



Infotainment Driving Entrepreneurship for Empowerment

The first phase of a 25-day infotainment campaign was piloted from 16th – 19th May 2018 in five villages of Jhansi and Jalaun districts of Uttar Pradesh cluster, under the 'Entrepreneurship for Empowerment' programme undertaken by the Development Alternatives (DA) Group in partnership with HSBC India. This project aims to promote entrepreneurship for underserved youth and women, by building their knowledge and capacity on the technical, financial and marketing fronts. The objective is to set up enterprises with them in the target geographies - NCR, Uttarakhand and Uttar Pradesh - and scale up enterprise development through a digital marketplace and financing platform providing enterprise solutions for several additional entrepreneurs. After an initial baseline survey to get access to communities and mobilise them, a series of information sessions was rolled out to create awareness about entrepreneurship and the project. Starting with need assessment and general awareness, the project team gained an understanding of the needs of the community. Using innovative-interactive tools like snakes & ladder, role plays and flash cards, the team briefed the community on the barriers, challenges and myths revolving around entrepreneurship. Further, the game of Pictionary was used to assess the community's understanding of digital platforms. Use of these tools enabled participants' enhanced perception of entrepreneurship, and helped the team materialise their needs. A total of 500 individuals were outreached through the campaign, 20% of them being women. As the next step, the individuals from this pool will be filtered for knowledge building and capacity building sessions, based on pre-defined parameters and questionnaires prepared by the operations team. The infotainment campaign would ultimately select two influencers per village for mobilisation of the community, to ensure engagement of youth, women and community leaders from PRIs, Aanganwadis and retired government officials.