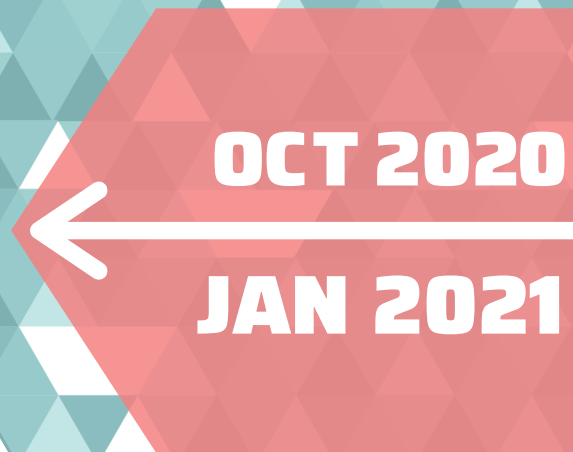




# **ACTION PLAN**

**SOCIAL ENTREPRENEURSHIP  
COMPETITION**

**MENTOR  
MANUAL**





# ACTION PLAN

## MENTOR MANUAL



## About **Abhyuday**

Abhyuday started 7 years back, with a group of socially inclined students who felt the need for a body, which provides opportunities to the students of the institute who wish to work for a better society. With a vision to channelize the youth towards India's social challenges, Abhyuday has established itself as one of the country's largest student-run social bodies in the mere span of 7 years. Our flagship being Action Plan competition and Career Counselling Campaign, we also conduct year-long events like volunteer weekends, conferences, donation drives, exhibitions and provide social fellowship, internship opportunities to the students of the institute.

The 'Social Fest' usually held in January is a two-day extravaganza that celebrates the spirit of social good.

## About **Action Plan**

The notion of Human beings has always been to think and decide upon a bigger goal in their life. In the midst of that pursuit, they have intentionally or unintentionally raised some social issues that in turn stand in their way to success. Nonetheless, we believe it is high time now to bring the best, smart and innovative young minds of our country in front of the world where they themselves try to solve numerous challenges that have plagued our society for long. Unfortunately, most of the startups built around them fail because they lack the required business plan. Here comes in **Action Plan**: the social entrepreneurship competition of Abhyuday, IIT Bombay, where we help such startups convert their idea into a scalable business model. Spread across 20+ states, 40+ cities and 1500+ colleges, this nationwide competition takes the participating teams through multiple stages, starting from identifying a specific problem through stakeholder interaction, progressing to engage with stakeholders and organizations in developing a solution, and validating those ideas in the society for further improvement.

In its last edition, 550+ teams registered for the competition out of which 120+ teams received professional mentorship.

**Action Plan - A Social Entrepreneurship Competition**

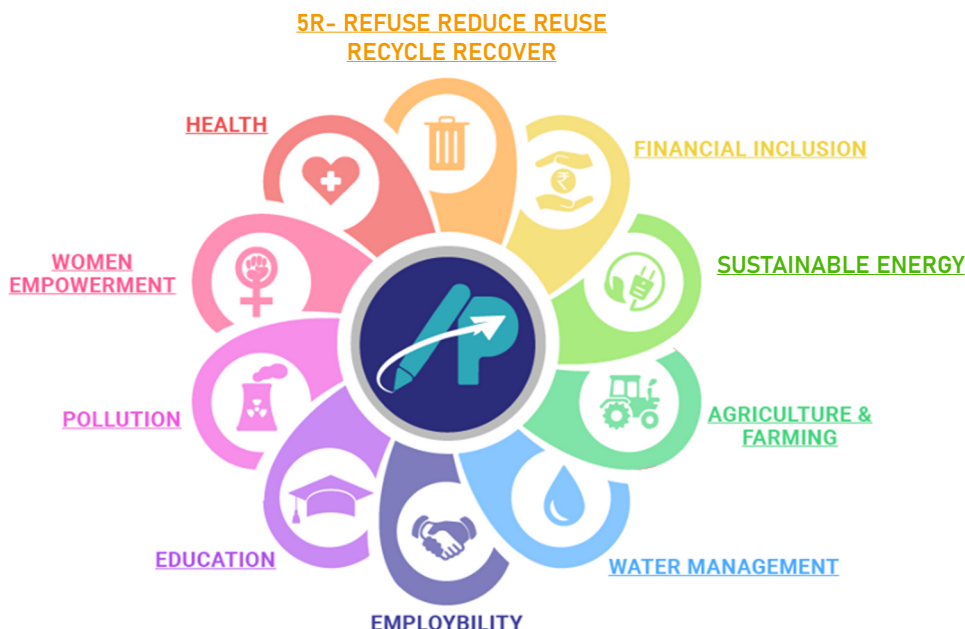


# ACTION PLAN

## MENTOR MANUAL



## Sectors



## Why mentoring is important ?

"Research has shown that 70% of small businesses that receive mentoring survive for five years or more, which is double the rate compared with non-mentored entrepreneurs."

**FEDERATION OF SMALL BUSINESSES**

"I think the greatest thing we give each other is encouragement, knowing that I'm talking to someone in this mentoring relationship who's interested in the big idea here is very, very important to me. I think if it were just about helping me get to the next step, it would be heck of a lot less interesting." **Anne Sweeney, President of Disney/ABC Television Group**

"A mentor is someone who sees more talent and ability within you, than you see in yourself, and helps bring it out of you." **Bob Proctor**

"A good plan implemented today is better than a perfect plan implemented tomorrow." **George Patton**

"My job is not to be easy on people. My job is to take these great people we have and to push them and make them even better." **Steve Jobs**



# **ACTIONPLAN**

## **MENTOR MANUAL**



## **What is mentoring ?**

Mentorship is a relationship in which a more experienced or more knowledgeable person helps to guide a less experienced or less knowledgeable person. It is a learning and development partnership between someone with vast experience and someone who wants to learn. Mentorship experience and relationship structure affect the "amount of psychosocial support, career guidance, role modeling, and communication that occurs in the mentoring relationships in which the proteges and mentors engaged.

## **What mentoring IS**

- A two-way relationship
- Developmental, building capacity and skills
- Building self-reliance and leadership
- Trusting and supportive
- A mutual learning experiences
- Keep perspective
- Help you reflect on your learnings
- Coach you in a non-directive manner

## **What mentoring IS NOT**

- Business consultancy
- Business coaching
- Direct sponsorship
- Offer paid-for or pro bono products or services she/he may supply through their own work or company
- Play the role of your accountant, lawyer, sales rep or parent



# ACTIONPLAN

## MENTOR MANUAL



## Why should I become a **mentor** ?

Mentors stand to gain the satisfaction of making a difference in fledgling entrepreneur's life and contributing back to the society.

They also get to keep in touch with:

- new technologies get exposed to new businesses and ideas
- develop leadership and management skills
- develop and practice interpersonal skills
- expand networks by working with the young entrepreneurs

## What skills does the ideal **mentor** have?

- **Listening skills**
- **Ability to clarify** – with appropriate questions to ensure proper understanding of the challenge or situation
- **Ability to question** – to explore further creative solutions and consequences
- **Readiness to act** – on what has been agreed
- **Willingness to be proactive and flexible** – in communication and action



# ACTION PLAN

## MENTOR MANUAL



## Potential Mentors

Mentors are successful and experienced people willing to share or impart knowledge and wisdom on to those less experienced, in this case, college students and entrepreneurs of budding startup companies. Mentors with wide range of expertise and experiences are chosen. They are categorized as

1. **Technical Mentors** such as CEOs, consultants, partners or directors of successful companies of NGOs or Social Organizations. They will have deep knowledge in their social sectors. Their experience will help mentees in understanding problem broadly
2. **Business Mentors** such as consultants, CEOs, CTOs, VPs, partners or directors of successful companies. These experienced people will be responsible in helping in at almost all activities of a start-up, such as formulating the business plan, product development, business development, team-building, fundraising, marketing, etc.

## Stages of Formal Mentoring Relationships





# ACTION PLAN

## MENTOR MANUAL



## The following are expectations of enrolled **mentors**:

### **Voluntary commitment**

- Mentors will make their best efforts for regular contact with mentees on a mutually agreeable schedule, taking up to 1 or 2 hours per week. This is the typical case; this is flexible based on mutual agreement.
- Mentors will be mentoring 2-3 teams working in a sector that aligns with your field of work.
- Mentors are volunteers and advice given is not based on consultation fees.

### **Feedback**

- Mentors will also have to maintain a record of their interaction with mentees. That will help us in judging the mentees as healthy interaction with mentor is judging criteria.
- Assistance of mentors judging throughout the competition is also expected..

### **Relationship**

- The relationship between mentors and mentees should be professional and with proper business ethics at all times.
- Mentors should treat mentees with dignity and respect. Mentors should encourage mentees to be responsible for the mentoring.
- Mentors will maintain confidentiality of any proprietary information of the mentees.
- Conflicts of interests should be avoided when deciding on mentoring relationship. If and when one or more interests of the mentor (financial or non-financial) is in conflict with mentoring relationship and responsibilities, the situation should be promptly disclosed to the mentee and appropriate course of action taken\*.
- Mentors should provide no inventive contributions to the mentors without sufficient legal agreements
- Discontinuation of mentoring relationship should be communicated to Abhyuday.

## How to become **mentor** at **Action Plan** ?

- If the all agreement works out positively, the association needs to be finalized by filling the following form.
- Link of mentorship reg – [www.abhyudayiitb.org/actionplan/](http://www.abhyudayiitb.org/actionplan/)
- When the teams will be finalized for the 2nd round, Abhyuday would recommend the teams to the mentors
- Feedback of the teams will be taken by the mentors throughout the competition.