SCHEME:
MENTORING AND HAND-HOLDING PROGRAMME

INTRODUCTION
The SME Mentoring and Hand-holding programme is a developmental partnership through which mentors/industry experts share their lifelong acquired experience, knowledge, skills and abilities. Long term perspective to foster the sustainable growth of SMEs.

Assistance to each SME will begin with a ‘growth diagnostic’; this will evaluate all key elements of the business which contribute towards increased sales and business growth. The intention is to identify, in order of priority, the weaknesses or gaps that, when remedied, will lead to the highest possible impact in terms of increased sales growth.

Each mentor should aim at sharing their knowledge and best practices in the implementation of improved programmes in the specific areas of intervention as mentioned below:

1. **Financial and Accounting**
   a) Bookkeeping
   b) Cash Flow management
   c) Financial forecasting and budgeting
   d) Financial analysis

2. **Marketing**
   a) Branding approach: the importance of a Brand and development of branding materials
   b) Launching a new product
   c) Breaking into a new market

3. **Operational management**
   a) Plant layout
   b) Productivity and efficiency – Work study
   c) Value stream mapping

4. **Information Technology: IT tools and online presence and visibility**
   a) IT solutions
   b) Online presence medium and platform
   c) Digital marketing

OBJECTIVES
The main objectives are to:
- strengthen the enterprise by providing technical, management and other supports
- provide intensive and pragmatic handholding, mentoring and coaching
- support innovation and strengthen enterprise development
- share knowledge with industry experts

ELIGIBILITY
1. Enterprises should be duly registered SMEs.
2. The annual turnover should not exceed Rs 50m.
3. The enterprise should be either:
   i) incorporated as a Company or
   ii) registered as a Cooperative Society or
   iii) an individual holding a Business Registration Card.
4. Hold a valid trade license.
5. Be engaged in any legal economic activity, other than pure trading.
6. Be in operation for at least one year.

SCHEME/GRANT
Free Mentoring and Hand-holding assistance from industry experts in the implementation of specific business improvement programs.