

## State Bank of India Foundation's visit to Mirzapur and Bhadohi



SBIF and DA team at the udyame mela



udyame mela in action

As part of the Development Alternatives and State Bank of India Foundation's project "Accelerating Entrepreneurship through Social Innovation Approach" (AESI), DA hosted the SBIF team in Mirzapur and Bhadohi for a District Entrepreneurship Coalition (DEC) and udyame Mela. Shri Sanjay Prakash (Managing Director), Aman Bhaiya (Vice President), and Rewa Sharma (Manager, Leap Program) represented SBIF for the visit.

The DEC brought together over 30 stakeholders, including representatives from SBI Bank, Rural Self Employment Training Institute (RSETI), Khadi Gramodyog, the Horticulture Department, Union Banks, NRLM, and women from Cluster Level Federation (CLF). The DEC agenda focused on promoting large, high-growth enterprises by ensuring member cooperation and linking plans with the project. It also aimed to empower CLF office bearers to take ownership, connect with departments, and make the DEC self-reliant. Action points include adding new coalition members to the DEC WhatsApp group, sharing departmental schemes, holding the next DEC meeting in Pahadi block in September, and encouraging entrepreneurs to utilise departmental schemes from Khadi Gram Udyog and RSETI.

DEC is a key systemic prototype under the AESI project that has supported the establishment of 1,310 enterprises. So far, eight DEC's have been established and strengthened in the districts of Jhansi, Niwari, Bhadohi, Mirzapur, Lakhimpur Kheri, Bahraich, Basti, and Gorakhpur.

The team also visited the udyame Mela in Maharajganj, Aurai Block of Bhadohi district, where over 20 entrepreneurs and vendors, including RSETI, set up stalls to showcase their products. Women from CLF groups in nearby villages and panchayats participated, aspiring to start their own enterprises.

Udyame Melas (Enterprise Fairs) are a key entrepreneurship promotion tool under the AESI project. These Melas serve as peer-to-peer networking events where entrepreneurs can meet each other, explore business synergies, and network. Additionally, they provide a platform for entrepreneurs to showcase their products to the local community. These fairs have fostered a sense of pride within the community for their entrepreneurs, thereby helping to develop nurturing communities for entrepreneurship.

Based on insights gained, SBI Foundation, Development Alternatives, and our partners will continue to support women and youth entrepreneurs in the SBI-AESI project.