



Press Release

10 January 2019

SIDBI promotes entrepreneurship in Kumbh Mela

Allahabad: Small Industries Development Bank of India (SIDBI), the all India financial institution engaged in creating an integrated credit and development support ecosystem for Indian Micro and Small Enterprises (MSEs) is set to promote the spirit of entrepreneurship in Kumbh Mela which is being held from 15 January 2019 to 4 March 2019. SIDBI has set up a stall with “Swavalamban” as the key theme which is aimed at spreading entrepreneurship culture across the nation.

“Aaayiye Ganga Nahaiye Aur Udyami Banker Jaayiye” is the tagline of this stall. Awareness will be created about Pradhan Mantri Mudra Yojana, Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) and various other schemes.

Guests can visit this stall and play the “Kaun Banega Entrepreneur?” quiz in which a person is asked a set of questions. Based on the responses provided by the person, a slip gets printed which conveys whether he/she can become an entrepreneur. The mascot of “Swavalamban”, Mr. Dhandebaaz for aspiring entrepreneurs will also be present at the stall to guide and connect the prospective entrepreneurs.

On this occasion Shri Mohammad Mustafa, IAS, Chairman and Managing Director of SIDBI said, “Keeping SIDBI Vision 2.0 in mind, we are taking these initiatives to encourage people to venture into entrepreneurship. We believe, in a country like India there are vast opportunities to be tapped. However, directing prospective entrepreneurs to the right avenues is the key and we hope to bridge that gap.”

SIDBI has reoriented its thrust to MSEs and is doing what is required to make them feel empowered. To infuse entrepreneurship culture, SIDBI has been bringing out “Swavalamban” print series and three issues have already been published so far. Through this initiative more than 3,000 respondents have been provided with handholding support in their entrepreneurial journey.

To attend to calls of the prospective entrepreneurs, a missed call-based response system has been put in place. The budding entrepreneurs can give a missed call to +91 022-3956 0596 and a team of officers will attend to their queries and help them to set up their enterprises.

About SIDBI: Since its formation in 1990, SIDBI has been impacting the lives of citizens across various strata of society through its integrated, innovative and inclusive approach. Be it traditional domestic industry, small, bottom-of-the-pyramid entrepreneurs, medium enterprises to high-end knowledge-based industries and export promotions, SIDBI has directly or indirectly touched the lives of more than 360 lakh people in the MSE sector, through various credit and developmental measures.

For more information, please visit: www.sidbi.in

Address of SIDBI stall in Kumbh Mela: Sector – 1, Pradarshani Compound, Parade Ground, Kumbh Mela, Prayagraj

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