



Entrepreneurship for Empowerment





#InclusiveEntrepreneurship

'The program **'Entrepreneurship for Empowerment'** promotes **SAM-UDYAM** (inclusive entrepreneurship), a phenomenon that is characterized by the systemic change that enables under-represented groups such as youth and women to access entrepreneurship opportunities, thereby leading to social inclusion, quality employment, and sustainable economic growth.



Defying the societal barriers, Sunita turned down her daily wage work and transitioned to build a dignified pathway not only for herself, but for 300+ women who have been empowered through her. She has employed 4 women and diversified her portfolio as a distributor in 10+ villages of Palwal. In the last 2 years, her business has enabled an 85% increase in her monthly household income to INR 50,000

*Sunita, 41, Bag Manufacturer
Palwal, Haryana.*

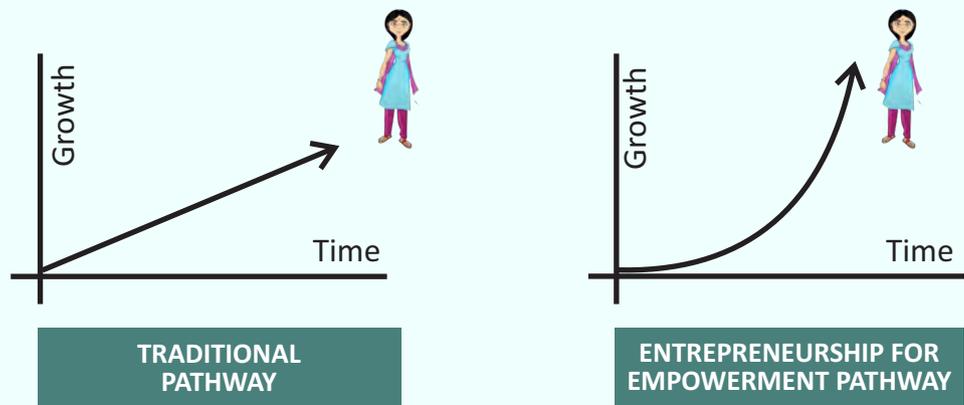
ENTREPRENEURSHIP FOR EMPOWERMENT

Redefining entrepreneurship through innovation

92% of enterprises continue to make profits, even after Covid-19 disruptions

Entrepreneurship empowers people to take their future into their own hands - it not only provides an expanded set of opportunities for individuals but also helps them to develop skills to innovate and create their growth trajectory. The Entrepreneurship for Empowerment (EE) Program of Development Alternatives and Hongkong and Shanghai Banking Corporation Bank was conceptualised to create a culture of entrepreneurship, where access to information and opportunities is equitably available to all individuals.

The approach followed by the program uncovers local needs and opportunities through human-centered designed tools and focuses on building robust ecosystems by creating paradigm shifts in accessing entrepreneurship opportunities



JOURNEY SO FAR

1034 enterprises set up across program geographies in last 4 years

Every enterprise employs **2 or more individuals**

More than **50%** of the youth transitioned from job seekers to job makers by setting up their enterprises

Improved credit access to entrepreneurs through partnerships with **Banks, Micro-Finance Institutions and Rang De**

Since 2018, the project cost per job created has declined by **88%** to INR 8,000

USD 1 million infused by 1000+ entrepreneurs in the local economy

JOURNEY SO FAR

75% increase in entrepreneurs' annual revenue in last 4 years

Enhanced access to enterprise support services and digital solutions through the **udyaME platform**

1 enterprise set up and supported every day, in last 4 years, out of which **40%** are women-led

80% of the entrepreneurs connected to Unified Payment Interface and e-commerce platforms

Diversification of portfolio of rural entrepreneurship with 20+ innovative enterprise models such as **paper plate manufacturing unit, common service centre and bakery**

PROGRAM IN A SNAPSHOT

Over the last 5 years, the program has evolved through three phases across three geographies - Haryana, Uttarakhand and Uttar Pradesh, adapting to the emerging needs.

Phase I, '**Entrepreneurship for Empowerment**' to understand and address complex and systemic issues that inhibit individuals in creating a pathway for livelihood.

Phase II, '**Building People's Capacities for Economic Empowerment**' to accelerate entrepreneurship for creating impact at scale.

Phase III, '**Capitalisation Phase**' to capitalise on the knowledge and learning from the last two phases.



The program has supported over **3500 livelihoods** in 4 years

ENTREPRENEURSHIP FOR EMPOWERMENT APPROACH

The program aims to enable vulnerable communities to adapt to changing scenarios by building a culture of entrepreneurship. In order to unleash entrepreneurial aspirations in individuals, a multi-pronged approach was adopted, responding to varied needs and aspirations:

Unique
human
centred
methodology
of **Persona
Building**

**Digital
Platform** to
accelerate
delivery of
enterprise
support
services

Collaborative
action for an
**Enabling
Ecosystem**

UNIQUE HUMAN CENTERED METHODOLOGY OF PERSONA BUILDING

**25% of
women
entrepreneurs
transitioned
from
traditional to
future-forward
enterprises**

To rediscover entrepreneurship, the program has developed a design-driven research process of 'persona' building. This allows the programme's methodologies to adapt to the specific needs represented by various personas and their changing aspirations. These personas are then mapped onto a progression chart where their growth trajectories are analysed for enhanced service delivery mechanism.



Women entrepreneurs exhibit entrepreneurial and leadership skills and believe in the power of collectiveness



Budding entrepreneurs have a dynamic risk taking attitude and envision to elevate their life style through entrepreneurship



Seasoned entrepreneurs showcase strong business networking skills and hold a position in the community



Asha has trained 10 young women at her garment training unit, who are now helping her process bulk orders for cloth bags and face masks

Neither a man is great nor a woman, it is the mindset that makes the difference



Asha Devi, 40
Garment Training Unit, Uttarakhand



In one year, Sachin's enterprise witnessed a 60% increase in annual earnings to INR 3 lakhs

It doesn't matter how long it takes to be successful. Just keep walking. Maybe one day you'll start running

Sachin Rana, 23
Paper Plate Manufacturer, Uttarakhand



From a factory worker to running his own LED Bulb enterprise, Shiv currently serves 300 customers in his village on a monthly basis

Entrepreneurship has given me an opportunity to follow my passion of opening up an environmental-friendly enterprise

Shiv Kumar, 28
LED Bulb Manufacturer, Uttarakhand

TOOLS



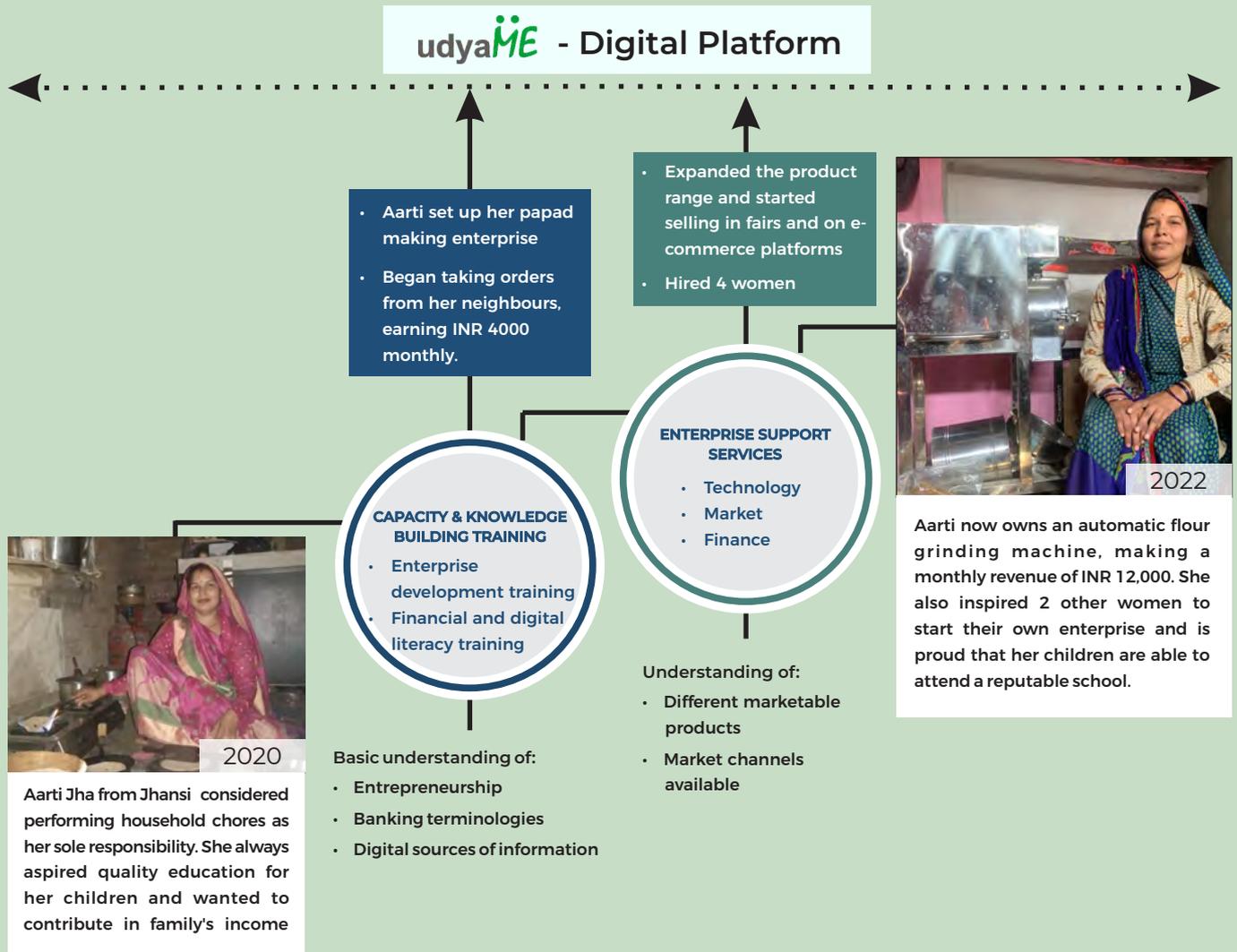
WELCOME TO YOUR
Buddy Box

Buddy Box comprises of do-it-yourself learning sheets and information booklets packaged together to provide customised solutions to entrepreneurs who want to digitise their business operations



Progression Map enables tracking the progress of an individual entrepreneur, as represented by the specific persona. It serves as a directive mechanism for an efficient program delivery tailored to individual needs

TOOL IN ACTION - PROGRESSION MAP

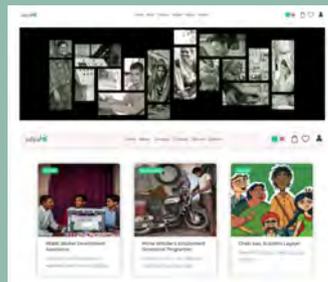


DIGITAL PLATFORM TO ACCELERATE ENTERPRISE SUPPORT SERVICES

5600+
entrepreneurs
became a part
of udyame
platform

Envisioned as a 'one-stop shop', the **udyame platform** caters to the unmet demands of the entrepreneur under one umbrella. The platform can be accessed on a browser (<https://udyame.in/>) as well as on the Google play store. It helps entrepreneurs reduce transaction and search costs by linking to various market players. Entrepreneurs can also access courses, make business plans and track their entrepreneurial journey on the platform.

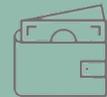
The **udyame kiosk**, a phygital space, acts as a focal point for technological, financial, marketing and capacity-building services for the entrepreneurs, along with disseminating entrepreneurship-related information for local businesses.



enhance
capacities
through
Campus



build new
networks
through
Chaupal



access high
value markets
through
Bazaar



Kapil listed his products on Amazon after Covid took a toll on his business, increasing his customer base and enabling a 100% increase in his profits



My limited qualification posed a major hindrance in securing a job in any company, and this eventually became my motivation to start my own enterprise



Kapil, 26
Leather Products Manufacturing Unit, Palwal



Ruby, after laying her hands on different traditional enterprises, became the first Bank Correspondent Sakhi in her village, serving 10 customers daily



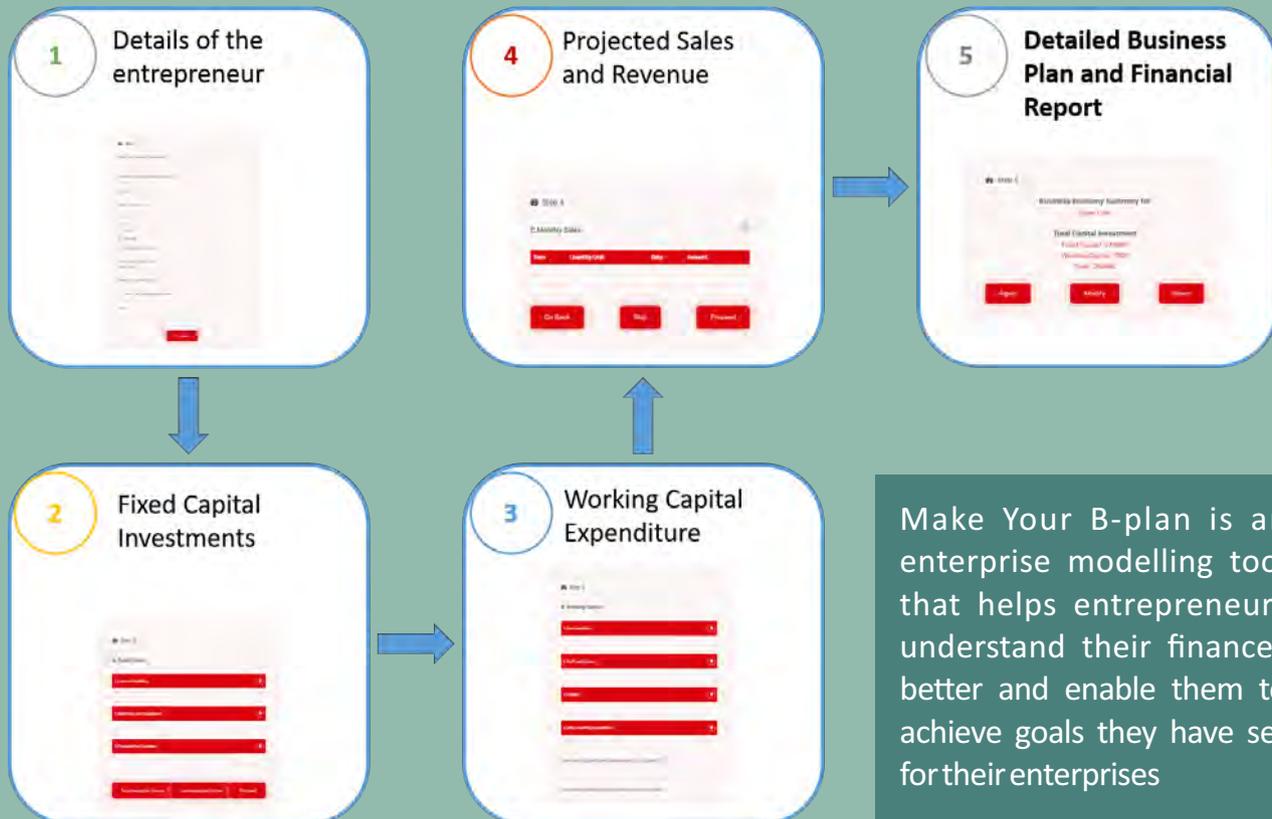
By providing door-to-door financial services in my village, I could become a role model for others



Ruby, 43
Mini Bank Enterprise, Jhansi

TOOL IN ACTION - MAKE YOUR B-PLAN

When setting up an enterprise, many entrepreneurs struggle with making a viable business model for their enterprise. By calculating accurate business financials for enterprises, entrepreneurs can efficiently track the health of their enterprises and also have higher chances of availing credit from formal institutions



Make Your B-plan is an enterprise modelling tool that helps entrepreneurs understand their finances better and enable them to achieve goals they have set for their enterprises

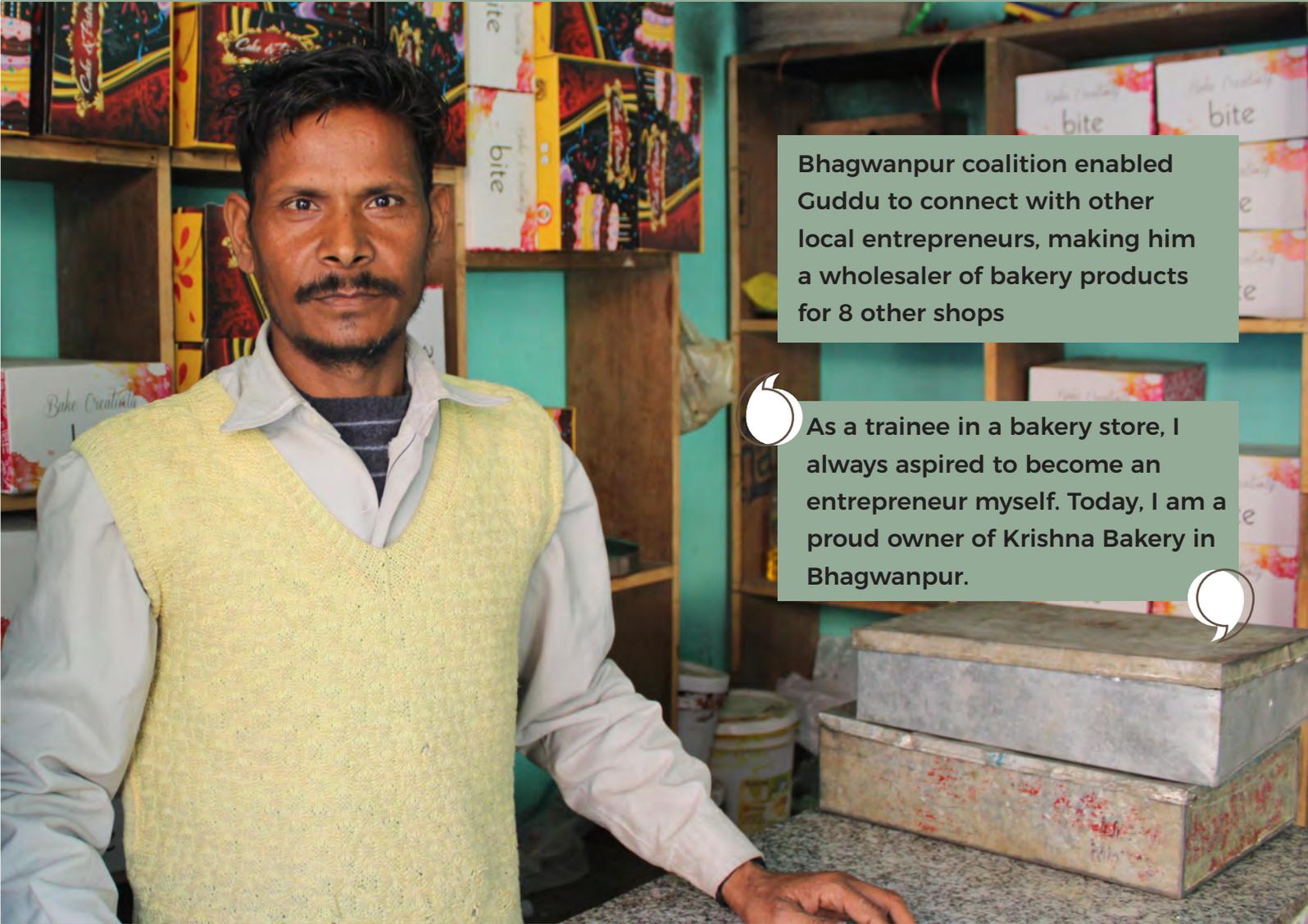
COLLABORATIVE ACTION FOR AN ENABLING ECOSYSTEM

450+
stakeholders
directly
connected to
local
entrepreneurs
in 3 districts

An effective ecosystem boosts the development of synergies between initiatives from various stakeholders and creates networks that allow entrepreneurs to leverage existing opportunities. Collaboration among different actors of the ecosystem brings convergence in the otherwise siloed efforts towards entrepreneurship development, along with bridging the gap between entrepreneurs and support providers

Through the program, the focus has been on creating regional and national partnerships and platforms, for communities to harness resources and tap on the alternative and innovative opportunities available in the entrepreneurship space.

Enabling Ecosystem

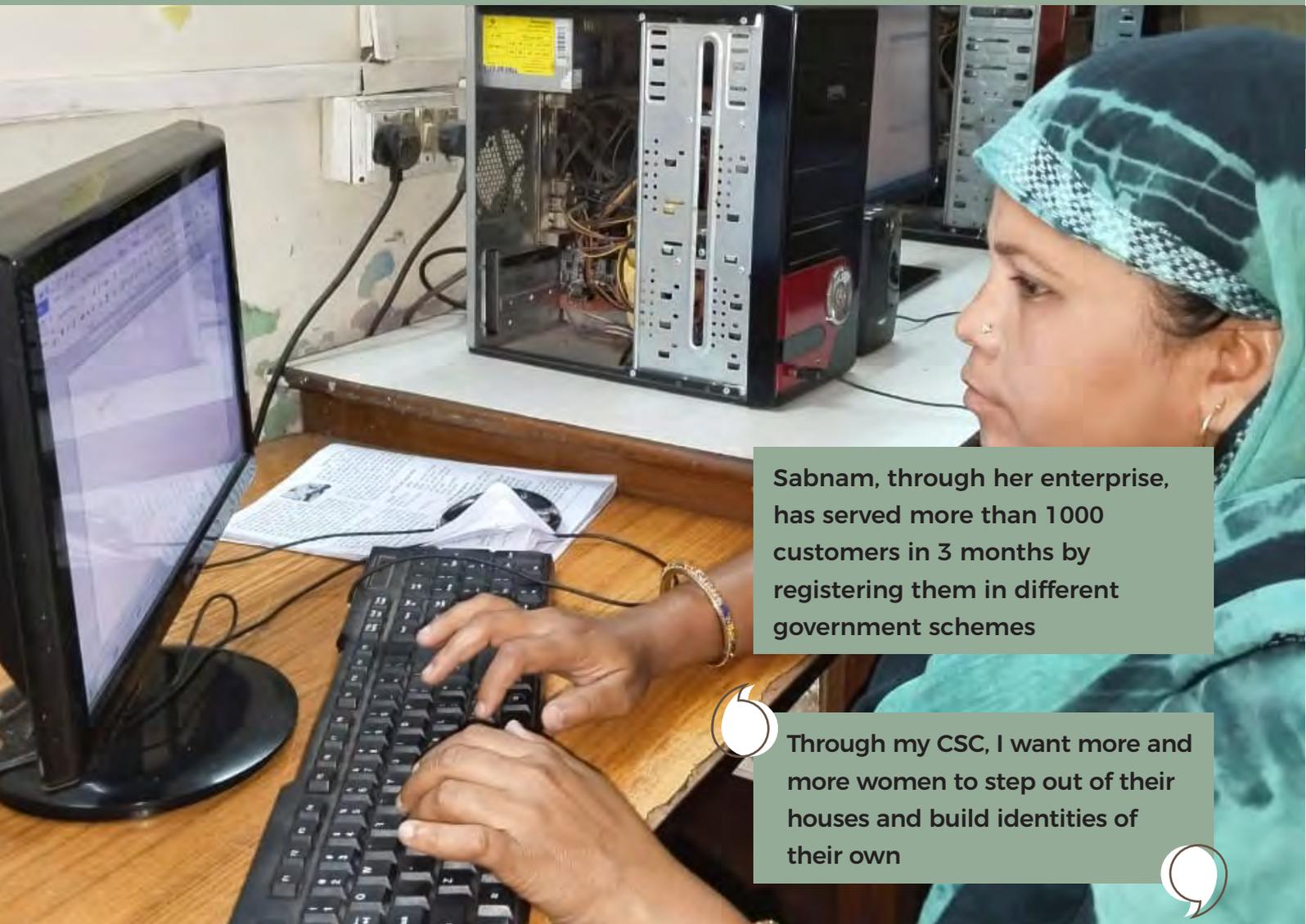


Bhagwanpur coalition enabled Guddu to connect with other local entrepreneurs, making him a wholesaler of bakery products for 8 other shops

As a trainee in a bakery store, I always aspired to become an entrepreneur myself. Today, I am a proud owner of Krishna Bakery in Bhagwanpur.

Guddu Kashyap, 38
Bakery Enterprise, Uttarakhand

Enabling Ecosystem

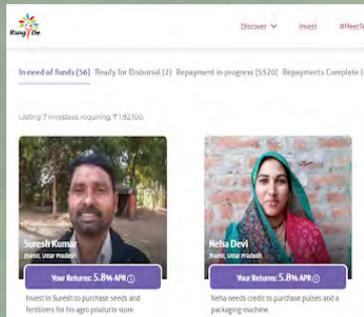


Sabnam, through her enterprise, has served more than 1000 customers in 3 months by registering them in different government schemes

Through my CSC, I want more and more women to step out of their houses and build identities of their own

Sabnam, 33
Common Service Centre (CSC), Delhi NCR

TOOLS



Alternate lending mechanisms depart from traditional lending methods by creating a network of social investors and enabling peer-to-peer lending through digital platforms like Rang De. As an impact facilitator, Rang De provides collateral-free loans ranging from INR 10,000 to INR 50,000 at low-interest rates



Regional enterprise coalition (REC) is a learning and action platform at the district level for entrepreneurs and different stakeholders, working in the entrepreneurial spaces, to listen to each other and co-create solutions to overcome challenges in enterprise development

TOOL IN ACTION - REGIONAL ENTERPRISE COALITION



Regional Enterprise Coalitions established in project districts of Haryana, Uttarakhand and Uttar Pradesh to enable cross-learning and resource convergence among 100+ entrepreneurs and other stakeholders from NRLM, HSRLM, RSETI, NABARD, Banks and MFIs

**Regional Enterprise Coalition, March 2022
Palwal, Haryana**

PARTNERS



CALL FOR PARTNERSHIPS

Moving forward with partners, we wish to...

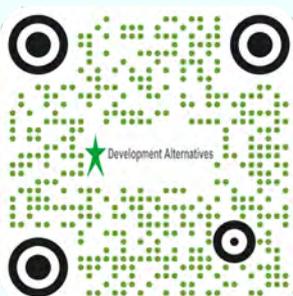
EXPAND udyame FOOTPRINT
to deepen impact in the entrepreneurial ecosystems

TRANSFER TOOLS AND PRODUCTS
for livelihood creation at scale

LEVERAGE DIGITAL SOLUTIONS
to provide an edge to the entrepreneurs

BE A PART OF OUR ONLINE PLATFORMS

To learn more about our work and chat with us, scan the QR codes:



Website:
Development Alternatives



Facebook:
@Development Alternatives Group



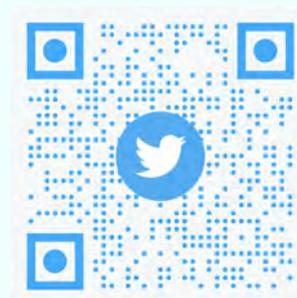
YouTube:
Development Alternatives



LinkedIn:
@Development Alternatives



Digital platform
udyame



Twitter:
@DA_perspectives



HSBC is one of the largest banking and financial service organisations in the world. With around 3,900 offices in both established and emerging markets, HSBC services around 38 million customers worldwide through four Global Businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. Our network covers 67 countries and territories in Europe, Asia, the Middle East and Africa, North America and Latin America. Since its foundation in 1865, HSBC has adapted to and helped serve the needs of a changing world. It has financed economic growth, fostered international trade and overcome events such as economic crises. HSBC recognises that governments, corporations, the financial system and civil society are all stakeholders of climate change and sustainability challenges. HSBC believes, now more than ever, there is a need to develop the skills, business innovation and low-carbon solutions needed to secure long-term prosperity for all.

Development Alternatives (DA) is a social enterprise with global presence in the fields of green economic development, social empowerment and environmental management. It is credited with numerous innovations in clean technology and delivery systems that help create sustainable livelihoods in the developing world. DA focuses on empowering communities through strengthening people's institutions and facilitating their access to basic needs; enabling economic opportunities through skill development for green jobs and enterprise creation; and promoting low carbon pathways for development through natural resource management models and clean technology solutions.



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