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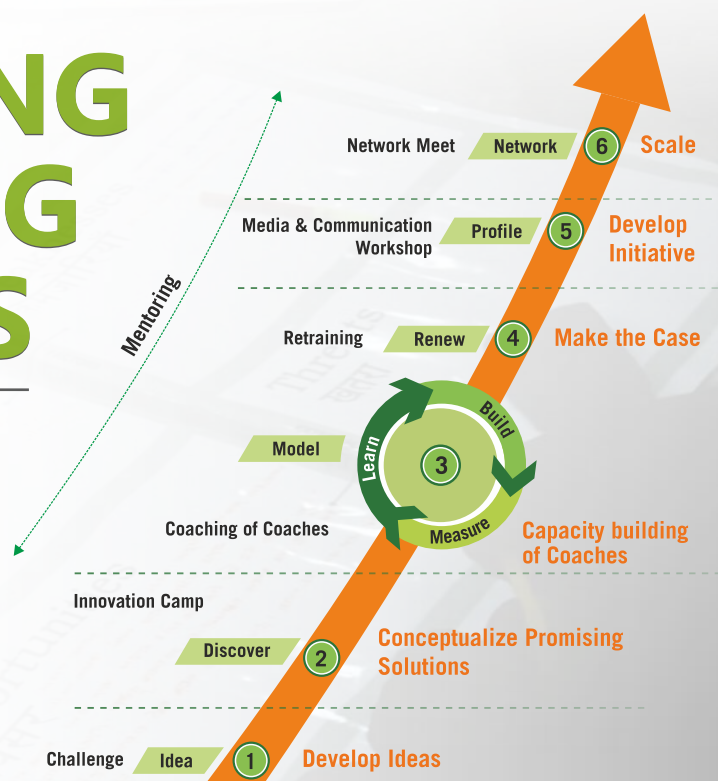


An initiative by



FAST TRACK ACCELERATING AND SCALING UP BUSINESS

LIVELIHOODS AND ENTREPRENEURSHIP FOR YOUTH



Genesis

Welthungerhilfe has trained around 28000 rural youth since 2010 under its Skill Development Initiative on vocations such as sustainable agriculture, animal husbandry, fishery, agro food processing and renewable energy. Located in remote areas, these facilities called Green Colleges, hosted by NGOs or CSR partners, empower the young people to have better access to technology, finances and market for enhancing their income.

Green Colleges are supported under Green Innovation Centre, One World No Hunger Initiative of BMZ-GIZ and are accredited under Agriculture Skill Council of India (ASCI). Around 5% of young people who got trained could expand their activities further by taking a bank loan or employing more people. It was well

realized that such changes could only happen because of the efforts and aspirations of these trainees. These high potential young men and women can trigger the change process that is required to create more economic opportunities and achieve zero hunger. But, many of them often fail to make it to the next level in the absence of a proper support system. Towards ensuring the translation of learned technical skills and inherent motivation and aspirations of these young men and women into tangible incremental incomes, a design thinking workshop was organized to assess the needs of aspiring entrepreneurs. Fast Track, thus, is a culmination of the need analysis growing interest enthused by the trainers to set up enterprises and grow efficiently.

Needs

Is my Business Idea relevant

Do I have necessary capacity and skills to run a business

How my product is relevant to market

How can I nurture my business faster

How to build confidence in business partners

How to reach out buyers for selling produces

Can I really run the business

How to remain competitive

How can I run a successful business

To whom should I involve in my business

How to reach to a source of fund

How to get good rates of produces

Why Fast Track?

- Identifies potential business ideas that can provide an economic solution.
- Supports the potential entrepreneurs in discovering the true potential of the business.
- Helps in design, articulation and demonstration of new potential business ideas.
- Develops leadership and coaching programme to make entrepreneurs self-aware, confident and motivated in pursuing their goals.
- Helps to acquire missing skills through retraining.
- Facilitates the image makeover of the entrepreneurs.
- Helps in business modeling.
- Connects entrepreneurs with potential investors.
- Supports on legal compliances, setting up of operational and financial management systems of enterprises.
- Supports on profiling, branding, marketing of the products.

For whom

- **Youth who want to**
 - o Incubate business idea
 - o Accelerate ongoing business
 - o Scale up ongoing business
 - o Learn business oriented skills
- **Organizations who want to**
 - o Promote entrepreneurship in their operation areas
 - o Boost business of existing entrepreneurs
 - o Utilize the potential of the local resources



IDEA

Challenge

Support youth in:

- Articulating/identifying the business idea
- Evaluating the potential of the business idea (viability and sustainability) - through workshop and customized mentorship facilitated by the experts.

DISCOVER

Innovation Camp

- Through motivation training and mentorship, make youth be self-aware, confident & motivated to pursue their goals; and acquire missing skills.

COACHING OF COACHES

- Capacity building of coaches, who are mentoring the entrepreneurs on business incubation, acceleration and scale up.
- Developing confidence and motivation of coaches to support the entrepreneurs.

MODEL

Innovation Camp

- Guide youth and help them develop their own business plan/model

RENEW

Retraining

- Help youth identify areas of technical upgradation that they need
- Guide youth in acquiring missing skills through connecting to relevant skill sources.

NETWORK

Network Meet

- Organise meets between entrepreneurs & potential investors (High Net Worth Individuals, Companies with CSR Mandate, Angel Investors, Business Houses, Bank & other financial institutions, crowd funding platforms).

PROFILE

Media & Communication Workshop

- Develop profiles through image makeovers done by professionals
- Capacity building for making elevator pitch.

Entrepreneurs receive one year mentorship from experts to implement business ideas and receive funds for further business expansion.

Fast Track so far

Facilitating in

5 Countries:

India, Kenya, Uganda,
Sierra Leone & Tajikistan

39 business Ideas

have incubated across
5 states of India



Outcome

- Improved self – confidence to convincingly explain the business ideas amongst peers, social groups, banks, etc.
- Identification of skill-knowledge gaps, strengths & weaknesses. Receiving further trainings to meet up the gaps. Developing the business canvas and preparing market oriented business plan with matching capacity to implement and present the same in front of the funders.
- Image makeovers through communication and media workshop, excellent elevator pitch for attracting investment. Increase in income, business growth along with contribution to local economy by creating value links and jobs.

Who Can Apply

Fast Track programme offers opportunities for NGOs, CSOs, Donors, CSRs to send potential youth who after receiving training will not only earn a good income, create missing value links but will also become a change agent for the development of local rural economy at a comparatively low but impactful investment. The organisations can nominate high potential, aspiring youth and help them to participate in the challenges.

If you are youth who is looking for an opportunity like Fast Track to incubate, accelerate or scale up your business but you have no one to nominate, please self nominate yourself. Based on the merit of your application our expert team will further guide you to participate in the challenge.

Contact

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Testimonials

I attended the fast track training program for shaping my Integrated Farming System into business. Guidance received from experienced practitioner helped me to diversify my farm with livestock and earn additional income from the field. In eight months period after attending the training the income from the farm has increased to about Rs 70,000/-. Like me about 23 youth in and around my village have started agro based business like backyard poultry, Goatery, organic farming and others based on their interest. Proper guidance on market linkage and stakeholders networking helped me to earn additional income.

Balasaheb Mulley, Aurangabad, Maharashtra

Green College and the Fast Track Programme training has given me the confidence to take up the vermin compost business to a new level through networking and market identification support. Now I am able to generate more employment and additional income through this activity. In long run I want to start this as a social enterprise and increase livelihood opportunities for the people in my village.

Partha Sarathi Ghosh, South 24 Parganas, West Bengal

Earlier my husband had no confidence in me, but now, I am an equal decision maker in the house. Attending fast track training gave me confidence to interact with others and explain my ideas on poultry farming. I am happy to promote poultry farming in my village and contribute towards the awareness for safe food.

Esmotara Molla, Sunderbans, West Bengal

The most significant part of this training is we learnt everything through games and practical exercises. This helped us to understand the concept easily and more clearly.

Alpana Mahto, Jharkhand

Earlier I don't know about myself, was doing business without knowing its significance. After attending the program am able to understand myself, what i am good at and what is the significance of my business.

Sujauddin Molla, Ayodhya Hills, West Bengal