

Green Economy Coalition

Global Annual Meeting 2020

5 February 2020



Day II: Building Solidarity

Learning from and aggregating experiences of diverse local green entrepreneurs across various sectors and geographies in India



Gandhian Thought and Contemporary Need

About the Issue Paper

The Green Economy Coalition conducted its Global Annual Meeting 2020 in Delhi, India on the theme of Local Green Enterprises: Building Movements of MSMEs within India's Transition to an Inclusive Green Economy. Participants absorbed the "diversity" of green enterprises in varied sectors and contexts. This document takes essence from the discussions that took place on the second day of the Annual Meeting. It touches upon three key areas:

- Entrepreneurship from the lens of Gandhi's Gram Swaraj
- Entrepreneurship Ecosystem Building through aggregators and meso players
- Understanding from the perspectives of an entrepreneur

Authors : Anshul Bhamra
Stella George
Guide : Zeenat Niazi
Editorial Check : Jasleen Kaur
Design : Jay Vikash
Published by : Society for
Development Alternatives

Front cover photo credit: Development Alternatives

Panel Discussion: Entrepreneurship from the lens of Gandhi's Gram Swaraj

Context

Gandhi's Sarvodaya (the welfare of all) philosophy, which paves the way to Swarajya (self-rule), has local economy as the nucleus. The concept 'Think Global, Act Local' can be interpreted as the manifestation of Gandhi's model of self-reliance, development and prosperity. Local development has been central to his vision. Sustainability is embedded in the Gandhian approach to development. Gandhi has famously stated, "The Earth provides enough to satisfy every man's need, but not any man's greed." In the 150th year of his birth, the relevance of his philosophy and tactical strategies become all the more prominent given the context of the 2030 Global Agenda for Sustainable Development. The Sustainable Development Goals (SDGs) have reshaped the global development paradigm with emphasis on the enhancement of environmental, social and economic resources. Many of the socio-economic SDGs, like SDG 1 (No poverty), SDG 8 (Jobs and growth) and SDG 10 (Reduced inequalities), are such goals that Gandhi had promoted throughout his life.

The Micro, Small and Medium Enterprises (MSME) sector, with its focus on employment, growth and inclusive development, aligns with Gandhi's model of economic development. In his own life, he enthusiastically promoted the development of khadi and small industries as key strategies for self-reliance, inclusion and local development. The MSME sector with similar goals has emerged as a highly vibrant and dynamic sector of the Indian economy. In addition to playing a crucial role in providing large employment opportunities at comparatively lower capital cost than large industries, MSMEs also help in industrialisation of rural and backward areas. MSMEs make an invaluable

contribution towards reducing regional imbalances, and assuring more equitable distribution of national income and wealth. Playing a complementary role to large industries as ancillary units, this sector is contributing enormously to the socio-economic development of the country.

In India, as per FICCI, there are around 63 million MSMEs, employing around 111 million people, contributing 28.77% to the GDP (2017). The contribution of this sector in country's export is around 45%. Today, with rising demand for employment, India will need to add 15 million jobs annually for the next 15 years to stabilise the job situation (World Bank, 2018), and MSMEs can significantly contribute to filling this job creation gap. As per the World Bank, four out of five new job positions in the formal sector in emerging economies like India are created within MSMEs. Employment generated through MSMEs ensures significant inclusion of rural areas. Even though MSMEs have been inclusive, there is further scope in that regard. The sector has also had its fair share in environmental problems faced in India, which need to be addressed.

Within the larger framework of Gandhian Philosophy, the MSME sector and local economic development, this document will delve into two key areas of enquiry:

- What can we learn from Gandhian Swaraj principles in the context of Local Green Enterprises?
- What should be enabled/ disabled systemically to move towards local green economies?

What can we learn from Gandhian Swaraj principles in the context of Local Green Enterprises?

It is important to understand that the question is positioned in unprecedented times. These are times when economies are changing and there is no more need to justify the ills of neo-liberal model. In fact, what is more critical is to provide alternative models – the ones that addresses the concerns of people and planetary well-being.

The culture of the urban societies has percolated in the rural geographies of the country. The rural youth is not interested in indigenous knowledge and crafts and would like to go for formal education. Concrete houses and urban ways of living are considered symbols of success even in rural remote villages. That is also driven by the kind of income that urban societies are offering. What a migrant labour can earn in three weeks in a city is around

equivalent to his/her six months earnings in rural setting, according to **Kumar Anubhav, leading the Not On Map Initiative** in India.

Hind Swaraj provides a critique of imperialism and it builds into a specific nature of Swaraj, this was called as “knowledge swaraj” by **Professor Shambhu Prasad, IRMA**. The science that Gandhi's Hind Swaraj offers rethinks India's and the global future by discussing and developing the alternatives with co-workers. Khadi was a symbol for alternatives. Khadi, may not be singled as the only alternative, but it is symbolic to the nature of production that provides local employment and the processing time is such that it cannot lead to over exploitation of resources. And thus, if such elements can be aligned to the existing fashion industry, it can lead them towards sustainability.

Shambhu Prasad also highlighted few key elements of the Gandhi's philosophy. The first is experimentation that brings evolution and continuous learning as central to any system. This highlights the ability of communities to create alternatives, critical element to any change. The second element is that of institutions. Institutions in any system define the way they work towards outcomes. The country and the world are yet to explore institutions based on philanthropy and trusteeship. It is also critical to understand that no one model can be replicable and can be scaled up. For instance, an AMUL Model for milk delivery worked to collectivise milk farmers but for any other product, for any other region, one needs to begin with the basics of experimentation. The third element is that of interdependence. It focuses on understanding the relationship of the self and the others. In understanding such a system, vision of individuals is interdependent to the vision of the society.

What should be enabled/ disabled systemically to moved towards local green economies?

One needs to prevent too much affinity to the word scale as many times it comes as contradiction to sustainability. Extremely high and irrational expectations from MSMEs will end them up in a phenomenon that Shambhu Prasad calls as “Soonicorn” – Soon to become Unicorn. In such a case, this can lead to frustrations and failures of the MSMEs eco-system that is gradually learning.

In the words of **Ashish Kothari**, local green economies are not possible unless paralleled with radical political democracy. It is critical for local communities to have control over their resources. Natural resources are



currently controlled by the State or Corporates. It is also critical to value community rights over individual rights. Individual Property Rights (IPR) is not even a part of any indigenous culture, nature and resource are treated as commons. Localisation of political democracy allows the power in the hands of local. But the caveat here is that such a system will not work till gender and caste inequalities are resolved. In such a system, it is also critical that there is least distance between consumers and producers. Ideally, they should be living together in the same society. Dependence on external experts must be rejected. Swaraj will have to enable society to look more inwards, focusing in a collective conscious and enhancing commons over privatisation, localisation and public availability of knowledge.

A slight alternative to the view is what was shared by **Eika Chaturvedi Banerjee, from Future Learning**. She highlights the need to capitalise on native strengths. In the ever-growing consumer world, it is critical for local communities – entrepreneurs, farmers – to adapt and grow. Local enterprises create produce from local resources and such enterprises can be linked to markets through innovative startups and the corporate world. A changed vocabulary which appeals the consumers in contemporary times can enable the local enterprises in reaching to larger and wider markets.

The biggest challenge in working with communities, especially women in the rural regions is that these locations are usually very remote, women are largely illiterate. From experience of working in **Udyogini**, **Arvind Malik** shares that to begin with, one needs to understand the products and the skills that a community has, and that should be central to enhancing incomes. Further are steps where one needs to build local communities' understanding on different products of the value change and building a dialogue on how women can participate in the movement by understanding the production side, use the local resources sustainably and penetrate into the demand in the market. It is critical to have an ecosystem that makes this penetration and transition for women possible. Aggregators that can build capacities of such women-based value chains and take forward the product post value addition to appropriate markets are critical. Without an enabling ecosystem, a self-employment-based livelihood in the rural communities is un-imaginable.

Chaupal: Entrepreneurship Ecosystem Building through Aggregators and Meso Players

Social entrepreneurs, aggregators and other meso level actors often perform various functions for large number of micro entrepreneurs, farmers, artisans and community groups. These stakeholders extend their services to fulfil finance, knowledge and technology needs of the groups. They also put forward their perspective, suggestions, experience and ideas adopted in building solidarity and synergy among different stakeholders.

The Entrepreneurship Chaupal was conducted at the Green Economy Global Annual Meeting which brought together enablers working in different areas such as agriculture, construction, waste, energy, arts and crafts, etc. to share their experiences that empower enterprises and communities to engage with the dynamic socio-economic ecosystem of green enterprises.

Local green enterprises are often set up by developing new products and services for their communities. But their sustenance is hampered by: Lack of access to knowledge and technology, social or gender barriers, disconnect among partners and other key stakeholders involved, lack of access to financial support for viability of business. In the absence of meso level enabling agencies or mechanisms, a large pool of innovative ideas remains isolated, and an opportunity to improve livelihoods and manage natural resources thereby building a sustainable economy is being missed. This section explores all these attributes in more detail.

In an ecosystem of entrepreneurship development meso level has a unique role to bridge the macro – markets and regulations with micro – entrepreneurs. Meso level is thus a space where one can co-create innovations, ways in which processes can be understood and levers can be identified in harnessing the potential socio-innovative ways of bridging the system. There are aspects of behavior, digital technology that experiences a break in the system between micro and macro. Collective decision making can enable in bridging these gaps.

Madhu Sharan from Hand in Hand, India shared their experience of working with 22 lakh women organised into Self-Help Groups, and thus promoting sustainable livelihoods for women in education, health and skilling. Some of the works included setting up of energy efficient



enterprises in Madhya Pradesh for 24-hour supply of energy to all, the project supported by Asian Development Bank.

An important role of meso players is to also bridge the divide between what is art and what is craft, bridging the understandings and culture of rural and urban geographies; what is universal and what is local. These are aspects that differentiates people's outcomes and expectation. A healthy system can bridge these gaps and thus connect producers, consumers to each other, in a better way. This idea was highlighted by **Ankush, an entrepreneur** himself, at the Chaupal at Green Economy Coalition Global Annual Meeting.

Samvaad (Dialogue) between different market and financial players with entrepreneurs is instrumental for a successful local enterprise story. By engaging with local banks, and through demonstrating strength of the processes of dialogue, **Ram Sanjeevan from Eastern UP** shared his experience of reducing interest rates of micro finance loans in their region. Over time, even quasi government institutions also came on board as momentum for entrepreneurship development was created.

Amit Bose from GIST Advisory shared the importance of MSMEs to measure their own environmental impacts. There are not enough investments in MSMEs in terms of technology, networking and collaboration; and thus scaling up suffer. A digital platform is a critical enabler for MSMEs as well service providers to use and assess the performance and the factors of performance of MSMEs on their green and inclusive agenda.

Some of the critical levers and enablers for scaling up local green enterprises include training women in digital technology. Financial literacy and financial inclusion services of the government further enables this transition. Creating role models and change makers and enhancing networking and partnerships are also instrumental in moving forward. One size may not fit all but large frameworks for Local Green Enterprises can be adapted to streamline scaling up initiatives.

Certification and technology come at socio-capital cost. These ideas may be too simplistic for small holders who are deeply disconnected to such development. There is a need for convergence, empathy and more sensitivity from the meso and macro players and to thus create enablers for the kind of systems that the local communities and local entrepreneurs wants and demands. And that further reiterates the importance of dialogue in the entire process.

Regional Entrepreneurship Coalition

Regional entrepreneurship coalitions facilitated by Development Alternatives (DA) are multi-stakeholder learning and action platforms for co-creating solutions and facilitating convergent action for entrepreneurship-led job creation. The coalition platforms aim to bring together a diverse range of stakeholders to build and nurture a contextualized and responsive entrepreneurial ecosystem.

These platforms are active in DA's geographies of work across India and include members from government agencies, civil society, financial institutions, training institutes, academic institutions, trader associations and entrepreneurs. In the past two years, three such coalition platforms in Uttar Pradesh have supported over 150 entrepreneurs as part of the Work 4 Progress program. Since March 2020, the coalitions are being conducted virtually and its members have been converging resources to provide immediate relief packages to communities as well as sharing ideas on longer term solutions to strengthen rural entrepreneurship.

Such platforms that facilitate collective action for livelihood creation can bridge the gaps between micro entrepreneurs and the larger ecosystem.

Digital Platform (udyame)

The digital platform, 'Udyame' (I am an entrepreneur) provides capacity building, information, technology and market services to micro entrepreneurs by connecting them with each other as well as support service providers.

It has been co-created with entrepreneurs from rural geographies of India and is envisioned as a one stop solution for their needs. It is designed as a 'virtual village' with:

- + An interactive 'Chaupal' (informal meeting space) for facilitating peer to peer networks
- + A Virtual Campus with self-learning modules and products on entrepreneurship for beginner to advanced level learners
- + A Bazaar (marketplace) which provides a space for entrepreneurs to participate in competitive markets

Udyame will be launched in Hindi and English, and aims to build relational networks between actors in the entrepreneurial ecosystem. One way in which it will facilitate such networks is by decentralising access through information kiosks servicing aspiring entrepreneurs. It will ultimately enable micro entrepreneurs to adopt and access digital technology solutions which will equip them to grow with evolving market systems, while building a sense of dignity and confidence in communities.



Enterprise Mela

For local green entrepreneurs working in different sectors across India, the Enterprise Mela provided a platform to show case their stories, products and services. There were around 25 stalls from sectors like agriculture, waste, construction, tourism, energy, arts and crafts. This was an opportunity for local green

entrepreneurs and participants to engage in conversation to learn about practices, skills and green products. It also helped entrepreneurs to understand their market and further get inspired by the work of other fellow entrepreneurs. For the audience, it was an ideal and hands-on learning space about local, green and inclusive development. Following are the names of the Mela Day II participant.

Mela Day II Participants

Sl. No.	Organisation	Sector	Description
1.	Sakshi FPO	Vermi compost & Organic Farming	It is livelihood generating model, waste to wealth model. Organic manure is self-consumed or supplied to surrounding farmers for cultivating spices turmeric, chilly and coriander.
2.	Chintan	Waste Management	Chintan works across the solid waste vertical. Its implementation work includes providing waste management services to waste generators. Trains waste pickers to offer professional services, from e-waste handling to doorstep collection and facilitates waste handling through Scavengers to Managers Programme.
3.	Not on MAP	Eco- Tourism	NotOnMap is a social - driven initiative generating alternative livelihood & minimizing unskilled, distressed migration from traditional villages with age old cultural value system.
4.	Hunnarshala Foundation	Artisian Empowerment	Artisan Empowerment Program, Community Empowerment, Program and the Education program through Karigarshala – The artisan school.
5.	Last Forest Enterprises Pvt. Ltd.	Food and Personal care	Creating a social impact – livelihoods, basic needs of the region marginalised indigenous communities to enable them to become financially stable with respect to Environmental Impacts/ conservation principles incorporated in the business model.
6.	Udyogini	Agriculture and allied services	Provide customized quality business development services to enable women to enhance their income, access better education and health services for their children with a special focus on girls.
7.	Indian Institute of Natural Resources Management (CIBART)	Handicrafts	The Cluster aims to be a Model Brown Field Artisan Cluster for Artifacts. The production is irregular and cluster has marketing networks to the disadvantage of artisans.



Sl. No.	Organisation	Sector	Description
8.	Been there doon that	Experiential and Slow Travel	The aim is to provide products and services targeted towards establishing linkages between tourists and village communities through generating equity, regeneration of local economy and combating out-migration from villages while enriching the visitor experience.
9.	Centre for Indian Bamboo Resource & Technology (CIBART)	Handicrafts	Project mainstreamed primitive artisans into society. Now an enterprise executing individual, private and public sector orders.
10.	Treat Foundation	Agriculture	Promoting a medicinal farm cluster to supplement the income of the farmers by establishing a common facility center for processing their yields and providing them with forward and backward linkages.
11.	MAP Cultivation	Agriculture	It aims to increase an area of cultivation and create profitable businesses for farmers. To support women enterprises to become leaders in MAP value chains for women's economic and social empowerment.
12	Delhi Organic Farmers Market	Organic Farmers Market – Platform for Organic Farmers & Primary Producers.	It aims to build a platform for building a relationship between the growers/ producers and the consumers to deal with the challenge of the clean/organic food to the urban residents.
13.	ecoLogin	Livelihood	It aims at process innovations and value additions for the existing livelihood activity of the traditional communities who are involved in honey collection as a livelihood activity.
14.	Jaivik Utpad Pvt. Ltd.	Agro Farming Organic	Organic Farming, to maintain and further deliver best possible produce.
15.	Charaka Mahila Vividoddesha Kaigarika Sahakara Sangha Ni.	Naturally Dyed Handloom Sector	Charaka practices natural dyeing of yarn using materials obtained naturally without using any chemical to promote sustainable clothing while also providing occupation for many.
16.	Edible routes	Food (urban food security and	Urban farm setup, awareness on sustainable food lifestyles, outreach to



SI. No.	Organisation	Sector	Description
		quality of food)	school, institutions and urban residents, policy influence, financial linkages.
17.	Himalayan Reseach Group (HRG)	Solar Energy	Local clean enterprise solving basic energy needs of the household for water and space heating.
18.	Environmental Testing Kits - Water, Soil and Air	Environmental Testing Kits - Water, Soil and Air	It is committed to develop innovative, cost effective, user friendly, optimum and accurate performance testing products.
19.	Abhinav Prefab		Technical inspection of the plant and machinery for defects and faults.
20.	Satat Sampada	Agriculture (Organic farming)	Main objective is to provide Farmer Trainings on Organic farming, Procurement, packing and market promotion of organic food products.
21.	Tara Urja	Solar Energy	Operate solar based mini-grids and understand to maximise benefits for customers with stimulating demand, through reliable electricity and helps micro-enterprises grow, families prosper, and communities flourish.
22.	TARA Machines and Tech Services	Construction Equipment's, Waste Paper Recycling Equipment's, Handloom and Technical services provider	Objective is Innovation in machines in the field of construction and paper recycling and supply of machine to entrepreneurs, organizations etc.
23.	Waste Warrior Society	Waste Management	The main objective is to work on Waste collection services, Event waste management, waste consultancy, composting and community trainings in waste segregation and composting.
24.	Sau Haath - An Earth Construction Company	Eco-sensitive building construction.	The main objectives is to Promote eco-sensitive construction practices through the companies' services and creating work opportunities for fellow building artisans.
25.	Fly ash Brick Manufacturers Association	Association of mostly Cottage & Small scale Manufacturers engaged in manufacturing of Fly Ash Products like Fly Ash Bricks , Blocks , Pavers etc.	The main objectives of the utilization of Fly Ash for protecting the soil and reducing Air Pollution through diminishing CO2 emmissions etc.

Group Discussion: Understanding from the perspectives of an entrepreneur

This section summarises from the five high impacts sectors of the country – Agriculture, Energy, Construction, Tourism and Crafts; and Waste – on aspects of critical aspects that matters and should be measures in the respective sector. Along with the key measurements, the following section highlights some critical roadblocks and break through opportunities that can be seen in the sector. The section below is collated from experience and learnings of entrepreneurs and organisations working at the grassroots with local green enterprises in these sectors.

Agriculture

Measuring what matters: In case of agriculture sector and supporting local green enterprises in this sector it is critical to measure the monetary benefits that farmers should incur for not causing harm to biodiversity and providing various ecosystems services. True price of practicing safe and organic agriculture should be paid to the farmer. The soil quality that is maintained by the farmer is another critical indicator for sustainable agriculture. On the social front, it is critical to measure income security of the farmers associated in the sector. Creating appropriate avenues for value enhancement at the farmers' front is instrumental. On the consumer end, one needs to measure the healthy lifestyle changes that consumer makes as these massively impact the sector's growth and priorities.

Roadblocks: The fact that organic food must be certified and non-organic can sell without any certification does not provide a level playing field to both the farmers. This needs to be resolved on priority. Misuse of chemical fertilisers, coupled with the dichotomy of chemical fertiliser subsidies is one of the unprecedented challenges faced by local green entrepreneurs in agriculture systems. Asymmetric information on quality of food to consumers and non-availability of native seeds and other organic inputs are also limiting factors. Limited market for sustainable food markets and the pressure on the farmer to be green across the value chain, further aggravates the roadblocks. Lack of successful movements at the local level to create working collectives for scale is another challenge. With all the challenges, a cultural factor that brings in the lack of pride in agriculture amongst the new generation.

Opportunities: One of the driving movements towards change is educated and motivated people joining forces with small green farmers. Creating a network of community led grassroots organisations and entrepreneurs and using innovative communications like social media, etc, has been a major success in many parts of the country. This can also enable creation of reliable and trustable brands at scale work in the favour of expanding markets. Alternative financing schemes that are consumer led are also providing an alternative model for sustainability. Policies that can support such community supported agriculture are working in many parts of the world and an opportunity in India. Chef endorsement and other branding tools have also worked in many parts of the world and can be experimented in India. One of the biggest opportunities from the end consumer is the savings from medical costs, by investing in healthier food systems.

Construction

Measuring what matters: The construction sector identified two types of indicators to be measures in the sector: Environmental consciousness and Inclusive consciousness. In case of environmental consciousness, utilisation of fly ash, pond ash and other waste-based construction material, and further moving towards zero pollution-based brick production and reducing dependence on fertile top-soil. In terms of inclusive consciousness, generation of clean jobs, improved working conditions, reduction of drudgery and turning unskilled labour into skilled labour are three critical measures of inclusive green construction sector. Both environment and inclusive consciousness has to be coupled with manufacturing of high-quality bricks and usage of locally available materials are composite measures for green and inclusive construction sector.

Roadblocks and Opportunities: The type of roadblocks and opportunities in construction sector are divided in three types – regulatory, financial viability and recognition. In case of regulatory push, decisions from National Green Tribunal of mandating use of fly ash bricks in government projects within 300kms of power plants has been working well. Such government notifications for use of fly ash bricks are a good opportunity.

In case of financial viability, incentivising green alternatives of bricks through lower GST rates and other incentives have been working in favour of promoting green. There have been many profitable green business models in Odisha that have been witnessed.



Changing perception of fly ash based and other waste-based bricks is critical, and thus recognition comes as the third critical opportunity. A critical factor of success is also by increase in acceptance levels from end users.

Energy

Measuring what matters: The success factors for a green and inclusive energy sector includes issues pertaining to access of clean and green energy for all. Along with accessibility, inclusive green energy should also be acceptable and easy to use, being duly cost competitive for the consumer. In terms of green, efficient resource use, waste management and carbon friendly aspects of energy will make it green.

Roadblocks: Some of the challenges faced by energy sector is that green highly cost intensive for local and rural communities. The coal sector or the brown energy models have strong lobby of the people who benefit from such systems. This is difficult to break. In terms of challenges of scaling up green energy models, cost of initial investment, understanding of technical know-how and accessibility of this information to the local entrepreneur are three key challenges under this.

Opportunities: Government will have to make bold moves towards incentivising solar and renewables, Government of India has already made some very large commitments. Community initiatives for driving community run energy-based enterprises can be a good opportunity. Technology demonstrations, investing in research and development and pilots can be instrumental in upscaling of green energy.

Waste

Measuring what matters: Managing waste is a challenging task due to the quantum of various types of waste being generated on a daily basis. Various categories, solid waste, waste water, e-waste, medical waste, etc, were discussed. However the session focused primarily on Municipal Solid Waste (MSW) and its management. For effective MSW management, the waste has to be measured across four main indicators, namely, MSW generation per capita per day, collection efficiency, amount of waste sent to landfill or incineration plants, and the recycling rate. Recycling should also cover the qualitative aspect through consideration of segregation and secondary product quality for reuse. Circular Economy, an emerging strategy across the world, focusing on recycling and recovery/ reuse of

waste, has been adopted in national agenda. Hence, the high priority area on waste management should be recycling and reuse.

Roadblocks: High population density areas, due to generation of the large volumes of waste create significant stress on the current systems of solid waste management in India. Unavailability of data on the waste generation and its location is a great challenge in monitoring and management of waste. Further, illegal dumping of waste and the involvement of the waste mafia hinder successful waste management. Source segregation is central to SWM, lenient implementation of segregation of waste at the household level significantly reduce the quality of recycling at the centres. Furthermore, the treatment and disposal of hazardous e-waste and medical waste are not carried with caution, posing health risks to first hand contractors dealing with waste collection. Also, the seeping of leachate from the landfill into the ground contaminates the ground water and other water bodies. There is a pressing need to upgrade the obsolete technologies dealing with treatment of all kinds of waste and training of people in SWM.

Opportunities: The informal sector is a major player in collection and segregation of MSW. Formalisation of this sector could ensure effective collection and monitoring of waste. And this will prove successful in not only effective management of waste but will also ensure decent working conditions for the people employed in the informal sector. For example, 'sWaCH', a network of waste pickers who were formerly in the informal sector, in collaboration with the Pune Municipal Corporation has proved to be a successful waste management model. Incentivising composting at household/ society level, hefty penalisation on littering, incentives to enterprises/private players in waste collection and recycling could be instrumental in effective waste management. There is also a high potential in energy generation using methane emissions from the landfills. In the coming years, there is estimated to be mass demolition of buildings for redevelopment leading to volumetric generation of C&D Waste, hence providing opportunity for introducing processed C&D waste materials into construction. Core to efficient management of waste is the increased value of recovery and reuse, hence calling the need for sustainable financing of active MSMEs working in this sector.



Tourism

Measuring what matters: For tourism sector to be green and inclusive, a local identity, genuine local display of culture and the one that is close the ecology of the region are some of the key measurement themes. Products and services for the tourists being locally sources – employing the local, showcasing the local food and culture, with elements of conservation are critical. Sustainable tourism is based on the idea of mutual learning, reviving indigenous knowledge and sharing interpretation, thus building solidarity amongst the travelers and the local community.

Roadblocks: Some of the challenges include poor access to insurance for local green micro enterprises. There are limited support systems and hand holding ventures for local entrepreneurs to be expand and sustain. Local entrepreneurs sometimes also face lack of imagination and innovations in doing business. The benefits from ecological and responsible tourism are usually borne only by the local elites. A balance between an experience of traditional and contemporary is sometimes lost and thus diverse experience during travels is missed.

Opportunities: Social media has been a breakthrough in expanding sustainable and responsible tourism – thus connecting such customers to the locally entrepreneurs building on such experience. Access to financial sources through impact investors and angel investors, beyond the formal banking sector has been of good help to sector. Several small but significant initiatives across the country highlights good curated content and personalized experience for travelers have shown that this is possible. Partners and synergies for aiding such work; and lateral linkages with related fields like crafts and waste can be of great boost to local green entrepreneurs of both the sectors.

Conclusion

The MSMEs are now seen widening their domain across different sectors of the economy some also keeping in mind resource efficiency, circular economy principles by venturing in sectors like renewable energy, waste management, eco-tourism, sustainable agriculture and attempting to green construction. They are producing diverse range of products and services to meet demands of domestic as well as global markets. This indicates that there is wide scope for MSMEs to not just increasingly contribute to employment but also the development of local economies. Local development with the idea of self-reliance for each entrepreneur has also been at the heart of Gandhi's vision of economic development as has been sustainability. Using these approaches to aid the formation and sustenance of LGEs brings forth the vital role played by meso level players in bringing together multiple entrepreneurs to share knowledge and innovation through digital platforms. Further, these meso level intermediaries also contribute towards bridging the gap between macro markets and regulators with micro entrepreneurs.





About Development Alternatives Group www.devalt.org

Development Alternatives (DA) is a premier social enterprise with a global presence in the fields of green economic development, social equity and environmental management. It is credited with numerous technology and delivery system innovations 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.

DISCLAIMER

This document is an outcome of the Green Economy Coalition Global Annual Meeting held from 4-6 February 2020 under the project titled, "Mainstreaming Green Economy in India" funded in part by "European Union," for the economic development, social empowerment and environment management of our society. This Issue Paper is intended for use by policy-makers, academics, media, government, non-government organisations and general public for guidance on matters of interest only and does not constitute professional advice. The opinions contained in this document are those of the authors only. However, the decision and responsibility to use the information contained in this Policy Brief lies solely with the reader. The author(s) and the publisher(s) are not liable for any consequences as a result of use or application of this document.

Content may be used/quoted with due acknowledgment to Development Alternatives.

Copyright © 2020, Development Alternatives. All rights reserved.



World Headquarters

B-32 Tara Crescent, Qutub Institutional Area
New Delhi 110016, India
Tel: 011-26544100, 26544200, Fax: 011-26851158
Email: mail@devalt.org, Website: www.devalt.org