

## ЗАЛУУ БИЗНЕСИЙГ ДЭМЖИХ САНААЧЛАГА ХӨТӨЛБӨР

### 1. ENTREPRENEURIAL MINDSET, KNOWLEDGE, AND SKILLS DEVELOPMENT PROGRAM

This program is designed to foster entrepreneurial interest among youth and build their capacity for independent economic activity. It is delivered using the APOENA model, which encourages participants to become confident, motivated, and open-minded before progressing to develop creative thinking, problem-solving, collaboration, and core practical skills, as well as to explore innovative concepts, strategies, and techniques.

A key distinction of this approach lies in its focus on enhancing participants' mindset and knowledge, thereby making the learning process more effective, inclusive, and sensitive to gender and human rights perspectives.



### 2. GREEN AND SOCIAL ENTREPRENEURSHIP SUPPORT PROGRAM

Social entrepreneurship plays a vital role in creating a better future by addressing the root causes of pressing social and environmental challenges through positive change. This program is designed to support green and social entrepreneurs in expanding and advancing their businesses. It introduces more than 30 practical tools and shares strategies and methodologies that can be directly applied to real-world operations, helping participants integrate sustainable and socially responsible practices into their business models.



### 3. MENTORING

Since its launch in 2014, this program has served as a valuable platform for young entrepreneurs to enhance their capacity, develop business strategies, and strengthen their knowledge and skills. To date, six mentoring handbooks have been developed and utilized in mentoring activities, covering key areas such as entrepreneurship, education, rural development, green finance, and employment. The program is built on a peer-learning partnership model, fostering collaboration between experienced mentors and less experienced mentees from various sectors. Together, they work to address the challenges identified by young entrepreneurs and support their development and success. Notably, for youth aged 14 to 35, experienced mentors play an essential role in cultivating entrepreneurial thinking and improving critical skills such as business planning, financial literacy, innovation, and technology development, resulting in tangible and meaningful outcomes.



## Key Results

Youth Empowerment  
Youth (Aged 16–35) Trained: 2,114

Enterprise Development  
New Businesses Established: 7  
Businesses Strengthened: 349  
Entrepreneurs Matched with Mentors: 1,824

Financial Inclusion  
Clients Successfully Financed: 392  
Facilitated Loan Value: USD 1.0 million

Employment Impact  
Jobs Generated: 419  
Social Entrepreneurs Supported: 351



### LAND AND ENVIRONMENTAL IMPACT:

Grazing Area:  
**300 hectares**

Forest Area:  
**100 hectares**

Collected Recyclable Waste:  
**450 tons**