

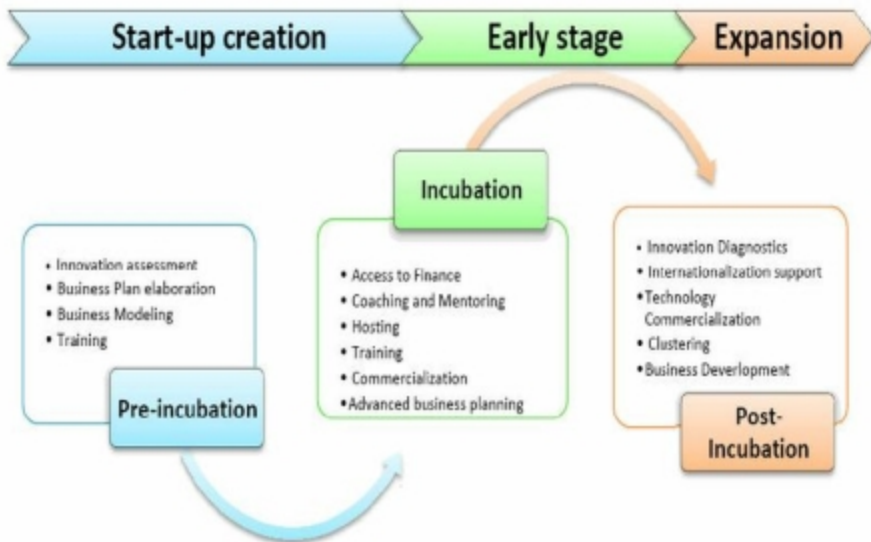


Bon Secours Foundation for Entrepreneurship Development (BSFED)

Sustainability Goals

As being a non-profit incubator it aims to set up a robust entity that can sustain the creation of value in a local economy. Possible metrics include ongoing impact in the form of new entrepreneurs and enterprises creation, jobs promotion, and revenue to fuel local economies.

Steps:



❖ **Short term Goal:**

- ❖ Design Entrepreneurship Measurement Framework. (Fig.1)
- ❖ Enterprise development, entrepreneurship and job creation targeting both women and students are important elements of decent work.

- ✦ Educating the public by regularly organizing promotional events and awareness raising sessions in smaller cities, in order to encourage people, especially youths, to consider starting their own businesses.
- ✦ Industrial visits.
- ✦ Office of Research, Innovation and Commercialization. Establishing co-working spaces provides all of these services at a very low cost due to economies of scale.
- ✦ Establishing robust quality standards for incubators and accelerators.
- ✦ Industrial Linkages and Technology Transfer.
- ✦ Publications and Communication Specialist

Fig.1. Entrepreneurship Measurement Framework



Mid-term Goal:

- ⊕ Incentivizing digitalization and technology-oriented entrepreneurship.
- ⊕ Nurture and incubate an entrepreneurship ecosystem in rural community.
- ⊕ Creating space for rural microenterprises.
- ⊕ Promoting and improving multidisciplinary research initiatives.
- ⊕ **Promoting Women's entrepreneurship:** Dedicated programmes are essential for promoting women's entrepreneurship, and equipping them with the skills and knowledge needed to thrive in the labour market.
- ⊕ **5 Vocational centers in Thanjavur** provide a range of skills to a substantial number of girls and young women. Enhancing women's knowledge of how to start businesses, and how to grow them by accessing new markets beyond their localities, will have a major positive financial impact.
- ⊕ Curriculum proposed for incubators (Fig.2)
- ⊕ Design thinking and 'ideation' workshops
- ⊕ Technology-focused and technology-oriented start-ups

The financial sustainability of start-ups or entrepreneurs depends on far more than being part of an incubation programme. Provide essential knowledge in these areas, soft skills are also extremely important for ensuring successful, financially sustainable ventures (Fig.3).

Long term Goal:

- ⊕ Putting the focus of innovation and growth on the 50 Start-ups, 02 Science-parks, 50 incubators, 50 accelerators, and 25 institutions supporting enterprise development.
- ⊕ 10 Sector-specific incubation centers can be set up in hotspots to support the creation of rapid 'go to market' start-ups.
- ⊕ Establishment of Different models of Rural Business Incubation Centers



Fig.2. Curriculum proposed for incubators

The dynamics of the business idea	The sector	Domain knowledge
Identifying the right market	Effective marketing techniques	Financial literacy
The entrepreneur's passion and interest	Perseverance and the ability to bounce back	Adaptability to changing market trends and requirements

Fig.3. Financial sustainability Assessment

Director & Principal