

Roundtable on Rural Entrepreneurship at Scale in Uttar Pradesh

We, in partnership with Transform Rural India Foundation (TRIF), conducted a roundtable workshop on 'Rural Entrepreneurship at Scale in Uttar Pradesh' in Lucknow, Uttar Pradesh on 14 October, 2022. It was held to discuss the nuances of rural entrepreneurship in the state and accelerate it in the districts of Basti, Lakhimpur Kheri, Bahraich, Jhansi, Bhadohi, and Mirzapur. The event was attended by more than 50 stakeholders and was co-hosted by the Indo-American Chambers of Commerce (Lucknow Chapter).



Mr DP Singh, President of the Indo-American Business Chamber of SME (UP Chapter), opened the session by sharing his thoughts

Based on the successful pilots from the Work4Progress programme, the state-level roundtable conference was organised to share learnings from the programme and source new ideas to accelerate micro-entrepreneurship in rural areas and define the path of these efforts towards making Uttar Pradesh a 1 trillion economy.

The roundtable brought together organisations such as Indo-American Chambers of Commerce (Lucknow Chapter), IIM Lucknow, Institute of Enterprise Development (Lucknow), Aga Khan Foundation, Rural Skill and Entrepreneurship Training Institution (RSETI), ASSOCHAM (Lucknow Chapter), and National Bank for Agriculture and Rural Development (NABARD) to understand barriers to entrepreneurship among rural communities who have been historically underserved (especially youth and women) by various entrepreneurship development programmes.

The deliberation in the workshop was around how the 3Es, i.e., Enterprises, Entrepreneurs, and Ecosystem, are key to local entrepreneurship development. It was discussed that a paradigm shift from old strategies that may have worked in a different economy to a new innovative, creative, and adaptable technique that will thrive in today's economy (strategies or techniques that are centred on local employment creation and the development of a local entrepreneurial ecosystem) is required. As a result, a robust and diversified infrastructure of many small and locally owned enterprises will be built, serving as a significant driver of employment growth, economic stability, and community success in the new economic environment.

Tools like the skill gap analysis and market evaluation are necessary to determine the gap between the entrepreneur's current knowledge and the skills that are essential for them to acquire to meet the demands of the market.

Micro-enterprises based on agriculture and allied non-farm activities can create employment for rural youth in the villages, resulting in minimised migration to neighbouring towns. Jobs can be created locally from local resources and local enterprises. To enhance the local economy, it is critical to

establish local enterprises that hire locally and provide a pathway out of unemployment and migration. Additionally, locally manufactured products must be produced in a way that allows for scalability, while at the same time they meet market standards.

As a way forward, we and TRIF will work together with stakeholders to map the rural entrepreneurship landscape and strengthen the delivery of enterprise support services with concerted efforts at the district level through regional entrepreneurship coalitions.