

Samruddhi Scheme

Details (Samruddhi Scheme)

It aims to collaborate, create a partnership with potential companies, and thereby promote 25,000 entrepreneurs in the State for three years. ■ With a vision of driving entrepreneurs among the economically backward section across the state, the Department of Social welfare has launched Samruddhi. It aims to create Industry Oriented Enterprise by enabling the SC/ST community through entrepreneurship and skill training. This scheme is touted as the country's most aspirational programme. It focuses more on non-technological entrepreneurship model where the applicant will be entitled to set up a retail outlet after having gone through a training process that will be provided by the franchisor. Samruddhi also looks to impart skill after ascertaining the requirement from the industry, with the objective to take entrepreneurship to tier II and tier III regions. The programme aims to build a robust network of franchisors and eventually extend the range of products and services on offer to tier II and tier III towns which cater to the people at the bottom of the pyramid. Samruddhi aims to build plug and play models of micro franchisee with a motive of turning a job seeker to a job giver. ■ The subsidy component of this scheme is Rs. 10,00,000/- Samruddhi scheme will create thousands of employment opportunities by being a catalyst between a corporation and beneficiaries thereby creating a conducive ecosystem to roll out tried and tested successful business models in Karnataka resulting in increased income levels and improved standard of living.

Objectives (Samruddhi Scheme)

- It aims to collaborate, create a partnership with potential companies, and thereby promote 25,000 entrepreneurs in the State for three years. ■ With a vision of driving entrepreneurs among the economically backward section across the state, the Department of Social welfare has launched Samruddhi. It aims to create Industry Oriented Enterprise by enabling the SC/ST community through entrepreneurship and skill training. This scheme is touted as the country's most aspirational programme. It focuses more on non-technological entrepreneurship model where the applicant will be entitled to set up a retail outlet after having gone through a training process that will be provided by the franchisor. Samruddhi also looks to impart skill after ascertaining the requirement from the industry, with the objective to take entrepreneurship to tier II and tier III regions. The programme aims to build a robust network of franchisors and eventually extend the range of products and services on offer to tier II and tier III towns which cater to the people at the bottom of the pyramid. Samruddhi aims to build plug and play models of micro franchisee with a motive of turning a job seeker to a job giver.

Important Features (Samruddhi Scheme)

- ■ The subsidy component of this scheme is Rs.

Benefits (Samruddhi Scheme)

- Under this scheme, Government of Karnataka provides an initial capital up to 10 lakhs with training and overall capacity building to carry out chosen business activities.
- Continued mentorship and support to face roadblocks that may arise and create a robust, sustainable business enterprise.
- Benefits to Franchisors Samruddhi Scheme is an opportunity to venture into new markets and reach new customer segment with virtually no additional cost. The Prospect of increasing the market share through new Franchises or Dealerships Samruddhi Scheme is assisting in identifying potential entrepreneurs especially in Tier 2, and Tier 3 cities that further results in saving of cost, time and effort ■

Eligibility (Samruddhi Scheme)

- Eligibility Criteria – Applicant Age of the applicant should be minimum 21 years. Applicant must qualify SSLC(Secondary School Leaving Certificate) An applicant must be a permanent resident of Karnataka. The applicant must belong SC community ■ Eligibility Criteria for Empanelment of Firms The company should be registered in India The company should provide a franchise/dealership opportunity The firm

should have a strong brand and market presence for at least three years The firm should have a minimum of ten franchisee/dealership The firm needs to provide marketing training to the entrepreneurs

■ Conditions: 1.

- The beneficiary will be selected as per merit.
- He should go through the screening process at the district level and should be approved by the franchisor 2.
- The beneficiary must compulsorily must undergo the orientation program conducted by the franchisor 3.
- The selected candidate if at any stage is found ineligible such sanction from the corporation stands cancelled.
- The physical and financial targets have been calculated as per population and such targets have been communicated at the district level.
- ■ ■

Application Process (Samruddhi Scheme)

- Application Form for Individuals ■ Step 1: To apply for Samruddhi Scheme, you need to access the home page of the Social Welfare Department, Government of Karnataka.
- Step 2: Select the New Samruddhi option from the home page.
- By clicking on this, the link will redirect to a new page of Samruddhi Scheme online web portal.
- Step 3: In this new portal, select the option Register as a beneficiary to get the benefits of Samruddhi Scheme.
- Step 4: Beneficiary application for Samruddhi scheme will be displayed.
- You need to provide the details.
- Step 5: After providing the required information, you need to attach documents as described above.
- Step 6: Once the documents are submitted, you can apply by clicking on the submit button.
- ■ Application Form for Empanelment Of Franchisors For Samruddhi Scheme ■ Step 1: To apply for Samruddhi Scheme, you need to access the home page of the Social Welfare Department, Government of Karnataka.
- Step 2: Select the New Samruddhi option from the home page.
- By clicking on this, the link will redirect to a new page of Samruddhi Scheme online web portal.
- Step 3: From Samruddhi portal, select Register as a corporate to get the benefits of Samruddhi Scheme Step 4: Application Form for Empanelment of Franchisors for Samruddhi Scheme will be displayed.
- You need to fill all the details.
- Step 5: After providing the required information, you need to attach documents as described above.
- Step 6: Once the documents are submitted, you can submit an application by clicking on the submit button.
- Step 7: The application form for Samruddhi scheme will be scrutinised by the Social Welfare Department.
- Once the application is found suitable for Samruddhi scheme, the benefits will be provided to the applicant or firm.
- ■

Documents Required (Samruddhi Scheme)

- Documents Required for Beneficiary ■ Applicant's Photo Proof of Residence Caste Certificate Ration Card Number / UID Number / PAN Card Copy of property document or rental agreement ■ Documents Required for Franchisor ■ Registered documents of the organization
- entity or firm to be submitted Permanent Account number of Organization / TIN / GST – self-attested photocopy Chartered Accountant certified documents Self-certification that any Government Organization has never blacklisted entity Number of Franchisee/ Dealership proposed in Karnataka ■ ■