

Let Your  
Idea Stand Out  
Where It Truly  
Belongs.

नवाचार  
मंत्र

From Idea to Enterprise



**Innovate.**  
Ideas that solve  
real challenges.



**Mentor.**  
Mentorship that  
builds enterprises.



**Connect.**  
Ecosystem that  
drives growth.



**Impact.**  
A platform that creates  
lasting impact for Bharat.

“Our job is to nurture and strengthen the entrepreneurship ecosystem, and make sure every student, every dreamer, feels confident that their idea has a place in India’s future.”

- Shri Jayant Chaudhary

*Hon'ble Union Minister of State (Independent Charge)  
for Skill Development and Entrepreneurship  
and Minister of State for Education, Government of India.*



## ABOUT NAVACHAR MANTRA

India's entrepreneurial landscape is witnessing unprecedented growth, driven by innovation, technology, and the aspirations of millions of young Indians. Across the country, particularly in Tier-2 and Tier-3 cities, rural areas, and aspirational districts, countless innovators and entrepreneurs are developing solutions to local challenges and creating enterprises with the potential to generate employment, strengthen local economies, and contribute to national development.

Recognising this immense potential, the Ministry of Skill Development & Entrepreneurship (MSDE), Government of India, has launched **Navachar Mantra** - a national initiative aimed at identifying, mentoring, supporting, and showcasing grassroots innovators and emerging entrepreneurs.

The initiative seeks to provide a structured pathway through which innovative ideas can evolve into sustainable enterprises through expert mentorship, ecosystem support, national visibility, and strategic stakeholder engagement.



### VISION

- To showcase real-world grassroots innovations and amplify their visibility across media, digital platforms, and government channels.



### MISSION

- To build a robust talent pipeline that fuels India's innovation-driven economy by providing long-term sustainability support.



## OBJECTIVES

- Identify high-potential grassroots innovators and early-stage entrepreneurs from across India.
- Facilitate engagement with policymakers, industry leaders, investors, incubators, and ecosystem stakeholders.
- Strengthen pathways for enterprise growth, market access, collaboration, and sustainability.
- Provide structured mentorship, expert guidance, and entrepreneurial capacity-building support.
- Showcase entrepreneurial success stories and innovation journeys through national platforms.
- Develop a knowledge repository of innovation-led entrepreneurial practices and learnings.

## PROGRAMME JOURNEY



### Stage 1 – National Call for Applications

Applications are invited through the **Skill India Digital Hub (SIDH) platform**.



### Stage 2 – Screening & Evaluation

Applications will undergo a structured multi-stage evaluation process based on innovation, feasibility, impact potential, scalability, and entrepreneurial capability.

Approximately 250 Innovators to be shortlisted.



### Stage 3 – Advanced Evaluation & Cohort Selection

Selected innovators will participate in deeper evaluation, interactions, and presentations. Final Selection of approximately 50–60 High-Potential Entrepreneurs



### Stage 4 – Mentorship & Capacity Building

The selected cohort will receive:

- Expert mentorship • Founder development support • Business planning guidance
- Market access support • Legal and compliance orientation
- Investor readiness assistance • Networking opportunity



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## PROGRAMME JOURNEY

### Stage 5 – Roundtables & Founder Engagement

Participants will engage in:

- Thematic Roundtables
- Expert Interactions
- Founder Learning Sessions
- Knowledge Sharing Forums
- Industry Connect Programmes

### Stage 6 – Innovation Showcases

Quarterly regional showcases will provide opportunities for entrepreneurs to present their innovations before investors, policymakers, industry leaders, and ecosystem stakeholders.

### Stage 7 – National Culmination Event

The programme will culminate in a national-level event showcasing the most promising innovations and entrepreneurial journeys emerging through the initiative.

Outstanding participants may be considered for appropriate recognition and facilitation support through relevant ecosystem and institutional linkages.

## WHO CAN APPLY?

The initiative is open to:

- Grassroots innovators
- Micro and small enterprises
- Individuals developing innovative solutions to local challenges
- Early-stage entrepreneurs
- Startups in idea validation, prototype, pilot, or early revenue stages



Preference shall be given to applicants from:

- Tier-2 and Tier-3 cities
- Rural and semi-urban regions



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## FOCUS SECTORS

Applications are invited from innovators and entrepreneurs working in areas such as:



**Agriculture & Allied Activities**



**Clean Energy & Sustainability**



**Food Processing & Food Technology**



**Water, Sanitation & Hygiene (WASH)**



**Manufacturing & Hardware Innovation**



**Mobility & Logistics**



**Healthcare & Wellness**



**Financial Inclusion**



**Education & Skills**



**Rural Commerce**



**Artificial Intelligence (AI)**



**Waste Management & Circular Economy**



**Automation & Industry 4.0**



**Handicrafts & Artisan Enterprises**



**Cybersecurity**



**MSME Enablement**



**Any other innovation-led sector creating social or economic impact**



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## WHAT PARTICIPANTS WILL GAIN



### **NATIONAL VISIBILITY**

Opportunity to showcase innovations before policymakers, industry leaders, and ecosystem stakeholders.



### **EXPERT MENTORSHIP**

Guidance from experienced entrepreneurs, sector experts, academicians, and practitioners.



### **ECOSYSTEM LINKAGES**

Connections with incubators, accelerators, investors, institutions, and support organisations.



### **CAPACITY BUILDING**

Structured support for enterprise development, growth planning, and sustainability.



### **RECOGNITION**

Participation certificates, showcase opportunities, and national-level recognition.

Innovate Locally. Impact Nationally.

**BUILDING A VIKSIT BHARAT TOGETHER**



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Small Business Development

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