

The Deshpande Foundation and TechnoServe India are joining forces to institute *Enrich Engage Enable*, a brand new social enterprise plan competition in Northern Karnataka. Together, and with your help, Deshpande Foundation and TechnoServe hope to incubate a number of market-based social enterprises that not only generate lasting employment and growth, but also directly address social challenges in Northern Karnataka. The program looks to assist and develop individuals with a drive for entrepreneurial success and social change.

TECHNO SERVE INDIA

Founded in 1968 by Ed Bullard, the organization is committed to the belief that private enterprise and entrepreneurship can serve as cornerstones for long-lasting economic growth. The organization has achieved tremendous results worldwide. In 2007 alone, TechnoServe's entrepreneurship programs trained more than 1,500 people in nine countries and helped 706 businesses achieve total sales of \$149 million. The Financial Times rated TechnoServe as one of the world's top five NGOs for corporate partnerships in 2007.

DESHPANDE FOUNDATION

One of India's premier foundations, the Deshpande Foundation has focused tremendously on transforming Northern Karnataka into a social innovation hub. Deshpande Foundation has funded work ranging from livelihood services such as mobile schools, health services and Self Help Groups to innovative delivery of sustainable technologies.

Business Name		
Surname		
First name	Middle name	
Gender	Male <input type="checkbox"/>	Female <input type="checkbox"/>
Correspondence Address		
Residence: Town/village		
District		
Region		
Telephone/work	Telephone/home	
Mobile		
Email address		

Please return to:

Aaron Levitt
c/o Deshpande Center for Social
Entrepreneurship
BVB Engineering College
Hubli 580031
Karnataka, India



www.enrich-engage-enable.com

www.technoserve.org

www.deshpandefoundation.org



*A New Social Enterprise
Plan Competition in
Northern Karnataka*

www.enrich-engage-enable.com

The Program Philosophy:

- Our program focuses on the development of entrepreneurial individuals who can create tremendous sustainable social impact.
- In particular, regions such as Northern Karnataka have faced limited sustainable growth.
- The Sandbox region has a tremendous amount of potential for the creation of organizations who can have both positive social impact and create market-based growth.

Candidate and Social Enterprise Criteria:

Enrich Engage Enable is a competitive social enterprise plan competition.

- In particular, we are looking for the candidates with the following characteristics:
 - Age: 25+
 - Candidate's proposed social enterprise should be within one of five districts: Belgaum, Dharwad, Gadag, Haveri and Uttar Kanara
 - Experience: 1-2 years running a social enterprise or possessing other relevant entrepreneurial experience
 - Working knowledge of English and computers
 - Ideal candidate should be engaged and passionate about ensuring his or her social venture is a success
- The social enterprises proposed by candidates should focus on a double-bottom line of social impact and market-based profitability, with a vision for long-term economic development.

Program Benefits:

Five winners will qualify for financing and aftercare packages worth up to \$10,000 towards the implementation of their social enterprise.

Knowledge: Social enterprise business plan components and exposure to industry expertise both inside and outside a classroom setting.

Tools: The development of a final business plan and presentation to be used for future investment opportunities.

Network: The opportunity to develop long-lasting relationships with service providers, industry leaders and potential investors.

Program Partners:

- The success of the program hinges on the help of various stakeholders in the Sandbox region.
- Both TechnoServe and Deshpande Foundation are looking for a number of individuals to help ensure the program is a great success.
- If interested in becoming involved in any of the following roles, please contact Anoop Rathod at arathod@tnsindia.org or Aaron Levitt at aaron.levitt@dfmail.org.

Various roles include:

- 1. Judge:** The program requires dedicated judges to ensure all applications and business plans are read diligently and thoroughly to ensure high-quality finalists.
- 2. Mentor:** In addition to a training program, the program hopes to pair applicants with relevant industry mentors to help guide them in the business plan process.
- 3. Trainer:** The core phase of the program is the training. It is here that we hope to enrich the knowledge base of our applicants for optimal social impact.
- 4. Entrepreneur Outreach:** The program cannot be a success without strong applicants.

Program Design and Timeline:

Enrich Engage Enable has been modeled after TechnoServe's successful business plan competitions hosted in nine African and Latin American countries.

Applications will be accepted from December 1, 2008 to January 4, 2009.

The program consists of three general phases:

Phase I (12/2008 - 1/2009)	<i>Social Enterprise Idea Screening and Selection</i>
Phase II (2/2009-4/2009)	<i>Building the Social Enterprise Plan</i>
Phase III (4/2009-5/2009)	<i>Finalist Period</i>

FAQs

What is a social enterprise?

A social enterprise is an organization engaged in addressing social issues, ranging from healthcare to human rights to economic development. *Enrich Engage Enable* is specifically focusing on the development of market-based social enterprises.

Why focus on market-based social enterprises?

Market-based social enterprises provide a solution towards sustainability. This ensures that beneficiaries receive services they need and enable social enterprises to scale up on a competitive and economic basis.



Who is the ideal candidate?

The ideal candidate is someone who has shown dedication to the resolution of social issues through innovative thought. The candidate should be committed to creating a market-based social enterprise and willing to put full commitment towards the training program and implementation.

How do I apply?

For an application please contact Anoop Rathod at arathod@tnsindia.org or Aaron Levitt at aaron.levitt@dfmail.org. Alternatively, applications are available at Deshpande Foundation's Hubli office, online at www.enrich-engage-enable.com and at other regional locations. Applications will be accepted from December 1, 2008 to January 4, 2009.

How do I get involved as a stakeholder?

Please contact Anoop Rathod at arathod@tnsindia.org or Aaron Levitt at aaron.levitt@dfmail.org.