

## Session with Institute of Rural Management Anand on Social Innovation and Inclusive Entrepreneurship

An insightful session was conducted on the theme "Social Innovation for Systems Change" with the social entrepreneurship students of the Institute of Rural Management Anand (IRMA) on the 27 of March 2023.

Kanika Verma, Associate Vice President, Development Alternatives took the participants through the spectrum of unemployment that exists in India and how the concept of "inclusive entrepreneurship" can enable a transition from unemployment to dignified job creation. As part of explaining DA's entrepreneurship development initiatives, Kanika highlighted the uniqueness of the social innovation approach which is community-driven in nature, and how it is different from the traditional enterprise development programmes that are supply-driven in nature. As part of the session, videos were showcased as case study highlighting how micro entrepreneurs in Eastern Uttar Pradesh and Bundelkhand are creating micromovements of change and bringing about shifts in their community, through models such as women-led e-rickshaws.

During the interaction with the students, Kanika also spoke about the biases that we have as individuals which need to be put aside for 'deep listening' and understanding the aspirations, challenges, and opportunities of the communities that we work with.

Kanika also introduced the participants to the DIY (Do It Yourself) tools of social innovation which includes Community Canvas, Day-in-the Life of and Brave Spaces. As a way forward, the students will be implementing some of these social innovation tools in their upcoming field projects. DA, along with IRMA is also planning to co-create a course on "Social Innovation for Systems Thinking" in the coming months.



Kanika Verma highlighting the importance of social innovation tools to enhance community listening in the session organised by Institute of Rural Management Anand



20+ students at IRMA being part of the session on Social Innovation