

New Ventures INDIA



WORLD
RESOURCES
INSTITUTE



Confederation of Indian Industry
CII-Sohrabji Godrej Green Business Centre



USAID
FROM THE AMERICAN PEOPLE



New ventures india launch

"New Ventures India" a joint initiative of CII-Sohrabji Godrej Green Business Centre, Hyderabad and World Resources Institute, Washington D.C with support from US Agency for International Development. It has been launched during Green business Summit-2005 in Hyderabad in December.

New Ventures India is an unique program in the country designed to catalyze the development of sustainable enterprises. The program will look for the innovative, fast-growing, profitable, socially responsible and environmentally beneficial small and medium businesses for participation.

Entrepreneurs operating in India in an environmental sector such as clean technologies, non-timber forest products, certified wood, organic products, renewable energy, sustainable fuels, green building materials, ecotourism, and resources, recycling & reuse are encouraged to submit a business plan for consideration before June 30, 2006.

Business plans will be judged on the business model, the quality and experience of the management team, the environmental and social benefits the company delivers, and the scalability of the model. The company should be seeking between Rs. 50 lacs to Rs. 15 crores in investment.

New Ventures India offers following services:

- Providing mentoring and technical assistance to entrepreneurs
- Enterprise development
- Linkage between SMEs and Investors

For the first cycle, New Ventures India is planning to select 10 outstanding companies.

New Ventures Process

New Ventures operates centers of sustainable entrepreneurship in key emerging markets to facilitate economic growth that brings social and environmental benefits as well as economic gains. These centers provide mentoring to help entrepreneurs improve their business plans, strategies and access to networks of potential partners and investors.

With a partnership between CII-Godrej GBC, WRI and USAID, New Ventures India is creating a program specially designed to meet the needs of Indian sustainable entrepreneurs, to encourage the creation of new green enterprises, and to engage Indian business development organizations and network of investors and financial institutions.

New Ventures India will foster an ongoing process of environmental enterprise creation, offer workshops on business challenges facing entrepreneurs, organize discourses on solving environmental challenges critical to India through small enterprises, match selected entrepreneurs with local business mentors to assist in improving the business plan, and host annual Investor Forums. Graduate business school assistance will be provided from local programs, in addition to the current New Ventures network of top US business schools.

New Ventures INDIA



WORLD
RESOURCES
INSTITUTE



Confederation of Indian Industry
CII-Sohrabji Godrej Green Business Centre



USAID
FROM THE AMERICAN PEOPLE



Photo: press release

Identification & Selection of Sustainable Enterprises

New Ventures India will work closely with local business development organizations and environmental funds as feeders to reach a wider audience to solicit business plans. These feeders will include national grant-making environmental funds, government agencies, private investment firms, women's entrepreneurial support groups, and NGOs. Once these targeted SMEs submit their business plans, environmental experts and financial analysts will conduct a rigorous evaluation to select a group of approximately ten finalists to receive New Ventures services. The selection committee gives priority to enterprises that are innovators within their sectors and are addressing the most significant local problems.

Mentoring

New Ventures adds value to the selected sustainable enterprises through a Mentoring Program, drawing from network of corporate and technical advisors and MBA students. Through expert consulting services and linkage to investing opportunities, companies participating in the program have the opportunity to

significantly strengthen their businesses. The program targets the most important challenges faced by these firms. Private consulting and strategic advice from leading consulting firms, together with investor panels where finalists present their Business Plans to private investors, are the key services New Ventures provides each year to a selected group of companies.

New Ventures continues to assist its portfolio entrepreneurs even after the Investor Forums, and extends Mentoring Program services to them as needed. Entrepreneurs remain in the network as alumni, enabling New Ventures to track their successes as well as transfer their knowledge and experience to new entrepreneurs working in similar regions or sectors.

Investor Forums

One of the goals of the intensive mentoring provided to selected entrepreneurs by New Ventures is to prepare them to present their business to investors, beginning at a New Ventures Investor Forum. At Investor Forums, international and regional investors and potential partners network with promising sustainable SMEs. New Ventures Finalists present their business plans to a distinguished panel of judges composed of top business executives and investors. New Ventures Investor Forums also feature a series of panels and discussions to help educate the investment community about global market trends in environmental sectors, which augment the business plan presentations.



New Ventures India: Process



Business plans are invited from all the sustainable Enterprises across the country. Details & business plan template are available on www.newventuresindia.org. The last date for submitting business plans is 30 June 2006

New Ventures Sectors

Clean Technologies
Ecotourism
Non-timber forest products
Certified wood
Organic products
Renewable energy
Sustainable aquaculture
Biodiversity
Green building materials
Reduce, recycle & reuse



Suneel Parasnis, Country Director of WRI delivering a lecture at NICMAR, Hyderabad



New Ventures India team with Dr Vijay Kale of Indian Institute of Chemical Technology, Hyderabad.

Networking and Partnering :

New Ventures India team has visited various institutions , B-schools, multiplier organizations, Industry associations , potential partners and beneficiaries in India during this period. Team is in the process of partnering with the like minded organizations & institutions.

New Ventures INDIA



B-Schools students working for New Ventures India :

The New Ventures India has two main objectives:

1. To provide pro-bono business advisory services to entrepreneurs engaged in the activities related to social and environment sectors in India.
2. To educate MBA students- the next generation of business leaders by making them aware of the business opportunities available in the fast growing environmental sectors.

New Ventures India provides exciting opportunities for MBA students to gain first hand experience assisting entrepreneurs who are establishing or expanding environmental companies in India. Through New Ventures, student teams have the opportunity to help these companies with a range of services, including business plan development, marketing strategies, financial analyses and capital search. These services help the companies to attract investments.

Many B-schools students have shown interest in working with New Ventures India companies. One of teams from Xavier Institute of Management & Entrepreneurship(XIME),Bangalore presently working with a New Ventures India company for studying market potential, improve the brand image and positioning their products in the market.



New Ventures team at Green Business Centre

