

A One-day Consultation on Scaling Inclusive Entrepreneurship



Consultation in progress

A consultation on ‘Exploring Pathways to Scale Inclusive Entrepreneurship in Uttar Pradesh’ was co-hosted by Development Alternatives (DA) and Institute of Rural Management Anand (IRMA) on 29th November, 2023 in Lucknow, Uttar Pradesh. The workshop brought together diverse stakeholders from the development sector to exchange lessons and learnings from the impact evaluation conducted by IRMA for different phases of the Work4Progress (W4P) programme, as well as to discuss opportunities and challenges for accelerating micro-entrepreneurship in Uttar Pradesh.

Kanika Verma- Lead, Green and Inclusive Entrepreneurship, set the tone for the event by introducing the social innovation approach and inclusive entrepreneurship-led job creation. She also emphasised how our approach is community-centric, enabling a shift in the entrepreneurial ecosystems. Another highlight of the event was the launch of "Fireflies of Social Change" a compilation of 20 case studies of Work4progress entrepreneurs, authored by Institute of Rural Management Anand (IRMA), in the presence of our partners and entrepreneurs. Prof. Shambu Prasad from IRMA talked about the role of communities and the significant resilience of the entrepreneurs captured in 'Fireflies of Social Change'.

The discussion on 'Exploring Pathways to Scale Inclusive Entrepreneurship in Uttar Pradesh' was held with a panel of power-packed speakers exploring various opportunities to build more systemic approaches that will help unlock scale and sustainability through entrepreneurship.



Launch of ‘Fireflies of social change’



Chanda Shukla, an e-rickshaw entrepreneur sharing her journey and experience

Mamta Chauhan - Entrepreneurship and Startup Mentor, Institute of Entrepreneurship Development, emphasised the challenges in knowledge sharing, highlighting issues with accessing information on schemes, opportunities, and local resources in entrepreneurship. Achla Savyasaachi - Head - State Initiatives, Microfinance Industry Network discussed the challenge of directing finance to productive uses and emphasised the need to link financial infrastructure with enterprises. Anish Kumar - Founder, Transform Rural India, focused on the shift in occupational patterns from agriculture to secondary and tertiary sectors. He advocated for collaborative efforts between Samaaj, Sarkaar, and Bazaar to facilitate this transition. Sameer Kapoor - Former CEO, NDTV India, spoke about leveraging technology for knowledge dissemination, training, skill development, and logistics in entrepreneurship. He underscored the necessity of aligning it with market needs, resources, and opportunities for growth.

Shrashtant Patara, CEO, DA discussed our vision to empower the entrepreneurial ecosystem in generating 1 million jobs in 1000 days. He emphasised the role of innovation and collaboration as the two main enabling factors that would help in transforming the intent to action, ultimately yielding desired results. He also mentioned the importance of replication of our approach to achieve scale and impact.

In conclusion, the consultation on 'Exploring Pathways to Scale Inclusive Entrepreneurship in Uttar Pradesh' marked a significant milestone in the collective effort to foster sustainable and inclusive entrepreneurial ecosystem in the region.