



hosted by

#charcha2020 | may 15 | 10 am - 11:30 am

collaborate to create rural jobs





Session Chair
Ireena Vittal (Strategic Secretary, Ministry of Commerce advisor | Former partner, McKinsey & Company)



Arun Goel (Joint Managing Partner at I-Farm)



Sanjeev Asthana (Managing Partner at I-Farm)



Srinivasan Iyer (Sr Program Officer, Ford Foundation)



Prithwi Singh (CEO, Superzop)



Anish Kumar (CoLead, Transforming Rural India Foundation)



Shrashtant Patara (VP, Development Alternatives)



Adarsh Kumar (SR Strategy and Operations Officer, World Bank)



V Shankar (Former MD and CEO, Rallis India)



Anjani Bansal (Deputy Director, Bill and Melinda Gates Foundation)



SK Gupta (Group CEO, Raymond UCO Denim)



Jalandhar Giri (Director and Vice President, Shahi Exports)

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Join us to discuss an action blueprint for building job-centric value chains in rural India. The panel will explore opportunities for upskilling and enterprise promotion in secondary agriculture and franchisee manufacturing

Creating Action Plans for Building Job-Centric Value Chains in Rural India

Shrashtant Patara, Sr. Vice President, Development Alternatives Group participated as a speaker in the 'Collaborating to Create Rural Jobs' session on 15 May 2020, hosted by Transform Rural India Foundation (TRIF) to create an action plan for building job-centric value chains in rural India, in light of the ongoing COVID19 crisis. Charcha 2020, organised by The/Nudge Foundation provided a platform for India's development sector to come together and engage in the most pressing human development challenges rising during the COVID19 pandemic. Charcha 2020 brought together practitioners, thinkers, enablers, community leaders and policymakers across 14 parallel events from 14-16 May 2020 to take on the challenges ahead with conviction and clarity.

The session on 'Collaborating to Create Rural Jobs' was chaired by Ireena Vittal, an Advisory Council member at TRIF and included other leading voices from the industry like ArunGoel (Ministry of Commerce), Sanjeev Asthana (I-Farm), Srinivasan Iyer (Ford Foundation), Prithwi Singh (Superzop), Anish Kumar (TRI), Adarsh Kumar (World Bank), V Shankar (Rallis India Ltd.), Anjani Bansal (Bill & Melinda Gates Foundation), SK Gupta (Raymond Uco Denim) and Jalandhar Giri (Shahi Exports Private Limited).

Such a discussion on the creation of rural jobs and strengthening of the rural economy is of utmost importance considering the current challenges posed by COVID-19, which is leading to job cuts, disruptions of supply chains, shutting down of factories, and return of migrant workers to the villages.

Shrashtant Patara shared how the rural economy has great potential to expand and the need of the hour is to support our 'Entrepreneurs of Hope' who are not only running their enterprise but also creating jobs and shaking the local entrepreneurial ecosystem. He also emphasised on the need for

collaboration and partnership between all actors of the ecosystem as, “Innovation lies in rethinking how people can work together”.

Responding to the question of the potential of micro entrepreneurs, Shrashtant shared that micro entrepreneurs have immense potential, the real challenge is to unleash it through collaborative action and leveraging resources which Development Alternatives has been doing through its network of Information Kiosks commonly known as service centres and district level entrepreneurship coalitions. He highlighted how we need to ‘Ship Knowledge and Shape Products’ so that production is not monopolised by big factories and micro enterprises can take a lead in building the economy.