

पत्रांक-सं०सं०-०२/३०नि०/१४-२९/२०१६

बिहार सरकार  
उद्योग विभाग, बिहार, पटना

प्रेषक:-

पंकज कुमार सिंह,  
उद्योग निदेशक,  
बिहार, पटना।

सेवा में,

महाप्रबंधक,  
सभी जिला उद्योग केन्द्र, बिहार।

पटना, दिनांक .....

विषय:- भारतीय लघु उद्योग विकास बैंक द्वारा लांच की गई योजनाओं को प्रचारित करने के संबंध में।

प्रसंग:- SIDBI फ्रेजर रोड पटना का पत्रांक-102152331, दिनांक-12.03.2019

महाशय,

उपर्युक्त विषयक प्रासंगिक पत्र के आलोक में कहना है कि SIDBI पटना द्वारा राष्ट्रीय स्तर पर Entrepreneurship awarness उद्यम अभिलाषा योजना तथा अन्य योजनाओं को लांच करते हुए इनके प्रसार के संबंध अनुरोध किया गया है।

अतएव उक्त प्रासंगिक पत्र की छायाप्रति संलग्न करते हुए अनुरोध है कि उक्त एजेंसी द्वारा निर्गत दिशा निदेश के क्रम में यथोचित अग्रतर कार्रवाई सुनिश्चित करने की कृपा की जाए।

अनु:-यथोक्त।

विश्वासभाजन,

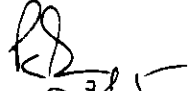
ह०/-

उद्योग निदेशक,  
बिहार, पटना।

ज्ञापांक.....1879...../

पटना/दिनांक...02.05.19.....

प्रतिलिपि:- आई०टी० प्रबंधक, उद्योग विभाग, बिहार, पटना को सूचनार्थ एवं आवश्यक कार्रवाई हेतु प्रेषित।

  
उद्योग निदेशक,  
बिहार, पटना।



भारतीय लघु उद्योग विकास बैंक  
SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA

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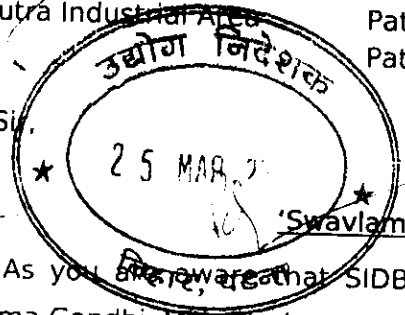
March 12, 2019

The General Manager,  
District Industries Center  
105, Patliputra Kurji Road  
Patliputra Industrial Area  
Patna

The Director  
MSME - Development Institute  
Patliputra Kurji Road  
Patliputra Industrial Area  
Patna

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Dear Sir,



'Swavlamban' initiative by SIDBI

As you are aware that SIDBI had, on the occasion of birth anniversary of Mahatma Gandhi, launched a national level Entrepreneurship Awareness Campaign, Udyam Abhilasha (उद्यम अभिलाषा) in 115 Aspirational Districts (identified by NITI Aayog in 28 states) for reaching to around 15,000 youth. The initiative has created and strengthened cadre of trainers to provide entrepreneurship training to the aspiring youths across these districts, thus encouraging them to enter the admired segment of entrepreneurs.

2. In furthering this cause, SIDBI had subsequently come out with a media campaign titled 'Swavlamban' (स्वावलंबन) in major news papers of the country (both Hindi and English) with the objectives to (i) inspire rural youth in aspirational districts to be entrepreneurs by assisting them to set up their own enterprise (ii) impart trainings through digital medium across the country, (iii) focus on women aspirants in these aspirational districts to encourage women entrepreneurship and (iv) to assist participants to become bankable and avail credit facility from banks to set up their own enterprise. A copy of the said campaign material (poster) was also sent to you earlier.

3. SIDBI has now come out with 5<sup>th</sup> monthly edition of the campaign material, basically to inspire the aspirants and making them aware about various initiatives of

Handwritten notes: 1548/IDL, 1113/FF, 654/10.11.19, 2613/119

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Government of India like Pradhan Mantri Mudra Yojana, SUI etc., which is bound to go a long way to help create livelihood and promote sustainable development by turning job seekers as job creators.

4. SIDBI is also connecting different dots through policy advocacy initiatives of MSE Pulse & Crisidex, entrepreneurship series & campaigns, revamping digital aggregator portal, free access to project profiles and so on with an idea is to remove information asymmetry and make the youths in these 'resource challenged' districts to be 'access rich'.

5. We therefore request you to extend your full co-operation and propagate this initiative of SIDBI so that more and more budding entrepreneurs could benefit from this unique initiative. We are also sending a Poster/ Banner highlighting this initiative which we request you to kindly display in your premises for the benefit of the target audience.

Yours sincerely,



(Rajive Sood)  
Deputy General Manager

102152331

Copy for kind information to the :

✓ Principal Secretary (Industries),  
2<sup>nd</sup> floor, Vikas Bhawan,  
Bailey Road,  
Jawaharlal Nehru Marg,  
Patna.