

## Frequently Asked Questions

### 1. How do you equip Sandesh One entrepreneurs?

Sandesh One is a Kerala Women's Development Corporation supported programme run on the Public-Private Partnership (PPP) model. All the solutions identified for the Sandesh One network will benefit the society. However, the entrepreneur selected needn't be fully equipped to run or handle all the solutions effectively. Therefore, the programme includes a capacity-building training module for the entrepreneurs. A three to four-month intensive training programme is planned by IL&FS Skills the largest Skill Development Agency of the Country with the support of IIM Ahmadabad, the top Business School in India.

After the general entrepreneurship training Sandesh One entrepreneurs will roll out different solutions. All these are various solutions in different domains. To effectively implement the programmes Sandesh One Entrepreneurs will be trained specifically for each of these programmes. After the training programme entrepreneurs will be made responsible for the implementation of all the solutions and for making the programmes commercially viable and successful.

### 2. Who is eligible to apply to be a Sandesh One entrepreneur?

Applicants should be between the age 21 and 45, with a minimum qualification of Bachelor's degree. Applicants will then have to give an online examination followed by Group Discussion and an interview. Only one candidate will be selected from each Panchayath. In the pilot phase the programme is available only for the following 5 districts. Kannur, Wayanad, Kozhicode, Kottayam and Alapuzha.

### 3. What does the government offer a Sandesh One entrepreneur?

Sandesh One is a Government facilitated project and it is launched as a Public-Private Partnership model. Sandesh One entrepreneurs will be offered a loan of Rs 2 lakh by the Kerala State Women's Development Corporation at 6% interest. Loans from other banks are also offered at their interest rates. Those who don't require loan can start the centre with their own funding. Entrepreneur can select the funding agency as per their discretion.

Sandesh One Centre can have two partner entrepreneurs. WDC loan is available only for the woman entrepreneur. If the partner of the Sandesh One entrepreneur is interested in attending the training programme then he/she should pay the separate fee.

\*Loan eligibility: Applicable as per the existing market terms and conditions.

### 4. Is an office or other such arrangements necessary to be a Sandesh One entrepreneur?

Yes it is necessary. The entrepreneur has to have an office space of her own. The entrepreneur must have a work space big enough to showcase all the Sandesh One solutions. Preferably it should be a centre with minimum 500 sq.ft with good physical and internet connectivity.

**5. Can a Sandesh One entrepreneur sell or offer her own products or services through Sandesh One?**

Sandesh One entrepreneur has to identify local needs and local solutions. But she needs to get the product validated through the Sandesh One Office before implementing through the centre.

**6. Can a Sandesh One entrepreneur sell or offer products and services already on the Sandesh One programme directly, bypassing Sandesh One Project Office?**

No. Entrepreneur has to route Sandesh One products and services with the approval of Sandesh One Project Office. This is for maintaining the standards of the solutions offered.

**7. What does the training programme entail?**

The three to four-month long training programme will focus on developing and improving entrepreneurial skills, knowledge management and so on. Once the entrepreneur successfully completes the training a certificate will be presented to her. Certificate will be titled iCare—which is designed as a combined training programme developed and implemented by IIM Ahmadabad and IL&FS.

Apart from this individuals will go through a product orientation programme, where she will be familiarised with the products and services offered by the Sandesh One network.

**8. What are the solutions implemented through Sandesh One Centres?**

The solutions are those that are carefully selected by a panel of experts keeping in mind the need of the society in terms of the different challenges faced by it as mentioned earlier. These solutions that will be selected will be of national-international standard, accepted and approved by various government or international agencies. This will be an evolving list; more programmes will be added to the Sandesh One Network. More and more programme will be added to the network.

**9. What is the procedure for selecting various services for Sandesh One Network**

Solutions for the Sandesh Network will be selected by KSWDC and will be based on various parameters including the following.

Uniqueness & innovativeness of the project
Green, environment friendly
Scalable to the State/ national level
Scope for massive employment generation
Transforming an existing activity positively
Minimum Capital required/Cost effectiveness of the application
Good for the state, society and improves quality of life
Pro-women
Powerful business model/ economically viable to entrepreneurs
Good for overall capacity building for all involved
Approved by any of the government or equally competent agencies
Patented / national / international award-winning solutions by competent authorities

Solutions offered by student entrepreneurships/ incubation centres/ rural innovators and other start ups
Solutions developed by Govt of Kerala/ Govt of India Scientific and Research institutions
Solutions that are proven, time tested and implemented will be given preferences
Solutions developed and selected by various Social Enterprise forums/networks including IIMs/IITs and other top business schools and engineering
Products/ Projects and solutions developed by SHG Groups

There will be an ongoing activity to select innovative applications. KSWDC will also host National Enterprise Connect Meetings every year to identify new solutions for the network. There will be a model project report for the project approved by KSWDC or the bankers.

**10. Is there any bond period?**

There is a bond period of three years to run the Sandesh Centre. This bond is for running the centres proactively. If there are compelling reasons, project office can take decisions favourably for entrepreneurs after consulting with the funding agencies, if any.

**11. What are the responsibilities of a Sandesh One entrepreneur?**

After the training Sandesh One Entrepreneur’s responsibility is to execute various solutions. Many of them are in the form of micro-enterprises. Sandesh One entrepreneurs have to find suitable entrepreneurs for setting up micro-enterprises. Sandesh One entrepreneur will also be promoting innovative products and implementing a set of central government’s Sector Skill Council Approved Course programmes. Over 30 placement-linked course programmes will also be offered by Sandesh One entrepreneurs. Sandesh One entrepreneur has to maintain an overall developmental view of her locality and suggest possible interventions to address the challenges. Identification of local needs and translating them into possible solutions is also the responsibility of Sandesh One entrepreneurs. She has to keep herself updated of all the latest developments and technological advancements.

If a Sandesh One entrepreneur fails to perform or stays inactive for a period of over 90 days anytime since the training period then the centre will be cancelled or transferred to another eligible entrepreneur by Sandesh One Project Office in consultation with the concerned loan provider, if any.

**12. What is the source of income for a Sandesh One entrepreneur?**

There are three major activities under Sandesh One

1. Promoting innovative micro-enterprises: Sandesh One entrepreneur will have innovative solutions, project reports, know-how, tie-ups and approvals. The Sandesh One entrepreneur will earn a margin on the products and services she offers or sells directly or indirectly.
2. Income is also generated from AMC/after-sales of products and services sold through Sandesh One.

3. There are over 50 Sector Skill Council approved course programmes which will also bring in revenue to the Sandesh One entrepreneur. All these programmes are assured with placements.

Sandesh One Entrepreneur will be the exclusive right holder for all the solutions introduced through the Sandesh One Network. She will be helping other entrepreneurs to set up their business units, helping them in business development, providing maintenance and sales support. She will be getting revenues from the total business generated.

### **13. Who are the partners of Sandesh One?**

Sandesh One is a project approved by the Kerala State Women's Development Corporation to encourage women entrepreneurs in the State. Therefore, it is WDC's also offering loan schemes for entrepreneurs, offering handholding and promotional support. WDC will also be helping the network to connect with other Govt of Kerala and Govt of India institutions. WDC will also monitor the implementation of the programme.

IL&FS the largest skill development company of the Country is the partner for providing skill development programmes to entrepreneurs. IL&FS will also run its approved placement-linked skill development programmes through the centres.

Alterneit is a Trivandrum-based social enterprise that is promoting the Sandesh One concept. Alterneit is responsible for bringing in innovative solutions through the Sandesh One network. Alterneit is set up a group of professionals with hard core experience in successfully setting social development projects in the country and won more than 50 national and international recognitions for the projects implemented.

Apart from the above agencies, discussions have been initiated with many national, international agencies to bring them into the Sandesh One network.

### **14. Does the success of Sandesh One entrepreneur depend solely on her capability?**

Yes. The responsibility of its success depends on the entrepreneur. As far as capacity building, skill-development and educating the entrepreneur there will be a support system. However, it is the responsibility of the Sandesh One entrepreneur to leverage the support system and to become commercially viable. An aspiring Sandesh One entrepreneur has to take her own decision to join the network. Project is conceived as a platform in the Public-Private Partnership (PPP) format with Government. Supporting agencies can provide inputs/ training and solutions to become a successful entrepreneur. But success of entrepreneurship solely rest with the entrepreneur. Sandesh One Entrepreneur should also sign an agreement with implementation agencies including KSWDC. There will be an agreement specifying the roles and responsibilities of each parties, provisions for addressing non-performance of all and monitoring mechanisms to ensure that the project is a success.

### **15. Will the invested amount of Rs 2 lakh be refunded to entrepreneurs?**

Entrepreneur pays Rs 2 lakh to get 20 unique solutions to their centres and for the training programme. Funds will be used for the I Care training programme offered by IL&FS-IIMA, bringing in 20 various solutions, setting up State Project Office, District Teams, and to

organise field level campaigns, meetings other administrative expenses etc. This will be accomplished through the efforts taken by all participating agencies. Rs. 1 lakh will be spend for the training, which is not refundable. The other half is refundable on centre cancellation and will be based on genuine reasons (after deducting taxes). Centre cancellation will be decided by the panel constituted by KSWDC for taking decision on these aspects.

**16. Can the Sandesh One Centre ownership be transferred to another entrepreneur?**

If the Sandesh One entrepreneur has compelling reasons to discontinue running the Centre then she can do so within the terms and conditions specified in the contract. Sandesh One works on clear and specific agreements.

If a Sandesh One entrepreneur fails to perform or stays inactive for a period of over 90 days anytime since the training period then the centre will be cancelled or transferred to another eligible entrepreneur in consultation with the concerned loan provider, if any.

**17. Can the Sandesh One entrepreneur work only in the region from where she is selected?**

Yes. She is not permitted to work in other regions.

**18. Is the Business Model same for all regions?**

No. Each location will have its own features. We may not also go for all local bodies, as some local bodies may not be suitable for the project and the solutions offered. A detailed local body specific evaluation will be conducted to work out a business model for each region. Sandesh Project Office will also support the entrepreneurs with model project reports approved by competent agencies, financial institutions etc.

**19. What are the specific services offered through the network? And what are the arrangements made for interacting with service providers and agencies to understand the model better?**

Services will be published in detail. There will be district level Solution providers’ exhibition and presentation on the business model. After applying, applicants can come in and attend the presentation session held. If they are not interested to further proceed with the application after attending these district level sessions, they can withdraw the application. Application fee will be refunded to those who are withdrawing the application before appearing for the examination. If any of the solution providers are not delivering, Sandesh network will take necessary steps to replace them with other solutions. Any services or solutions other than the lot of 20 as part of initial package is chargeable. Overview of the services are as follows,

Sl.No	Scheme	Relevance
1	Ultra High Density Plantations for fruit bearing trees, vegetables etc	Maximum agriculture productivity from small land holdings
2	Ultra High Density Fish Growing Technologies	Allows to rear fish using all modern technologies

3	Afforestation	Helps forestation- urban forest plantations in a short period
4	Biomass-based cooking system for domestic and commercial use	This technology can bring down the existing cooking cost by 60% - 70%
5	Vertical farming systems, Precision farming tools	Making terrace gardening high tech, maximum productivity from limited area
6	High Tech Dairy, Poultry and Goat Rearing Systems	Vertical Systems and Technology enabled systems for rearing domestic animals
7	Preventive Health	Preventive healthcare clinics, promotion of community sports, using dance therapies, Door-to-Door Preventive Laboratory Services, Low cost Napkins etc
8	Ozone/ UV Washing of Vegetables & Fruits	Washing of Vegetables, fruits, fish and other eatables with Ozone and UV to remove pathogens and residual pesticides
9	Safety	Technology tools, applications etc for women, child safety
10	Technology Applications & Services	ERP for SMEs, Tools for Tax collection, etc
11	Environment Application	Waste, water management solutions, heat-resistant technologies etc
12	Low Cost construction technologies	Using Rapid Walls, Cost-effective building techniques etc

## 20. Where will the training sessions be held?

Training programmes will be held centrally or in regional locations. Apart from the direct and interactive training sessions, on-the-job training as well as electronic training through mobile phones and emails is also included in the module.

## 21. What makes this training programme special or different?

The best management institute in India IIM Ahmadabad has outlined the syllabus of this programme titled I Care. Apart from that I Care is being implemented by India's top skill-development company IL&FS.

## 22. Is Sandesh One a national programme?

Yes, Sandesh One has been conceived and developed as a national programme. Along with Kerala Sandesh One is being implemented in other States, too.

## 23. What will be the support mechanism to the Entrepreneurs?

There will be a full-fledged State Office with representation from all participating agencies, solution providers etc. There will also be district level teams/ field coordinators etc. This team will support the entrepreneurs with model project reports, sales support etc. Each of the solutions presented through the Sandesh network will be supported with approved

model project reports, collaterals etc. The project will be managed using a web based ERP System. There will also be a call centre for the entrepreneurs. There will be exhibitions, seminars, Panchayath-level meetings to further popularise the programme.

**24. How will the products and services be billed through the Sandesh Centres?**

All the participating companies will bill their solutions, products and services directly to Sandesh One Entrepreneurs. Alterneit will be eligible to collect coordinating charges from the participating companies/ agencies.

## **FAQs related to Application**

### **25. How can I register to become a Sandesh One entrepreneur?**

To become a Sandesh One entrepreneur you can register online through the Sandesh One website—[www.Sandesh Oneone.com](http://www.Sandesh Oneone.com). You can even visit the nearest Akshaya centre or Internet Centre and with the support of staff you can complete the registration.

### **26. How do I apply online to become a Sandesh One entrepreneur?**

Log on to the Sandesh One website-- [www.Sandesh Oneone.com](http://www.Sandesh Oneone.com)-- and click on the 'Apply' button. After you fill out the application form and hit the submit button you will be directed to a payment gateway where you have to pay a registration fee of Rs 250/ - through Net banking or using Credit/ Debit cards. (This is a non refundable application fee). All applicants will be invited to write the online examinations, which will be conducted in the engineering colleges, schools and the facilities where internet connected computer systems are available. Test will be followed by a personal interview and group discussion at district level.

### **27. Will I get a receipt after I make the payment and apply to become an entrepreneur?**

Yes, once your application process is completed you will get a confirmation email from the Sandesh One Project Office. If you are applying through Akshaya or other internet Centres then you will be given a receipt by the centre.

### **28. Can my application get rejected?**

If the information provided by the applicant is found to be false then your application can be rejected.

### **29. How will I get to know about the examination and interview venues and dates?**

All eligible candidates will be intimated well in advance the date and venue of the examination, through emails and text messages. All those candidates who are selected through the examination will be intimated the date and venue of the interview that will follow.

### **30. Is there any admit card that will be provided by Alterneit to attend the online examination.**

Applicants will have to download their admit card from the Sandesh One website and carry a valid photo identity card to appear for the examination.



**31. How will I know the results of the examination and interview process?**

You will get an email/SMS/ telephonic alert of the examination status from the Project Office

**32. How do I obtain the details of project Sandesh One?**

Once online registrations close, workshops on project Sandesh One will be conducted in the selected five districts where Sandesh One is being piloted. These workshops will present to you in detail what Sandesh One is all about.

**33. Do I need to get into any agreement with Alterneit/KSWDC to become a Sandesh One entrepreneur?**

Yes;

- a. You will have to sign an agreement with KSWDC if you are availing the soft loan from KSWDC
- b. You will have to sign agreements with KSWDC, Alterneit & IL&FS for the training and the overall implementation of the project.

**34. What kind of questions will I have to face or prepare for, for the online examination?**

The questions for online examination cover the topics that are essential for determining a person's capacity to run an enterprise and for taking up high impact projects.