



Friday, 22nd May, 2020 @ 11:00 AM
#5th talk in #LockDownLiveWebinar_Series

Live Talk
11:00 am



On
“More Income and Employment
in Rural Areas- Creating
Entrepreneurs and Enterprises”

Let’s hear it from
Dr. Soumen Maity,
Team Leader - Technology, Development
Alternatives Group

Watch LIVE on NECTAR’s Official Cisco Web Ex: 
[https://meetingsapac17.webex.com/meetingsapac17/j.
php?MTID=m3904a3e13fief44354f061cb2207e321](https://meetingsapac17.webex.com/meetingsapac17/j.php?MTID=m3904a3e13fief44354f061cb2207e321)

Highlighting the Importance of Enterprise Development in Generating More Income and Employment in Rural Areas

Dr Soumen Maity, from Development Alternatives, presented in a webinar on “More Income and Employment in Rural Area – Creating Entrepreneurs and Enterprises”, organised by NECTAR on 22 May 2020.

The objective of the session was to highlight tDevelopment Alternatives Group’s work and experience in creating entrepreneurs and enterprises for more income and employment generation in rural areas. DA has been for the last three decades focussing on innovation towards resource efficient, green and inclusive economy. Through this platform Dr Maity highlighted how the organisation has been able to create large scale income and employment generation in rural areas and the scaling up in Bundelkhand region and scaling out not only across India but globally as well.

The development alternatives priority sector for ensuring environmental sustainability involves judicious use of green building material and waste utilisation. The organisation also focuses on enhancing the livelihoods and quality of life through enterprise development. Through this session Dr Maity shared

how DA through technology innovation creates markets, sustainable SHG's, Community service model, enterprises, supports companies, and empowers women and the community at large.

In order to serve the growing aspirations of new and existing entrepreneurs, Development Alternatives Group has also incubated a special purpose vehicle-Indian Micro Enterprises Development Foundation (IMEDF). It is an empanelled nodal agency for the implementation of SFURTI Program of the Ministry of Micro, Small and Medium Enterprises.