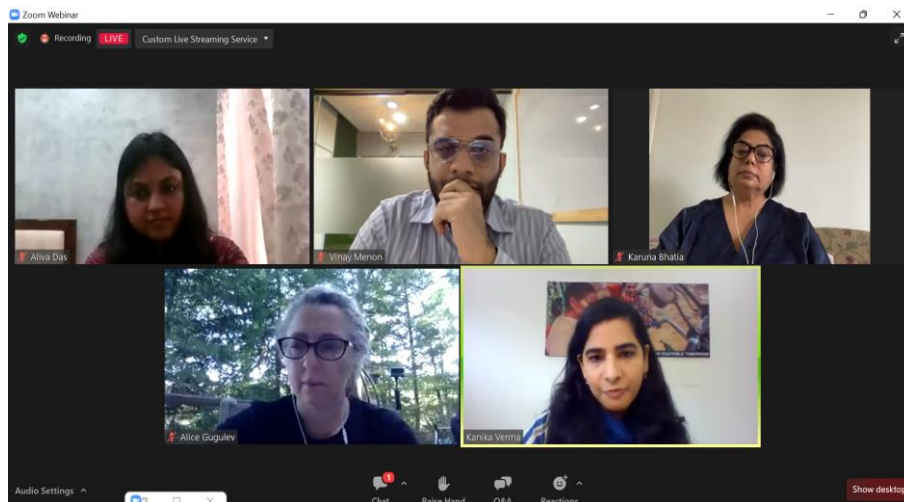## DA Participates in Rural India Colloquy

At the 8-day long Rural India Colloquy 2022 organised from 1 to 8 August, 2022 by Transform Rural India Foundation (TRIF), Shrashtant Patara, CEO, Development Alternatives and Kanika Verma, Lead, Green and Inclusive Entrepreneurship and Associate Vice President, Development Alternatives Group participated.

Kanika Verma speaking at the TRIF Indian Rural Colloquy 2022

Kanika Verma participated in the session titled 'Ignorance is No Bliss: Manifesto for Millennial Action' on 5 August, 2022. She spoke on the importance of building communities that support the aspirations of young entrepreneurial people. She highlighted that only 7/100 aspirants are able to set up enterprises. "The job crisis in the country could find an answer through five enterprises being set up per district every day, creating three jobs each." She emphasised that the future is brimming with youth entrepreneurial energies and stakeholders must be cognizant of designing programmes and developing tools that identify and unleash these energies.

Shrashtant Patara spoke at the TRIF Indian Rural Colloquy 2022

On the last day of the colloquy, Shrashtant Patara participated at the panel discussion on 'India's Net Zero Resolve: Complementary and Competing Roles of Bazar, Samaj, Sarkar'. He highlighted that the conversation on 'net zero' should be flipped to how people (*Samaj*) would want to live their lives

Development Alternatives Group

through their consumption habits. Juxtaposing the carbon footprint generated while consuming a packet of chips manufactured by a multinational corporation to the one that is manufactured in a local town in rural India, Patara highlighted that the battle for net zero would be fought in rural economies where the future lies. "After all, 60–70 million entrepreneurs from rural India can create significant social and environmental impact." He concluded by further sharing that he sees hope in meso-level convergence and action at the local administration, and events such as the colloquy to foster and build pathways for 'net zero'.