

DA Co-anchors National Conference on Youth Employability and Entrepreneurship



Ms Kanika Verma, Lead Green & Inclusive Entrepreneurship and AVP, DA Group moderating the session on 'Future of Work | India @ 100 | Opportunities for Youth'

Development Alternatives (DA) in partnership with Transforming Rural Foundation (TRIF), Global Opportunity Network (GOYN), and YUWAAH (UNICEF) co-anchored the National Conference on Youth Employability & Entrepreneurship at India Habitat Centre on 7 February, 2023. DA anchored a panel discussion on 'Future of Work | India @ 100 | Opportunities for Youth'.

The Future of Work session was moderated by Ms Kanika Verma, Lead - Green and Inclusive Entrepreneurship, and Associate Vice President, DA Group. The panelists included Mr Jamie McAuliffe, Founding Director, The Aspen Institute, Mr Praveen Pardeshi, Member, National Capacity Building Commission, Mission Karmayogi, and Prof M S Sriram, Faculty, Centre for Public Policy, IIM Bengaluru. The panelists deliberated on how to create a groundswell of demand–supply match, as well as expand sub-scale pilots to respond to the rapidly growing cohort of working-age rural youth. "We should look at flipping the power dynamics by giving the power to local stakeholders, especially youth, to bring about true change," highlighted Mr McAuliffe.

The overall message that emerged from the deliberations was the need to create mass-scale and place-based economic opportunities for youth in India, especially rural youth. This requires an integrated and convergent action among several government programmes around employability and entrepreneurship and bringing in best practices from global solutions. Further, a mass-scale [#economicopportunity](#) programme for rural youth can be best attended using a district as a unit of change. Integrated efforts at the district level will result in place-based saturation and targeted action to address gaps in labour supply, creation of local demand, and improve quality and quantity of employment. Elements of this approach have been tested in partnership between Global Opportunity Youth Network (GOYN) and Work4Progress (SAMUDYAM) within the scope of existing government programmes of Rural Development and other government programmes.



Representatives of partner organisations including DA, YUWAAH, and GOYN at National Conference



Panelists of the session 'Future of Work'

In the closing call for action, Ms Verma reiterated the commitment to keep strengthening local ecosystems for supporting and promoting entrepreneurship-led job creation for youth focusing on innovations and partnerships. The event saw an attendance of 135+ stakeholders from 45+ organisations ranging from civil societies, corporates, government departments, and academia.