

DO No. *1002128474*

September 25, 2018

*Dear Colleagues,*

**Entrepreneurship Awareness campaign in Aspirational Districts-**  
**“Udyam Abhilasha उद्यम अभिलाषा”**

As you are aware Small Industries Development Bank of India (SIDBI), set up in 1990 under an Act of Indian Parliament, is a premier financial institution for the Promotion, Financing and Development of the Micro, Small and Medium Enterprise (MSME) sector. SIDBI meets the financial and developmental needs of the MSME sector with a Credit+ approach to make it strong, vibrant and globally competitive. Under our revamped strategy SIDBI 2.0 ease of access to MSEs has been our thrust. Various efforts have since been initiated to strengthen the eco system, both in setting up and stepping up stages of business cycle.

2. On the occasion of birth anniversary of Mahatma Gandhi i.e. October 02, 2018, SIDBI will be launching a national level Entrepreneurship Awareness Campaign “**Udyam Abhilasha उद्यम अभिलाषा**” in 115 Aspirational Districts identified by NITI Aayog in 28 states and reaching to around 15,000 youth. SIDBI will join to contribute to “**the transformation mission**” unleashed for these districts. The campaign would be running parallelly from **October 3<sup>rd</sup> - 8<sup>th</sup>, 2018** across India. Our aim is to motivate and sensitise youth to adopt entrepreneurship as preferred vocation.

3. SIDBI has partnered with CSC e-Governance Services India Limited, a Special Purpose Vehicle, (CSC SPV) set up by the Ministry of Electronics & IT, Govt. of India for implementing the campaign through their Village Level Entrepreneurs (VLEs). The objectives of the missionary campaign are :- (i) to inspire rural youth in aspirational districts to be entrepreneurs by assisting them to set up their own enterprise, (ii) to impart trainings through digital medium across the country, (iii) to create business opportunities for CSC VLEs, (iv) to focus on women aspirants in these aspirational districts to encourage women entrepreneurship and (v) to assist participants to become bankable and avail credit facility from banks to set up their own enterprise.

4. We shall be glad if you may please arrange to apprise key stakeholders / concerned departments including District Industries Centre, DDM, LDM, RSETIs, FLCCs, EDP institutions etc. in your district to spread awareness and join the campaign for promotion of new enterprises, flagship loan schemes for entrepreneurs such as PMMY

and Stand Up India. It will be of great help for success of the campaign and shall in turn encourage budding entrepreneurs to set up new enterprises in the aspirational districts of the country.

5. A leaflet on the captioned programme and a list of VLEs where the programme shall take place is attached for your kind reference.

6. We look forward for your cooperation and support in the matter.

Yours sincerely,

  
[Mohammad Mustafa]

Encl. Leaflet, District-wise VLEs list