

# MARS.NBC ENTREPRENEURSHIP MOBILE APP



## INTRODUCTION



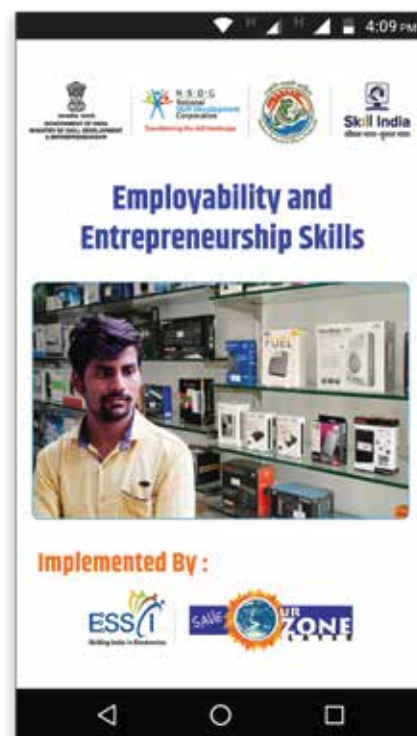
Entrepreneurship plays a significant role in the economic development of a country. Entrepreneurship acts as a catalyst for the economic prosperity of a nation as it leads to generation of employment, contribution in national income, rural development, industrialization, technological development, export promotion etc.



In spite of several initiatives taken by the government, entrepreneurs still face certain problems like lack of availability of finance, technical knowledge, managerial skills, availability of resources and infrastructure, awareness about entrepreneurship schemes and regulatory framework, market linkages. Especially they need to be guided about eligibility criteria and responses to the queries raised by the financial Institution. The Mobile App. has been designed to respond to these problems.



## Employability and Entrepreneurship Skills



## ABOUT THE MOBILE APP

MARS.NBC mobile app is designed with an objective create awareness and help the skill manpower to become an entrepreneur. It covers the basic skill set required for entrepreneurship, role of soft skills and various Government financial assistance schemes available in our country for different set of people like National Backward Class, Safai Karamchari etc. It is not only giving information about the scheme but also helps to understand how to avail financial assistance and support from these schemes.

MARS.NBC app is available on Google play store so that it can be easily downloaded and installed by participants on their android Smartphone. During installation it ask to fill out personal information form and after posting the form OTP is received as SMS on participant mobile phone to confirm the identity. Once activated participant can go through the content integrated with the app.

## IMPLEMENTED BY



## FOLLOWING CONTENT HAS BEEN INTEGRATED WITH APP

- » Understanding business and how to become an entrepreneur, understanding market segment, competition, promotional activities and strategy to position product or services.
- » Soft Skills like leadership, teamwork, communication, personality development, time management etc.
- » Various schemes for Financial Development to Safai Karamcharis / Scavengers by NSKFDC this also includes eligibility criteria, various types of loan available, non loan based schemes as well as list of banks providing this facilities.
- » Various schemes for National Backward Classes Finance and Development Corporation (NBCFDC) this includes eligibility criteria, financing schemes, schemes specific for woman empowerment



For ease of content access it has been classified as Modules, Units and Topics. Apart from text explanation good quality images and narrative voice over audio is integrated along with the text for ease of understanding. Video clips are also integrated wherever applicable.

MARS.NBC is working on online installation and offline execution thus once the content is downloaded on mobile phone it stay back in the participant mobile phone memory so that they can access it as and when they want without internet connection. It maintains content download logs for monitoring of participants. Online assessment feature is also integrated for self testing of knowledge. Participants are also having provision for sending their feedback related to app or content. This is a secured app thus cannot be copied or shared from one mobile phone to other mobile phone even the content downloaded cannot be copied.

## INTERACTIVE SUPPORT MODULE

This module provides ease of access to the end user. As and when they have the query it can be immediately addressed by the Subject Matter Expert (SME) who would receive the question and respond to the participant only or may open it for the closed group to know about the query and it's response. The communication channels are Text, Images, and Audio & Video.

## INTERACTIVE MODULE FOR ASSESSMENT

In order to do practical assessment, App. provides for the ability for the assessor while in the field to respond to the assessment criteria and also take the pictures of the exercises being carried out by the participants. This information is being directly uploaded to our on-line learning platform "Maharishi Augmented Reality System - MARS". Thus makes assessment process very transparent.



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