

Want to scale your business 3X?

Boost your business expansion in just 12 weeks with Wadhvani Foundation's Accelerate Program.

Growth Accelerate Program by Wadhvani Foundation is crafted exclusively for **Small and Medium Businesses** with **Promising Growth Ideas** who are ready to take their business to the next level.

Bring the Growth Ideas

Indicative Examples



Diversification:

Launching new products and services



New Customer Segments:

Targeting untapped industries and customers



Export Initiatives:

Starting or expanding your export business.



Consumer Market Entry:

Launching a consumer-facing brand, transitioning from B2B to B2C



National Distribution:

Establishing or expanding a national distribution network.



Geographical Expansion:

Entering new regional or international markets.

Get Exclusive Resources for Business Expansion



1:1 Coaching:

6 hours of coaching from seasoned industry leaders



Specialized Coaching:

Access 20 hours of small-group coaching tailored to your specific needs.



Group Coaching :

40 hours of coaching focused on building business expansion plans.



Capacity Building:

Equip managers with foundational management capabilities



AI-Powered Platform:

Leverage the Wadhvani Foundation's Genie AI platform.



Helpdesk Support:

Receive up to nine months post-program implementation support.

Example of Service Support

Indicative Examples



Funding:

Get facilitation to secure funds for expansion through conventional and non-conventional sources.



Partnerships:

Receive support to establish strategic partnerships and distribution networks.



Market Access:

Gain assistance in accessing new markets with expert service providers.

Eligibility Criteria



Promising business expansion idea



Annual revenue up to ₹ 100 Cr



Willingness to invest in business expansion

Ready to accelerate your growth?

Apply to SME Growth Accelerate Program

For more information, mail us at

kedar.pandya@wadhwanifoundation.org



In partnership with

AIMA
ALL INDIA MANAGEMENT ASSOCIATION

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N S I C

WADHWANI
FOUNDATION

Opportunity for NSIC Members: Apply now for the SME Accelerate Programme

Dear NSIC member,

We are excited to inform you about a unique opportunity being offered to NSIC members

The **SME Accelerate Programme**. This programme, offered in collaboration with the All India Management Association (AIMA) and the Wadhvani Foundation, is designed to fast-track the growth of small and medium-sized enterprises (SMEs) like yours.

Why Should You Apply?

The SME Accelerate Programme is an intensive 12-week accelerator that helps selected SMEs identify growth opportunities, develop tailored strategies, and build the capacity to scale their business effectively. The program aims to **triple your company's revenue within three years** and foster employment generation, all at **no cost** to the participating companies.

Key Features of the Programme:

- **Personalized Growth Support:** Receive dedicated guidance, 1:1 business coaching, and tailored strategies to help your business scale.
- **Capacity Building:** Enhance your management capabilities to empower your team for effective execution of growth plans.
- **Expert Insights:** Participate in curated masterclasses led by industry leaders, designed to address your specific business needs.
- **Community Engagement:** Network with other business leaders and gain access to a supportive community and service provider network.

Eligibility Criteria:

- Small and medium-sized enterprises with a clear vision and a defined business expansion idea.
- A commitment to invest time and resources into growth initiatives.

How to Apply:

If your company is ready to scale and achieve significant growth, we strongly encourage you to apply for this program.

For more details about the program, [click here](#).
To register for the SME Accelerate Programme, [click here](#).

Please note- this is a highly selective program, and only a limited number of companies will be chosen to participate.

Don't miss this chance to take your business to the next level!

If you have any questions or need further information, please feel free to write to us at kedar.pandya@wadhwanifoundation.org; rbhatia@aima.in; enayyar@aima.in or call us at +91 9891963303.

We look forward to receiving your application and helping you expand your business.

ACCELERATE

TAILORED GUIDANCE FOR BUSINESSES
TO ACCELERATE GROWTH



Brief on the SME Accelerate Programme

The SME Accelerate Programme is a 12-week immersive accelerator initiative, jointly developed by the All India Management Association (AIMA) and the Wadhvani Foundation.

It is specifically designed to support small and medium-sized enterprises (SMEs) in India, helping them fast-track their growth and significantly increase their revenue.

About the Partners:

- **Wadhvani Foundation:** A global not-for-profit organization focused on accelerating economic development by driving job creation through various initiatives, including skilling, entrepreneurship, innovation, and more.
- **AIMA (All India Management Association):** The apex body for management in India, dedicated to enhancing management capabilities across the country through education, training, and business solutions.

Programme Objectives:

The SME Accelerate Programme aims to:

- Identify growth opportunities for SMEs.
- Develop tailored strategies to scale effectively.
- Build the capacity required to sustain and manage growth.
- Triple the revenue of participating companies within three years.
- Foster employment generation.

Target Participants:

The programme is designed for SMEs that:

- Have a clear long-term vision and a defined five-year business plan.

- Demonstrate substantial progress and alignment with their vision.
- Are financially stable, with adequate cash reserves and profit margins.
- Show resilience, risk-taking ability, and a commitment to strategic growth.
- Have a history of collaboration with experts and active participation in industry networks.

Key Programme Features:

- **Guidance and Coaching:** Participants receive a dedicated guide for 12 weeks to assist with growth idea GAP assessments, resource identification, and personalized growth plans. They also benefit from 6 hours of one-on-one business coaching from industry experts.
- **Masterclasses and Capacity Building:** The programme includes 20 hours of curated masterclasses on various topics and 40 hours dedicated to building management capacity, empowering teams to execute growth strategies.
- **Community Engagement:** SMEs can engage with a broader community through networking events, gaining access to service providers and industry peers.
- **Ongoing Support:** Continued support is provided beyond the initial 12 weeks through the technology platform GenieAI, ensuring sustained growth and problem-solving.

Benefits to Participating Companies:

- **Tailored Business Expansion Support:** Customized advisory support to aid in business expansion.
- **Revenue Growth:** A structured approach aimed at tripling company revenue within three years.
- **Management Capacity Building:** Enhancing the management skills needed to empower teams and implement growth strategies effectively.
- **Expert Coaching:** Direct access to industry leaders for addressing specific business challenges.
- **Sustained Support:** Continued guidance and resources through the GenieAI platform, even after the program concludes.

This programme represents a significant opportunity for SMEs to accelerate their growth trajectory, enhance their operational capabilities, and achieve long-term success in a competitive business environment.