**Call for EoI as Project Guide for ENCORE Business Case Challenge**

ENCORE project is pleased to invite EoI from interested academic staff to work in the role of a project supervisor for our students who will be working closely with entrepreneurs listed below in the corresponding business areas to propose solutions.

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| **SL #** | **Business** | **Challenge** | **Area of Challenge** |
| 1 | Mother Made Farm | Difficulty and Lack of Income and Expenses Recording System | Accounting |
| 2 | One Stop Business Service Center | HR Shortage - Recruitment | Recruitment Strategies |
| 3 | Bhutan Trout Farming | Buddhist beliefs and sentiments hindering business | Business promotion |
| 4 | Thadrak Hotstone | Promotion of Hot stone bathing for tourist/local | Promotion |
| 5 | Dil Piggery Farm | No proper marketing strategies to market pork and piglets | Marketing |
| 6 | Jangchubshing Mushroom Framing Institute | Marketing of the courses | Marketing |

The academic staff will closely work with the student(s) and the entrepreneur to identify an innovative growth opportunity for the assigned business. One academic staff can choose to work with more than one student or one group of students. The projects will have to be completed by 14th March, 2023.

The academic staff should have the motivation and commitment to complete the project and preference will be given to those from the same area as the challenge area identified for each of the business cases.

The completed project will be pitched by the students to a panel of evaluators and the best project will have the possibility of presenting their project at an international conference towards the end of 2023. The full document is attached for detailed information on the project.

The academic staff will be compensated by the project as a researcher @ Euro 22 per day with each day having to be constituted by a normal working day’s hours (which will be 7 effective hours excluding lunch break).

Interested academic staff are requested to submit your EOI specifying the case that you are interested in via email @ [tenzinrabgay.gcbs@rub.edu.bt](mailto:tenzinrabgay.gcbs@rub.edu.bt) latest by 30th Jan., 2023 before 5 p.m. A maximum of SIX academic staff will be selected with preference being given to those whose area of expertise matches with the business case area. in case there are more than one applicant for a case with same expertise, seniority and contribution shall be used as the selection criterion. Please contact @ +975-17592211 for further clarification.