



The National SC-ST Hub (NSSH) Scheme of the Ministry of MSME is a focused initiative designed to empower entrepreneurs from Scheduled Castes and Scheduled Tribes

It's Business Accelerator Programme (BAP) is playing a transformative role in bridging enhanced capabilities with quantifiable business growth by providing structured mentorship, industry insights and targeted business interventions

From overcoming barriers to scaling up operations and participating in mainstream economic activities, BAP is helping enterprises unlock potential across sectors and geographies through focused support

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Driving Inclusive Growth through the National SC-ST Hub Scheme

The National SC-ST Hub (NSSH) Scheme is a focused initiative designed to empower entrepreneurs from Scheduled Castes and Scheduled Tribes. By addressing barriers such as access to markets, finance, technology, lack of capacity and institutional networks, the scheme is helping these enterprises to enhance their competitiveness and sustainability. Beyond fostering public tenders' participation, the NSSH is creating opportunities for long-term growth, resilience and greater visibility, enabling SC/ST entrepreneurs to integrate more effectively into the mainstream economy and contribute meaningfully to the nation's economic progress.

Capacity Building: Laying the Foundation for Enterprise Growth

At the core of this transformation lies a strong emphasis on capacity building, which equips SC/STs with the tools and knowledge needed to thrive in structured, compliance-oriented markets. These programs go beyond conventional training by addressing critical aspects such as financial management, tender participation, pricing strategies, and regulatory understanding. This holistic approach not only enhances their preparedness for market participation but also fosters greater business confidence and resilience.

Business Accelerator Programme (BAP): A Gateway to enhanced market opportunities

Building on this foundation, the Business Accelerator Programme plays a transformative role in bridging enhanced capabilities with quantifiable business growth. By providing structured mentorship, industry insights and targeted business interventions, the BAP helps entrepreneurs overcome critical challenges in business strategy, pricing, operational efficiency, and market.

Across diverse sectors, BAP has enabled entrepreneurs to transition from fragmented approaches to well-defined, data-driven strategies, helping them align with market expectations and unlock access to larger opportunities, particularly in Government procurement.

Stories of Transformation: Enterprises in Action

1. Creating Relevance in Compliance - Driven Markets - Story of M/s Safety & Security Engineering, West Bengal



Operating in the highly regulated fire safety industry, Mr. Debasish Mondal's enterprise initially faced challenges related to pricing, market visibility and competitive positioning. Despite having reliable products such as Fire Protection & Life Safety Equipments, the absence of a structured positioning strategy limited its growth.



Through BAP at IIM Sambalpur, he gained clarity on pricing framework and cost structure, enabling a shift to a data-driven approach. This enhanced his competitiveness and market positioning, leading to successful participation in Government procurement and securing tenders worth ₹8.48 lakh from Power Grid Corporation of India Limited.

2. Scaling Clean Energy – Story of M/s Renergy Solution Pvt. Ltd., Assam



With a strong technical foundation in renewable energy, the enterprise founded by Mr. Bhargav Deori had already established itself within the public procurement ecosystem and was actively securing solar installation opportunities for Government Institutions. However, the need to strengthen strategic direction and formalize business processes became critical to sustain and scale up growth.

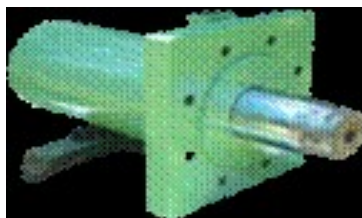


Through BAP, the M/s Renergy Solution Pvt. Ltd enterprise transitioned from experience-driven operations to a more professionally structured, market-oriented approach. This has enhanced its positioning, improved engagement with procurement platforms and strengthened its readiness to participate in Government tenders, enabling him to more effectively leverage opportunities and expand its impact in the renewable energy sector significantly with public/ Government buyers.

3. Powering Motion with Precision: Story of Sawalaram Enterprises, Maharashtra



Shri Sunil Popatrao Jagtap, founder of Sawalaram Enterprises in Nashik, specializes in hydraulic cylinder manufacturing. After 18 years of working in an engineering firm, he launched his own manufacturing enterprise in 2010 and developed a robust hydraulic cylinder.



To strengthen his business, he joined the Business Accelerator Program (BAP) at IIM Shillong, where he gained insights into business strategy and Government tenders. Leveraging the knowledge and insights gained through the program, he successfully secured a ₹5.10 lakh tender from the Steel Authority of India Limited (SAIL) for the supply of hydraulic cylinders. This achievement enhanced the enterprise's business performance, expanded its market presence, and set it firmly on a path to a sustained growth.

Looking Ahead: Scaling Opportunity, Sustaining Impact for Inclusive Growth.

As these enterprises continue to grow, they are shaping a broader narrative of inclusive development, where entrepreneurship becomes a vehicle for empowerment and economic participation. From overcoming barriers to scaling up operations and participating in mainstream economic activities, these

enterprises exemplify how focused support can unlock potential across sectors and geographies. The National SC-ST Hub Scheme is not only strengthening individual enterprises but also reshaping how inclusivity translates into meaningful economic progress through capacity building, guided support and strategic intervention as India envisions a viksitBharat @2047.

For more information on SC-ST Hub scheme visit: <https://www.scesthub.in/>



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