

Development Alternatives Participates in Event on Empowering Grassroot Startups for Sustainable Development

Development Alternatives participated in a day-long event organised by Bhartiya Yuva Shakti Trust (BYST) to celebrate entrepreneurship on the occasion of National Start-up Day 2023. BYST, is a platform for the Indian youth to turn their business ideas into profitable enterprises, with guidance and support of a mentor.

The event '**Empowering Grassroot Startups for Sustainable Development**' was held on 17 January, 2023 at the SCOPE Convention Centre, New Delhi. The event featured a motivational session, two panel discussions, and a special plenary session.



Sameer Kapoor, Senior Advisor, Development Alternatives, highlighted that enabling platforms can nudge youth entrepreneurship



Lakshmi Venkatesan, Founder, BYST sharing the organisation's 30 years journey of turning job seekers into job creators

Dr Ashok Khosla, Chairman, Development Alternatives (DA) Group as a panellist in the session 'Nurturing Grampreneurs® to Embrace ESG' shared that creating jobs requires social capital and this support needs to come from the ecosystem. MSMEs are crucial enterprises of entrepreneurial development and we need to examine how our systems can support the planet by encouraging incorporation of ESG values in business development and execution, he added. Mr Sameer Kapoor, Senior Advisor, DA, as part of the panel discussion on 'Promoting Digital Readiness of Small and Medium Enterprises', shared that the entrepreneurial energy among the youth in rural areas is enough to transcend them on their entrepreneurial journey; the only push they require is an enabling platform that could facilitate their journey. In the event, BYST also announced its partnership with Cisco and SIDBI, which will focus on supporting young entrepreneurs and creating an entrepreneurial ecosystem across various parts of the country.

The event was attended by over 1200 participants comprising the heads of international agencies, civil society organisations, corporates, banks, NGOs, government bodies, CSR foundations, educational institutions, and BYST-supported and potential entrepreneurs along with mentors.