

Workshop on Social Innovation approach with Gram Vaani volunteers in Jhansi



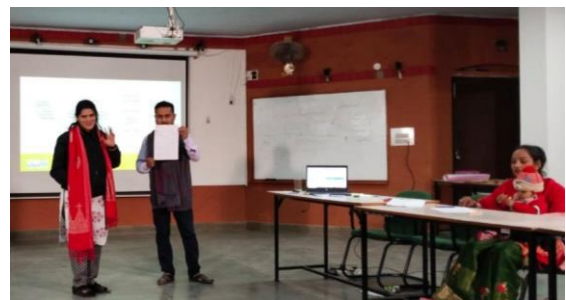
The trainer orienting the volunteers on the difference between social innovation-based micro-enterprise development and conventional approach of enterprise development

A one-day capacity-building workshop was conducted with 15 volunteers from Gram Vaani in Jhansi on 16th January 2024. The session aimed to orient volunteers on listening and co-creation processes aligned with the social innovation methodology.

Development Alternatives has partnered with Gram Vaani, a social enterprise working on developing innovative, low-technology listening tools for the rural population, to bridge the information gap in entrepreneurship. As part of the Equality4Progress project funded by Bank of America National Association, Gram Vaani is supporting DA in identifying potential women entrepreneurs. These entrepreneurs are encouraged to establish or expand non-traditional businesses such as e-rickshaws, cyber cafes, shoe manufacturing, etc., breaking gender barriers and enhancing women's access to new opportunities.

The session, conducted by Debasis Ray, Senior Manager in Inclusive Entrepreneurship, covered the fundamentals of rural micro-enterprise development, social innovation approach, and tools like comic workshops, community canvas, etc. The participants actively engaged in the session by exchanging their field experiences and also sharing key insights into certain issues that normally arise while conducting listening activities within the communities. This capacity-building workshop was part of a broader engagement of these volunteers in the ongoing 'Kaun Banegi Business Leader' competition aiming to identify women entrepreneurs interested in starting non-traditional micro-enterprises.

Following the workshop, these volunteers will apply social innovation tools to conduct in-depth listening in communities. This will enable them to better address inquiries and mobilise women towards entrepreneurship.



One of the volunteers sharing her experience in the Comic Workshop exercise



Gram Vaani Volunteers listening to the methodology of social innovation approach for micro-enterprise development