Navachar Mantra

Prelims: *Current events of national and international importance*

Why in News?

Recently, Union Minister Shri Jayant Chaudhary Launches 'Navachar Mantra', a National Initiative for Grassroots Innovators and Entrepreneurs

- **Launched by –** The Ministry of Skill Development and Entrepreneurship (MSDE).
- **Objective –** To promote grassroots entrepreneurship and scalable innovation across India, particularly in Tier-2 and Tier-3 towns, rural areas, aspirational districts, and underserved regions.
- **Implementation** – The programme is being implemented by NIESBUD, with FITT, IIT Delhi as the Technical Knowledge Partner.
- **Vision –** To encourage technologies and solutions conceived in India for global impact.
- To strengthen India's innovation ecosystem and contribute to the vision of a self-reliant and innovation-driven Viksit Bharat.
- **Focus Areas** – It focuses on priority sectors including Agritech, HealthTech, EdTech and Skilling, Climate and Sustainability, Rural Commerce, and MSME Enablement.
- The programme seeks to connect innovators with policymakers, industry leaders, investors, and experts to strengthen business models and accelerate growth.
- **Application–** Applications are open until *5 July 2026* through a dedicated digital platform.
- Innovators and entrepreneurs from across the country can apply.
- **Selection Process –** A multi-stage evaluation involving experts from academia, industry, government, and investment firms.
- **Support and Benefits –** Selected participants will join a year-long programme featuring mentorship sessions, webinars, innovation showcases, investor interactions, and storytelling platforms.
- They will receive guidance on business development, market access, intellectual property, regulatory compliance, fundraising, and scaling.
- Opportunities for pilot projects, partnerships, and market linkages will also be provided.
- **Recognition and Impact –** The initiative will enhance innovators' visibility through podcasts, digital campaigns, innovation showcases, and ecosystem events.
- It will culminate in a national showcase event.

Reference

PIB| Navachar Mantra