

udyaME Mela (Enterprise Fair) in Mirzapur



udyaME Mela – ‘One Stop enterprise solution platform’ in Mirzapur

Rural micro-enterprises still struggle to access information and solutions regarding their businesses. To fill this gap, Development Alternatives (DA) with its sister organisation Indian Micro Enterprise Development (IMEDF) has been conducting udyame Mela (Enterprise Fair). These fairs provide one-stop solutions to rural entrepreneurs by bringing technology vendors, marketing agencies, legal consultants, Government stakeholders and financial institutions.

A recent udyame Mela was organized by DA in Mirzapur on December 2, 2023, at G.D Binani MBA College. This mela, sponsored by SBI Foundation and la Caixa Foundation, was conducted in partnership with Swami Vivekanand Shiksha Samiti, Manviya Dristikon Sewa Sansthan, Transforming Rural India, Gram Vaani, Rural Self Employment Training Institution (RSETI) Mirzapur and Vindhyanchal Udyamita Manch (District Entrepreneurship Coalition) Mirzapur.

The fair was attended by 300+ entrepreneurs who availed services from 20+ service providers ranging from agri-technology vendors, equipment manufacturers, chartered accountants, banks, micro-finance institutions and Govt. departments. The event was inaugurated by Dr. Jishan Amin, (Director of GD Binani MBA College), Dr. Manoj Kumar (Dy. Veterinary officer, Mirzapur) and Mr. Pushpendra Tripathi (District Horticulture Officer).



Snippets of udyame mela

Dr. Jishan Amin Madam emphasized, “Women empowerment can only be done when women are financially independent and equally contribute to their family income. Women are already entrepreneurial in nature; they need to hone this and translate it into economic benefits. Many are already doing it but the demand is to find market-driven and innovative business models, for which women also need some support from the ecosystem.”

The udyAME Mela facilitated peer-to-peer connections and included ‘udyAME Chaupal’ where 7 successful entrepreneurs from Mirzapur shared their entrepreneurial journey and addressed queries from participants. Additionally, around 10 entrepreneurs with stalls in the udyAME Mela showcased their products and shared insights with aspiring entrepreneurs.

Moving forward, DA and IMEDF along with its partners envision conducting district and block-level enterprise fairs every quarter. The focus is on engaging a diverse range of support providers to address entrepreneurs’ challenges as close to their locations as possible.



Newspaper coverage of the mela