



Badli Aajeevika Manch participants

Regional Coalition Meeting in Jhajjar, Haryana

The Badli Aajeevika Manch (Regional Enterprise Coalition) was organised with over 30 participants under the WE-LEAD Project (Women’s Empowerment through Livelihoods, Entrepreneurship, and Access through Digitisation) in Jhajjar, Haryana, on 23 June 2022. It was the first in-person coalition platform of the project organised post-COVID-19-induced lockdowns. The coalition broadly aimed to bring together different stakeholders and leverage existing resources to promote entrepreneurship and skill development for women in Jhajjar.

During the meeting, Tejashwani, Development Alternatives (DA) briefly introduced the DA Group, and the work done in Haryana under the WE-LEAD project. The discussion predominantly revolved around identifying entrepreneurial opportunities in the logistics, digital, and agricultural sectors. Each participant shared her/his aspirations, their work, and the challenges they face. Ms Manju, from Makdola village, shared that she is interested in setting up an e-rickshaw enterprise through the support of the programme. Another participant from Boria village voiced that she has completed the logistics training course, and is looking for a job at a warehouse near her village.

Listening to all the voices present, Mr Ajay, Block Programme Manager, National Rural Livelihoods Mission and Surendra K., Director, Punjab National Bank, Rural Self Employment Training Institutes, among others, listed several certified training programmes and schemes that people can avail themselves from the institutions, while also discussing the scope of partnerships and collaborations with DA in local areas.

As a way forward, the coalition members collectively decided that DA would collaborate with various government bodies to conduct value addition training for enterprise development and increase ground engagements with the community.