



Coalition Meeting for Co-creating Solutions with Stakeholders

The monthly coalition meeting for the Work 4 Progress (W4P) programme of la Caixa Foundation in collaboration with Development Alternatives (DA) was conducted in Niwari, Uttar Pradesh on 11 June 2020. The meeting was focused on co-creating solutions so that the coalition can help the entrepreneurs in Niwari to solve the challenges faced by the society during and post COVID19 by sharing of information about relief schemes from government departments and the banks.

Among the participants, there were five entrepreneurs, along with officials from the horticulture department bank, State Rural Livelihood Mission (SRLM), Micro Finance Institutions (MFIs) and District Development Manager, NABARD. Each group shared a few challenges faced during the spread of COVID 19, from not finding a good marketing channel, to inadequate credit flow, needs for training to match the market demand, and lack of support from the family. Then the discussions focused on the available schemes and solutions at the local level. Throughout this discussion, the stakeholders focused on working capital and market expansion for new and existing entrepreneurs. DDM NABARD, highlighted a few points on how we can enhance existing business. He pointed out that businesses like tailoring, sheltering, tent house, transportation, and construction need to be promoted and connected on digital platform and the Hotel and Restaurant service should be linked for home delivery.

The market strategy needs to be changed according to the demand of the community. One of the suggestions was to consider the need to revive Udyami Credit card. The Self Help Groups (SHGs) and Farmer Producer Organisation (FPOs) products could also be strengthened according to new guidelines and focus should be on upgradation and quality of the products. SHGs and FPOs can work as a registered society and also can seek for external investment. It can be linked to organised

market like Reliance, Big Bazaar, Walmart and non-organised market like wholesale markets. It also can be connected to a governmental portal like Rojgarsetu and skill portal.

The insights gained from this coalition meeting reflect that there is a need to create a pipeline of potential entrepreneurs to get leverage from NABARD schemes, department schemes, bank linkages, strengthen existing SHGs and FPOs, and enhance the quality of products to rebuilt sustainable livelihoods.