

## ECONOMIC ENTERPRISE AND EMPOWERMENT CHALLENGE 2010

### ABOUT THE CHALLENGE

#### Timelines

9 September 2010	Launch of the competition
30 September 2010	Deadline to submit Expression of Interest Form
15 October 2010	Deadline to submit Application Form
15 November 2010	Announcement of selected applicants
2nd week of December 2010	Mentoring workshop for all applicants
14 January 2010	Deadline for submission of Project Proposal
25 February 2010	Announcement of selected Pilot Projects

#### How should I apply to the Economic Enterprise and Empowerment (E<sup>3</sup>) Challenge 2010?

You must submit an Expression of Interest Form first and then an Application Form, both of which can be downloaded from [www.thenationaltrust.in](http://www.thenationaltrust.in) or obtained from National Trust, 16-B, Bada Bazaar Road, Old Rajinder Nagar, New Delhi-110060.

Submission can be either as a hard copy at National Trust, 16-B, Bada Bazaar Road, Old Rajinder Nagar, New Delhi-110060 or then through an email to [e3challenge@gmail.com](mailto:e3challenge@gmail.com). Please mention "E<sup>3</sup> Challenge" on the envelop or as the subject header in the case of an email.

If your application is selected, you will be required to submit a detailed Project Proposal, which will serve as the grounds on which your enterprise idea or business proposition will be judged.

Please review all supporting documents in detail before filling out the application form.

#### What is an Expression of Interest? Is it mandatory for me to submit it?

Yes, you must complete the simple form to indicate your interest and commitment to the E<sup>3</sup> Challenge and that you will be submitting a Project Proposal. This will help us plan better for the E<sup>3</sup> Challenge. You will find the Expression of Interest form in the booklet that has been provided to you.

#### What is the purpose of the toolkit provided with the project proposal form?

The business plan development toolkit provided along with your project proposal form serves as a guide to assist you in evaluating your product or service idea as a sustainable business opportunity in a structured manner and in indicating the kind of resources, support, etc, you would need to make it operational. You are free to use alternate methods you find more convenient as long as they help you get to the details we expect in the application form.

### CRITERIA

#### What will be the criteria for judging or evaluating my application?

The criteria for evaluation of the application forms include, but are not limited to, the following:

- The ability of the enterprise to generate income and fuel economic empowerment for the disabled workforce involved in the enterprise
- The innovation in the idea
- The potential of the business plan to achieve a sustainable, competitive advantage
- The team

## **Who will be the judges of the E<sup>3</sup> Challenge and what is the process they will follow?**

The judges will be decided in a short while.

Post submission of the Application Forms and expiry of the deadline for submission, all applications will be evaluated based on defined criteria, which include but are not limited to, those mentioned above, in no order of importance and weight.

Please note that the decision of the judges is final and binding.

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## **ELIGIBILITY**

### **Who and what organisations are eligible to enter into the E<sup>3</sup> Challenge?**

- All member organisations that work with the persons of disability and that are a part of the National Trust or ARUNIM are eligible to enter into the E<sup>3</sup> Challenge. NGOs that are currently operating sheltered workshops can apply for the E<sup>3</sup> Challenge, but must show in detail how they intend to move towards a business model and transfer ownership to the enterprise being set up.
- All persons with disability who wish to start an enterprise and who will employ persons of disability are eligible to enter into the E<sup>3</sup> Challenge.

### **What percentage of my employees must be persons with disability? Is there a set ownership percentage as well?**

ARUNIM works with organisations that work on empowering persons with disability. Any product or a service described in the business plan therefore, is expected to leverage the people they work with and for, and you should articulate the overall impact you expect on the community. At least 50% of the employees must be persons with disability. The impact on the lives of persons with disability will be a critical factor in our evaluating the overall application.

### **What kind of product or service would be considered acceptable under the E<sup>3</sup> Challenge?**

- All ideas must be the original work of the entrepreneur(s) involved with the development of the enterprise.
- The majority of the workforce to implement the idea must be persons with disability.
- The product or service should be environmental-friendly.
- The market for the enterprise can cater to either, national or international market, or both.
- The opportunity should increase the earning capacity of the producer members leading to their economic empowerment.

### **I will be the only person working on the plan from my organisation. Am I eligible?**

We highly recommend that you are part of a team that has at least two members. It would be very hard, realistically, to transition to an enterprise without a core team.

**Is there any minimum number of years of operations that my current organisation must have to be eligible to apply?**

No.

**Does the product or service idea need to be environmental- or eco-friendly?**

Yes, all product and service ideas must be environmental or eco-friendly.

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## **SPECIFIC INFORMATION**

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**Is it mandatory for the ideas to be backed by technologically innovative ideas?**

No, it is not compulsory but preferable that there is an element of technology involved in the product/service you intend on producing.

**What time period should the Project Proposal be for?**

The business plan should cover the start-up phase, if you wish to set up a new organisation for the idea, and at least 3 years of operations.

**Is there any limit on the length of the business plan?**

There is no limit, but we would encourage you to follow the guidelines as per the business plan toolkit that has been provided to you.

**Is it necessary to have the management team in place?**

A management team is a critical and required element to realising the vision for your idea and your organisation. While you do not need to have such team in place at the time of submission of the business plan, you must articulate how you will be building one if you do not have one in place currently.