



Launch of market place 'Nav Udyami Haat' for entrepreneurs in Bundelkhand

In order to ensure a better ecosystem for extended market linkages for entrepreneurs, an enterprise haat (marketplace) has been set up in Bundelkhand (Central India). The market place will host stalls for entrepreneurs supported under Work 4 Progress and will provide a space for them to engage with other market players. In addition to helping entrepreneurs access better markets, we envision this haat will be developed as a place for a host of diverse entrepreneurship initiatives – bringing aspirational products to communities, company hosted franchises, and a hub of diverse cultural activity. Dr. Ashok Khosla (Chairman, DA) launched the 'Nav Udyami Haat', with the local self-government head, Hardevi Kushwaha on 22nd September, 2018. The event saw a footfall of over 600 community members, local government representatives, and local media.