

Registration No:
(Office use only) -

People's Biz Teens Challenge - 2025

Island-wide School Competition to Select the Best Entrepreneurial Idea Application Form

1. Applicant Details

1.1 Full Name of the Applicant:

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1.2 Name and Address of the School:

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1.3 Contact number of the School:

1.4 District:

1.5 Grade:

1.6 Date of birth and age:

1.7 Are you a member of your school's Entrepreneurship Circle?

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1.8 Contact number:

2. Summary of your Business Proposal

2.1 How would you define your business concept in simple terms?

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2.2 Related industry sector (e.g., Food, Chemical, Light Engineering, Services,

etc.):.....

[illegible][illegible]

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2.5 What makes your product/service unique compared to similar offerings?
Explain its uniqueness, quality, and creativity. (Max 100 words)

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3. Marketing

3.1 Describe your target customer segment.

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3.2 Specify the market where you expect to sell your product/service.

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3.3 Why should customers choose your product/service over similar alternatives?

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3.4 Have you created a brand name for your product/service? If yes, what is it?

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3.5 How do you plan to reach your target customers?

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4. Production

4.1 Current development stage of your product/service (Tick ✓ one).

Concept formulation phase ☐

Sample Developed ☐

Initial stock supplied to the market ☐

4.2 Briefly describe the production process (Max 50 words):

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5. Sales Revenue and Profit:

5.1 What is your understanding of production cost and selling price?

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5.2 What are your plans to increase profit margins and reduce costs?

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6. Environmental Friendliness and Sustainability

6.1 Do you use locally sourced raw materials?

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6.2 Explain the environmental friendliness of your product/service.

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6.3 How does your product/service help to reduce environmental harm?

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6.4 Your ideas/suggestions for sustaining the project long-term.

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7. Contribution to the Economy:

7.1 Is your product/service has an export potential?

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7.2 Does it serve as an import substitute?

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7.3 Explain how your business contributes to national economic growth and job creation

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8. Additional Information:

8.1 Have you participated in similar competitions before?

Yes ☐

No ☐

If yes, please provide details:

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8.2 Can you access guidance or support for this project?

Yes ☐

No ☐

If yes, please specify the type of support you can access.

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Do you require any special assistance to implement the proposed project?
(e.g., technical, financial, management, mentorship etc.)

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9. Declaration

I confirm that the above information is true and accurate, and I agree to comply with the rules and regulations of the competition.

Date: **Applicant's Signature:**

Principal's Recommendation

I hereby confirm that the above student is currently studying in Grade at our school and is suitable to apply for this competition.

Date:

Principal's Signature & Official Stamp

School Industry Entrepreneurship Circles National Program

PEOPLE’S BIZ TEEN CHALLENGE – 2025

An Island-wide School Competition to Identify the Best Entrepreneurial Concept
Guidelines

General Instructions for Filling the Application Form

The People’s Biz Teen Challenge – 2025 is organized jointly by the Industrial Development Board of Ceylon and People’s Bank, in parallel with the National School Industry Entrepreneurship Circle Program implemented by the Ministry of Industry and Entrepreneurship Development and the Industrial Development Board.

Awards and certificates will be presented to the best entrepreneurial concepts.

Note: Please read the following instructions carefully before filling out the application form.

1. Eligibility Criteria for Applicants

- (a) School students aged between 11 and 18 years are eligible to apply.
- (b) Applicants must currently be studying at a government or private school.
- (c) Applications must be submitted individually.

2. How to Apply

- (a) Step 1 – Application forms can be obtained through your school, from the respective Circle-in-Charge Teacher, from the People’s Bank website (<https://www.peoplesbank.lk>), or from Industrial Development Board district offices and its official website (<https://idb.gov.lk>).
- (b) Step 2 – Clearly fill in all sections of the application form using legible handwriting.
- (c) Step 3 – Submit the completed hard copy of the application form to your school's Circle-in-Charge Teacher, the nearest IDB district office. Alternatively, you can mail it directly via registered post to:

**Director,
Entrepreneurship Development Division,
Industrial Development Board of Ceylon,
No. 615, Galle Road, Katubedda,
Moratuwa.**

3. Application Opening and Closing Dates

- Applications will be open from 23rd July 2025 and will close on 31st August 2025.

4. Instructions for Completing the Application

- (a) Provide your responses only within the space provided.
- (b) For Question 1.1, write in English capital letters leaving a space between words.
- (c) For Question 2.2, choose the industry sector relevant to your proposed concept from the options provided.

No.	Sector Name
01.	Food & Beverages
02.	Design, Packaging and Paper Related Industries
03.	Spice related Industries
04.	Coconut, Kithul & Palmyrah Based Products and Fiber related Industries
05.	Tea, Value added Tea and related Industries
06.	Footwear, Leather, Leather products and Allied Industries
07.	Rubber, Plastics and Allied Industries
08.	Metal, Die, Mold, Machinery Tools and Allied Industries
09.	Timber, Wood-based Industries and Furniture Industries
10.	Vehicles, Automotive Assembly and Automotive related Industries
11.	Electrical and Electronics and Allied Industries
12.	Western, Indigenous Ayurvedic and other Pharmaceutical and Allied Industries
13.	Construction, Granite, Tile, Pottery, Ceramics and Decor related Industries
14.	Maritime & Shipping related Industries
15.	Printing, Publishing Materials and Allied Industries
16.	Cosmetics and Allied Industries
17.	Gem and Jewelry related Industries
18.	Minerals and Mining Allied industries
19.	Textiles, Apparel and Allied Industries
20.	Chemical, Energy and Allied industries
21.	ICT & Advance Technology Services
22.	Craft Industry
23.	Agro-Based Industry
24.	Services Industry
25.	Other Industries

(d) For/ Question 4.1, tick the box that corresponds to the stage of your business concept. (✓)

(e) Video/voice guidance for filling out the application is available on the People's Bank and IDB websites. For further assistance, contact your Circle-in-Charge Teacher or your nearest IDB District Office

(f) Before submitting, the applicant must sign the declaration section and obtain the recommendation of the school principal.

5. Evaluation Criteria

(a) Creativity and originality of the idea

(b) Feasibility and understanding of the business concept

(c) Potential for social impact and economic contribution.

(d) Efforts have been taken to present a complete and realistic business plan

6. Evaluation Process and Awards

(a) The evaluation process will be conducted in two phases. During the initial phase, applications will be reviewed and assessed based on predefined criteria. Candidates with the highest scores will advance to the final phase, which will involve a PowerPoint presentation as part of the evaluation.

(b) Selected applicants must deliver a 10-minute PowerPoint presentation based on their business concept.

(c) Evaluation will be conducted by a National Panel consisting of officers from the IDB and experienced professionals from the Industry sector

(d) District-level winners will receive valuable certificates, while national-level winners will be awarded at the National Awards Ceremony along with cash prizes as follows:

- **1st Place – Rs. 250,000**
- **2nd Place – Rs. 150,000**
- **3rd Place – Rs. 100,000**
- **10 Merit Awards – Rs. 25,000 each**

7. Important Notes

(a) Only original concepts should be submitted. Plagiarized or copied ideas from the internet may lead to disqualification.

(b) Organizers reserve the right to verify all submitted information.

(c) Decisions of the evaluation panel are final.

8. For More Information and Submission

Please contact the Industrial Development Board District Offices for further assistance or to submit your application.

District	Address	Tell/ Fax /E-mail
Ampara	Assistant Director Ampara District Office, Industrial Development Board, Kachcheri Road, Ampara	063-2222405 amparaiddb@gmail.com
Anuradhapura	Deputy Director Anuradhapura District Office, Industrial Development Board, No.185/10, Anagarika Darmapala Mawatha, Anuradhapura	025-2222335, 025-2225659 idbanuradhapura@gmail.com
Badulla	Deputy Director Badulla District Office, Industrial Development Board, No.11, Martin Silva Mawatha, Badulla	055-2222470 idbbadulla@gmail.com
Batticaloa	Assistant Director, Batticaloa District Office, Industrial Development Board, No -24, Sinna Uppodai Road, Batticaloa.	065-2228410 idbbatticaloa@gmail.com
Colombo	Deputy Director, Colombo District Office, Industrial Development Board, No.98, 2nd Floor, High-level Plaza, Delkanda, Nugegoda.	011-2815009 idbcolombo@gmail.com
Galle	Deputy Director Galle District Office, Industrial Development Board, Matara Road, Unawatuna, Galle	091-2227034 idbgalle@gmail.com
Gampaha	Deputy Director Gampaha District Office, Industrial Development Board, Kachcheri Complex, Gampaha.	033-2222909 idbgampaha@gmail.com
Hambantota	Assistant Director Hambantota District Office, Industrial Development Board, Dehigahalanda, Ambalanthota	047-2225468 idbhambantota@gmail.com
Jaffna	Deputy Director Jaffna District Office, Industrial Development Board, New Building, 2nd Floor, District Secretariat Office, Jaffna.	021-2222421 idbjaffna@gmail.com
Kalutara	Assistant Director Kalutara District Office, Industrial Development Board, New Shopping Complex, 1C Hall, Galle Road, Kalutara South.	034-2222601 idbkalutara@gmail.com
Kandy	Deputy Director Kandy District Office, Industrial Development Board, NHDA Building, Yatinuwara Weediya, Kandy	081-2224233, 081-2201696 idbkandy@gmail.com
Kegalle	Deputy Director Kegalle District Office, Industrial Development Board, No. 24, Winston Wickramasinghe Mawatha, Kegalle.	035-2223124 idbkegalle@gmail.com

Killinochchi	Assistant Director Killinochchi District Office, Industrial Development Board, Old Kachcheri, Killinochchi.	021-2283754 idbkilinochchi@gmail.com
Kurunegala	Deputy Director Kurunegala District Office, Industrial Development Board, District Secretariat Building, 2nd floor, Kachcheriya Road, Kurunegala.	037-2223212 idbkurunegala@gmail.com
Mannar	Assistant Director Mannar District Office, Industrial Development Board, District Secretariat, Mannar.	023-2251599 idbmannar@gmail.com
Matale	Deputy Director Matale District Office, Industrial Development Board, No 132, Malwatta Road, Matale.	066-2223160 066-2234366 idbmatale@gmail.com
Matara	Deputy Director Matara District Office, Industrial Development Board, No.19/2, Akuressa Road, Nupe, Matara.	041-222200 idbmatara@gmail.com
Monaragala	Assistant Director Monaragala District Office, Industrial Development Board, Bibila Road, Hulandawa, Monaragala.	055-2276097 monaragalaidb@gmail.com
Mullaitivu	Assistant Director Mullaitivu District Office, Industrial Development Board, Manalkudiyiruppu, Mullaitivu	021-2290209 idbmullaitivu@gmail.com
N'Eliya	Assistant Director Nuwara Eliya District Office, Industrial Development Board, Upper Floor, Co-operative Building, Losan Street, N'Eliya.	052-2223668 idbnuwaraeliya@gmail.com
Polonnaruwa	Deputy Director, Polonnaruwa District Office, Industrial Development Board, Methsiripaya, 2nd Floor, New Town, Polonnaruwa.	027-2223077 idbpolonnaruwa@gmail.com
Puttlam	Assistant Director Puttalam District Office, Industrial Development Board, No.84, Kurunegala Road, Chilaw.	032-2222093 idbputtlam@gmail.com
Ratnapura	Assistant Director Ratnapura District Office, Industrial Development Board, District Secretariat Complex, New Town, Ratnapura.	045-2222567 idbratnapura@gmail.com
Trincomalee	Assistant Director Trincomalee District Office, Industrial Development Board, 487/A, Andankulama, Kandy Road, Trincomalee.	026-2227330 idbtrincomalee@gmail.com
Vavuniya	Assistant Director Vavuniya District Office, Industrial Development Board, Kachcheri Complex, Vavuniya.	024-2222274 idbvavuniya@gmail.com

This is your unique opportunity to showcase your talent, creativity, and entrepreneurial thinking to the entire nation. We wish all young entrepreneurs of Sri Lanka a bright and successful future