



## Micromovements of Change

# District Entrepreneurship Coalition (DEC)

At the district level, multiple organisations are working towards the common goal of supporting micro-enterprises. However, due to the traditional top-down linear approach, lack of comprehensive policies and implementation plans, the efforts of these organisations are often isolated and siloed. It inhibits existing and aspiring entrepreneurs from effectively accessing required resources and support, thus affecting their profits and job creation potential. To address these systemic challenges, Development Alternatives, through dialogue with the ecosystem, came up with the idea of a District Entrepreneurship Coalition or DEC with the following objectives:

- **Leverage relational aspects** for cooperation between multiple organisations thereby, building solidarity and trust
- Build **Prototype solutions collaboratively** to ensure the sustainability of intervention thereby ensuring utilisation of resources efficiently
- Create an **enabling ecosystem** that is responsive to the needs and aspirations of entrepreneurs who are thereby, supportive of innovations

## Impact and Potential

Back in 2017, stakeholders in Mirzapur made isolated attempts to support enterprise development. What started as informal meetings to facilitate pathways of cooperation grew into a formal platform as a District Entrepreneurship Coalition. By unlocking synergies between stakeholders, coalitions have created responsive entrepreneurship ecosystems. This has resulted in:

- **14000+** micro-enterprises emerging from direct convergence between stakeholders and entrepreneurs, each creating 3 jobs on average, against the national average of 1.5, and with **98%** of enterprises continuing to thrive and make profits
- Interconnectedness between different actors of an entrepreneurial ecosystem, leading to a reduction in the **average time to set up an enterprise from 3 months to just 3 weeks**
- A network of more than **450+ stakeholders** directly connected to local entrepreneurs in 14 districts across Uttar Pradesh, Madhya Pradesh, Jharkhand and Haryana
- **5-fold** increase in access to credit support in the last 8 years, with credit worth **INR 32.4 million** leveraged by **5000+ entrepreneurs**, and **10000+** entrepreneurs availing sector-specific training
- Solidarity among local stakeholders, influencing change in the bylaws of micro-finance institutions and mainstream banks
- Laid the foundation for the **emergence of new entrepreneurial initiatives** in areas of health and agriculture

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## Building a Robust Entrepreneurial Ecosystem

DEC is a collaborative platform where entrepreneurs and stakeholders, working on enterprise and livelihood development, co-create solutions to build a robust local entrepreneurial ecosystem

**83%** of micro-enterprises are unable to access financial support to sustain and grow their business

**91%** of enterprises fail within the first 5 years. This rate further rises in the context of rural India'

An average of **15** stakeholders in a district working on enterprise development are unaware of each other's schemes

## About Development Alternatives

In the last 8 years, **15 systemic prototypes** have been designed as part of the **Inclusive Entrepreneurship programme**, which are influencing the local entrepreneurial ecosystem and bringing systemic shifts in the communities. These systemic prototypes have been co-designed with communities by **stirring innovations, breaking silos, and forging connections with stakeholders.**

## Join the Movements of Change

**Join us as a partner** in our mission to accelerate entrepreneurship-led job creation under the DA programme

Contribute in replication of inclusive approaches by **adopting the prototypes** developed under the programme to enable shifts in many local entrepreneurial ecosystems

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# District Entrepreneurship Coalition



## Networking to scale growth...

With over 15 years of work experience in the garment manufacturing sector across Delhi and Chandigarh, **Jauhar Ansari**, 32, decided to return to his village in Mirzapur, Uttar Pradesh in 2016. Within a year, he established his garment manufacturing business and today, his unit has **24 full-time employees** from nearby communities. During the pandemic, Jauhar ensured that none of his workers were laid off. He not only took precautionary measures at the workplace but also started employing local youth seasonally. Jauhar became the voice for creating market breakthroughs with his continuous efforts to unlock market opportunities through the coalitions. **Through his enterprise, Jauhar is defying the common narrative that only large corporations can be job creators.**

## ...Connecting opportunities with entrepreneurial energies...

While Jauhar is facilitating entrepreneurship for youth, Uma advocates collective enterprise. **Uma Baranwal**, 45, has always been driven to uplift women. She began her journey by helping local Self-Help Groups (SHG) with marketing and outreach to cities through her oration skills she became a good marketer, especially for goods produced by SHGs. Since she collaborated with Coalition in 2020, she has become the face of the community.

From occasionally marketing SHG products, she planned to start her own enterprise during the lockdown. Through engagement and exposure unfolded by the coalition, she is enabling and training women to market their own products. Uma, today has inculcated a culture of assessing the market and finding USP for their products. She has and is inspiring women to voice, act and mark their space!



## ....Breaking down silos, building up synergies

On the principle that systemic change is not achieved through a linear approach, **Devendra Dubey**, 38, a senior RSETI trainer of Bhadohi District has been working closely with Coalition since 2019. He has led convergence between multiple stakeholders to support entrepreneurs in Bhadohi. **Through his dedicated efforts, he has trained over 500+ W4P entrepreneurs while also onboarding key government stakeholders in the district.** With the belief that micro-entrepreneurship can and will bring radical change in the local economy, Devendra remained motivated toward his mission throughout the Covid-19 pandemic. Having a brilliant grip on market opportunities, he channelised market support to women entrepreneurs under Self Help Groups to not only sustain their businesses but also grow them during the lockdown.



**"Growing transparency within the ecosystem is motivating better flow of resources between the district level administration and the village level entrepreneurs"**

-Sunil Jain, Ex-AGM, NABARD and Core Coalition Member, Mirzapur



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The District Entrepreneurship Coalition in regions like Mirzapur is now redefining how people access entrepreneurship opportunities, as stakeholders have begun to realise that a transition is needed from traditional top-down approaches to collaborations for building robust entrepreneurship ecosystems. Taking the coalition to every village in India has the potential to be a catalyst for the creation of millions of future-ready enterprises.

Scan this QR code to watch a DEC entrepreneur story come live.





## Micromovements of Change



In rural India, many aspire to own their businesses but are constrained due to a lack of critical information and support systems. With a vision to deliver enterprise support and digital services to the last mile, udyame was co-created with the network of existing Common Service Centres (CSC) providing basic digital services. These centres, through the trust they have built with residents of nearby villages, are ideal for disseminating information and support services, especially on entrepreneurship. udyame, through the udyame website and udyame kiosks, is now delivering a portfolio of support services which includes access to credit, technology consultation, capacity building, legal registrations, and market facilitation services.

- **Exclusive access point** in peri-urban and rural India on enterprise needs of access to, finance, technical training, market facilitation and linkage to government schemes.
- **Disseminates reliable information** on marketing opportunities, accessing finance and schemes, all with access to udyame website (udyame.in)
- **A platform for convergent action** between government, market players, ecosystem stakeholders and entrepreneurs, replicable across India.

## Impact and Potential

The network of udyame is bringing many more into the purviews of entrepreneurship, by providing critical business information to budding and aspiring entrepreneurs in rural India. The physical network of udyame Kiosks has enhanced capabilities beyond a basic cyber cafe to enable access to critical flows of credit and provide support services. It has become a hub for strengthening the peer-to-peer connection between entrepreneurs as well as a last-mile delivery point of enterprise support in rural areas. This has resulted in:

- Servicing more than **6160 enterprises, impacting 12,000+ jobs** just in the last 6 years, out of which 25% enterprises have been directly set up as a multiplication effect of the udyame network
- Connecting more than **6500 users** to technology providers, training institutes, financing institutions and civil society organisations, helping entrepreneurs to set up new enterprises or grow existing ones.
- **2250+ entrepreneurs** accessing affordable credit worth **INR 90 million** through the DA' partnership with Rang De, in the last 3 years
- Each udyame Kiosk delivers digital services to more than **15 villages**, on an average

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### Connecting last-mile udyame services to entrepreneurs

udyame is a phygital platform that caters to the unmet demands of the entrepreneur by delivering enterprise support services.

**93%** of aspiring entrepreneurs are unable to set up businesses due to a lack of enterprise support services

Only **15%** of entrepreneurs, mostly males, can use digital means to scale their businesses

More than **50%** of rural women do not have access to mobile phones

**1** information centre (udyame Kiosk) provides digital services to more than **150+ customers per day** on an average

## About Development Alternatives

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## Micromovements of Change

udyaME

### Catalysing entrepreneurship through apprenticeship...

**Sappu Pandey**, 32, from Orchha, Bundelkhand can be rightly credited as the catalyst of introducing udyame kiosk services to the community in Bundelkhand. During the lockdown, when people struggled with mobility and access to basic digital and financial services, Sappu ensured continued services by providing door-to-door services. Additionally, he ensured that other youths also did the same and extended support to others by sharing his CSC ID. Sappu has started a chain of entrepreneurship with breakthroughs such as the first women-led udyame Kiosk in Jhansi by the then 19-year-old Kajal Parihar. This act of solidarity gradually morphed into something more dynamic called the 'Apprenticeship' model. Young people are opting to stay back in their hometowns with the access to information and opportunities that they now have, and Sappu is making this possible.

### Delivering digital services to the last mile...

**Kajal** passed on the baton by supporting another aspiring entrepreneur, Rakhi Tiwari, 26, who now has her own udyame Kiosk and is enabling many others to access key information for entrepreneurship. Just a fresh graduate, **Rakhi** looked upon Kajal as her inspiration. Seeing the rising demand for banking and digital services in her village, she rose to the occasion and connected with Kajal for an apprenticeship. In no time, Kajal and Rakhi came to be known as 'tech whiz'. **They together have inspired their otherwise orthodox villages to recognise the aspirations of young women in setting up their enterprises.**

### ...Building a culture of entrepreneurship

In another nook of Niwari, **Rajkumar** has become another catalyst of entrepreneurship. Rajkumar Prajapati, 29, is part of a peer network of over 10 udyame kiosks and provides thousands of micro-entrepreneurs critical business services. His shop also received **recognition from DigiPay, a government operated payment system, for the largest number of digital transactions in Niwari district.** In this quarter alone, he assisted 7 people to access information required for setting up their own businesses. From starting a small Common Service Centre to transforming it into an udyame kiosk with 136 enterprise support services, he has effectively provided last-mile delivery of these services up to 15 kms of the village in Niwari, Bundelkhand.

*"In our village, we have to travel four to five kilometres to access basic banking and other services. I wanted to establish a platform to help my community, especially women, to access basic digital services. Today, my udyame kiosk serves over 10 villages and I feel satisfied to facilitate convenience for my community"*

--Kajal Parihar, a role model for young girls in the village of Orchha, Bundelkhand



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The udyame prototype is enabling a social network of entrepreneurs, local mentors and guides, and overcoming challenges of access to information and entrepreneurship opportunities. udyame is bringing technology into the hands of young people and empowering thousands of entrepreneurs to establish new-age businesses.

Scan this QR code to watch an udyame entrepreneur story come live.







## Micromovements of Change Kaun Banega Business Leader

Setting up a business in rural India comes with its unique set of challenges, where there are aspirations to become an entrepreneur, but a lack of confidence and support in channeling these energies. Inaccessibility to key resources to unlock these opportunities further constrain entrepreneurship in the hands of a few. To address these systemic challenges, Development Alternatives, through dialogue with the community, co-created the **Kaun Banega Business Leader or KBBL** competition with the following objectives:

- **Deepen dialogue on entrepreneurship** and initiate the process of co-creating an inclusive entrepreneurial ecosystem in new geographies
- **Activate entrepreneurial energies** to solve the issue of unemployment and migration through innovative and non-traditional business ideas
- **Encourage women to take up entrepreneurship** and challenge the patriarchal norms attached to women's entrepreneurship
- **Highlight the role of a support ecosystem** in the life of an entrepreneur and their ability to view themselves as a leader within the system

### Impact and Potential

The dynamic KBBL prototype in Bundelkhand, Eastern Uttar Pradesh and partner geographies has impacted over 6000 potential entrepreneurs to harness their innate strength and entrepreneurial abilities. In the last 5 years, **13 KBBL competitions** have been held, with 5 of them being conducted this year alone in our partner geographies.

A key feature of the competition has been its agility to be customised according to the needs of the geography it is being implemented in. During the nationwide Covid-19 lockdown in 2021, a modified version of the prototype 'Kaun Banega Market Leader' was initiated in Bundelkhand to cater to the marketing needs of the entrepreneurs and create a network of entrepreneurs to bridge the gap between enterprises and the market, and overcome the challenges that might lead to a breakthrough in the overall ecosystem. While the competition in Thakarmunda village, Odisha under the UN Women Second Chance Education (SCE) project was customised for women to enable them to set up non-traditional enterprises and solicited business ideas such as cold storage, mushroom cultivation amongst others.

As the entrepreneurial ecosystem strengthens, central to this prototype have been the entrepreneurs who continue to be the number one inspiration in their communities not only as business leaders but as agents of 'micromovements of change'

Kaun Banega Business Leader (KBBL) has been digitised and scaled throughout three districts in Varanasi, Jhansi, Niwari, Ghazipur, Balrampur and Shravasti through udyame Vaani. This initiative reached out to 20,000 people and resulted in the generation of over 2000 business concepts.

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### Unleashing entrepreneurial energies

KBBL is a business competition co-created with the community to deepen dialogue on entrepreneurship and unleash latent entrepreneurial energies

**76.25%** of respondents expressed an interest in entrepreneurship during 8 KBBL Campaigns

**51%** of KBBL participants earlier did not have access to information to set up a business

**2000+** enterprises have been set up and supported through KBBL

**41%** of enterprises set up through KBBL are innovative

### About Development Alternatives

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# Micromovements of Change

## Kaun Banega Business Leader

### Not just an entrepreneur, I am a Leader...

When the Kaun Banega Business Leader (KBBL) competition was co-created with the community in 2017, one of the objectives was to enable entrepreneurs to become business leaders. **Surendra Kushwaha**, 36, udyAME kiosk entrepreneur from Tarichar, Niwari District played a significant role in the community during Covid-19 with his mini ATM services. With permission from the District Administration, he ensured that his community accessed finance during the resilient period. Through his digital enterprise, Surendra ensures that no one in his village has to struggle to access enterprise solutions, be it GST registration or access to technology and market. **Surendra has inculcated a culture of entrepreneurship in his community, through his last-mile udyAME services.**

### ...Inspiring women to create breakthroughs

While entrepreneurship in general brings about change in a geographical location by increasing access to basic services, women entrepreneurship in particular has an impact on the quality of life of the community by bringing about shifts in the deeply entrenched gender relations. **Kajal Parihar**, 25, udyAME kiosk entrepreneur from Orchha, Niwari District, did not just win KBBL in 2020 but she is also the first entrepreneur in her family. Her business idea stemmed from witnessing the digital divide in her village. By setting up the first woman-led information kiosk in Orchha, today, Kajal has inspired 6 other entrepreneurs to set up their own udyAME kiosks. **The competition gave Kajal a purpose. She claims that had she not been a part of the competition, she would never have been able to embark on a journey of change.**

### ...Creating shifts in the local markets

Similar to Kajal, **Seema Devi**, 38, always had the zest to be more than what the provincial world around her wanted her to be. Fascinated with electrical items, she tinkered with them and it was not long before Seema and her husband opened an electrical hardware and repair store. It was here that Seema learned to repair devices and make electrical boards. As she grew confident with her skills, she onboarded 6 more women from her locality to manufacture these electrical boards. In 2020, during the peak of covid-19 lockdown, they participated in the virtually held Kaun Banega Market Leader competition which aimed to identify entrepreneurs who aspired to create shifts in the local market. She pitched their business plan to expand the existing business and how they could also increase the income of women-run grocery shops by selling electrical boards and smaller electric items. **Forces like Seema are not only breaking societal barriers by adopting non-conventional businesses, but also leading market shifts in the local supply chain helping many more similar enterprises.**

*"As fate would have it, I came across the KBBL competition when I lost my private sector job and returned to my hometown. It gave me the platform to actualise my dream of doing something on my own. I am able to help my community access digital services for finance and their smiles at the end of each transaction makes my day!"*

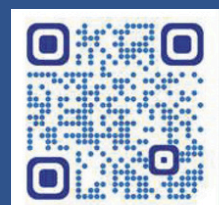
- Surendra Kushwaha, proud udyAME kiosk entrepreneur and KBBL winner, 2017



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The Kaun Banega Business Leader prototype has seen several variations that can nurture innovation. One such variation has been 'Kaun Banega Market Leader', a customised version to address gaps in market linkages. Through this competition, unique business ideas have evolved such as digital support services, LED Bulb manufacturing, and vermicompost aggregation. The potential remains huge, as KBBL is a catalyst in building a culture of entrepreneurship.

Scan this QR code to watch an **KBBL** entrepreneur story come live.



## Micromovements of Change

# Safe Mobility

India's age-old patriarchal norms and gender stereotypes often restrict the mobility of women, affecting their access to choices and more importantly, their pathway to economic empowerment. Young girls who do not have access to transport end up dropping out of schools, thus reducing their chance to avail basic needs as well as mainstream economic opportunities. They often are left dependent on their male counterparts, widening the gender gap and keeping women disempowered.

Through deep listening with the community, we realised that the answer to this challenge lies with women themselves. A pathway was created for women to be at the forefront of mobility challenges through the **women-led e-rickshaw** model which provides:

- **Safe commuting services** to community members including girls and women
- **Support women to enhance livelihoods** through e-rickshaw and ancillary enterprises
- **Inspire women to move towards non-traditional enterprises** and contribute strongly towards economic, social and environmental impact in their community.

## Impact and Potential

A network of **172** women-led e-rickshaws across the streets of Bundelkhand and Eastern Uttar Pradesh has become the wind beneath the wings of young women and girls. What began with 12 pioneering women in Mirzapur breaking out of the confines of their homes has grown into a movement that's transforming mobility, livelihoods, and local leadership. This momentum is now expanding with new women drivers joining the ecosystem across Kaushambi, Varanasi, Gorakhpur, Ayodhya, and Jhansi.

- A movement that has created access to **safe transport for lakhs of women**.
- Providing essential services like door-to-door delivery of essential items, and emergency transportation facilities to community members especially during the nationwide lockdown
- **More than 150,000+ women and young girls are able to access safe mobility** in Uttar Pradesh
- Women e-rickshaw entrepreneurs becoming **influencers** in their communities. They are now leading solidarity platforms and coalitions like **Aarya Groups and Aarya Manch**, strengthening the ecosystem
- Setting up of women-led ancillary enterprises such as battery charging station, repair services and a driving training academy

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## Pioneering a network of women-led e-rickshaws

A network of e-mobility led by women, for women to be at the forefront of mobility challenges that inhibit women from being socially and economically empowered

Only **11%** of people behind the wheels are women in India

**1** woman-led e-rickshaw can help **5,000+** women access safe transportation, especially at night

**1** woman running an e-rickshaw can increase the household income by **40%-50%** on an average

One e-rickshaw saves **2.88 tonnes of CO2** equivalent annually

## About Development Alternatives

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# Micromovements of Change

## Safe Mobility

### Becoming visible together ...

It was in 2017 that the first winds of change were propelled through **Pragya Devi's** a-rickshaw travelling down the bylanes of Mirzapur. Pragya, 34, is the first women a-rickshaw entrepreneur in the district where the idea of women behind the wheels was not only distant but unimaginable. Not only did her micromovement of courage remain the mainstay for women's safe mobility, Pragya also inspired younger women to step up from their circumstances and be in the driver's seat of their life. **Saida Begum**, 22, is a domestic violence survivor who decided to redirect her own path after seeing Pragya driving proudly. Today, she is not only the breadwinner of her family but also provides for her husband's medical treatment and child's education. **Saida is the youngest e-rickshaw entrepreneur in Mirzapur, Uttar Pradesh and proudly leads the movement for safe mobility in her community.**

### ..Driving to a brighter future ...

**Sangita**, 29, is a young woman full of aspirations. While previously employed as a carpet weaver, she would notice Saida riding her a-rickshaw out and about in town on her way home. Sangita harboured aspirations to ride an a-rickshaw of her own. Being specially-abled, she feared that it would become a setback to her dreams. The W4P team introduced her to **Chhangur**, 29, an a-rickshaw refurbisher and manufacturer. Having lost his job during Covid-19, Chhangur understood Sangita's desire to become an entrepreneur. He customised an a-rickshaw for her and stirred the wind for her wings to take flight. Using his experience as a painter and welder, Chhangur salvages a-rickshaws into usable vehicles. **In one year, his enterprise has created 6 jobs and enabled 22 other e-rickshaw entrepreneurs to access quality e-rickshaws.** Chhangur has proved to be a ray of hope for many more aspiring women who cannot afford brand-new a-rickshaws. One such woman is Rani Khan, who wanted more than the conventional life

### ...Making entrepreneurship accessible

**Rani Khan** was a stonemason and daily-wage labourer who was seeking other avenues of income. It took Rani only 2 days to learn to drive an a-rickshaw from Pragya Devi, the pioneer of the women-led a-rickshaw movement. Her father-in-law supported her in this new venture as he took up more responsibility in the house while she learnt how to ride an a-rickshaw. It helped Rani double her income allowing her to manage her expenses, make savings and repay her monthly loans. If you ever find the fortune of being in Mirzapur, you may be lucky to spot Rani and Pragya catching up for tea after a long day of work.

**"I am very happy earning my own income. Riding an e-rickshaw has made me independent and be able to provide not only for my two children, but also my own needs."**

- Saida Begum, an empowered a-rickshaw entrepreneur in Eastern Uttar Pradesh



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The network of women-led e-rickshaw is leading the pathway for other women by breaking down gender stereotypes in the community and enabling micromovements of change towards safe mobility. The potential remains huge, as Safe Mobility is a catalyst in empowering many young women to access entrepreneurship opportunities.

Scan this QR code to watch Wheels of Change, a film on Safe Mobility



## Micromovements of Change Brave Spaces

Women and young girls from rural India are unable to take control of their lives, access resources, and take part in opportunities that they dream of. Their innate strengths and abilities remain hidden, feeling invisible and undervalued by a complex, unequal social and economic system. Deep-rooted socio-cultural and traditional perspectives of the community have built fear, and doubt in their own abilities, inhibiting young girls and women from unleashing their true potential. We realised that there is a need for a new empowerment story for women, where they are creators and narrators of the story itself. Together with the community, 'Brave Spaces' was co-created where women can discover their voice and discuss ways to exercise their agency. Objectives of these spaces are to:

- Build solidarity to overcome socio-cultural barriers by voicing aspirations, realising innate strength, and forging common narratives for empowerment
- Co-create new models for inclusive growth with stakeholders for accessing resources and opportunities
- Galvanise a cadre of women change makers and influencers by connecting with peers and stakeholders, thereby, mainstreaming women-led models for socio-economic growth

### Impact and Potential

The first brave space was conceptualised to enable women to unlearn layers of social conditioning and embrace their hidden aspirations, the ability of brave space to enable women channelise one's talent:

- Entrepreneurial energies of 5000+ young girls and women were unleashed through 7 physical Brave Spaces in 3 districts of Jhansi, Niwari, and Mirzapur.
- Led 300+ women to move beyond collectives and walk into non-traditional economic activities.
- The ability of Brave Space to customise according to the users' needs led to unlocking its physical aspect where women and young girls were introduced to new-age enterprise choices such as udayME Kiosk, e-rickshaw, Optical lens manufacturing, and gig enterprises.

### Co-working (brave) spaces for young women

Spaces where women build solidarity to overcome socio-economic barriers by voicing aspirations and forging common narratives of empowerment

Only **20.3%** of women participate in the Indian labour force

Only **20%** of enterprises in rural India are women-owned <sup>1</sup>

**49.9%** of women-led enterprises are set up out of necessity rather than aspirations

**90%** of India's women are working in the unorganised sector, with low-paying subsistence activities <sup>2</sup>

### About the DA Programme

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<sup>1</sup>2019, MOSPI Report

<sup>2</sup>Times of India : IMF, ILO, WIEGO, WRI

## Micromovements of Change Brave Spaces



### Forging aspirations to empowerment...

**Pragya Devi**, 34, had previously expressed in our interactions of her desire and curiosity about bikes, which led her to learn to ride one as well. Through her endeavour, she prompted us to think of the idea of setting up women-led rickshaw services for the **safe mobility of women**. Since 2017, Pragya's e-rickshaw "ToTo", darts across Mirzapur, where she is revered as the lady who dons a motorcycle jacket while cascading around the area on her e-rickshaw. She has trained over ten women in her village, many of whom ride their own e-rickshaws now! Even during the pandemic, she was entrusted with mobilising essential services and workers and has become a **trailblazer in her community**. Pragya is a pioneer in **redefining safe mobility and building pathways for women**. She inspires women to dream a little bit differently!

### Enabling many more voices to come forward...

As Pragya reassesses mobility for others, **Ravi Sen**, 36, a saree Retail entrepreneur, is setting an example of the utilisation of mobility for market expansion. She rides her scooty in the alleys of Punawalikala village in Jhansi, selling a wide range of bright, embellished sarees for her dedicated customers. Ravi has gathered admiration for herself by **merging a balance of respect for her culture while also fulfilling her entrepreneurial aspiration**. One would never see Ravi without her "pallu" even as she rides her scooty. Ravi's eyes glow with joy while sharing how she helped her husband set up his own business. Ravi has instituted a culture of entrepreneurship amongst her community through a micromovement of innovation. She has subtly fought an unseen battle in a male-dominated society and **led the way for fellow women to build their market!**



### Pioneering a better tomorrow...

While Pragya and Ravi are taking the mobility industry by storm in their respective villages, young **Shreya**, 23, is ignited with the aspiration to bring accessibility of better healthcare in her community as a nursing student. However, societal responsibility pushed her away from taking a step further. Brave space introduced her to **gig opportunities concept and market assessment**. During Covid-19, she encouraged fellow girls to manufacture and sell masks. Carrying forward her skill, she also sells her manufactured goods through multiple social media platforms. Shreya has transformed into a confident woman, and today **she is enabling last-mile accessibility of better healthcare through tele-medication and teleconsultation services**.

*"It is so encouraging to see women in my village come out of their shells and talk about economic opportunities. Women do not usually discuss business or even aspirations. Only when given an opportunity do they realise that even they have entrepreneurial aspirations"*

- Devi Mishra, Nursery entrepreneur



Learn more about the  
#JobsWeMake movement on  
[www.jobswemake.org](http://www.jobswemake.org)  
Contact us at [DA@devalt.org](mailto:DA@devalt.org)

Brave Space is an enabler for aspirations to be voiced and channelled to create an inclusive culture of entrepreneurship among women in rural communities. Technology-driven Brave Spaces has opened a window for women to a world beyond their village and is providing them access to new-age economic opportunities. These stories of empowerment do not end with one woman but continue to pass on to many more in solidarity.

Scan this QR code to watch a **Brave Spaces** entrepreneur story come live.

