



ENTERPRISE DEVELOPMENT INSTITUTE



THE 2013 ESP 50K BUSINESS PLAN CONTEST
Under
Entrepreneurship Springboard Program
(To locate, educate and cultivate entrepreneurs in India)

Organised by:

The Boston Pledge-USA
Jointly with
Enterprise Development Institute (EDI) &
Bengal National Chamber of Commerce & Industry (BNCCI)

THE BOSTON PLEDGE

Founded in 2001, The Boston Pledge is a philanthropic organization formed by a network of intellectuals and professionals inspired to reducing economic and social imbalances in challenged nations. The volunteer-led organization undertakes several projects on an annual basis that enable individuals to generate sustainable value for them and for society. TBP's key focus has been in entrepreneurship development, rooted in the firm belief that enterprising communities are critical to ensure a superior quality of life for any nation. The Entrepreneurship Springboard Program (ESP) heralded by The Boston Pledge in 2005 has been a major success story, helping to create more than 500 businesses in developing and developed countries from India to Turkey, Portugal to Azerbaijan, Jamaica to the United States. Our partnership with EDI, Kolkata dates back to the founding year of the organization, and has resulted in a long-standing ESP program in West Bengal. Other initiatives of TBP in 2012 include a new sustainable farming project in China, development of micro business center at Roxbury Community College and a better land utilization endeavor in Jamaica. (website- www.thebostonpledge.com)



BENGAL NATIONAL CHAMBER OF COMMERCE & INDUSTRY (BNCCI)

Bengal National Chamber of Commerce & Industry (BNCCI) was established in 1887. Being the oldest national chamber of commerce in Eastern India, it has been sharing the responsibility of developing entrepreneurship in this

part of the country for more than last three decades.
(website- www.bncci.com)

ENTERPRISE DEVELOPMENT INSTITUTE (EDI)

With a view to strengthening the entrepreneurship development activities, BNCCI promoted 'Enterprise Development Institute' as a non-profit making registered Training Institute with support from Govt. of India and Govt. of West Bengal. The Institute conducts a wide range of training programmes on entrepreneurial development, business management, faculty development, skill development, capacity building and related areas. Entrepreneurs and managers from SMEs are also given management inputs through specialized courses on Marketing, Finance, Foreign Trade, Travel & Tourism, Retail Management, Communication Skill Development, Floriculture & horticulture Business etc
(website- www.edikolkata.org)

KARMAKSHETRA

Karmakshetra- a Bengali weekly magazine for job-employment & self-employment has been associated with this Business Plan Contest to promote the event.

ABOUT THE ESP BUSINESS PLAN CONTEST



The Boston Pledge-USA jointly with the BNCCI and EDI has been conducting ESP Business Plan Contest for last 7 years. The key goal of ESP is to create enterprises and new jobs. In the ESP Business Plan Contest, the top winners will receive financial awards, ranging from Rs 15,000 to Rs 50,000. Some

winners will receive mentorship from business leaders. To receive the full award, you must be willing to launch the proposed business within six months of the award ceremony or have an ongoing concern in the same line of business as represented in your business plan.

EDI would organize meetings/ workshops to discuss the Business Plan contest in more details at the EDI premises. Interested person can

attend such meetings free of cost. To create awareness, **Karmakshetra** will publish report on this business plan contest in its magazine time to time.

Any Indian citizen living in West Bengal can participate in the contest irrespective of age, qualification, gender etc.

If you have new innovative business ideas, you can participate. The entire section of the plan, except the financial projections *is suggested* to be 1000 words or less, not including the title headings. You may precisely cover the following points in your business plan:

-Name of the organization, Primary Industry, Business Concept, Sales & Marketing, Competitive Advantage, Financial Plan, Promoter' Background and Management Team, Contact details (full address, Phone, FAX, Email etc).

You can write in English or Bengali. You may find details of the ESP Business Plan Contest-2013 in the website of Enterprise Development Institute (EDI)- www.edikolkata.org & in Boston Pledge website - www.thebostonpledge.com

Last date of submission of the plan: 30th November 2013.

HOW TO APPLY

Please send / submit your business plan to the EDI in the address stated below.

You can also send business plan by email to edi_bncci@sify.com. Another copy of the plan may be sent to The Boston Pledge by email to: chitro@mit.edu

For further details or submission of plan, please contact:

Mr. M. N. Maity

**Dy. Director, Enterprise Development Institute (EDI),
Beside Columbia Asia Hospital, IB-194, Sector-III, Salt Lake,
Kolkata-700106. Ph- 2335-7258/ 2335- 7681,**

Email: edi_bncci@sify.com

Fax- 033-2335-7681, website: www.edikolkata.org