



Empowering Budding Entrepreneurs through Regional Coalition Meetings

The 'Entrepreneurship for Empowerment' programme is a two-year pilot project undertaken by the Development Alternatives (DA) Group in partnership with HSBC India. It aims to promote entrepreneurship by building knowledge of 1500 underserved youth and women, and directly providing technical, financial, marketing and capacity building support to set up 375 enterprises with them in three clusters - Uttar Pradesh, Uttarakhand and NCR.

The programme is in a transitioning phase from setting up new enterprises to scaling up new and existing enterprises and realises the need of a strong ecosystem where entrepreneurs feel empowered by sustaining their business without any dependency on other person. In order to make this happen, 'Entrepreneurship for Empowerment' programme has initiated a step towards building an effective and strong ecosystem through formation of a platform called, 'Regional Coalition'. The Coalition is an action task force for a network of partners aiming to build a strong ecosystem for accelerated micro enterprise development for respective clusters. This is done through building awareness and knowledge and enabling synergies between different stakeholders followed by evaluation through bimonthly meetings for ensuring actions.

In the series of coalition meetings being conducted under the project across three clusters, two sets of coalition meetings were conducted in Bhagwanpur (Uttarakhand) and Jalaun (Uttar Pradesh) last month.

Bhagwanpur: The focus of the meeting this time was to look at stronger and easier mechanisms for leveraging finance.

The coalition started with introduction of the project to the coalition members, followed by expectation setting. Anil Kumar Jha, Lead District Manager, Lead Bank, then shared his experience with entrepreneurs and made them aware about the risk taking abilities that an entrepreneur should possess. A participant was keen to know the different kinds of loan and approval process for the same; for which, the Lead Bank Manager, gave information on different kinds of loan like Mudra Scheme, StandUp India, etc. available for the businesses and their approval process. NABARD officials and Lead bank manager gave an assurance to provide support to our potential entrepreneurs by sanction loan or link them to direct to relevant schemes. They were also impressed by the impact of the programme and encouraged more and more women and girls to come forward to set up their enterprises. Some women entrepreneurs also showcased their work and products during coalition meeting.

Key stakeholders present in the coalition were: Shri Puspender Singh Chauhan (District Development Officer, Rural Development), Rajender Singh Bisht (Manager – CSR, Jubliant Bhartiya Foundation), Amit Bhandari (District Development Manager, NABARD), Kusum Dubriyal (ABDO, Block Office), Kailash Kandari (BMM, Block Office), Anil Kumar Jha (LDM, Lead Bank) and 16 entrepreneurs from Uttarakhand.

Jalaun: The workshop was chaired by Shriman Prashant Kumar Shrivastav (Chief Development Officer) and the Chief Guest was Shri Prakash Kumar (DDM, NABARD) who presented the programme related information in the meeting. A visioning document was signed between DA and officials from various departments to ensure active participation towards Entrepreneurship for Empowerment programme.

Some of the key points derived as part of the visioning document and way forward were -

- Coalition meeting will be held once in month on rotational basis between various coalition members. .
- A marketing committee meeting to conducted on continuous basis.
- A booklet to be issued by NRLM having all kind of information
- Re payment schemes to be included or revised for potential entrepreneurs
- All livelihood scheme to be shared from different department in next Coalition meeting
- All training modules from RSETI and DAG will be provided in CDO office
- A field visit to be conducted for concern government officials to assess the entrepreneur's need
- One what's group to be created to receive all kind of information of activities and schemes which are available in geography