



## **Dr.B.R Ambedkar Development Corporation**

### **Samruddhi Scheme**



With a vision of driving entrepreneurs among the economically backward section across the state, the Department of Social welfare has launched Samruddhi. This scheme is touted as the country's most aspirational programme. The scheme focuses more on non technological entrepreneurship model where the applicant will be entitled to set up a retail outlet after having gone through a training process that will be provided by the franchisor. Samruddhi also looks to impart skill after ascertaining the requirement from the industry.

The objective of this programme is to take entrepreneurship to tier II and tier III regions. The programme aims to build a robust network of franchisors and eventually extend the range of products and services on offer to tier II and tier III towns which cater to the people at the bottom of the pyramid. Samruddhi aims build plug and play models of micro franchisee with a motive of turning a job seeker to a job giver. The subsidy component of this scheme is Rs. 10,00,000/-

#### **Eligibility Criteria:**

1. The applicant should belong to the Scheduled caste community
2. The applicant should be a resident of Karnataka
3. The applicants family annual income should not exceed Rs. 5,00,000/-
4. The applicant must be between 21 to 50 years
5. Applicant will be considered ineligible if they/their family member has earlier availed a subsidy from the Corporation/Government of Karnataka exceeding Rs.1,00,000.
6. The applicant should possess a stall/unit to establish his business (rent/lease/own)

#### **Conditions:**

1. The beneficiary will be selected as per merit. He should go through the screening process at the district level and should be approved by the franchisor
2. The beneficiary must compulsorily must undergo the orientation programme conducted by the franchisor
3. The selected candidate if at any stage is found ineligible such sanction from the corporation stands cancelled.

The physical and financial targets have been calculated as per population and such targets have been communicated at the district level.