

YOU CAN MAKE A DIFFERENCE
BY STARTING YOUR OWN BUSINESS

Business Ideas *for* Development

WANTED
SOCIAL ENTREPRENEURS
FOR INDIA

BUSINESS PLAN CONTEST

DEADLINE: 13 MARCH 2021

Are you originally from **India** and currently living in Germany? Do you have an innovative business idea that can help solve a social or environmental problem in India, and improve the lives of marginalised and poor people in the country? Do you already have a business plan that you intend to start implementing over the next months?

'Business Ideas for Development' supports social entrepreneurship in India and can help you to make your plan a reality. We provide you with a budget of **EUR 7,000** that you can use for financing services that are essential to start your business.

We also offer:

- » Six months of support and coaching in Germany and India
- » Support in deepening your market research and optimising your business plan
- » Support in India delivered by on-site staff and an established start-up incubator for social entrepreneurs
- » Help in finding investors and other useful business contacts

Apply now for our special Business Plan Contest! Our deadline for applications is 13 March 2021.

Click here for the application documents and further details about applying:

<https://www.cimonline.de/en/html/aktuelle-ausschreibung-gfe.html>

Click here for more information about 'Business Ideas for Development' and our activities in various countries: <https://www.cimonline.de/en/html/business-ideas.html>

If you currently have a rough business idea, but no business plan yet, then this business plan contest isn't for you!

'Business Ideas for Development' is an initiative of the Migration & Diaspora Programme of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. It is implemented on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

Here are three examples that demonstrate how social business ideas can enable change. If you see a way of translating your passion into a social business idea, your story could be next!



Cold storage facilities for marginal farmers • Niraj Marathe studied solar technology in Germany. While writing his master's thesis in Germany, he realised that 30 per cent of India's agricultural produce is lost due to the shortage of cold storage capacities. On his return to India, Niraj decided to address this issue of food wastage and started his own business. CoolCrop provides cold storage facilities for small-scale farmers in remote villages. It gives the farmers greater flexibility, eliminates the pressure to sell their harvest on the same day, and helps them to fetch better prices and gain a higher income.



Making e-mobility more efficient and more affordable • In India's big cities, more and more e-rickshaws can be seen on the streets. They help reduce air and noise pollution and ensure last mile connectivity. However, the lead-based batteries used in most e-rickshaws are expensive in the long run and generate harmful gases during charging. The young company Enerjazz Solutions tackles this problem. Pratik Ranjan, a chemical engineer who studied in Germany, is one of the brains behind the young company that has developed a lithium-ion battery from used batteries to make e-rickshaws in India more eco-friendly and less expensive over their life span.



From taboo to empowerment • Women in India are still subjected to subordination and oppression in multiple ways. Aditi Gupta is driven by the desire to change this, by educating young girls and women about menstruation – which is still taboo in India. Her aim is to address the social stigma related to menstruation by providing factual information on all aspects of menstruation through her website Menstrupedia that she started together with her husband. Her enterprise helps girls and women to have periods with fewer burdens and to lead self-determined and healthy lives.

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and Development