

# NERES 1.0

## NORTH EAST ENTREPRENEURSHIP & STARTUP SUMMIT

The North Eastern Region Entrepreneurship and Start-up Summit, is the first ever nationally ratified start-up summit to be held in Guwahati, Assam on the 20th & 21st of March, 2020. NERES aims at inculcating entrepreneurial orientation for the job creators hailing from the North Eastern Region of India and is offering the Entrepreneurial Caliber minds that believe in the formation of business organizations and the provision of an eminent contribution to economic development across the NER States, with a start-up grant of Rs. 5 lakhs each. The summit is organized by the Indian Institute of Entrepreneurship (IIE), in collaboration with the Federation of Industries and Commerce of North Eastern Region (FINER) and under the sponsorship of the North Eastern Council (NEC). NERES also strives to open doors to many more start-ups and inspire them, who otherwise face discouragements ahead of financial constraints. NERES will also offer the creative and entrepreneurial minds a great platform to pitch their business ideas and caliber.

### HIGHLIGHTS OF THE EVENT

- Promoting 20 best business ideas with prize money of Rs. 5 Lakhs each.
- Confluence of investors, eminent entrepreneurs, bankers in a single platform for intensive interaction.
- Awareness program across NER followed by Boot Camp of 50 chosen ideas can pitch in IIE, Guwahati
- Addressing sector specific challenges/ opportunities.
- Idea pitching across different sectors.



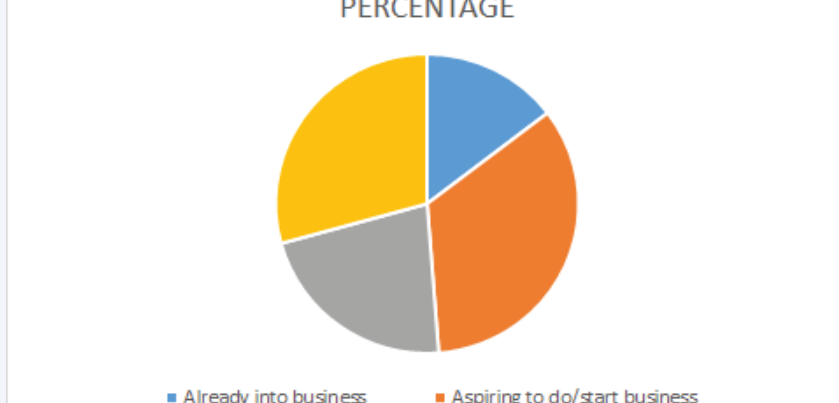
### NERES ACTIVITIES

- Outreach programme across all the NER states touching upon more than 1500 aspiring and existing start-ups.
- A pitching platform to shortlisted start-ups across NER at local level.
- Boot Camp for 50 selected business ideas at IIE-Guwahati.
- Pitching of the final 50 at IIE and declaration of 20 best ideas as winners.
- Final summit of 2 days in Guwahati in March 2020.

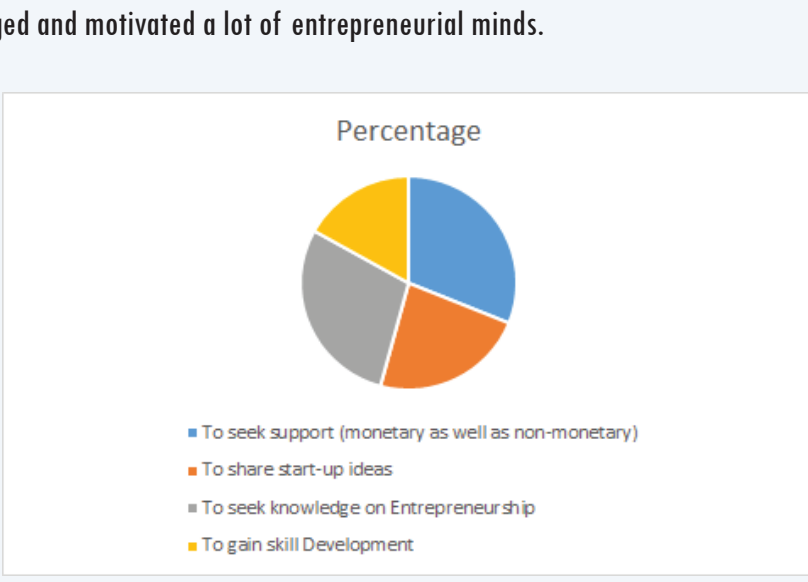


### AWARENESS WORKSHOP ON NERES-1.0 SUMMIT

Outreach programmes with regard to NERES-1.0, were held at various locations across the North East Region, including Guwahati, Tezpur, Imphal, Shillong, Aizawl, Dimapur, Agartala, Gangtok, Churachandpur, Lunglei, and Tura in the month of January. Dr. Abhijit Sharma, Director, IIE, Dr. Sriparna Baruah, Head, Centre for Industrial Extension, IIE and Rajeev Agarwal, Vice President, FINER are among the prominent names who have successfully made vocal contributions about the awareness of the program. Therefore, these workshops were delighted with a considerable number of participants who were mostly aspiring entrepreneurs with creative minds and caliber.



The Outreach camps have successfully reached out to almost 1500 aspiring entrepreneurs and students across the region to come forward and share their start-up ideas and entrepreneurial calibre. Most of the participants have attended these workshops to seek support in monetary as well as non-monetary in nature. Many have also attended the event to understand the very concept of entrepreneurship. Thus, it can be stated that the workshops have successfully encouraged and motivated a lot of entrepreneurial minds.



With a combined effort, NERES 1.0 is aimed at stirring up entrepreneurial minds across the NER states and promote their business ideas by offering them a platform to pitch their business ideas and also addressing various challenges faced by the start-ups. This mega 2-day summit will promote 20 best business ideas with prize money of Rs 5 lakhs each. The run-up to the final summit includes different preliminary activities such as Outreach Programmes in the eight states of North East to generate awareness. The summit also aims at understanding the challenges entrepreneurs are facing in the North-East region and solving them.



The emergence of local entrepreneurship in different sectors of the North Eastern Region of India is expected to bring economic development in a significant way. The region abounds in resources that have the potential to render a progressive outlook. In order to give opportunities to the rise of enterprises, there are some governmental and non-governmental autonomous organizations and bodies involved in providing institutional support to the aspiring entrepreneurs of the region. These institutes help the new entrepreneurs by imparting training and extending credit. Entrepreneurship has become a decisive aspect of change in the region, empowering individuals to seek new opportunities. The North Eastern Region encompasses a variety of nationally and internationally unexplored tradable resources and efforts have to be made to exploit these resources of the different states and tap into other potential areas. The states within the region need brilliant planning and strategic efforts, concentrating on areas of strength and available resources.

