



Launch of udyame – a Digital Platform for micro-entrepreneurs

A single window digital platform, udyame, has been launched by Development Alternatives in Delhi on February 6, 2020 during the Green Economy Coalition Global Annual Meeting. The platform, which enables micro-entrepreneurs to bridge information gaps, build capacities, and connect with fellow entrepreneurs and service providers, has been developed by Development Alternatives Group, managed by Indian Micro Enterprise Development Foundation (IMEDF) and supported by Hong Kong and Shanghai Banking Corporation (HSBC).

It was launched by two entrepreneurs Asha Devi and Shiv Kumar along with Shrashtant Patara, and Kanika Verma from DA. Other dignitaries present during the launch included Sanjay Agarwal, Director, Ministry of Finance, Government of India; Steven Stone, Chief, Resources & Markets Branch, Economy Division, UNEP; Reema Nanavaty, Director, Self Employed Women's Association; and A.V.R. Prasad, Assistant General Manager, Farm Sector Policy Department, NABARD.

The platform has been divided into three different verticals to cater to the unmet need of micro-entrepreneurs. These are – CAMPUS - where the entrepreneur builds upon their capacities and creates a network with fellow entrepreneurs; CHAUPAL - where the entrepreneur is able to connect with financial institutions and technology providers to streamline their enterprise; and BAZAAR - where the entrepreneur has the ability to list and sell their products and services to others.

The platform is a one stop solution for entrepreneurs to not only learn about entrepreneurship and self-employment but also connect to sell their products and services to customers. They would also be able to browse through potential enterprise ideas and choose one that interests them. The entrepreneurs can also get a financial assessment report by filling in the particulars of their enterprise and plan accordingly. The platform also features an innovative tool to track the journey of the entrepreneur and brackets them according to their proficiency as an entrepreneur.