



# ताराग्राम मेला 2018

## उद्यमिता उत्सव

दिनांक: 04 दिसम्बर 2018

समय: 09:30 से 02:00 बजे

स्थान: ताराग्राम ओरछा

### मुख्य आकर्षण

- विविध रोजगार मॉडल प्रदर्शनी
- युवाओं हेतु कौशल-विकास परामर्श सत्र
- स्थानीय उद्यमियों से जाने स्थानीय रोजगार के अवसर
- बुंदेली सांस्कृतिक कार्यक्रम





# TARAgam Mela 2018

## ***Entrepreneurship for Job Creation and Empowerment Background Note***

Over 30,000 young women and men enter the labour market each day in India, and the economy generates employment for less than half of this workforce. In the race for jobs more than 80 per cent, especially those from marginalized and backward areas are left behind. Micro enterprises can play an instrumental role in this transition as they create local jobs in large numbers. Employing close to 40% of India's workforce, any impetus to this sector will have significant multiplier effects on economic resilience, and social well-being. Age-old constraints imposed by social norms and lack of access to support services prevent people from setting up entrepreneurial ventures. This is compounded due to the limited and costly access to enterprise information and services.

### ***Promoting a culture of entrepreneurship in Bundelkhand***

Development Alternatives has implemented initiatives to bridge the information gap, enhance access to support services, and develop an enabling ecosystem - to unleash entrepreneurship. These are aimed at creating local movements that are self-sustaining and are designed to:

- Nurture constructive communities through building safe spaces for women, youth labs, local self-government as centres of influence.
- Unleash entrepreneurial energies through knowledge building, capacity building solutions, and access to technology, credit, and marketing support at the last mile
- Build a robust enterprise ecosystem through joint action with local policy stakeholders and market aggregators

In the last one year, Development Alternatives has reached out to over 10,000 youth and women with information and knowledge on enterprise development and nurtured 200 micro enterprises across Bundelkhand while reaching a network of 100 local stakeholders

### ***TARAgam Mela 2018 and Regional Coalition***

The TARAgam mela hopes to celebrate the success of these entrepreneurs in their journey as change makers. We hope that their stories will continue to inspire each one towards building a culture of entrepreneurship in Bundelkhand.

The regional coalition has been launched in Bundelkhand as a local multistakeholder platform to co-create solutions and undertake joint action for micro entrepreneurship. With a commitment from representatives of key organisations like District Industries Centre, NABARD, Bundelkhand University, National Rural Livelihoods Mission, Khadi Vikas and Industries Board, and Bundelkhand Chambers of Commerce among others, we believe we can steer an action task force to create significant impact on the economy of Bundelkhand. We hope that these entities along with the entrepreneurs will come together to take forward the cause of job creation. Specifically, we hope to discuss the following:

- Vision 2020 for Bundelkhand and its micro entrepreneurs
- A joint action plan with roles and responsibilities of key stakeholders to drive this vision
- Key partnerships and resources required to bring the vision to action