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No. OSDA-MISC-0003/2023-24/ 6148 /DE

Dated. 16/11/2024

To

The Deputy Directors / District Skill Development cum Employment Officers
District Skill Development cum Employment Offices

Subject: Commencement of Registration for the Nano Unicorn Scheme and Monitoring of Registration Process

Madam/Sir,

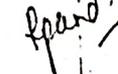
Inviting reference to subject cited above, It is to inform you that Nano Unicorn Scheme portal has been inaugurated by Shri Sampad Chandra Swain, Hon'ble Minister of State for Skill Development & Technical Education on 11th Nov. 2024. The scheme is designed to empower Odisha's youth by providing them with the necessary financial support and resources to start their own businesses, contributing to economic growth and self-sufficiency across the state.

With the launch of this portal, the registration process for the Nano Unicorn Scheme is now open for eligible candidates. Hence, the Standard Operating Procedure (SOP) and the Process Flow for the scheme to guide you in understanding and implementing each phase effectively has been enclosed. Additionally, enclosed with this letter are the login credentials for each DSDEO to access the administrative dashboard in order to monitor registrations of your respective districts and leaflet for advertisement.

Therefore, you are requested to commence the registration process for this scheme at the earliest and ensure its smooth execution in your district. Apart from this, you are advised to actively monitor the registration numbers and candidate data on the portal and provide necessary support to applicants, addressing any queries that may arise.

Your role in this initiative is pivotal to the success of the scheme, as the Deputy Directors / District Skill Development & Employment Offices are the primary point of contact for the youth who seek to benefit from this program.

Yours faithfully,



Director

Directorate of Skill Development cum Employment



Government of Odisha
Skill Development & Technical Education Department

NANO UNICORN SCHEME

Standard Operating Procedure



November 2024

Abbreviation

1.	CMSDF	Chief Minister Skill Development Fellow
2.	DBT	Direct Benefit Transfer
3.	DIC	District Industrial Centre
4.	DPC	District Project Coordinator
5.	DPM	District Programme Manger
6.	DSDE	Directorate of Skill Development Cum Employment
7.	DSDEO	District Skill Development cum Employment Officer
8.	DSEC	District Skill Executive Committee
9.	EDP	Entrepreneurship Development Program
10.	FPO	Farmer Producer Organization
11.	GM	General Manager
12.	IEC	Information Education Communication
13.	ITI	Industrial Training Institute
14.	MSME	Micro Small and Medium Enterprise
15.	NSQF	National Skill Qualification Framework
16.	OLM	Odisha Livelihood Mission
17.	ORMAS	Odisha Rural Development and Marketing Society
18.	OSDA	Odisha Skill Development Authority
19.	PLTP	Placement Link Training Program
20.	PRI	Panchayati Raj Institutions
21.	PSU	Public Sector Undertaking
22.	PVTG	Particularly Vulnerable Tribal group
23.	SHG	Self Help Group
24.	STT	Short Term Training
25.	WSC	World Skill Center

Introduction

The 'Nano Unicorn' Scheme aims at empowering 'Skilled-In-Odisha' youth by fostering entrepreneurship to address issues like rural youth migration and unemployment. The scheme will support 1200 Nano Unicorns between FY 2023-24 to 2025-26 by providing refundable seed funding upto ₹ 1 lakh each.

The primary objective of the scheme is to identify individuals with entrepreneurial potential and provide them with a supportive environment to create sustainable livelihoods through self-employment/entrepreneurship. The scheme will cover all the 30 Districts of the States with focus on 10 aspirational Districts.

This Standard Operating Procedure (SOP) outlines the operational processes involved in the mobilization, selection, training, financial support, mentorship and repayment from aspiring entrepreneurs under the scheme. It details the step-by-step procedures and outlines the roles and responsibilities of all stakeholders involved in the program, ensuring effective implementation and monitoring across all districts of Odisha.

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1. Mobilization, Registration and IEC

1.1. Purpose

The goal of the Mobilization and Registration process is to identify, attract, and register eligible candidates for the Nano Unicorn Scheme.

1.2. Scope

This process covers all 30 districts of Odisha, with a focus on 10 aspirational districts. This would cover 20 candidates from each of the 10 aspirational districts and 10 each from other districts.

- The target group includes '*Skilled In Odisha*' youth in the age group of 18-35, and the aim is to select a minimum of 33% women and encourage applications from marginalized groups such as Persons with Disabilities (PwDs), Transgenders, SC/STs, and others.
- However, the upper age limit for women candidates and candidates belonging to PVTGs (Particularly Vulnerable Tribal Groups), PwDs (People with Disabilities), Transgenders and other Special Groups like rehabilitated bonded labour, victims of trafficking, manual scavengers, HIV positive persons, etc. shall be 45 years.

The candidates recommended by line departments may apply using the portal and go through the designated assessment process.

1.3. IEC Strategy & Implementation

A robust Information Education and Communication strategy will be rolled out for ensuring maximum outreach through the following channels:

- **Flyers and leaflets:** To be shared with all the related institutions at district level for distribution amongst potential beneficiaries.
- **Print Media:** Publication in popular newspapers and digital media outlets at State Level.
- **Posters:** To be placed at notice boards of all relevant institutions such as ITI, Polytechnics and all Skill Development Centres at district level and relevant locations.
- **Banners and Hoardings:** To be placed at popular locations in each district.
- **Social Media:** Outreach through popular social media platforms such as X (formerly twitter), Facebook, Instagram, Social Media influencers, Podcasts etc.
- **Employment Board:** To be developed as IEC Initiative of DSDE to highlight all employment and entrepreneurship related opportunities.
- **Websites and Portals:** Information regarding scheme to be hosted on websites of OSDA and district websites.



- **Line Departments:** Information regarding scheme to be hosted on websites of all relevant departments such as MSME, Industries and other line departments related to Skill Development.
- **Other relevant stakeholders:** All the Bank branches of each district.
- **Events / Gatherings:** DSDEO will evolve any innovative communication mechanism unique for the district through community, like PRI members, SHG groups, FPO, Job/ Rozgar mela Melas etc.

1.4. Branding

The Branding of the scheme shall be under the umbrella of 'Skilled-in Odisha' and the Skill Development & Technical Education Department, Govt of Odisha through the following logos:



Declaration: All variations of the 'Skilled-In-Odisha' and Government of Odisha logo are property of the Government of Odisha. These logos should be used with utmost caution.

1.5. List of Activities

- Create and design IEC materials related to the Scheme for the intended beneficiaries.
- Identify potential institutions and agencies through which outreach program can be implemented.
- Launch of Nano Unicorn application Portal.
- Identify popular media in Print, Digital and other media for popularizing scheme.
- Host scheme information on websites of OSDA and all the districts skill missions.
- Host scheme information on websites of all relevant departments related to skill development and MSME department, Industry department.
- Outreach through institutions such as ITI, Polytechnics, Skill development centres and line departments.
- Outreach through all bank branches of the districts through lead banks in each district.
- Orientation of District Skill Executive Committee (DSEC) members– ref para 2.3
- Registration Desk in DSDE Offices for supporting applicants in registration process through the Chief Minister's Skill Development Fellows (CMSDF).

1.6. Relevant Documents

Candidates should have the following documents handy for filling in application for

- They must have Aadhaar number in their own name.
- A valid Mobile Number
- A valid email Id
- 10th Pass Certificate / Birth Certificate
- PAN Card (*optional*)
- Caste/ Category Certificate if applicable

Candidates will be informed about the Assessment Centre schedule, through Email and WhatsApp/SMS/Letter. All Candidates will also get a Phone Call (voice) regarding the Assessment Centre and Schedule.

1.7. Timeline

The Mobilization and Registration process to be completed by 3 weeks (21 days) from the day of opening of the Portal for the Financial Year for the receiving online registration of applicant on Portal. This would be an ongoing process throughout the project life cycle till the target is achieved.

2. Assessment Centre Activity

2.1. Purpose

The purpose of the Assessment Centre Activity is to evaluate the entrepreneurial mindset and eligibility of the registered candidates for the Nano Unicorn Scheme.

2.2. Scope

The Assessment Centre Activity covers the evaluation of candidates across all districts of Odisha. It involves both qualitative and quantitative assessments, including interviews and scoring based on predefined criteria. The assessments will be conducted over two days focusing on business ideas, feasibility, and entrepreneurial spirit.

2.3. Scoring Matrix of Assessment Centre Activity

Evaluation Component	Points	Description
Education/ Skill Qualification	25	<p>Skilled In Odisha Certificate</p> <ul style="list-style-type: none"> NSQF Level 4 or above /6 Months or more Training / ITI Certificate/Polytechnic/ Long term Skilling – Score 25 NSQF Level 3 / 2-6 Months training – Score 20 NSQF Level 2 or below/ Less than 2 months training/ or any other Skilled in Odisha – Score 15
Work Experience	25	<p>Evaluation of the candidate's experience in any formal / Informal job/self-employment experience</p> <ul style="list-style-type: none"> Greater than 1 year work experience – Score 25 Greater than 6 months up to 1 year – Score 20 All Less than 6 months – Score 15
Written Test	20	<p>A multiple-choice test assessing business knowledge, problem-solving, and analytical reasoning.</p> <ul style="list-style-type: none"> 5 MCQ questions, 1 Correct Answer, all questions 4 marks total score 20 Score – No. correct answer x 4
Personal Interview by DSEC*	15	<p>One-on-one Interview focusing on entrepreneurial intent, business plan clarity, and motivation.</p>
Leadership assessment	15	<p>Assesses teamwork, leadership, creativity, and decision-making abilities collaborative challenge.</p>
Total Score	100	

*Assessment Panel Composition: District Skill Executive Committee (DSEC) and Representation of Implementation Partner. A 50% quorum would be needed to conduct Personal Interviews.

The composition of DSEC will be as follows.

District Skill Development & Employment Officer	Convenor
District Welfare Officer or representative	Member
GM, DIC or representative	Member
District Social Security Officer or representative	Member
District Education Officer or representative	Member
DPM-OLM	Member
DPC- Mission Shakti	Member
Deputy CEO -ORMAS	Member
Principal of Govt ITI & Principal of Govt Polytechnic	Member

2.4. Relevant Documents

Candidates must carry the following documents in original for verification during assessment centre

- Aadhaar card
- 10th Pass Certificate / Birth Certificate
- Caste/ Category Certificate if applicable
- Proof of Education / Skilling Certificate
- Proof of Work Experience (if applicable)

2.5. Timelines

- Candidates will be informed 1 week prior to Assessment Centre through email and WhatsApp/SMS. They will also voice called 2 days before start of Assessment Centre .
- Assessment Centre is a 2-day activity.
- Results of the assessment centre will be sent to competent authority within 2 days of culmination of assessment centre.

Shortlisted Candidates who successfully pass the assessment will be informed regarding the schedule of 10-day EDP training, through Email and WhatsApp/SMS/Letter. All Candidates will also get Phone Call (voice) on the Schedule of 10-day EDP Training.

3. Entrepreneurship Development Program

3.1. Purpose

The purpose of the Entrepreneurship Development Program (EDP) is to equip the selected candidates with essential entrepreneurial skills delivered over 10 days. This will ensure their readiness to launch and sustain their businesses under the Scheme.

3.2. Scope

This process involves delivering a structured 10-day EDP to all shortlisted candidates across Odisha. The training would cover business planning, financial management, marketing strategies, risk management, legal compliances and other critical entrepreneurial skills. The training would be conducted in batches at govt facilitated institutions like ITI, Polytechnic, etc.

3.3. List of Activities and process for the EDP

- District wise finalization of Venue, same will be shared as part of schedule in Nano Unicorn Portal.
- Conduct Batch-wise Training Sessions and complete 10 days EDP.
- Business Plan Evaluation will be done by DSEC [as mentioned for assessment centre activity], along with Implementation Partner. Recommended (not mandated) to have Banker, Established Entrepreneur, Domain Expert to aid DSEC in Business Plan Evaluation
- Issue Certificate of Completion to successfully passed candidates.

3.4. Relevant Documents

- **Training Curriculum:** A detailed syllabus covering topics such as business planning, financial literacy, marketing strategies, and risk management.
- **Batch details** with Id and list of candidates also having Unique ID
- **Attendance Sheets:** Record of daily attendance for each candidate with their unique ID
- **Feedback Forms:** Collected from candidates to evaluate the effectiveness of the training.
- **Certificates of Completion:** Awarded to candidates who successfully complete the training.

3.5. Timeline

EDP activities will be completed in 17 days from the day of commencement of training.

- EDP will be completed in 10 days from the day of commencement of training.
- Result to be Finalised on the 10th Day and shared with DSDEO for approval.
- DSDEO to share the certified list of candidates with DSDE within 7 days of finalization of result.

5. Enterprise Set-Up

5.1. Purpose

The purpose of Enterprise Set-up process is to ensure that each selected Nano Unicorn Entrepreneur successfully establishes their business using the seed funding and support provided through the Nano Unicorn Scheme.

5.2. Scope

This process includes the purchase of necessary equipment, setting up infrastructure, and legal/administrative compliance for the business.

5.3. List of activities

- Business Registration & Compliance
- Setting Up Infrastructure
- Purchase of Tools/Equipment/Goods
- Operationalization of the Business
- Physical Visit and Verification of Business Set-Up

5.4. Relevant Documents:

- **Business Registration Documents:** Legal paperwork required for business registration (Udyam Registration).
- **Compliance Reports:** Documents ensuring the business complies with local laws, other legal regulations as per the need.
- **Photographs/Reports of Infrastructure:** Visual evidence and reports confirming that the business infrastructure has been set up according to the plan.

5.5. Timeline

The process of Enterprise set up and functional start of the business will be completed within 90 days of receipt of seed fund by the candidate.

In case any candidate cannot set-up business within 90 days of disbursement of seed fund, the Relationship Executive, post physical verification will share report for

i) Extension of time to set up

OR

ii) recommendation for recovery process initiation.

6. Mentorship

6.1. Purpose

The purpose of the Mentorship process aims to assist Nano Unicorn Entrepreneurs in effectively launching and managing their businesses, addressing challenges, and enhancing their success.

6.2. Scope

This process encompasses one-on-one mentorship sessions with each selected entrepreneur, focusing on various aspects of business management, including operational strategies, financial planning, marketing, and problem-solving.

6.3. List of activities

- Assign Mentors to Entrepreneurs
- Provide Handholding Support
- Monitor Progress and Challenges
- Collect Feedback and provide Support

6.4. Relevant Documents

- **Mentorship Plans:** Customized plans for each entrepreneur outlining goals, strategies, and timelines.
- **List of Mentors:** Relationship Executive, Subject Matter Expert and Alumni Entrepreneurs, Experts from Corporate Sector, Motivational speakers etc
- **Feedback Forms:** Collected from entrepreneurs to assess the effectiveness of mentorship and identify areas for improvement.

6.5. Timeline

The Mentorship process will start within 3 days of disbursement of the seed Fund. Mentorship will be an ongoing process for the entire life cycle of the project.

7. Enterprise Visit and Follow-up

7.1. Purpose

The purpose of the **Enterprise Visit and Follow-up** process is to ensure ongoing support for Nano Unicorn Entrepreneurs after they have received their seed funding. The focus is on providing practical support, evaluating the use of seed funds, and ensuring compliance to the scheme guidelines.

7.2. Scope

This process for verifying business progress, addressing challenges, and providing additional guidance as needed to promote sustainability and success.

7.3. List of activities

- Schedule and Conduct Enterprise Visits
- Assess Business Progress
- Provide Additional Support
- Compile and Submit Reports

7.4. Relevant Documents

- **Visit Reports:** Documentation of each Enterprise visit, including observations, challenges faced, and support provided.
- **Business Tracking Sheets:** Records detailing the entrepreneurs' progress, including financial health and operational challenges through relevant documents like sales register, inventory, Bill book record etc

7.5. Timeline

The **Enterprise Visit and Follow-up** visit process will commence within 15 days from disbursement of seed funds. This will be an ongoing process.

8. Repayment

8.1. Purpose

The purpose of the Repayment process is to ensure that Nano Unicorn Entrepreneurs understand and adhere to the repayment terms of the refundable seed funding they received as per the norms of scheme guidelines.

8.2. Scope

This process includes educating entrepreneurs about their repayment obligations, monitoring repayment schedules, and implementing recovery actions for any defaults.

8.3. List of Activity

- Orient Entrepreneurs on Repayment Terms
- Monitor Repayment Schedules
- Identify Defaulters
- Implement Recovery Actions
- Compile Repayment Reports

8.4. Relevant Documents

- **Repayment Schedule:** A document detailing the repayment timelines and amounts owed by each entrepreneur.
- **Defaulter List:** A record of entrepreneurs who have failed to meet their repayment obligations.
- **Recovery Action Plans:** Strategies developed to address and resolve cases of non-repayment.

8.5. Timeline

The Repayment process should be completed within 36 months from date of disbursement of seed fund. The repayment schedule shall be as follows:

- No interest is to be charged if paid between 4th and 12th Month from disbursement
- 4% Interest will be charged on the remaining 13th Month to 24th Month
- 8% Interest will be charged on the remaining 25th month to 32nd Month
- Remaining to be collected in equal instalments between 33rd month and 36th month.
- In case as candidate is unable to start/ initiate business in 6 months (180 days) from date of receipt of disbursement/ seed fund, the candidate would need to refund the funds as per applicable norms and a recovery process would be initiated against such cases. An undertaking in this regard would be submitted by the candidates before fund is disbursed under this project.

Process Flow Documents: - The purpose of the process flow for applying to the Nano Unicorn Scheme is to provide a clear, step-by-step guide that helps eligible applicants understand and complete the application process efficiently.

Step 1: Pre-Registration Preparation

Before beginning the application on the portal, ensure you have the following documents and details ready:

- Aadhar Card (soft copy in JPEG or PDF format- Maximum File Size can be up to 2MB)
- Passport-size Photo (JPEG or PDF format)
- Pan Card (If Available)
- Active Mobile Number
- Active Email Address
- Age Proof Document- Birth certificate/10th Certificate
- Caste Certificate (if applicable)
- Skill/Training Certificate
- Proposed Business District in Odisha
- Brief Description of the Planned Business

Step 2: Visit the Scheme Portal

- Go to <https://www.skillodisha.gov.in/nanoportal/index.html>.
- Read the information about the Nano Unicorn Scheme to understand the requirements and benefits.

Step 3: Read Scheme Guidelines

- Carefully read through the scheme guidelines to confirm eligibility and understand the process https://www.skillodisha.gov.in/nanoportal/Nano_Unicorn_Guidelines_11.03.2024.pdf

Step 4: Register and Apply

- Go to <https://skillodisha.gov.in/nano-unicorn> to begin the registration and application process.

Step 5: Enter Aadhaar Number

- Enter your Aadhaar number to verify your identity and proceed with the application.

Step 6: Complete the Application Form

- Fill in all required fields, including personal details, proposed business details, Skilling/Training details and contact information including mobile no and email id.
- Upload the mandatory documents such as Aadhaar card, age proof, caste certificate (if applicable), and the Skilled in Odisha certificate/ Skill certificate.

Step 7: Review and Consent

- Review the information entered.
- Check the Consent Form box to agree to the terms and conditions.

B

Step 8: Submit the Application

- **Submit your completed application form.**
- **You will receive a confirmation message with your application details.**

Note:- For any query and assistance please contact your nearest DSDEO's office.



Nano Unicorn

Entrepreneurship Programme



Empower Your Future
With Entrepreneurship

UP TO
₹ 1 lakh
Seed Capital

Who all are eligible?

- Youth in the age group of 18-35 years
- Upper age limit for women and candidates belong to PVTGs, PWDs, transgenders and other special groups etc shall be 45 years
- Undertaken Short Term and Long-Term Skilling Courses in ITI, Polytechnics and other empanelled Skill Training Institutes.
- Specific groups (e.g., farmers, SHGs, etc.) recommended by line departments and approved by Steering Committee

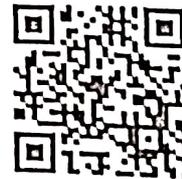
Who can apply?

Students with Short-Term and Long-Term skilling courses in

- ITI & Polytechnics
- World Skill Centre
- Higher Technical Institutions
- Under PLTP & NUA Odisha Schemes

What is in it for you?

- Entrepreneurship development programme with certification from TATA STRIVE
 - Seed Capital up to Rs 1 lakh (will be disbursed individually) to set up your business.*
To be repaid at an interest of 0% in 1st year, 4% from 2nd year and 8% from 3rd year.
 - Mentorship by industry veterans
- * excluding fast food business, manufacturing/trade of single use plastic



Contact Your Nearest DSDEO
Office or Govt ITI for more
details.

Visit www.skillodisha.gov.in
to apply online

Implementing partner TATA
Community Initiative Trust



ନାନୋ ସୁନିକର୍

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ଉଦ୍ୟୋଗୀ ହୋଇ ନିଜ ଉଦ୍ଦିଷ୍ଟତାକୁ ସମ୍ପାଦନ କରନ୍ତୁ

**୧ଲକ୍ଷ
କୋ ପର୍ଯ୍ୟନ୍ତ
ମୂଳପୁଞ୍ଜି**



କେଉଁମାନେ ଯୋଗ୍ୟ

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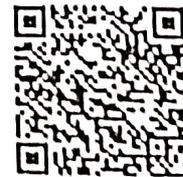
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- ନିଜର ବ୍ୟବସାୟ ପ୍ରତିଷ୍ଠା ପାଇଁ ₹ ୧ ଲକ୍ଷ ଟଙ୍କା ପର୍ଯ୍ୟନ୍ତ ମୂଳପୁଞ୍ଜି (ବ୍ୟକ୍ତିଗତ ଭାବେ ବଣ୍ଟନ କରାଯିବ)* ପ୍ରଥମ ବର୍ଷରେ ୦%, ଦ୍ୱିତୀୟ ବର୍ଷରୁ ୪% ଏବଂ ତୃତୀୟ ବର୍ଷରୁ ୮% ସୁଧରେ ପରିଗୋଧ କରିବାକୁ ହେବ ।
- ଶିଳ୍ପକ୍ଷେତ୍ରର ପ୍ରମୁଖ ଉଦ୍ୟୋଗୀଙ୍କ ଦ୍ୱାରା ମାର୍ଗଦର୍ଶନ
- * (ଡାକ୍ଷତ୍ୱ ବ୍ୟବସାୟ, ସିଜାଲ୍ ଯୁଦ୍ଧ ପାଠ୍ୟକ୍ରମ/ଉପାଦାନ/କାରବାର ବ୍ୟତୀତ)



ଅଧିକ ବିବରଣୀ ପାଇଁ ନିକଟସ୍ଥ ଜିଲ୍ଲା ଦକ୍ଷତା ବିକାଶ ଓ ନିୟୋଜନ କାର୍ଯ୍ୟାଳୟ କିମ୍ବା ସରକାରୀ ଆଇଟିଆଇ ସହ ଯୋଗାଯୋଗ କରନ୍ତୁ

ଅନଲାଲନ୍ ଆବେଦନ କରିବା ପାଇଁ www.skillodisha.gov.in କୁ ଯାଆନ୍ତୁ
କାର୍ଯ୍ୟକାରୀ ସହଭାଗୀ TATA Community Initiative Trust