

portal (www.standupmitra.in) is a convenient way to obtain information on various services and link up with relevant service providers. It is hoped that the eco system being created and strengthened will support a growing number of entrepreneurs to start and manage new businesses.



JOB CREATION

New businesses will create new jobs. It is expected that this group of new entrepreneurs will also serve as role models for others.

LOANS UNDER STAND UP INDIA

Loans under Stand up India scheme refer to bank loans between Rs. 10 lakhs and Rs. 1 crore for greenfield enterprises in manufacturing, services or the trading sector. The loan shall be a composite loan to meet the requirement of fixed assets and working capital with rate of interest being the lowest applicable rate of the bank for that category as per rating. Margin money required for obtaining the loan can be reduced to 10% through convergence with other schemes. In case the borrower is unable to offer adequate collateral, a Credit Guarantee Scheme can be utilised.



ASSISTANCE AFTER LOAN DISBURSEMENTS

Borrowers under Stand up India scheme will be invited to attend periodic events organised at district level, at least one in each quarter, to share best practices, solve problems and obtain guidance. These events will also provide means for facilitating registration for bill discounting services, e-market place taxation etc. NABARD and SIDBI will organise these events.



Department of Financial Services
Ministry of Finance, Government of India
www.financialservices.gov.in • www.mygov.nic.in



Indian Banks' Association

www.standupmitra.in

www.sidbi.in



Stand Up India Scheme

Encouraging setting up of
greenfield enterprises
by Scheduled Caste, Scheduled Tribe
and Women Entrepreneurs.



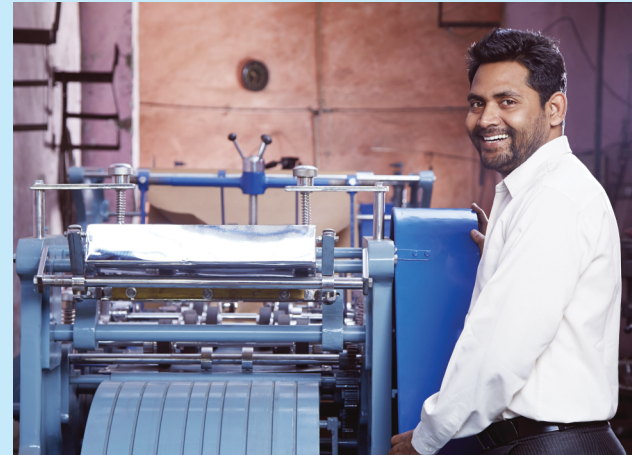
Stand Up India Scheme for financing SC/ST and/or Women Entrepreneurs.

India is changing rapidly. Hopes, aspirations and expectations are rising. There is a large group of potential entrepreneurs particularly women and Scheduled Castes (SC), Scheduled Tribes (ST) who want to set up an enterprise of their own, which allows them to grow and thrive. Such potential entrepreneurs are spread across the length and breadth of the country and are bubbling with ideas on what they can do for themselves and their families. For a nation with a young population, the opportunities are unlimited.



CHALLENGES IN ACTUALIZING DREAMS

Aspiring SC, ST and women entrepreneurs are energetic and enthusiastic but may face challenges in converting their dreams to reality. To set up a business they need a variety of services. This includes, a place where they can work, guidance on preparing project report, someone to help them in



sourcing raw material, selection of machinery, marketing of products and services and in problem solving. The challenges become more formidable as one moves out of the big cities and industrial centres into district and mofussil towns as well as in rural areas where such support services have an uneven presence and information about such services is not easily available.

'STAND UP INDIA'

Recognising these challenges, the Hon'ble Prime Minister Shri Narendra Modi in his Independence Day address on August 15, 2015 announced the 'Start up India Stand up India' initiative to promote entrepreneurship at grass root levels focusing on economic empowerment and job creation. While the Start up India component deals with innovative enterprises (Start up), the Stand up India Scheme seeks to reach out to aspiring entrepreneurs from SC, ST and women so that, at least 2.5 lakh such borrowers are able to access loans from bank branches for supporting new enterprises. The Stand

up India scheme, therefore, is the next step in ensuring comprehensive financial inclusion which began with the Prime Minister Jan Dhan Yojana (PMJDY) leading to Prime Minister Mudra Yojana (PMMY) and now, loans for relatively large enterprises.

APPROACH

Stand up India Scheme is more than just facilitating a bank loan. It is about reaching out to geographically dispersed entrepreneurs to help them in a number of ways for sourcing of raw material, bill discounting, registration on electronic market, place, registration for taxation etc. The eco system envisaged for this is therefore through a network of Lead District Managers, offices of SIDBI and NABARD, MSME-Development Institutes, District Industries Centres (DIC), State SC/ST/Women Development Corporations, Rural Self Employment Training Institutes (RSETIs), Vocational Training Centres and industry associations such as DICCI. The Stand up India

