further review

Keeping in mind the predetermined count for the final target selection, at least 50% of the total respondents from each village who were top scorers were selected for the final review. However, due to limited responses, not every village could meet the 50% requirement:-

- Few villages had the same number of respondents.
- Some villages had responses close to the final target count and hence, the selection percentage differed accordingly.
- Another issue faced was that a couple of villages did not have adequate responses to meet the predetermined final count, therefore surveyors had to revisit the villages to search for more entrepreneurs.

Existing Entrepreneurs

A total of 157 existing entrepreneurs from all villages were selected for final target review and selection by the Project Approval Committee.

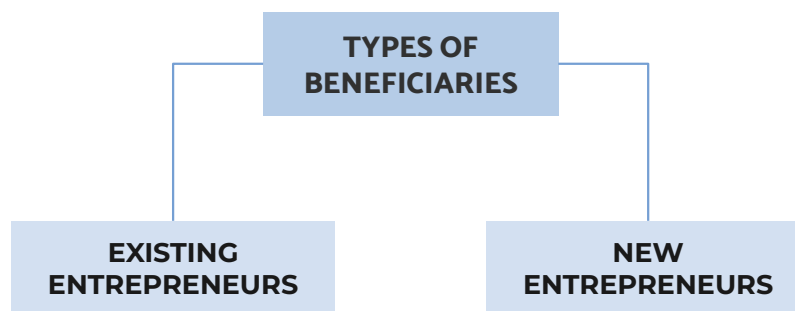
New Entrepreneurs

A total of 280 new entrepreneurs from all villages were selected for interview and selection by the Project Approval Committee.

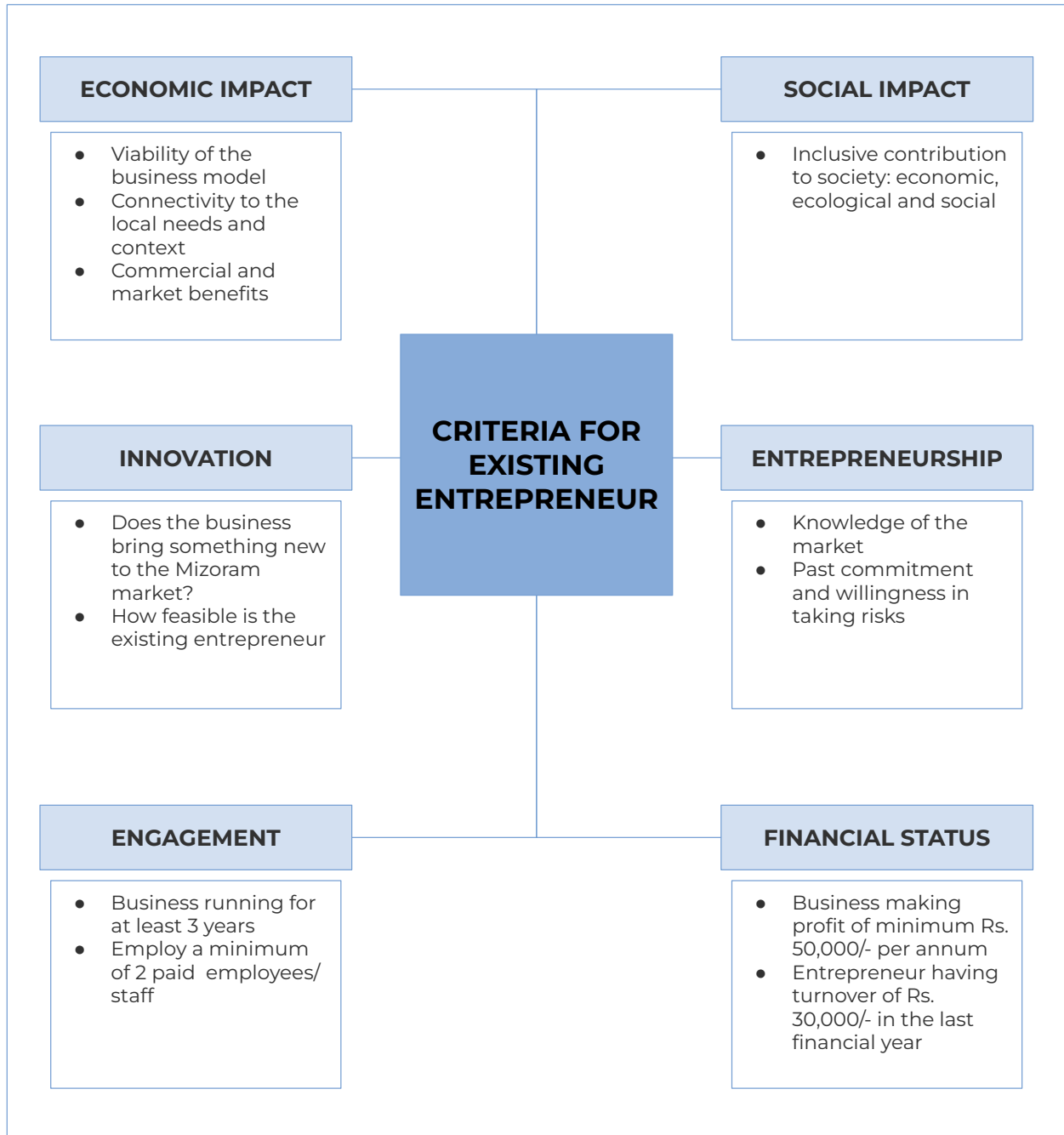
Stage II

SELECTION CRITERIA FOR BENEFICIARIES

There are two types of beneficiaries under the programme, namely, Existing Entrepreneurs and New Entrepreneur for both entrepreneurs will be shortlisted for Baseline Survey.



Among the shortlisted entrepreneurs, Project Approval Committee (PAC) will make the final selection based on the following criteria.



CRITERIA FOR NEW ENTREPRENEUR

- Are local residents. "Local" implies within the gram panchayat. This includes those that may have migrated sometime ago but may return
- Age should be between 18-45 years
- Minimum educational qualification of Class VIII
- Should have working knowledge/ aptitude for math and understanding
- Capable to communicate in local dialect
- Personal integrity and commitment to ethical behaviour
- Sound strategy and plan for product/ service development and delivery
- Demonstrate strong commitment for the venture in the area/ trade chosen
- Potential for an earned revenue stream leading to sustainability in 12-18 months

Stage II

Final Target selection

EXISTING ENTREPRENEURS

The final stage of selection and evaluation of the entrepreneurs was conducted by the Project Approval Committee (PAC) on 12th November 2020. Each entrepreneur's profile and score generated were examined and discussed.

Evaluation criteria for the final selection are as follows:-

- Economic impact and viability of the business,
- Social impact with an inclusive contribution to society,
- Innovativeness of the business,
- Entrepreneur's affinity for business and market knowledge, and
- Engagement and social benefit in terms of employment generation.

Selection of Beneficiaries for Grant by PAC

All the respondents were individually examined and discussed by the council. During the selection process,

- Some villages had the same count of shortlisted entrepreneurs as the predetermined target count (shortlisted for review = target count for the grant) and hence, did not require any selection by the committee.
- In case of selection between two respondents with the same total scores, either the Get to Test score was considered, or the business viability and benefit for the village as a whole.
- Another aspect that was considered was the combined advantage of the businesses for each village - whether the village needed a variety of businesses or whether the village would benefit from similar businesses to form a business cluster.

Finally, a total of 120 existing entrepreneurs were selected as beneficiaries for allotment of the grant and training.

Stage II

Final Target selection

NEW ENTREPRENEURS

The final stage of selection through interview of the new entrepreneurs was conducted by the Project Approval Committee (PAC) on 27th November 2020. Individual interviews were simultaneously conducted by the PAC members in three Stations (Reiek Station, Rawpuichhip Station, Kanghai station comprising of 7 villages each. The final selection was done by Project Approval Committee.

Evaluation criteria for the final selection are as follows:-

- Economic impact and viability of the business,
- Social impact with an inclusive contribution to society,
- Innovativeness of the business,
- Entrepreneur's affinity for business and market knowledge, and
- Engagement and social benefit in terms of employment generation.

Selection of Beneficiaries for Grant by PAC

All the respondents were individually interviewed and examined by the council, who thereafter held discussions regarding the impression given by the new entrepreneur. During the selection process,

- Some villages had several new entrepreneurs selecting the same trade for their business. In these cases, the entrepreneurs were selected based on the strength of their business plan for the same trade, their theoretical and practical knowledge of the field, their entrepreneurial spirit and passion, and whether receiving the grant would make a significant impact on their livelihood.
- Unique and uncommon trades that were selected by new entrepreneurs were given more value due to the nature of the businesses.
- Another aspect that was considered was the combined advantage of the businesses for each village - whether the village needed a variety of businesses or whether the village would benefit from similar businesses to form a business cluster.

Finally, a total of 208 existing entrepreneurs were selected as beneficiaries for allotment of the grant and training.

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Above: Interview for New Entrepreneur Beneficiaries

An aerial photograph of a lush green valley with a town visible in the distance. The valley is filled with dense green trees and vegetation. In the background, a town with several buildings and a church spire is visible on a hillside. The sky is a clear, light blue.

8

BENEFICIARIES TRAINING & EXPOSURE VISITS



Workshops were conducted for both existing and new entrepreneurs. The programme was designed according to the basic knowledge and understanding required for the beneficiaries to run their businesses. Gaps in the businesses found during the beneficiary selection process interviews were incorporated into the training programme. Several successful local entrepreneurs were invited to share their success stories with the beneficiaries to motivate and encourage them in their business. Field and exposure visits were also scheduled and the workshop concluded with an examination of the various subjects that were taught during the training programme.

TRAINING FOR EXISTING ENTREPRENEURS

A workshop on Rural Entrepreneurship Administration and Management for Start-up Entrepreneurship Development Programme was organised for the selected existing beneficiaries. The training took place from November 23rd to November 26th, 2020 at BNRGSK Hall and Govt. Middle School, Reiek. One hundred twenty (120) Existing beneficiaries attended the training, which was divided into four batches, the first and second of which were held on November 23rd and 24th, 2020. The third and fourth batches were also held on November 25th and 26th, 2020.

The workshop was designed to the requirements of the businesses, to benefit the beneficiaries in their respective fields. The training programme comprised an introduction to entrepreneurship, explaining various government schemes that would benefit them, how to engage with and form relationships with customers, marketing, as well as technical knowledge such as understanding capital, breakeven points, financial statement, banking systems, and keeping records of the business. Experts in the field of entrepreneurship and management were invited to give lectures and guidance to the beneficiaries, as well

as motivational speeches of success stories by entrepreneurs to motivate them towards successfully building their businesses as entrepreneurs.

The workshop concluded with an interactive session followed by an examination to determine the extent of learning during the training programme. The training was a success because resource people from various fields and backgrounds were invited. During the four-day training, the beneficiaries were given Travel Allowances and lunch was provided. All beneficiaries received a Certificate of appreciation from the Block Development Officer (BDO).

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Above: Training Workshop for Existing Entrepreneurs

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Above: Training Workshop for New Entrepreneurs

TRAINING FOR NEW ENTREPRENEURS

A four-day workshop catering to new entrepreneurs on Rural Entrepreneurship Administration and Management for Start-up Entrepreneurship Development Programme was organised. The beneficiaries were divided into five different batches by the nature of their proposed business. The workshops were then designed to cater to the benefit of the entrepreneurs in those businesses. The training programme commenced with an introduction to business and entrepreneurship to make them understand the basics. They were also given an introduction to cash flow, financial statements and banking systems, and record-keeping in the business. The workshop also gave the beneficiaries an understanding of necessary entrepreneurial qualities such as leadership skills and motivation. Government schemes available and how to utilise them to their benefit, as well as understanding the market, promoting local businesses and keeping good relationships with customers. Computer application in

business was also taught to them. Resource persons from different fields and varied backgrounds in the field of entrepreneurship and management were invited to give lectures and guidance to the beneficiaries, as well as motivational speeches of success stories by entrepreneurs to motivate them towards successfully building their businesses as entrepreneurs.

The workshop concluded with an interactive session followed by an examination to determine the benefits gained by the beneficiaries from the training programme. One hundred and eighty (180) Start-up Entrepreneurs completed six weeks i.e., January-February 2021 Residential training at MFM Training Centre Berawtlang. When completed the training courses, an exposure visit was organized for all the new entrepreneurs. Trainees were happy to visit successful entrepreneurs as they gained sensible data and could observe various variables that began in entrepreneurship.

EXPOSURE VISITS

The beneficiaries visited Successful Entrepreneurs based on the trade they selected:

1. Piggery – CB farm
2. Mechanic -Thansanga & Sons and Yamaha
3. Poultry – Poultry Farm, Zemabawk
4. Construction - MFM Building, Construction site
5. Bakery – Bake with Love, Vaivakawn
6. Handloom - Zonunsang Handloom
7. Restaurant - Kimos Restaurant
8. Beauty Parlour – Joseph Beauty Parlour
9. Desktop Publishing - Common Service Centre, Zemabawk
10. Petty Trade – F Kapsanga Enterprise, Chhinga Veng

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Above: Exposure Visits for New Entrepreneurs



9

DISTRIBUTION OF GRANT PRIZE



TRANSPARENCY IN DISTRIBUTION OF GRANT

Start up Entrepreneurship Development Programme is introduced for the upliftment of rural Entrepreneurs; it should be planned in such a way that the beneficiaries receive

In every village, list of beneficiaries will be made available, showing the amount granted and the trade/activities selected so that it is freely accessible to the public. Besides, Detailed Project Report indicating the names of trade/activities including the amount grant etc. will also be made available in the places mentioned above.

1.

The total amount for the grant is Rs 45,000 for Existing Entrepreneurs and Rs 65,000 for New Entrepreneurs. Which will be recommended by the village level committee and approved by the Block level committee

2.

Existing Entrepreneurs will be given Grant on First Phase. The beneficiaries will sign an Undertaking as provided at Annexure I

3.

Beneficiaries under Start up Entrepreneurs Development Programme who misused the assistance received by him/her shall be made to recover the assistance whether in kind or in cash, failing which maximum benefit and utilization. The grant should be distributed transparently and each and every single rupee must be accounted for. Relevant provisions under Public Demand Recovery Act 2001 shall be invoked for the recovery.

4.

APR/Voucher should be obtained from every beneficiaries receiving assistance, be it in kind or in cash. While retaining the original copy for safekeeping, the concerned Departments will send a Xerox copy of the same to the Implementing Board.

5.

Mode of payment will be Electronic Transfer through Bank, Because of Circumstance. If the grant is to be paid in cash, payment record will be entered clearly in the Block Office, duly signed by the beneficiary, the disbursing officer and the witness. It will be witnessed by the concerned Chairman, Village Level committee and Area Coordinator. Signature of these witnesses should also be invariably obtained. Every single rupee must be accounted for. In case of misappropriation of fund, the person responsible will be severely punished. As far as possible, members of the Implementing Board will be present during the disbursement of the grant.

6.

Assistance will be in kind as far as possible, if Cash assistance is necessary, Cash assistance will be deposited to the bank account of the beneficiaries opened for the purpose.

7.

When distribution of Equipment is made, quotation will be called by the implementing agency with details to supply of equipment requirements and quantity, Block level Committee will select the supplier.

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Above: Grant Distribution for Existing Entrepreneurs

Existing Entrepreneurs

Phase I

The first phase of distribution of support equipment to 83 existing entrepreneurs, as well as the awarding ceremony for the top three selected entrepreneurs, took place on December 17, 2020.

1st prize: Rs 1,20,000
2nd Prize: Rs 1,00,000
3rd Prize: Rs. 80,000

BDO Reiek being the chairman hosted the event. The programme was accompanied by respected invitees, namely:

Chief Guest: Shri. Dr K. Beichhua, Minister of State Social Welfare Dept.
Guest of Honour: Shri. K Liantlinga Ex MLA
Special Guest: Shri.C. Lalsawta Chairman Lokayukta

Phase II

The distribution of support equipment to beneficiaries took place on March 19, 2021, at the MFM office in Reiek. Members of the Project Approval Committee distribute the equipment to the 37 existing entrepreneurs. For the distribution of Equipment for the remaining Existing Beneficiaries an amount of Rs. 12,35,450 was sanctioned to the suppliers for purchasing of the equipment.

New Entrepreneurs

Phase I

The distribution of support equipment to beneficiaries took place on May 13, 2022, at the Convention Hall, Tourist Resort in Reiek. Mr R.Vanlalzauva, Director of the Mission Foundation Movement, presided over the event. The equipment was distributed to 120 beneficiaries by the Hon'ble Chief Guest. The programme was accompanied by Chief Guest Shri. Lalthara (IAS Rtd).

Phase II

On June 3, 2022, the distribution of Support Equipment function was held at the Convention Hall, Tourist Resort in Reiek. Mr Lalthangmawia, Board member, Mission Foundation Movement, presided over the event, and Mr Lalramchuanzela, Executive Director, Mission Foundation Movement, addressed the audience and distributed Support equipment to 60 beneficiaries.

Phase III

Distribution of the 2nd instalment for for 118 existing entrepreneur was held at Convention Hall, Tourist Resort in Reiek on September 23, 2022.

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Above: Grant Distribution for New Entrepreneurs



10

***SUCCESS
STORY***

Existing Entrepreneurs



1st Prize Winner

C. RINSANGPUII

Rulpuihlim

Pickle Making Refridgerator, Oven

C. Rinsangpuii was an ordinary housewife living in Rulpuihlim with no profit-making from any source. She was more charmed by entrepreneurship than searching for a government job. On the other hand, she had an unutilized skill of pickle making. She realized that pickle making is suitable as a profit-making activity. She started making pickles from her own house and participated in various trade fairs as well as entrepreneurship competitions and won numerous awards. She was selected as an existing entrepreneur under the Start-up Entrepreneurship Development Programme for her exemplary performance. She was then selected as the winner among 120 other existing candidates.

She attended a Residential Training Programme conducted by MFM on subjects such as business management, accounting, marketing etc. She learnt new skills from the training programme and was able to improve the quality of her business. After completing the training she was given equipment to support her business. The training and equipment provided to her have helped improve her pickle-making business and raised the economic conditions of their family. She is very grateful to MFM for providing her with the assistance materials to improve her livelihood.

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2nd Prize Winner

LALCHHUANMAWII

Rawpuichhip

Carpentry

**Design Machinery, Circular Saw, Paint Machine,
Electric Planer, Jigsaw Machine**

Lalchhuanmawii is a carpenter living in Rawpuichhip village under Reiek RD block. She is a hardworking and strong-willed woman with a passion for carpentry work. Breaking the gender stereotype, she opened her own unit in 2017. Based on the survey conducted by Start-up Entrepreneurship Development Programme, she was selected to be an existing entrepreneur. She attended the training workshop that was conducted by SEDP for the further development of her trade, where she took a keen interest. After completion of training, she was supplied with equipment to support and increase her productivity. The new equipment supplemented her existing tools, which helped her produce in larger quantities and of better quality.

She thanked Mission Foundation Movement for supporting her business which in turn increased her income and uplifted the living conditions of her family. With the equipment provided by the project, she is now increasing her product categories and expanding her business.

3rd Prize Winner

H. LALDAILOVA

Reiek

Tumeric Farm **Farming Equipment**

H. Laldailova is a 45 year old farmer hailing from Reiek Village. He owns 1 hectare of agricultural land located 4 km away from Reiek village. He utilized his land as a turmeric farm. He processed raw turmeric into turmeric powder, medicine and soap. He came to know of the Start-up Entrepreneurship Development Programme through his friend and had high hopes that this scheme would help him in advancing his trade. He was selected as an existing entrepreneur beneficiary under the Start-up Entrepreneurship Development Programme.

He was trained by MFM on subjects related to Method of Cultivation, Accounting, Marketing, Business Management, Compost preparation, etc. In addition to training, equipment was supplied to support his business. The training and equipment supplied have helped him advance his business and raised the economic status of his family. He is very grateful to MFM for providing him with training assistance and materials to improve his livelihood.

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BENJAMIN LALRUATKIMA

Reiek

Beekeeping Equipment

Benjamin Lalruatkima had no interest in further studies. So he discontinued his studies after completing Class X. He worked as a daily labourer for a living, and eventually started beekeeping as a side job to enhance his livelihood. As he was the only beekeeper in Reiek and nearby villages, he sold enormous quantities of honey. Many people utilize honey as a form of medicine to treat various illnesses. According to Benjamin, beekeeping can be done without interrupting other work and become a good source of side income.

He was selected by the Project Approval Committee as an Existing entrepreneur based on the survey conducted, He was trained by Mission Foundation Movement on subjects related to Business Management, Accounting, Marketing etc. In addition to training, equipment was provided to support his employment. The training and equipment provide have helped him improve his trade, and raised the living conditions of his family. He is very grateful for being a part of the programme, and to be able to support his family through support from the government.

BENJAMIN MALSAWMKIMA

Rawpuichhip

Restaurant-cum-Hotel Equipment

Restaurant cum Hotel making is the family's livelihood of Benjamin Malsawmkima. The restaurant has been in operation for over 5 years. After completing class XII he took part in Hotel Management training. After completing the course, he has been helping his parents in managing their business. He would earn Rs 15,000 approximately per month.

Benjamin was selected as an existing entrepreneur under the Start-up Entrepreneurship Development Programme. He was trained by MFM on subjects related to Business Management, Accounting, Marketing etc. In addition to training, equipment was provided to support his employment. The training and equipment provided have helped him to improve his business and elevate the living standard of his family. With the equipment provided by the project, he is able to produce more items and serve more customers, and thus expand his business. The family income has increased to Rs 25,000 per month. He thanked MFM and the Social welfare Department for their help in raising his business to this level.

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LALCHHUANTHANGI

Reiek

Stone Quarry Equipment

Lalchhuanthangi is an ordinary housewife living in Reiek village. The family owns a small piece of land in Reiek village and utilizes it as a stone quarry. She helps her husband in their stone quarry. It is the main occupation of the family. She generates employment for unemployed youth in the village.

She was selected by the Project Approval Committee as an existing entrepreneur based on the survey conducted. She was trained by MFM on subjects related to Business Management, Accounting, Marketing etc. In addition to training, equipment was provided to support his employment. The training and equipment provided have helped her to improve her trade, and raise the economic status of her family. She is very grateful to Mission Foundation Movement for providing her with the training and materials to improve her livelihood.

LALHMUNSIAMA

Reiek

Poultry Farming Deep Freezer, Weighing Machine, Chicks

Lalhmunsiamama is a poultry farmer who hails from Reiek Village. He is a hardworking man. Despite not being able to further his studies due to his family's economic condition, he was driven and motivated towards earning a livelihood. Hence, he started poultry farming in 2019, with 70-80 chickens. Poultry farming is the main occupation of the family. He was selected by the Project Approval Committee as an existing entrepreneur because of his entrepreneurial mindset.

The equipment awarded to him by the project has immensely helped him run his business, especially by having a deep freezer to store freshly butchered chicken. The training and equipment provided have helped sustain his business and improve the living standard of his family.

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LALRINPUIA RENTHLEI

Reiek

Photo & Printing Printer, Computer Set

Lalrinpuia Renthlei had good knowledge of Desktop Publishing. He opened his own unit in Reiek Village in 2011. Desktop Publishing is his main occupation. He was selected as an Existing Entrepreneur under Start-up Entrepreneurship Development Programme. Under this project, all the beneficiaries are provided with equipment and training to support their business. The main objective of the project is to provide assistance to the beneficiaries to have stable employment through training and capacity building. He was pleased with the assistance given by MFM. He has utilized the equipment very well and his business has improved significantly.

LALSANGLUIA

Reiek

Steel Fabrication Welding Machine, Angle Grinder, Paint Machine

After graduating from Class X, Lalsangluaia was no longer interested in studies and left school. He trained under a private firm in steel fabrication. After gaining some experience working as a daily wager with very low wages, he decided to start his own steel fabrication business as he gained more confidence and technique. There is a good prospect for steel fabrication in the locality. His unit is also making progress year by year.

The equipment received under the Start-up Entrepreneurship Development Programme was utilized effectively and improved his business. He thanked Mission Foundation Movement for helping him in his business and raising the living standard of his family. He was very grateful for being a part of selecting Existing Entrepreneur.

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LALTHANPUII

Reiek

Petty Shop Merchandise

Lalthanpuii is a 42-year-old woman hailing from Reiek village. Her family consists of 3 members and she is the sole earner of the family. Due to the economic condition of her family, she could not continue her studies beyond class VII. She was compelled to earn for her family. Finding no other means of earning daily bread for the family, she started a small shop. Fortunately, she was favoured by the people and her daily sales were beyond expectation. As such her shop grew larger and larger within a few years.

Furthermore, she was thus selected as an existing entrepreneur under SEDP. She then underwent training courses conducted by MFEM, where she acquired knowledge like accounting, business management, marketing, etc. which improved her efficiency in running her shop. After completion of the training, she was supplied necessary equipment to increase the product offerings in her store. With the help of the training and equipment provided, she can now earn more and increase her income. Thus, the family can comfortably maintain an average standard of living in the village.

LALLAWMAWMA

Darlung

Piggery

Piglets, Pig Feed, Syntax, Cooking Pot

Lallawmawma hails from the village of Darlung. His family runs a piggery business. Under Start-up Entrepreneurship Development Programme, he was selected as one of the beneficiaries as an existing entrepreneur in the trade of pig farming. He received training in various relevant subjects pertaining to pig farming, as well as exposure visits. SEDP also provided him with piglets, pig feed, syntax and a cooking pot. In addition to the piglets given to him, his family also invested in purchasing more piglets to increase their business potential. When the African Swine Fever (ASF) hit Mizoram affecting many piggeries, Lallawmawma's pigs were fortunately not affected. Since receiving the piglets, they have reared them to maturity and have been able to sell them at a good price to buy more piglets, and further, sustain their business and livelihood.

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LALREMMAWII

Lengte

Tailoring Equipment

Lalremmawii is a hardworking and independent woman. After graduating from class XII, she moved to Aizawl city to learn tailoring and designing – a trade she was passionate about. She then started a business in tailoring in her hometown. She would work from her house as she did not have the financial capacity to set up a shop or hire more tailors.

She was selected as one of the beneficiaries under SEDP, where she received valuable training on how to run a business. She was also given the necessary equipment and machinery for her tailoring business. Using the equipment she received, along with the funds she had saved, she was finally able to open her own tailoring store in Sairang village. She was also able to hire two tailors, hence providing employment and income to those around her. Her business has taken off successfully and has kept increasing in popularity, as she receives orders not only from Sairang but other villages nearby as well as from Aizawl city.

LALTHANMAWIA

Rawpuichhip

Poultry Farming 100 Chicks, Chickenfeed, Deep Freezer, Chicken feeder

Lalthanmawia is the breadwinner of his family and does various jobs to provide for his family – from rearing chickens to driving a taxi. He was selected as a beneficiary under the Start-up Entrepreneurship Development Programme. After successfully completing the training programme and exposure visits, he was provided with 100 chicks, chicken feed, and several other pieces of equipment required for poultry farming. Despite the death of 50 of the chicks he received, he was not disheartened and continued to strive forward. He purchased more chicks from the market and is now rearing 130 chickens. He has utilised the training he received from MFM towards building his business, such as record-keeping. His business has been able to provide income to support his family to live a more comfortable life.

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11

***SUCCESS
STORY***

New Entrepreneurs

BENJAMIN LALRUATDIKA

Chungtlang

Piggery Farm Four Piglets, Syntex, Cooking Pot

Benjamin Lalruatdika started working at a very young age and is a hardworking man. He lives with his parents and supports them as they are of old age. He is the sole breadwinner of the family. Under SEDP project, he chose piggery trade as he is a passionate livestock farming and is very successful in his farm by the grace of God. Other than pig farming, he also worked in other occupations as much as he could.

A survey was conducted under SEDP to identify prospective farmers who may successfully take up private business in their respective choice of trade. Based on his performance the PAC selected him to be one of the beneficiaries to run a piggery farm. Accordingly, he was given full training and exposure to acquaint necessary knowledge to run piggery farm. After completion of Training and Exposure, he was supplied necessary materials to start-up the farm. Mention may be made here that without the help of SEDP he alone could not start piggery farm, however with the assistance he received from SEDP he can now start his own piggery farm. He was very happy and enthusiastic in running the piggery farm. He works very hard to achieve remarkable success that may be example for other interested people.

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BRENDA LALRINNUNGI

Reiek

Food & Beverage **Deep Freezer, Refridgerator**

A 26-year-old Brenda Lalrinnungi is a hardworking woman. To add to the family income and be self-independent, she was doing small business here and there. She sold smoked pork and chicken from her house. After receiving assistance from SEDP she opened up a shop in Reiek Village.

Her business was greatly increased after she received a Deep Freezer and Refrigerator that helped her store a larger stock of the goods she used to sell. Since then, her business has grown steadily and her income has also increased. With this income she could support her family and live comfortably.

C. RAMNGHAHMAWIA

S.Sabual

Carpentry - Furniture

**Electric Planer, Paint Machine, Angle Grinder,
Drilling Machine, Bench Grinder, Air
Compressor, Circular Saw**

The father of C. Ramnghahmawia was a carpenter by profession. Since childhood, C. Ramnghahmawia helped his father in his work and inherited carpentry skills. He showed good entrepreneurial mindset and was selected by SEDP as a beneficiary. He set up his own unit in S. Sabual village. He faced no problem in marketing his products and the raw materials are available within the village forest. He was planning to sell his products through online modes as well. He thanked MFM for selecting as New Entrepreneur under Start-up Entrepreneurship Development Programme. The equipment received were very useful for his unit and improved the quality of his family financial status.

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GOSPEL RAMLUAH SANGA

Darlung

Cow Rearing Calf, Syntax

Gospel Ramluahsanga is a resident of Darlung village. He was unable to continue his schooling post Class X due to his family's financial struggles. He has shown a lot of interest and motivation towards cattle farming, and he also believes it to be a good source of income. Apart from cattle farming, Gospel also works odd jobs as a daily labourer.

Under the Start-up Entrepreneurship Development Programme, Gospel chose cow farming as his business. He was provided with a calf and a syntax for water storage. Additionally, he has also invested his own money into the business to buy another calf. He currently owns three cows and two calves. He earns a living by selling milk produced by his cattle.

REMSANGA

West Lungdar

Mechanic

Gas Welding Machine, Taparia Socket Set, Drill Bit Set, Wrench Set, Angle Grinder, Tool Box

Lalremsanga has a passion for automobiles- driving, repairing and servicing. After completing HSLC he left further studies and trained in Automobiles Repairing under a private firm. After some years of gaining experience in repairing auto works, he started working as a wagger with limited income. He requested his family and relatives for capital to start his own unit but could not find adequate help. After receiving the grant under SEDP, he has been able to start his own unit in West Lungdar. Fortunately, he received more and more customers as he could do more work than before. Now his business supports his family and thus he is able to live a comfortable and happy life.

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JOSEPH LALAWMPUIA

West Lungdar

Desktop Publishing Computer Set, Colour Printer, Laminate Machine

Joseph Lalawmpuia did not undergo any particular training in Desktop Publishing. However he has very keen interest in Desktop Publishing. He was aware of his ability and potential and was eager to start his own unit. But due to financial hardship, he could not start his own unit.

Joseph was selected as a new entrepreneur under Start-up Entrepreneurship Development Programme. The equipment received under this project allowed him to start his own desktop publishing unit from his home. As there is no other person or agency doing Desktop Publishing in the village, he was the only person who could perform the task. Therefore, all the necessary printing and publishing in the village was contracted by him. Thus, his business has been rapidly growing with more customers. Now his family can depend on his income and improve the standard of living.

LAIROSANGA

Kanghmun

Cement Works Equipment

Lairosanga was a born talented mistiri. Due to financial hardship of the family, he studied up to Class VIII. He worked as a wagger doing cement mistiri in his locality. His family is mainly dependent upon his income from cement works. He could not afford to buy his required material due to financial restraints. Lairosanga was selected as one of the beneficiaries from SEDP. He attended required training and exposure visits, so as to improve his efficiency and capacity. After successfully completed training, he received equipment which he needed in his works. The equipment received from SEDP helped him improve his efficiency – he can perform more work with less time and hence earn larger amount of money. He can now easily earn the requirement of his family for sustaining their daily life.

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LALAWMPUIA

Darlung

Mobile Phone Repair Equipment

Due to rapid development in technology and social networks, mobile phones play an important role in day to day life, that has created a market for repairing works. Lalengkima of Darlung completed mobile repairing training in Aizawl and planned to setup his own mobile repairing unit. Due to lack of financial assistance from his family, he could not set up his own unit. Therefore, he worked under private farm on wage basis.

After receiving grant from Start-up Entrepreneurship Development Programme, he was able to set up his own unit in his village. He is planning to extend his unit by providing more job opportunities to local youths by giving them training. He thanked Mission Foundation Movement for providing grand to set up his own unit in mobile repairing and improving his family status.

LALDINSANGA

Darlung

Cow Rearing Two Calves, Syntex, Wheat Vaj

Laldinsanga hails from a small village of Darlung in Reiek RD Block where he resides with family. Due to his interest in animal husbandry, he was selected as new entrepreneur for Cattle rearing under SEDP. He started his own cow farm since 2020 and extended the farm for pig and goat rearing. As he owned a wide area of barren land, he utilised the land for animal farming and used the animal sewage as organic fertilizers which added to his success in his farming start-up.

Under the project he received 2 calves, 1 syntex and 7 bags of wheat to kick-off his cattle entrepreneurship. With the help of the materials and training imparted through this project, he is now settled successfully at his village and being able to provide for his family.

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LALENGKIMA

Darlung

Painter

**Air Compressor, Spray Gun, Brush Set,
Design Roller**

Lalengkima is married and lives in Darlung Village. He is the sole breadwinner of the family. He is a self-made carpenter who chose painting to improve his work. Under SEDP project, he received an air compressor, spray gun, brush set and design roller, these trades have helped him to make furniture and paint. After receiving the equipment's, it made his work a lot easier and more efficient than before.

LALMUANSANGI

Rulpuihlim

Bakery

Refrigerator, OTG Oven, Plastic Measuring
Cup, Revolving Cake Stand, Hand Mixer,
Baking Pan

Lalmuansangi was an ordinary Housewife living in Rulpuihlim Village. She had no source of income of her own. She had a keen interest in baking and she carefully studied and surveyed bakeries in her hometown. She found that there were no bakery units in her locality where the demand and consumption of bakery items is very high. Prompted by her interest in bakery, she took a short training course in a private firm with her own expenses and successfully completed the training course.

Her interest in Bakery was recognized by all. SEDP saw her potential and she was selected to be one of its beneficiaries. Though she has undergone a short course training in a private firm she attended another training course conducted by MFM. After successfully completing the training, she was given the necessary equipment to enable her to run baking from her own house. The equipment received under this project was very useful for her business and helped improve her productive output.

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LALRINKIMI

Reiek

Badminton Racket Repairing Badminton Sewing Machine

Lalrinkimi is a 35-year-old woman living with her family in Reiek village. Her husband works as a daily labourer. She was an ordinary housewife and looked after her family with no income from any source. However, she found her unutilised skill of Badminton racket repair. Badminton is a very popular sport among the Mizos. Hence, she found a market for badminton racket repair.

She was selected as a New Entrepreneur under the Start-up Entrepreneurship Development Programme. After receiving the grant, she was able to earn money from badminton repair and stabilise her family's economic status. Moreover, the Badminton racket repair business is beneficial for both her family and the villagers. She is able to earn Rs 10,000-15,000 approximately in a month.

LALPEKTLUANGI

Rawpuichhip

Restaurant

Refrigerator, Hawkins Cooker 10L, Milton
Casserole Set, Single Gas Burner, Mixer Grinder

Lalpektluangi is a resident of Rawpuichhip village who was running a local restaurant. While the restaurant was functioning smoothly due to the spread of covid-19 she was compelled to close the restaurant in 2020.

Gradually as Covid-19 was under control in Mizoram, particularly in the villages, Lalpektluangi could restart her restaurant. However, she did not have sufficient materials to run the restaurant with the limited equipment she possessed. Fortunately, she was selected to be one of the beneficiaries under SEDP. She attended the training programme organized by MFM for the SEDP beneficiaries. She successfully completed the training course. She was supplied with the equipment required to run a restaurant, enabling her to open a restaurant with better facilities. Her business was successful and she could earn the livelihood of her family without much worry.

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LALTANPUIA

Chungtlang

Barber Shop Equipment

Laltanpuia is an inhabitant of Chungtlang Village. He was born a talented barber. He practised as a barber for more than 15 Years. It is part of his livelihood. However, living in a small village there are few people and the rate is low. He was selected as a New Entrepreneur under the Start-up Entrepreneurship Development Programme. Equipment received under this project was essential for uplifting his family status. He has now opened his Barbershop in his village. He thanked MFM for helping him increase his family income and giving him aid to start his own unit.

MALSAWMI

Hreichuk

Weaving Equipment

Due to her family's low economic background, Malsawmi could only study up to HSLC. She was fascinated by Traditional Handloom and Handicraft works. She learned the trade from her neighbour. She was a fast learner and within a short period of time, she managed to improve her skill to a productive level. She recognised her ability and potential to set up her own unit. She was selected as a beneficiary under SEDP and through the grant, she was able to open her own unit in Lungphun and Hreichuk. She also generated employment for 2 persons. She thanked MFM for choosing her as a New Entrepreneur under the Start-up Entrepreneurship Development Programme and for providing training as well as the grant to aid her business.

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MALSAWMSANGI

N, Kanghmun

Tailoring Sewing Machine

Lalmalsawmsangi is a resident of North Kanghmun Village, where her family's main occupation was farming. She helped her parents in Jhuming cultivation. She realised that only jhuming cultivation would not uplift the standard of her life and family. She thought of better alternatives to switch to. After she was selected as a New Entrepreneur under the Start-up Entrepreneurship Development Programme, she completed Tailoring Training under a private firm. She was a fast learner and within a short period of time, she had managed to gain the skill up to a productive level. She has now started her business from her home. She has been able to support her family and improve their family status through Training and Equipment received from the project.

PC LALREMRUATA

Reiek

Poultry Farming Chicks, Chickenfeed, Chicken Feeder, Deep Freezer

PC Lalremruata is a 42-year-old man hailing from Reiek Village, Mamit District. He was selected for Poultry trade under SEDP. His main occupation is poultry farming and is the main supplier of poultry in Reiek and neighboring villages. Apart from poultry, he utilizes poultry waste as fertilizers on his horticulture farm which is a good source of nutrients for the crops. The crops are also used as poultry food for sustainability. Under this project, the equipment in aid supplied by Mission Foundation Movement was used efficiently and his business of poultry has improved a lot from this project. He expressed his sincere gratitude to Mission Foundation Movement for making his family's financial status secure and stable and as well as for helping him to achieve a huge improvement in his occupation.

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ROZAWNA

Reiek

Steel and Aluminium Fabrication Alluminium Cutter, Punching Machine, Drilling Machine

Rozawna is a 25-year-old resident of Reiek village. He earns a living for his family of seven through daily wage work. He was selected as a beneficiary under the Start-up Entrepreneurship Development Programme. He has previous experience in steel and aluminium fabrication work, and since his village does not have a unit yet, he showed keen interest and motivation towards opening his own steel and aluminium fabrication unit. He received training in the necessary subjects required to start his business, as well as the required equipment to start his unit. He expressed his sincere gratitude to Mission Foundation Movement for helping him start his own business which can secure his family's financial status and lead a more comfortable life.

VANLALMAKA

Reiek

Fishery

**Breeding Hapa Net, Drag Net, Rubber Pipe,
Weighing Machine, Fish Food, Fish Seed**

Vanlalmaka of 45 years old lived with his family in Reiek village. His main occupation is farming. He had a vast area of land and a large fish pond. He has expressed his aim of making a fish nursery pond where he could breed fish and make a profit from his fish farm. His horticulture farm also plays a beneficial role in their business and made a lot of profit from crops. He was selected as a new entrepreneur and undergo training under the SEDP project and made a lot of benefit from it.

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VANLALRUATI

Rulpuihlim

Beauty Parlour

**Shampoo Station, Saloon Chair, Hair Steamer,
Hair Dryer, Hair Straightener, and Hair Roller**

Vanlalruati lives in Rulpuihlim village with her family. After her husband passed away, she had to become the breadwinner of the family. She was fascinated by Beauty Parlour but her financial position did not allow her to set up her own unit. She completed training as a beautician in Aizawl and after completion, she started working from home. She was not in a position to set up her own unit due to financial problems. She was selected as a new Entrepreneur under the Start-up Entrepreneur Development Programme and received a grant under this project. She started her business in support of SEDP and opened a Beauty Parlour in Reiek. Now she engaged 2 beauticians in her parlour. Their family situation has improved greatly.

LALTHANPUII

Hreichuk

Petty Shop Refrigerator, Coffee Machine, Wooden Rack, Weighing Machine

Zoathanpuii after passing HSLC, could not continue her studies as she had to earn a living for the family. She ran a small petty shop in Hreichuk since 2018. There are few shops in the village, and the location of her shop is at the centre of their village. Therefore, she drew more customers than other shops available in the village. She was selected as a New Entrepreneur under start-up Entrepreneurship Development Programme. Under this project, equipment and relevant training were given to support their business and improve their mindset to become an entrepreneur. The equipment received was very essential for her business - especially the coffee machine and refrigerator increased her income as there is no other coffee machine available in the village. Groups and committees order coffee from her shop. Her income has been increasing more and more and their family status has improved greatly.

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***TESTIMONIES
OF
BENEFICIARIES***



“The training programme provided a lot of meaningful knowledge that is necessary for my trade. It has been very insightful and helped me a lot. The programme, as a whole, has been of immense benefit to my business. It helped improve the living conditions of my family as well as being of good use to society.”

- Benjamin Lalruatkima,
Beekeeping



“Through this programme, I received items for my business that I really wanted but could not afford before. I also received valuable knowledge from the training and words of wisdom from successful entrepreneurs. I have benefitted a lot from learning the importance of hard work and perseverance.”

- R. Vanlalhlana,
Photo & Printing



“Through the programme, I have learnt the importance of hard work and dedication for succeeding as an entrepreneur. This attitude has helped me improve my business. Learning about customer care, banking, and account making, to name a few, has been of great benefit to me.

- Benjamin Malsawmkima, Restaurant-cum-hotel

“The valuable teachings I received from the experts and MFM staff on how to deal with customers, marketing, and handling stock have helped me run my business more effectively.”

- Lianhmingthangi, Shop (Plastics & Utensils)

“The support equipment I received from the SEDP has helped me run my business smoothly to this day. I am now able to work on many more things I could not before. Through the shared experiences of successful entrepreneurs- their hard work and dedication and the joys of their success, I have received insights into how the life of an entrepreneur is. It has given me the motivation to work hard to be a successful entrepreneur.”

- Lalmalsawma, Tailoring

“In addition to the training workshop, I received several equipment to aid in my work that has tremendously helped improve my business. It would have been difficult to progress in my business without the equipment I received, but I have developed a strong determination towards entrepreneurship which makes me believe my hard work would nevertheless lead to success.”

- H. Laldailova, Turmeric Farm

“The SEDP experience has given me the motivation and determination to be a successful entrepreneur. The workshop training has given me meaningful knowledge on how to engage with customers, to work productively and expand the business. I have also received several equipment necessary for my trade to help me improve my business. I am thankful as my future looks very bright.”

- PC. Lalsangluaia, Carpentry

“The programme has tremendously helped me improve my business and I am certain it will continue to help me in the future.”

- Lalhruitluanga, Restaurant & Hotel

“I was very grateful to find out I was selected for the grant and support equipment I received from the SEDP. I also learnt a lot of meaningful things from the training workshops that I believe will continue to help my work in the future.”

- Lalthanliana, Electrician

“I learnt about what entrepreneurship means, as well as marketing and promotion, capital and fixed capital, working capital, the breakeven point, relations with customers, government schemes, banking and financial rules. I have benefitted a lot from this knowledge and how to apply it to my business. I am very thankful.”

- PC. Laltleipuia, Handicraft

“The experiences and hardships faced that lead to success stories shared by industry experts in their respective businesses has stayed in my heart. I am motivated to work hard with determination to succeed in my business.”

- H. Darliankhuma, Tailoring

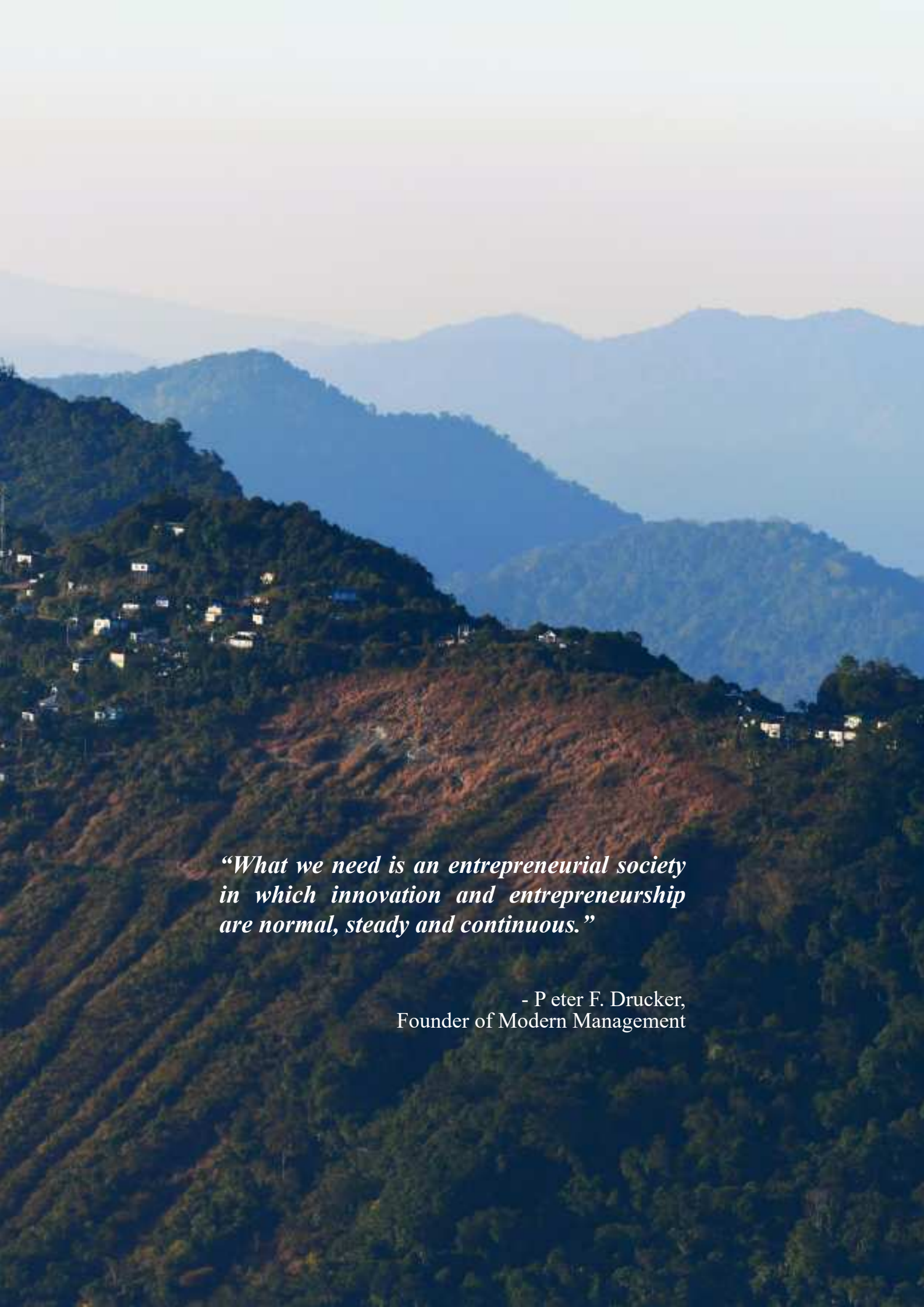


“The valuable lesson I learnt from the programme is the importance of having a goal and a business plan as an entrepreneur. I have learnt that I should not be disheartened by failures in the business and it is important to keep trying.”

- MS. Dawngliana,
Betel Leaf Farm







*“What we need is an entrepreneurial society
in which innovation and entrepreneurship
are normal, steady and continuous.”*

- P eter F. Drucker,
Founder of Modern Management