



Encouraging Green Entrepreneurship

The Work 4 Progress program supported by la Caixa Banking Foundation aims to create new employment opportunities for women and youth in underserved areas with a network of partners. In the endeavour to find new avenues to do so, and in light of the recent plastic ban as the program identified an opportunity to promote paper bag making enterprises that can provide cheap and locally produced recycled paper bags, to replace single use plastic bags.

EcoAd Foundation, a social enterprise based in Pune were brought in as the technical experts to train women from the local community in Bundelkhand on recycled paper bag production. A two-day extensive training for 15 women was conducted on 24th and 25th November 2018 at the TARAGram Orchha.

The participants were enthusiastic and demonstrated quick learning and leadership potential to take the project forward and set-up their recycled paper bag units. In order to replicate the model in the other project geography in Eastern UP, EcoAd conducted a study to identify the potential of setting up a production cluster with four women groups. The ultimate aim of this partnership is to support job creation through inclusive and green entrepreneurship.