



BREAK OUT SESSION – CO-CREATE

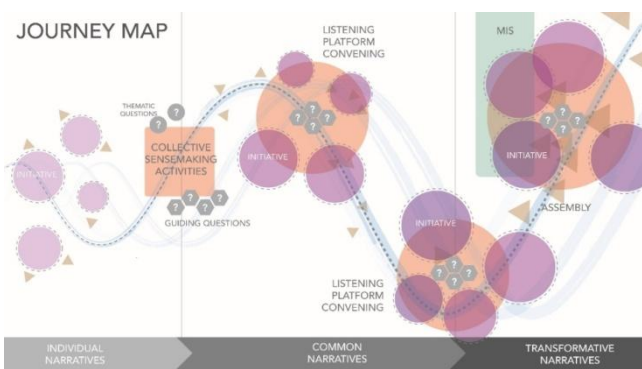
Innovations for underserved micro entrepreneurs

Format: *Brainstorming*

Background

Despite the crucial role of micro and small enterprises in promoting job creation and sustainable development, the growth of these enterprises in emerging economies such as India, is limited owing to lack of a positive ecosystem that nurtures their development. The brainstorming session attempted to come up with solutions to constraints like access to technical knowledge, finance, market, and poor entrepreneurship capacities which inhibit the development of enterprises.

Discussion and Observations



With the help of a wave diagram, the facilitator Mr. GorkaEspiau explained the flow of co-creation processes and the need for these. The most important point that was highlighted through the diagram was the cyclical nature of the co-creation process and the need for creating spaces for effective listening with communities.

Following this, the speakers were asked to contribute to the discussion with an example from their field of work. The essential points that emerged from the discussion were that often development agencies do not offer continued support/handholding and leave the geography leading to efforts that aren't sustainable – what is necessary to ensure is that programs leave behind a social legacy. The question of power structures hindering participation in dialogue processes, which in turn creates gap which don't allow for effective co-creation, was brought up. It is therefore important to make information available for accessing schemes and other support services, and also make it regionally contextual and accessible. There exists a paradox, such that organizations need skilled personnel and on the other hand, there are thousands of skilled and semi-skilled people joining the work force on a daily basis. However, the needs of both the ends are not met. Therefore, it is essential to create meaningful linkages between the two.

It was mentioned that co-creation is a time consuming process. In case of financial services such as Rang De, the entrepreneurs take the organizations as funders and not "supporters". Socially, religious stakeholders and media are major influencers in forming perception. It was important to understand the value that each entrepreneur creates for the eco-system and where information flow needed to be coordinated. The co-creation complex of *listening + action* was emphasized. Without efficiencies in economies and system, things will not go to scale. This context is more relevant to an economy like India where band-aid solutions would not lead to large-scale impact. There is a necessity to create solutions both at the macro-level and the micro-level, leading to synergies between multiple platforms. The co-creation system should then be driven by overarching value that benefits each of the stakeholders. For a country like India, the suggestion was of creating a national franchisee platform for dissemination of knowledge and solution.

Facilitator

Gorka Espiau, Founding Partner, Social Innovation Laboratory Koop

Discussants

Roger Warnock, Founder, Young Foundation

Ramakrishna NK, CEO, Rang De

Mangesh Tyagi, Principal Advisor – AIGPPA

Kenichi Tamura, Director, E-Square Inc

Amita Tripathi, Manager, Financial Inclusion and Banking Technology, NABARD,

Sharad Marathe, CEO, Universal Technical Systems,

Prabhjot Sodhi, Senior Programme Coordinator, UNDP

Sriskand Subramanian, Co-founder, SoCHE Foundation

Manab Chakraborty, Development Consultant

Rajesh Mathur, Advisor, ESRI Technologies

Shalini Sethi, Designer, Good Earth

Siddharth Jauhari, Consultant, Deloitte Consulting

Gaurav Joshi, Project Officer, UNDP

Mehul Kanodia, Entrepreneurship Facilitator, Quest Alliance

Pablo Norena, Officer, Embassy of Spain