



Andhra Pradesh Brahmin Welfare Corporation Limited
(A Government of Andhra Pradesh Undertaking)



Chanakya Scheme for Micro Entrepreneurship– Swayam Upadhi (CS-MESU)

Andhra Pradesh Brahmin Welfare Corporation (ABC) Limited, a Government of Andhra Pradesh undertaking, is introducing “Chanakya Scheme for Micro Entrepreneurship – Swayam Upadhi” (CS-MESU) for encouraging entrepreneurship in the Brahmin community of Andhra Pradesh for the year 2016-17. Under this scheme, Subsidy will be provided based on the project cost for setting up new or expanding existing Micro Enterprise.

Objective

To encourage Brahmins to set up new / expand the existing Micro Enterprises in Andhra Pradesh in various sectors.

Scope

This scheme is applicable for the Brahmins of Andhra Pradesh, who will set-up new / expand the existing Micro Enterprise in Andhra Pradesh, as detailed below:

	Antyodaya	Abhyudaya	Abhivrudhi
Project Cost	Upto Rs. 1.5 Lakhs	Rs. 1.6 Lakhs to Rs. 3.0 lakhs	Rs. 3.1 Lakhs to Rs. 10.0 lakhs
Subsidy (% of Project Cost)	80%	60 %	40% up to a maximum of Rs. 2 lakhs
Bank Loan	Project cost excluding subsidy		

Eligibility

- The applicant should belong to Brahmin Community.
- Applicant’s annual family income should not exceed :
 - Rs. 1 Lakh for Antyodaya
 - Rs. 2 Lakhs for Abhyudaya
 - Rs. 3 Lakhs for Abhivrudhi
- The applicant should be residing in any of the 13 districts of Andhra Pradesh.

- Preference shall be given to:
 - Applicants who are availing the economic Support schemes for the first time.
 - Women Applicants
- The unit proposed should be setup in Andhra Pradesh only.
- The activity proposed by the applicant should be technically feasible and economically viable and it will be considered by the Corporation on merits.
- The beneficiaries who have availed any financial assistance (subsidy) from the Corporation against Chanakya Scheme for the year 2015-16 for any business activity will not be eligible.
- Subsidy will be sanctioned only once to the entire family, as defined in the ration card.
- Applicant availing subsidy from ABC Ltd shall not be eligible under any of the similar schemes for the next **FIVE** years.

Application Procedure

- Eligible candidates shall fill their application online (www.andhrabrahmin.ap.gov.in) in the prescribed format.
- Applicant should also upload the scanned copies (in pdf of maximum 250 kb size each) of the following documents:
 1. Aadhar Card of the Applicant.
 2. Caste certificate and Income certificates issued by competent authority or an integrated certificate (Caste / Income / Residence / Date of Birth) issued by Mee-Seva, in the name of the applicant, in one pdf file.
 3. Certificate of highest qualification of the applicant.
 4. A brief write-up covering applicant's profile, project scope & cost, expected revenues and profits.
 5. If available, bank consent letter for the loan as per the scheme guidelines
 6. Passport size photograph.

Selection Process (IF THE APPLICANT HAS A BANK CONSENT LETTER)

- The State Level Selection Committee (SLSC) shall scrutinize and select the applicants.
- ABC Ltd shall release the proceedings to the financing bank and the beneficiary.
- The concerned Bank shall sanction the loan to the candidate and open Bank Loan Account, Non-operative SB Account in the name of the selected candidate and inform the two account details along with IFSC Code to ABC Ltd.
- ABC Ltd shall credit the eligible subsidy through online transfer directly to the Non Operative Savings Bank account of the beneficiary.

- The concerned Bank shall release due amounts to suppliers from the total amount (Loan and Subsidy) by way of Demand Draft / online transfer and submit the utilization certificate to ABC Ltd.
- The Concerned MPDO / Municipal Commissioner shall inspect and send the grounding report to ABC Ltd.
- The ABC Ltd will conduct inspection of grounded units on random basis to ensure proper utilization of the subsidy at ground level.
- State Level Selection Committee is authorised to make exceptions in the eligibility / selection process.

Selection process (IF THE APPLICANT DOESN'T HAVE A BANK CONSENT LETTER) :

- District wise targets will be set and communicated by the ABC Ltd to the SLBC and District Collectors.
- The Corporation shall send the applications along with write-up to the concerned District Collectors.
- The District Collectors shall send applications to the respective MPDO/Municipal Commissioners and Coordinate for Selection of Candidates by Selection committee consisting of concerned bank.
- The selection committee shall conduct interviews and select the candidates and allot the candidates to the concerned bank for sanction of the loan.
- The MPDOs/Municipal Commissioners shall release proceedings of the selected candidates to the concerned banks, with a copy to the selected candidate and ABC Ltd.
- The concerned Bank shall sanction the loan to the selected candidates and open Bank Loan Account, Non-operative SB Account in the name of the selected candidate and inform the two account details along with IFSC Code to ABC Ltd.
- ABC Ltd shall credit the eligible subsidy through online transfer directly to the Non Operative Savings Bank account of the beneficiary.
- The concerned Bank shall release due amounts to suppliers from the total amount (Loan and Subsidy) by way of Demand Draft / online transfer and submit the utilization certificate to ABC Ltd.
- The grounding of units shall be monitored by the MPDO/Municipal Commissioner and ensure full-fledged and timely grounding process and shall send the grounding report to ABC Ltd.
- The ABC Ltd will conduct inspection of grounded units on random basis to ensure proper utilization of the subsidy at ground level.