

UdyaME Power+ Campaign Organised in Three Blocks of Uttar Pradesh

Development Alternatives in partnership with Transforming Rural India Foundation, organised a campaign called 'udyaME Power+,' with an objective to sensitise individuals, family members, and local governments towards encouraging aspiring women and youth entrepreneurs to set up non-traditional businesses. The campaign, part of the Work4Progress programme, highlighted the role of 'unsung heroes' in not only supporting women and youth to fulfil their aspirations but also in unlocking critical resources for business.



Participants attentively listening to the awareness and mobilisation campaign

The 2-day campaign took place in three blocks of Basti, Bahraich, and Lakhimpur Kheri in Uttar Pradesh, reaching out to almost 1,500 individuals. It started with an awareness and mobilisation campaign on the first day, where women and youth were invited to join the campaign and alluded to entrepreneurial opportunities.

The second day of the campaign started with a street play showcasing the journeys of some Work4Progress entrepreneurs who have been able to transform their lives with the support of their families, community members, and Panchayat. Entrepreneurs supported under the programme, SHG members, and aspiring entrepreneurs also came forward to share their stories. This was followed by the ground implementation team inviting the audience to pitch their business ideas through an offline form. The team also shared information on the enterprise support services that the programme offers, including access to information, affordable credit, technological and market linkages, and capacity building. Within 7 days, more than 700 applications were received, with innovative business ideas such as social media influencers, strawberry production, e-rickshaw, food processing units, and catering business. As a way forward, the programme will be extending enterprise support services based on the received applications.