

Development Alternatives Group

Resilient Futures Together

Green and Inclusive Entrepreneurship

Introductory Deck

Nov 2024





Development Alternatives' Vision

A world where every citizen can live a secure, healthy, and fulfilling life, in harmony with nature

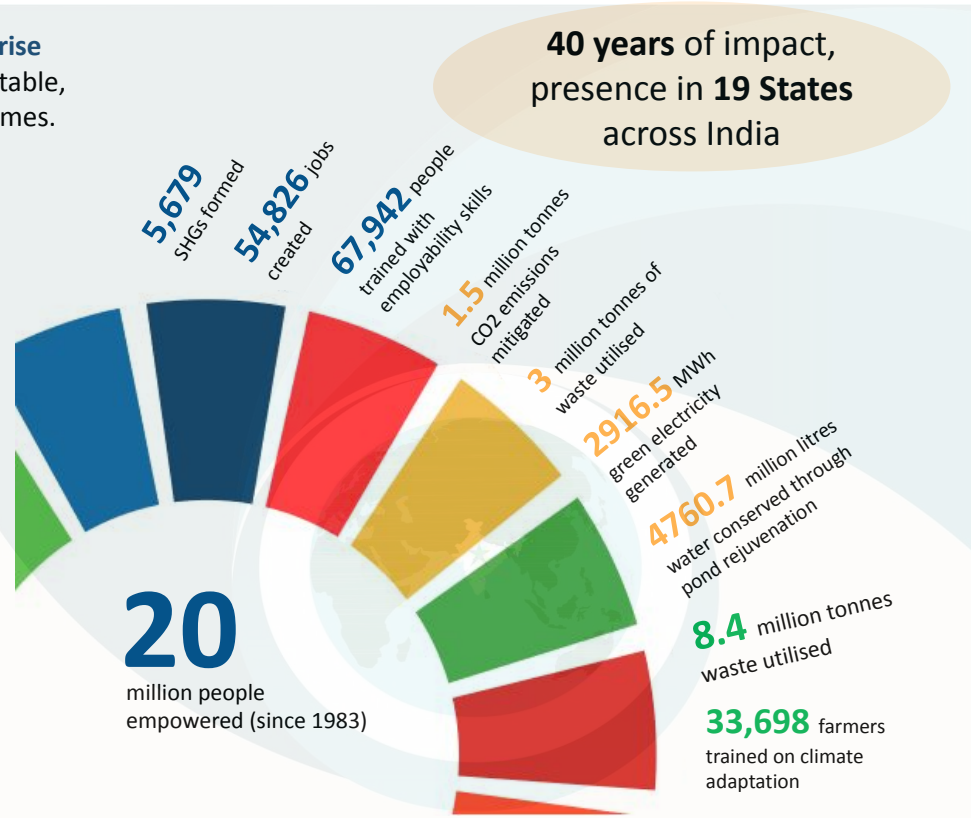
Mission

Our mission is to deliver and promote scalable solutions that enable resilient economies for everyone, especially the vulnerable communities, women, farmers, and young people in India

Visual from a check dam in Bundelkhand, Uttar Pradesh

THRUST AREAS AND IMPACT

The Development Alternatives Group is the **world's first social enterprise** dedicated to sustainable development, striving to deliver socially equitable, environmentally sound and economically scalable development outcomes.



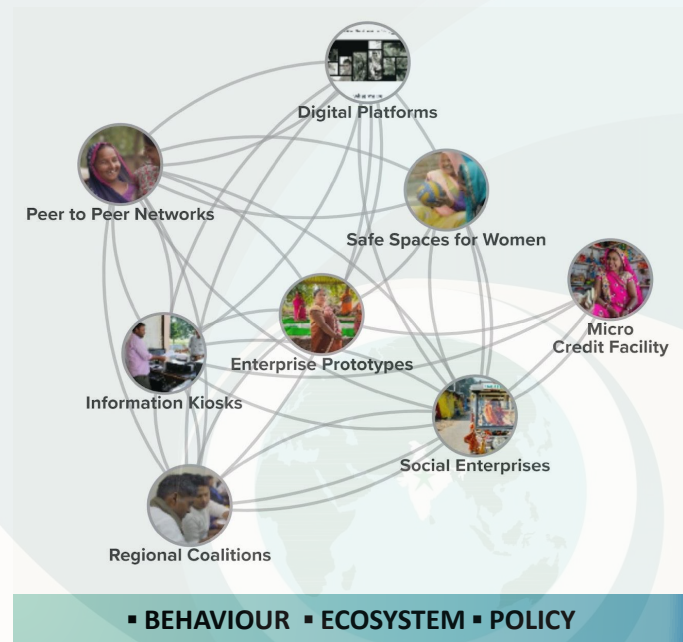
SYSTEMIC APPROACH TO SOCIAL CHANGE

LINEAR



▪ LINEAR ▪ LOW SUSTAINABILITY ▪ HIGH DEPENDENCE

SYSTEMIC



**Shift in
Approach**

+

Harnessing the innate
entrepreneurial
energies

+

Setting up and supporting
enterprises through
systemic prototypes

+

Building collaborative action
with a stakeholder and
community networks



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SYSTEMIC APPROACH TO SOCIAL CHANGE



Listen: Seek to understand, empathize, build trust



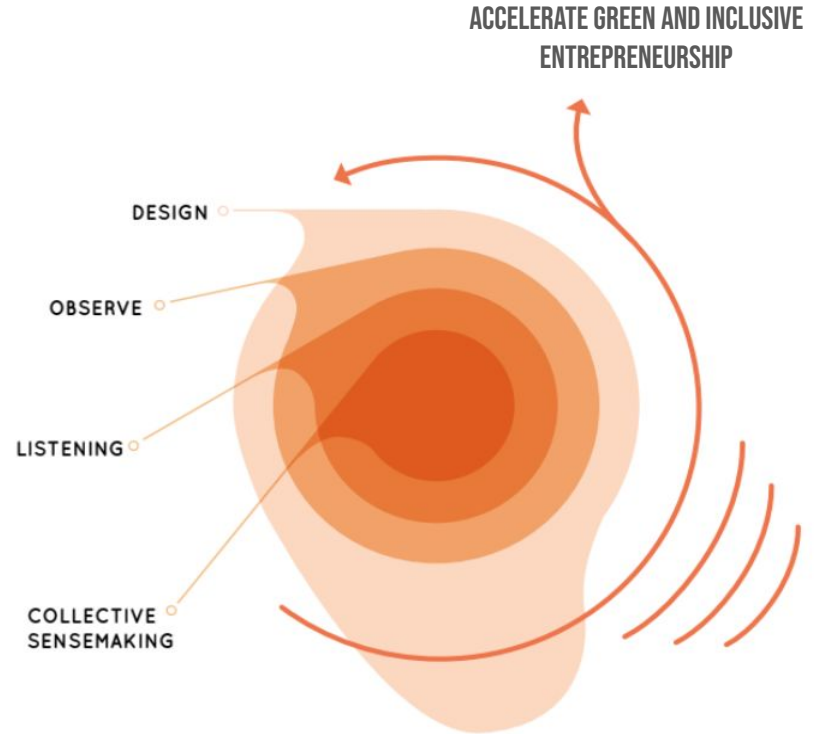
Co-create: Dig deeper, build insight



Prototype: Understanding the fundamentals of the solution



Accelerate: Connecting insights with wider frame and changes



An economy where millions of **'job seekers'** become **'job makers'** in their communities while prioritising **social inclusion, environmental sustainability** and **economic growth**



Since its set-up in Dhannipatti (Mirzapur), Mamta's ice cream manufacturing enterprise has:

- *Enabled 3x increase in annual family income*
- *Grown from 1 to 10 push-carts*
- *Employs 16 residents of her village*



SYSTEMIC PROTOTYPES

Kaun Banega Business Leader (KBBL)

Competition, followed by street plays and interactive games, that solicits innovative business ideas from youth and women

Brave Spaces

Brave Spaces empower women to talk, share, learn and grow to create a self-sustaining platform that builds solidarity

udyaME Vaani

Integrated Voice Response System to deepen listening and make enterprise support services - 'a phone call away'

District Entrepreneurship Coalition

District-level platform where stakeholders co-create collaborative solutions to build a robust entrepreneurship ecosystem

udyaME Kiosk

Enables access to entrepreneurial opportunities & digital services for enhanced livelihood development solutions

Safe Mobility

Caters to the challenges of safety and mobility for women

Peer to Peer Lending

Ensures availability of innovative credit products to unbanked communities at affordable rates



*Systemic Prototypes are products and processes co-created with the communities to promote local innovation and unique propositions for enterprise set-up.



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120+ ENTERPRISE PROTOTYPES

Job Creating Enterprises

Goods Transport Agency, T-shirt Printing, Market Aggregation, Camphor Manufacturing, Packaging Unit

Social Goods Enterprises

Computer Training Centre, Mini Bank, Food Delivery Services

Enterprises Regenerating Resources & Leveraging Local Skills

Millet Food Products, Tussar Silk, Rope Weaving, Aromatic Products, LED Bulb, Solar Dryer Units

Enterprises Enhancing Access to Local Services & Utilities

Home Interior and Decor, Mushroom Farming, Organic Pesticide Management, Homestay

Enterprises Strengthening Local Economy

Integrated Fishery and Poultry, Multilayer Farming and Vermicompost



*Enterprise Prototype are opportunity-driven business models that cater to existing, emerging and potential needs and demands of the rural economy.



Women's institutions taking charge of converting waste into organic compost



Meera Kushwaha, 36, exemplifying serial entrepreneurship



Building on women's solidarity to unlock entrepreneurship and mobility

What does a Green Micro Economy look like?



District Entrepreneurship Coalition to build a robust entrepreneurial ecosystem in Mirzapur



Basarat Ahmed, 42, pioneering a multi layer farming enterprise



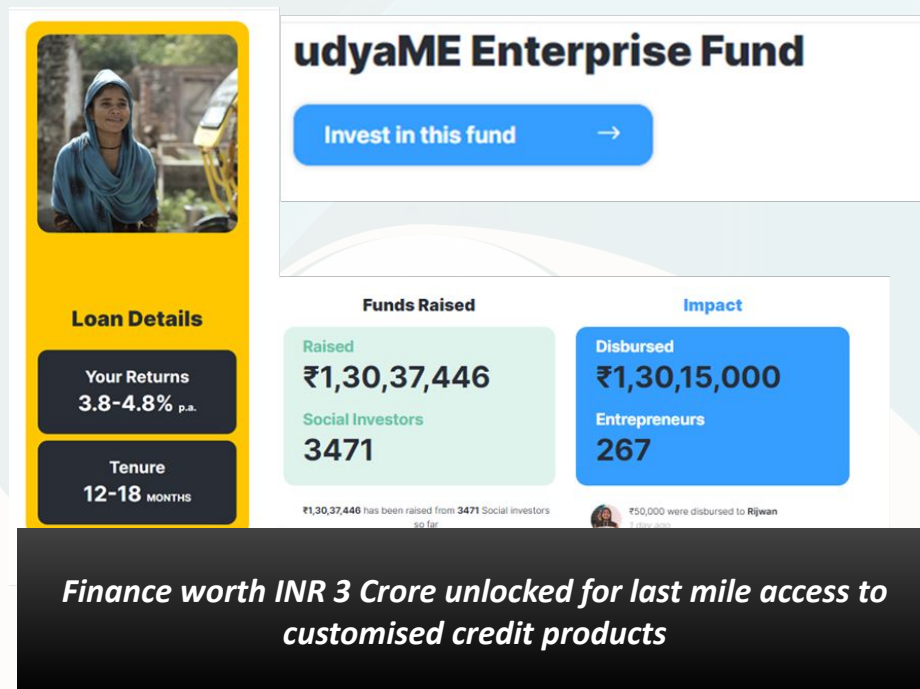
Women's institution at the forefront of the just and inclusive energy transition

Green and Inclusive Entrepreneurship - *Key Initiatives*



EXHIBIT A: INNOVATION LED-ENTREPRENEURSHIP

Co-creating innovative solutions to build entrepreneurial ecosystems for aspiration-driven entrepreneurship



udyaME - PHYGITAL PLATFORM FOR MICRO ENTREPRENEURS



udyaME is a unique digital platform that caters to the needs and aspirations of the rural entrepreneurs



Peer-to-peer network of budding & seasoned entrepreneurs enabling exchange of learning and experiences



Network of 150+ physical udyaME Kiosks for rural entrepreneurs to access technology solutions, market linkages, low-cost credit and government schemes

udyaME - PHYGITAL PLATFORM FOR MICRO ENTREPRENEURS

*Seeing people in
the village benefitting
from the services I
offer makes me feel
that I am making a
difference*

**—Kajal Parihar,
Orchha, Madhya
Pradesh**



The 26 years old Kajal Parihar is Orchha's first women to run a technology-based digital enterprise. Her information kiosk caters to 10 villages in Bundelkhand and earns her a monthly profit of Rs.12,000. Scan the QR code to make Kajal's story come alive.



EXHIBIT B: NETWORK OF 100+ WOMEN-LED SAFE MOBILITY

Development Alternative's e-Mobility initiative aims to:

- Provide **access to safe and clean mobility** for women and girls
- Enable women to **participate in the mobility space**, a non-traditional enterprise
- **Enhance livelihood opportunities** not just with the e-rickshaws but also its ancillary enterprises

"I have worked in the field (farm), in construction, I take care of household responsibilities, now I ride an e-rickshaw, and I have put my children in good schools. What is it that a woman can't do?"

-Usha Devi



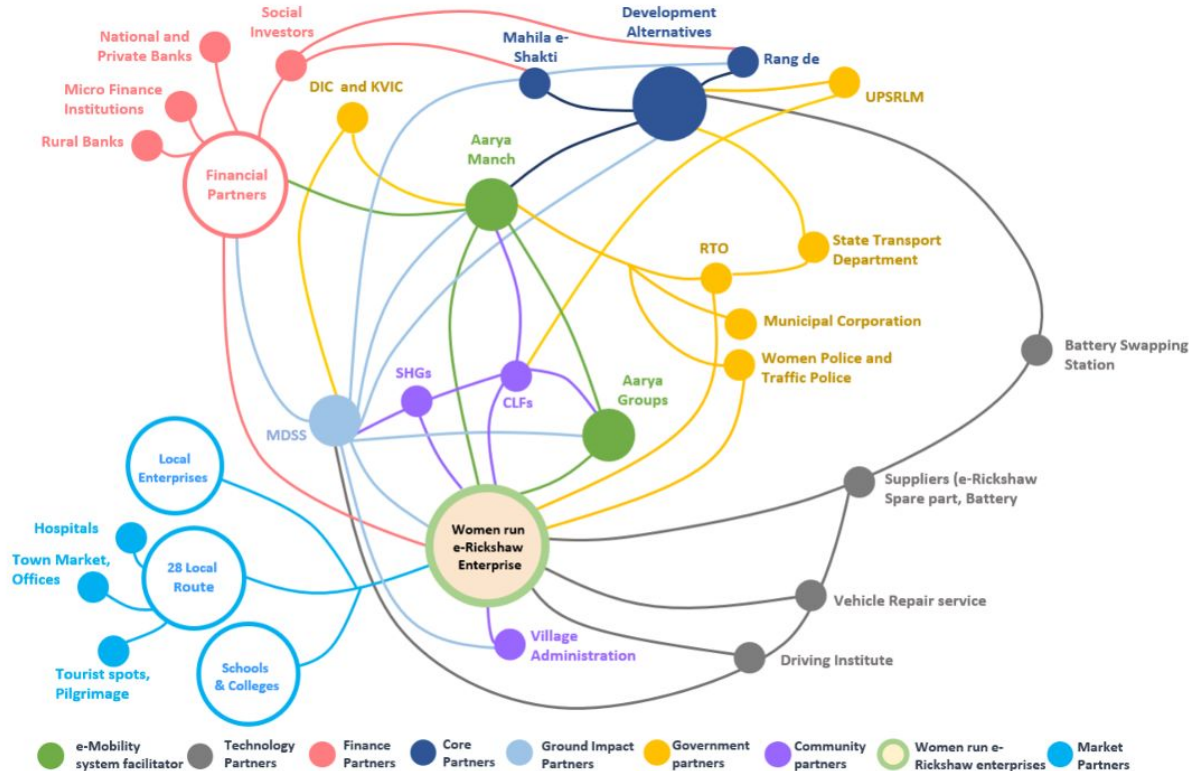
Pragya devi with 'Women Empowerment Award' on becoming the first female e-rickshaw driver in the state of Uttar Pradesh



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SAFE MOBILITY: IMPACT

- Network of **101** women-run e-rickshaws
- Over **100,000+** women access safe mobility
- **220+** young girls from schools, nursing hospitals access regular safe mobility
- **37+** women e-rickshaws transporting goods to marketplaces
- **5** women drivers certified as trainers by authorised technology providers



SAFE MOBILITY: SHORT FILM



There are 13 people in our household

EXHIBIT C: JUST & INCLUSIVE ENERGY TRANSITION

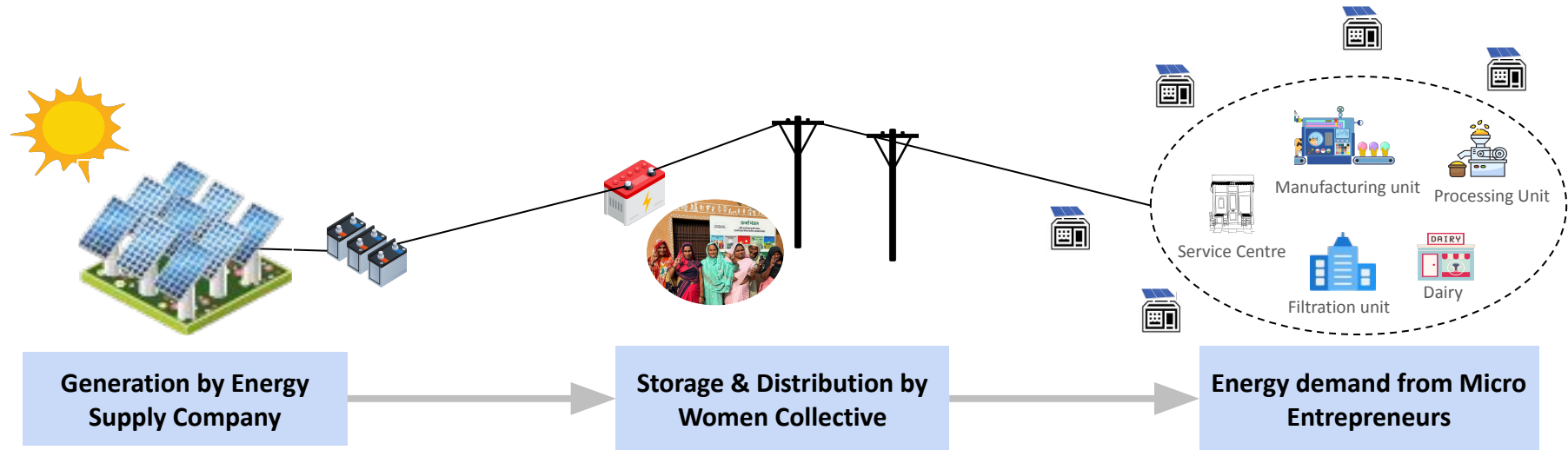
Women-led green and inclusive local economic development powered by decentralised renewable energy systems



Women's institution at the forefront of Just and inclusive green energy transition



JUST & INCLUSIVE ENERGY TRANSITION VIA PUBLIC-PRIVATE PARTNERSHIP



- **Catalyst for Sustainable Growth:** Urja Mandala leverages decentralized renewable energy to drive sustainable socio-economic development in local communities.
- **Boosting Enterprise Productivity:** The model mitigates unreliable power supply issues for local micro-enterprises, improving productivity while facilitating a shift to clean energy.
- **Women at the Heart of the Solution:** Women groups are central to the solution, enhancing their livelihoods and income opportunities, fostering gender-inclusive development.

JUST & INCLUSIVE ENERGY TRANSITION



CONFIDENTIAL

Note: This video is only for preview and is not yet published, request to keep it confidential

EXHIBIT D: BUILDING SOLIDARITY-BASED NETWORKS

**Women institutions as
change agents for unlocking
entrepreneurship, building
on women's solidarity and
collective strength**



*Cluster Level Federations as owners of entrepreneurship
and empowerment tools*

WOMEN COLLECTIVES LED ECONOMIC MODEL



Shakti Samuday - Empowered women collective providing one stop solution to unlock entrepreneurship for local economic development



Shakti Kendra - A locally owned community operated production based enterprise hub powered by renewable energy



Shakti Mart - Creating sustainable marketplaces for exchange of goods and services



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SFURTI - REGENERATING TRADITIONAL INDUSTRIES THROUGH CLUSTERS



IMEDF is a Special Purpose Vehicle of the Development Alternatives Group.

It was established as a Section 8 Company under The Companies Act, 2013 in 1996.



30 SFURTI clusters (13 agro clusters) supported by Ministry of MSME, Govt of India.



22,000+ farmers/artisans including 9000+ women in 12 States of India

INR 959 million invested till date

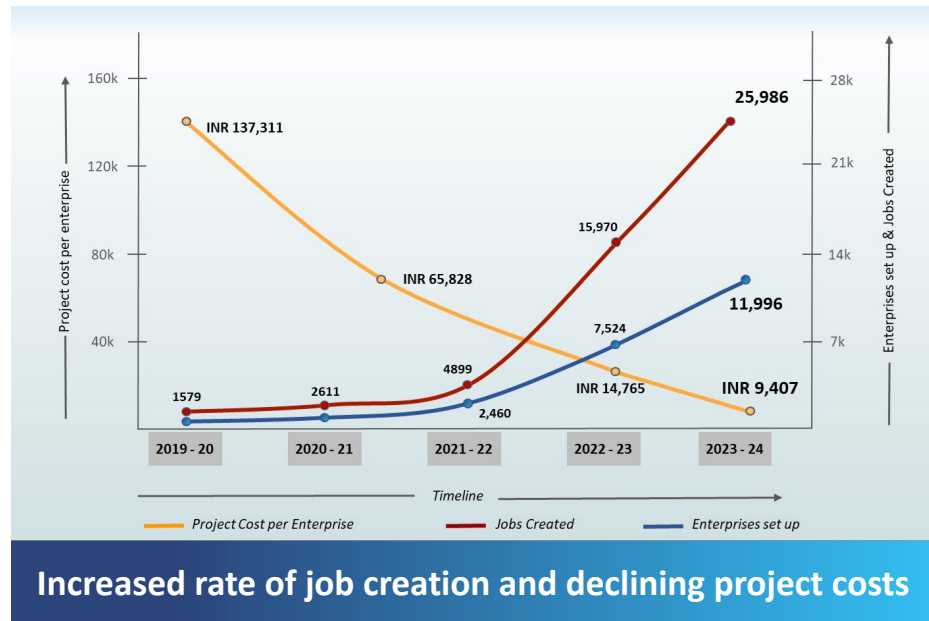


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HIGHLIGHTS*

- + **98%** of enterprises continue to **sustain**, even after Covid-19 disruptions
- + **90%** of entrepreneurs from **marginalised communities**
- + **65%** increase in **income** of entrepreneurs in 3 years
- + Every **INR 1 invested** translates into **revenue of INR 2.5**
- + **5-fold** increase in **access to credit** in last 3 years
- + **49%** of enterprises are women-led; **44%** led by youth

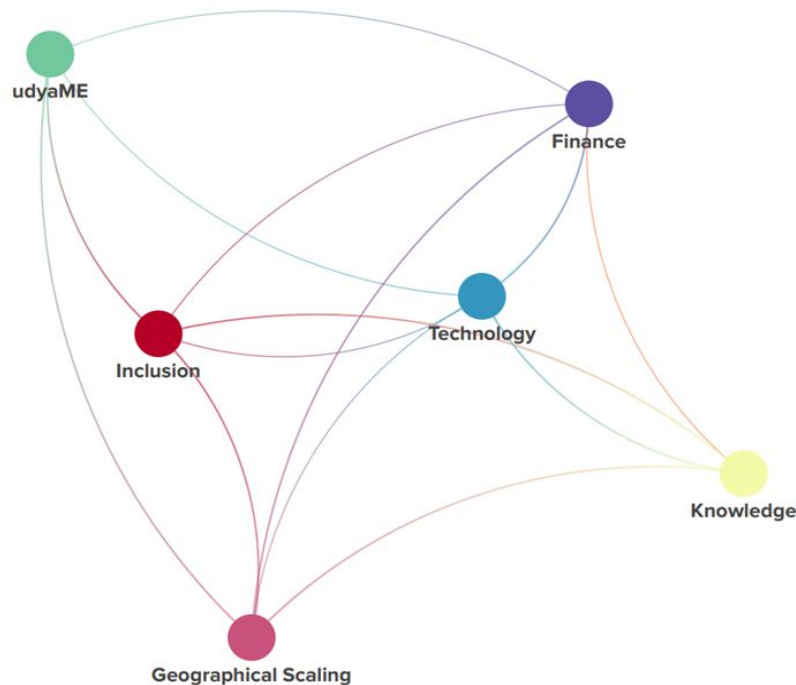
12,000+ enterprises | 26,000+ jobs



*From November 2017 – March 2024

1 million jobs in 1000 days...

- + **Partnership with key government stakeholders** for accelerated impact
- + **Unlocking finance** as an enabler for aspiration-driven entrepreneurship, especially for women and youth
- + **Leveraging technology and digital infrastructure** for setting up future-forward business models



Reports

[Country Strategy for Green Inclusive Micro Enterprises Financing - India \(tara.in\)](https://tara.in/Country-Strategy-for-Green-Inclusive-Micro-Enterprises-Financing-India)



Impact assessment of Work for Progress (W4P)
Innovative Action and Learning Platform
Report of the Endline/Baseline Study

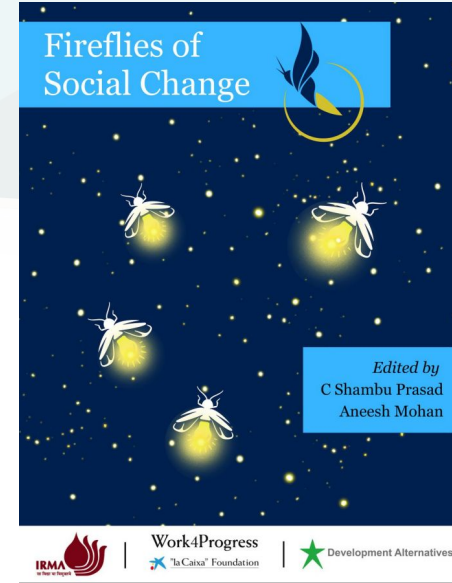
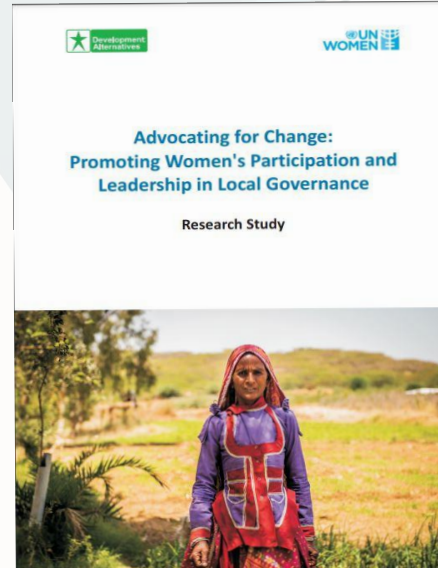


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[IRMA Work4Progress Impact Report'23](#)

[Research Study Report on Promoting Womens Participation In Local Governance.pdf \(devalt.org\)](#)



[Fireflies of Social Change \(devalt.org\)](#)



THANK YOU

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