



ENTREPRENEURSHIP FOR EMPOWERMENT

Microenterprises are engines that boost job creation and fuel sustainable economic development. Despite their crucial role, growth is limited, owing to the lack of a nurturing ecosystem. Constraints like access to technical knowledge, finance, market, and poor entrepreneurship capacities inhibit the development. Only 22% of aspiring entrepreneurs have access to training in India. The biggest barrier is access to finance, as only 5% of enterprises have access to formal finance.

Moreover, dialogue with rural communities and local stakeholders in the poor regions of proposed districts has revealed that enterprise solutions matter, and there is unmet demand for setting up and improving microenterprises. Less than 5% of the potential entrepreneurs know the types of enterprises that can be established. 1 out of 15 entrepreneurs are able to access formal credit, and close to 85% report restricted access to market channels. Therefore, there is a dire need to create a continuous loop of information and support solutions to enable micro entrepreneurs to thrive in the enterprise development ecosystem.

About the Programme

The Entrepreneurship for Empowerment project, initiated by Development Alternatives, supported by Hongkong and Shanghai Banking Corporation, is a two-year pilot that focuses on provision of enterprise solutions and engagement with various stakeholders to ensure successful operations of micro entrepreneurs and make the ecosystem conducive for microenterprises.

In order to do so, the programme has two major objectives: The first is to demonstrate the setting up of 75 new enterprises across poorer districts of Delhi NCR, Uttarakhand and Uttar Pradesh. The second objective is focused on scaling up enterprise development through setting up a digital market place and a financing platform to provide enterprise solutions for 300 additional entrepreneurs.

The proposed digital marketplace will fill the knowledge gap between entrepreneurs and solution providers, and the financial platform will ensure continuity of credit support.

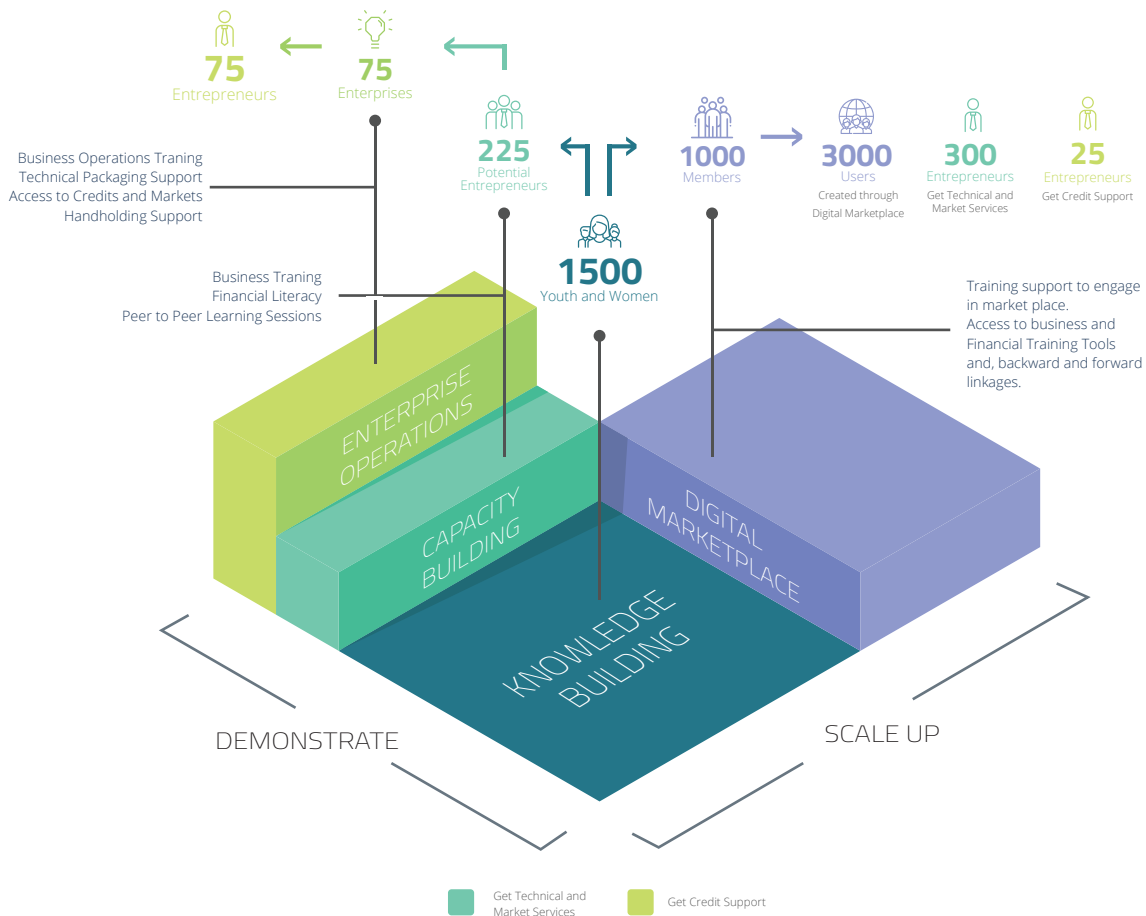


How it Works?

The project focuses on making a more conducive ecosystem for microenterprises by bridging the knowledge gap, provision of enterprise solutions and engagement with various stakeholders.

Keeping in purview, the project has two main objectives –

- **Demonstrate:** Set up of 75 new enterprises across poorer districts of Delhi NCR, Uttarakhand, and Uttar Pradesh
- **Scale-up:** Provision of digital marketplace will fulfil the knowledge gap between entrepreneurs and solution providers



About HSBC

HSBC is one of the largest banking and financial service organisations in the world. With around 3,900 offices in both established and emerging markets, HSBC services around 38 million customers worldwide through four Global Businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. Our network covers 67 countries and territories in Europe, Asia, the Middle East and Africa, North America and Latin America. Since its foundation in 1865, HSBC has adapted to and helped serve the needs of a changing world. It has financed economic growth, fostered international trade and overcome events such as economic crises. HSBC recognises that governments, corporations, the financial system and civil society are all stakeholders of climate change and sustainability challenges. HSBC believes, now more than ever, there is a need to develop the skills, business innovation and low-carbon solutions needed to secure long-term prosperity for all.

www.hsbc.com

About Development Alternatives

Delivering eco-solutions for people and the planet

Development Alternatives (DA) is a premier social enterprise with a global presence in the fields of green economic development, social empowerment and environmental management. It is credited with numerous innovations in clean technology and delivery systems that help create sustainable livelihoods in the developing world. DA focuses on empowering communities through strengthening people's institutions and facilitating their access to basic needs; enabling economic opportunities through skill development for green jobs and enterprise creation; and promoting low carbon pathways for development through natural resource management models and clean technology solutions.

www.devalt.org

Partner With Us

Existing and aspiring micro entrepreneurs: to set up and grow your business

Business support service providers, technology providers, financial institutions, and market aggregators: to strengthen your service packages and enhance customer base

Government Stakeholders and Policy Makers: for partnerships and collaborations that drive entrepreneurship and job creation at scale through innovative approaches

Development Sector Experts and Research Institutions: to promote shared learning and influence the micro enterprise development ecosystem

Funding Institutions: that wish to support social innovation based entrepreneurship, capacity building and action for local economic development, and those seeking to make investments in rural micro enterprises



Development Alternatives

B-32, Tara Crescent, Qutub Institutional Area
New Delhi 110 016, India

Tel: +91 11 2654 4100, 2656 4444, Fax: +91 11 2685 1158

Email: mail@devalt.org, Website: www.devalt.org