

EVENT 2022

TARAGram Yatra 2022 in Mirzapur, Uttar Pradesh

To provide an immersive learning experience in social innovation-led micro-enterprise development, our annual event TARAGram Yatra 2022 was held in the Mirzapur district of Uttar Pradesh, from 22 November to 23 November, 2022.

The TARAGram Yatra in Mirzapur was organised to introduce social development practitioners from across sectors, called '*Yatris*' to the methodology and tools of social innovation. This includes listening, co-creation, prototyping, and learning that are realigning the current ecosystem of economic development and job creation and resetting the growth trajectory to make it more inclusive—especially for those who have been left behind in the 'jobs race'.

The Work4Progress (W4P) India programme, led by Development Alternatives and supported by the "la Caixa" Foundation, is working in two administrative blocks of Mirzapur, i.e Mirzapur City Block and Channvey Block, which involves a network of organisations operating to co-create, test, and develop prototypes for access to entrepreneurship opportunities, leading to job creation among women and young people.

A total of 56 participants (22 *Yatris*, and 34 Coalition members) attended the event. On the first day of the *Yatra*, on 22 November, 2022, the *Yatris* were divided into groups. They visited the blocks and used tools such as **Comic Workshop and Community Canvas** to understand the various models created for entrepreneurship and job creation. The *Yatris* also met our various entrepreneurs leading different enterprise models such as e-rickshaw and garment manufacturing.

On the second day of the *Yatra*, on November 23, the **District Entrepreneurship Coalition** was organised at the meso-level (district or zonal level), with multiple organisations working towards the common goal of supporting micro-enterprises, where entrepreneurs and stakeholders, working on enterprise and livelihood development took ownership and co-created solutions collaboratively to build a robust entrepreneurship ecosystem in the region. The coalition's goal was to bring together various stakeholders and establish links among them to strengthen the region's entrepreneurial ecosystem. It aims to channelise and optimise the efforts and resources of multiple stakeholders, including entrepreneurs, towards the common goal of job creation through enterprise development.



Participants at the TARAGram Yatra 2022
in Mirzapur



Participants at the Community Game Canvas



Participants at the District
Entrepreneurship Coalition

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Based on their field visit, the *Yatris* collaboratively contributed to the understanding and learning of the emerging entrepreneurial needs of the youth and women. They shared solutions for strengthening the systemic prototypes such as udyaME, District Enterprise Coalition, and women-run e-rickshaw models, which are creating changes in the local entrepreneurial ecosystem to make it inclusive and identifying leverage points that will accelerate entrepreneurship-led job creation.



Development Alternatives Group