**EA WEBSITE CONTENT**

**Home Page**

(Image/Images)

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**About Us**

1. History

Established in September 2000, Entrepreneurs Associates (EA) is an organization of *First Generation Entrepreneurs (FGEs)* passionately committed to developing entrepreneurship and sustainable livelihoods in Nagaland for economic development, creation of jobs, social justice, and increased participation of local people in the economic activities of the state for social equity and harmony. The organization works directly with people to empower communities and individuals through sustainable social entrepreneurship programs.

EA imparts basic business skills, enables access to credit for Small & Micro Enterprises (SME), and profitable livelihoods whilst creating market networks. EA is a self-sustaining organization with citizens as its members and social auditors. Such endeavors led to the declaration of *“Year of the Entrepreneur”,* a flagship program of the Government of Nagaland (GoN) for two consecutive years from 2010 to 2012. This program promoted self-employment and entrepreneurship among the Naga youths. Recognizing the efforts of EA, the Nagaland state Government bestowed EA a cash award of 10 Million (in Rupees) in 2010 to commemorate the *“Year of Entrepreneur”.* Entrepreneurs Associates is a proud recipient of other various prestigious awards like the *Naga Mothers Association (NMA) Award* in 2003, and the *7th Social Entrepreneur of the Year 2016* by the Schwab Foundation, a sister organization of the *World Economic Forum.*

Following key strategies of motivation, training, and mentorship, EA has supported more than 10,000 farmers to take up livelihood activities in rural areas and works with 1500 SHGs for livelihoods, enterprise development, and credit linkages. Our direct works with youth entrepreneurship has resulted in mentoring of over 15,000 youths, both in Nagaland and Manipur states of North East Region.

1. Vision: The Entreprenurs Associates (EA) is an organization of First Generation Entrepreneurs committed to these objectives:
2. Support and help people in achieving their dreams.
3. Support and participate with people, particularly the youth in taking up business.
4. Set high standards of ethics and values in business.
5. Promote the spirit of social consciousness among entrepreneurs in advancing growth and development.
6. Promote and disseminate EA initiatives for wider outreach and nation building.
7. Mission: To achieve the vision:

*EA will provide a center for sharing entrepreneurial skills and building market networks for new entrants into business.*

*EA will create a micro finance scheme for short -term loans at nominal rate of interest primarily to support the deserving and potential first generation entrepreneurs.*

*EA will integrate the existing social institutions of the Nagas and the Traditional Peer Support Dynamics in launching fresh entrepreneurs.*

*EA will strive to increase the sense of social responsibility among entrepreneurs.*

*EA will create space for public involvement in the initiatives to enable our people to match the unfamiliar economic challenges that are coming to us so rapidly.*

**EA Team**

EA Management team

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**Partners**

***Alone we can do so little; together we can do so much.***

***~Helen Keller***

Partnerships have become an important cog in creating bigger and meaningful impacts. We, at EA, could not have achieved the recognition and success without the trust and support of our partners. We are grateful to all the organisations, well wishers, and members of the EA family.

Some of the EA partners (2016-17) are:

1. Tata Trusts
2. Axis Bank Foundation
3. Northeast Development Finance Cooperation Department (NEDFi)
4. North East Initiative Development Agency (NEIDA)
5. Nagaland State Rural Livelihood Mission (NSRLM), Govt. of Nagaland
6. The Nagaland State Cooperative Bank
7. Resource Alliance India
8. Deaprtment of Underdeveloped Areas (DUDA), Government of Nagaland

Write to us for partnerships and collaborations at [eanagaland@gmail.com](mailto:eanagaland@gmail.com)

**Our Programs**

1. **Entrepreneurship**

EA’s vision of changing the narrative of *North East Story* through entrepreneurship has gained momentum beyond boundaries of the state and country. Today, Entrepreneurship is being recognised as a tool which can be successfully used to counter unemployment, boost economy, promote the private sector, and encourage innovative thinking, which can be used in many other regions with similar contexts and challenges.

1. **Training and Skill Development** 
   1. ***BEST (Basic Entrepreneurial Skills Training)***

Entrepreneurs Associates proactively engages with the first generation entrepreneurs of Nagaland to promote and encourage entrepreneurship among the youths. Recognizing the efforts of EA, a partnership with the TATA Trusts, Sir Ratan Tata Trust/Navajbhai Ratan Tata Trust was formed in 2014. This partnership launched a program to train young people in entrepreneurship. The objective of the program is to impart business skills to the unemployed and those with limited educational qualifications, particularly for the youths for whom career opportunities are limited.

The BEST program is proposed for a period of 30 months with a target to train 300 youths. The training module is designed for 90 hours, and completed within 45 days. Each training batch is called *‘Wave’*. The training program includes lectures, discussions, and peer-to-peer learning. In addition, practical skills through participation in market surveys, and field visits to different establishments and businesses interviewing the entrepreneurs allow the trainees to get a feel of the existing market. The training is facilitated by various experts in the field of finances; project proposals; banking; soft skills and hard skills, from EA, external resource persons and successful entrepreneurs.

***2.2 BBST (Basic Business Skills Training)***

*Basic Business Skills Training (BBST)* is a training program designed for entrepreneurs who have little, or no education. EA conducted the BBST training for weavers and artisans with the primary focus to instill basic foundation of business and entrepreneurial ventures. The training strives to integrate sustainability and survivability through concept, creativity, and innovation in an increasingly competitive market. Rigorous sessions on business, entrepreneurship, financial management, market networking, customer services, credits and savings are discussed during the training.

***2.3 Affirmative Customer Experience (ACE)***

This program aims to provide skills to build confidence, become self- reliant, and grow, personally and professionally. This in turn, will allow vulnerable youths to turn away from anti-social behaviors. A 30-day program, the Affirmative Customer Experience seeks to fill the gap created in the market for growing demand of professionals in sector of business. The Department of Underdeveloped Areas (DUDA), Government of Nagaland, supports the program as a flagship initiative under BADP (Border Area Development Program) – Capacity Building Program 2015- 16, supports the Program.

ACE is a service centric training for retail and hospitality sectors with the dual role of training and placement portal. The first batch comprised of 20 trainees selected from Meluri, Mon, and Tuensang. The training program envisioned to bring about a far-reaching inclusive approach to business activities by infusing young people with ability and skill to provide excellent customer service.

***2.4 Start-Up Village Entrepreneurship Program (SVEP)***

With the goal of *‘4 years and 4000 Entrepreneurs’*, SVEP aims to tackle the problem of rural poor by providing support to small enterprises and skill-based workers, both in terms of training and credit support. A flagship program of the Government of India, and a sub-scheme under the National Rural Livelihoods Mission (Ministry of Rural Development), it was designed ro bridge the gap of business skills, exposure, start up capital, and business support amonst the poor. SVEP envisions to work with rural people and marginalized sections, women, SC and ST communities to gain a sense of dignity and self-reliance through enterprise development.

In the northeast, Nagaland is the only state chosen for SVEP with Chumukedima and Jakhama block for the pilot. Launched in November 2015, it targets to promote 4000 potential entrepreneurs in 4 years in these two blocks. Entrepreneurs Associates (EA) is the Project Implementing Agency (PIA) for SVEP in the two blocks. Since its introduction, people have co-operated in all the stages with great enthusiasm.

1. **Linking Livelihoods and Environment**

EA promotes innovative farm and livelihood options in the rural areas of Nagaland. With abundant and rich natural resources, there is huge untapped opportunity in the region.

* 1. ***Community Led Mithun Rearing for Livelihood and Conserving forests***

One of the most successful livestock projects by Entrepreneurs Associates (EA) is the *Community led Mithun rearing for Livelihood and Conserving Forests*, supported by the Sir Ratan Tata/ Navajbhai Ratan Tata Trust, Mumbai. The pilot project began in 2011 in the community forest in Thetsumi village, Phek district. Based on the success of the project, the project extended to 4 more villages: Porba, Enhulumi, Losami, and Pholami.

The mithun (*Bos frontalis)* is a valuable animal in the Naga culture. It is reared by villagers in the forest wild. EA experimented and studied the traditional strategies of indigenous rearing and came up with the barbed wire permamnent fencing of forest areas for mithun rearing. While this allowed the mithuns to be reared in protected areas, it crearted mithun sanctuaries where the forests were protected. Thus, the project followed a unique method of enhancing passive livelihood income through mithun rearing coupled with conservation of forests. Livelihood and conservation of forests is a multidimensional issue, which needs concerted and well packaged intervention.

***3.2 NAGA Honey***

In a pioneering pilot project, EA completed a trial run of natural honey under the name ‘Naga Honey’ to assess the market response. The natural honey is procured from Kiding Village, a tiny village tucked in the hills of Tuensang district. Honey bee rearing and harvesting has been an age old tradition of the village as depicted by the beautiful folklores of the village. For the project, EA worked closely with farmers on a profitable model who engaged in bee rearing by providing finance to procure bee boxes, and ensuring quality control to maintain 100% pure honey. In addition to the livelihood aspect of the honey project, traditional beekeeping shows great promise to improve population of traditional bee species, *Apis cerana*. Bees are important pollinators contributing to conservation of genetically bio-diverse flora in an area.

The EA pilot project under the name *Naga Honey; Nagaland’s Natural and Golden Asset* participated in the *Karen’s Farmers’ Market* in Pune on February 26, 2017. Thereafter, the team visited the *Tata Institute of Social Sciences, Mumbai* campus from March 1-3 where the response from the students was overwhelming. And on March 5, 2017, the team participated in the *Kavita Mukhi’s Farmers’ Market* in Mumbai.

1. **Environment**

Nagaland has naturally rich flora and fauna biodiversity. However, reckless and uncontrolled deforestation in the form of felling trees for timber, firewood, continued jhum cultivation, and annual fires in vast tracts of land has caused accelerated diminishing of the forests. This deforestation has in turn led to imbalance in the ecosystem, fragmentation of wildlife habitat, and loss of wildlife. All these contribute to global problems of environment destruction and global warming.

In a bit to address these challenges, EA in collaboration with the Axis Bank Foundation organized an awareness campaign with the slogan *‘Save our Forests’.* A tree plantation drive was undertaken in the six villages of Thetsumi, Pholami, Zeloma, Phusachodu, Porba, and Chesezu, where an approximate of 5000 tree saplings were planted.

1. **Social Enterprise**

EA has launched a first of its kind Social Enterprise - *ASPORA Nagaland Ltd.* in February 2017. The company has been formed with the aim to make Nagaland a self-sufficient State in terms of meat production through the promotion of livestock farming. The company has been registered with the Ministry of Corporate Affairs and will be looking at raising its capital from the local market.

**ASPORA Nagaland Ltd.,** holds its distinction as majority of our shareholders will be farmers, who will reap the benefits of the company's success in the form of dividends and profit. We will strive to enrich not only our shareholders but also work to build a richer Nagaland.

Some of the services provided are:

1. High quality feeds
2. Animal healthcare services
3. Access to quality breeds of livestock
4. Marketing support
5. Overall management services
6. Credit facility

Get in touch with us for more information on how to invest, become a partner, and join the movement. Email at: [asporanagaland@gmail.com](mailto:asporanagaland@gmail.com)

**EA Finance**

1. **Microfinance**

The Entrepreneurs Associates Thrift and Credit Corporative Federation Limited (EATACOL) is a Public- Private Partnership (PPP) promoted by the Entrepreneurships Associates in collaboration with the Corporative Department, Government of Nagaland. EATACOL has been mobilizing public participation through FBOs, women organizations, and farmer clubs for financial inclusion.

1. **SME (Small and Medium Enterprise)**
2. **Fund of Hope**

Entrepreneurs Associates (EA) launched the *“Fund of Hope”* officially on 11th February 2017 at its head office in Kohima. The *“Fund of Hope”* is an initiative of EA to support Self Help Groups (SHGs) in areas where there is little or no access to finance and banking. EA has been working with thousands of farmers and SHGs in taking up economic activities for enhancing their livelihood options.

The revolving fund has been started with an initial capital of Rs 20 lakhs raised by EA with the support of well-wishers – Mr. Babu Joseph and Mr. Ramesh Kacholia. EA raised funds through direct door-to-door selling of avocados, pen drives, and solar lamps. The mandate is to raise a total of Rs. 50 lakhs in this financial year 2016-17, ending 31st March 2017. We hope to achieve this by availing the support of Mr. Babu Joseph and Mr. Ramesh Kacholia through additional contribution of Rs. 15 lakhs, and an additional fund raise of Rs. 15 lakhs by EA.

The first phase of fund was disbursed to Phom Baptist Church, Naginimora under Mon District, and 21 SHGs under SOWSORD, headquartered in Wazheho under Phek District. Access to formal credit is highly difficult in interior areas of Nagaland as there are no banks and connectivity is poor; it is this gap the fund seeks to bridge. The framework of *“Fund of Hope”* aspires to pioneer financial accessibility for other financial institutions to support the most needy and marginalized farmers and SHGs in Nagaland.

**Careers & Opportunities**

1. Career ads: Currently we do not have any openings. (option to update vacancies)
2. Internships: EA provides internship opportunities for various programs.
   1. EA Internships: Available during May, June, and July.

For more details, get in touch with Yutho Sangtam

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* 1. EA finance internships: On call.

For more details, get in touch with Zalekholu Shujo

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* 1. EA Livelihood internships: On call.

For more details, get in touch with Khrietho Tungoe

Email: [khriethotungoe@gmail.com](mailto:khriethotungoe@gmail.com)

1. For mentorship/ apprenticeship: EA provides strategic mentorship for young people interested in business or sector specific trade looking for experience and network. Get in touch with Chikhosale Thingo for more details.

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**Research & Publications**

Entrepreneurs Associates (EA) publishes *Katalyst*, a bimonthly magazine to share stories on entrepreneurship and programs undertaken by the organization. The *Katalyst* team is led by Ms. Neikule Doulo as the head editor. As part of the bimonthly publications, *Katalyst* conducts a research on various topics and issues through random sample selection of participants.

* Survey archives
* Contribute articles to be featured on our next *Katalyst* issue. Email us at [ea1communications@gmail.com](mailto:ea1communications@gmail.com)
* Online subscription option: Rs. 30 per issue.