

## Uttar Pradesh State Rural Livelihood Mission (UPSRLM) and Development Alternatives signs MoU to promote women-led enterprises



CEO Development Alternatives, Mr Shrashtant Patara with Ms Deepa Ranjan, IAS, Mission Director, UPSRLM at the MoU signing

**D**evelopment Alternatives (DA) and the Uttar Pradesh State Rural Livelihood Mission (UPSRLM) formalised their collaboration through the signing of a Memorandum of Understanding (MoU). This partnership, signed by Ms Deepa Ranjan, IAS, Mission Director, UPSRLM, and Mr Shrashtant Patara, CEO, DA, aims to enable 100,000 women in Uttar Pradesh to transition from job seekers to job creators.

The primary objective of this partnership is to leverage women solidarity institutions, particularly Cluster Level Federations (CLFs) under UPSRLM, by placing the ownership of social innovation tools in the hands of women and their institutions, thereby making entrepreneurship accessible to millions.

Development Alternatives, with its mandate of creating 1 million jobs in Uttar Pradesh by 2027 through the establishment of 250,000 sustainable enterprises, seeks to address the challenges of promoting inclusive entrepreneurship. This initiative targets under-represented groups, particularly women, facilitating their transition from job seekers to job enablers through a 'social innovation' approach. Recognised as a 'Good Practice' by the United Nations



Development Programme (UNDP), United Nations Sustainable Development Goals (SDGs), and the World Bank, this approach has shown significant promise.



DA has piloted 11 systemic prototypes addressing rural entrepreneurship challenges, including access to information, financing, government schemes, training, technology, and overcoming social and behavioural barriers. Additionally, 120 enterprise prototypes have been developed, featuring models such as e-rickshaws, paper product manufacturing, ice cream manufacturing, information centres, and vermicompost production. The women solidarity institutions, particularly the CLFs under UPSRLM, have demonstrated significant potential as hubs for these entrepreneurship solutions. By empowering women and women's institutions with ownership of these solutions, the collaboration aims to unlock enterprise promotion on a large scale.

This partnership between DA and UPSRLM represents a strategic effort to foster economic empowerment among women in Uttar Pradesh. By focusing on inclusive entrepreneurship and leveraging the strengths of women solidarity institutions, the initiative is poised to create a significant impact on rural livelihoods.