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ACTION REPORT
YOUTH ENTREPRENEURSHIP

GLOBAL ALLIANCE FOR MASS ENTREPRENEURSHIP

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Action Report for Global Alliance for Mass Entrepreneurship (G.A.M.E) Youth Entrepreneurship

A secondary research analysis was undertaken to understand, the youth entrepreneurship landscape in India through a global and local lens. The objective was to understand:

1. Global Youth Entrepreneurship Programs
2. Local Youth Entrepreneurship Programs (Private)
3. Central & State Government Efforts towards Youth Entrepreneurship
4. Special Focus on Punjab & Karnataka
5. Youth Entrepreneurship in India: Challenges & Opportunities

Based on this research, this report makes few actionable recommendations to G.A.M.E to further catalyze the youth entrepreneurship ecosystem in India.

Actionable Recommendations

A. Partnerships

G.A.M.E can look at the following partnerships to boost local youth entrepreneurship ecosystem¹:

Partner Name	Geography/Area of Operation	Scope of Partnership
Moo Farms	Punjab, Haryana	Scale up to 1 million women dairy farmers enabled through technology. Currently impacted 200 individuals. They are looking for NPO support for applying for grants (Program endorsed by WEF, UN World Foods System)
Round Glass Foundation	Punjab	Scale up the existing “Crafts Revival” Program which has currently impacted only 60 women.
SHEROES	PAN India	Stitch partnerships with GirlsxTech (a local program in Punjab for women in tech), Round Glass Foundation, and other such organizations across India to bring freelancing /gig projects for self-employed women in India.
Institute of Rural Management(IRM)	Punjab	They have experience in implementing the Gov’t Southern Punjab Poverty Alleviation Project (SPPAP). As on date, IRM has trained 38,639 men and women in vocational, technical, and entrepreneurial training in 10 districts of South Punjab under the SPPAP project. GAME can leverage their existing reach and experience with local women entrepreneurs to reach out to more local entrepreneurs.
Industree	Karnataka, Tamil Nadu	Replicate their Greenkraft (a producer-owned social enterprise) model in Karnataka. Raise Funding for training/handholding of

¹ Please refer to “Notes on Punjab & Karnataka” for details on each partnership

		women. This can be a lighthouse project for other states.
Deshpande Foundation	Karnataka	<ul style="list-style-type: none"> • Leverage the existing ecosystem of farmers, SMEs, Yuva entrepreneurs, women to improve the quality of individual programs – for example: introduce MeraBills here • Increase the reach of the Incubation Center at Huballi – connect potential beneficiaries • Explore if some of their models can be replicated anywhere across in the country • Conduct Research on what has worked across their programs and areas of improvement (Knowledge Pieces) • Supporting startups incubated by Deshpande Foundation: design a program for the ones already nurtured by them
Catalyst for Women Entrepreneurship (CWE)	Karnataka	Linking the existing women entrepreneurs with credit/finance. It is a business incubator for women.
New Age Incubator Network (NAIN)- Business Incubator	Karnataka	<ul style="list-style-type: none"> • Introduce NAIN to other science and engineering colleges of Karnataka • Strengthen the existing NAIN: by bringing more industry collaborations and mentors
MeraBills	PAN India (Telangana, Maharashtra)	Introduce MeraBills as a digital and financial literacy tool (business accounting tool) to entrepreneurship facilitating organizations in order to make existing entrepreneurship programs more effective and achieve higher outcomes.
ENpower	PAN India (Maharashtra)	Introduce entrepreneurship and life skills curricula across schools and TVET ² . GAME can assist in scaling their program outside Maharashtra. This program is recognized by UNGCNI. Currently impacted 30,000+ school students.
Nano Unicorn Project	Odisha	Odisha Skill Development Authority works with ITI students to make them entrepreneurs. It a high touch mentorship program. GAME can assist them in scaling the program. Also, this could be a lighthouse project for other states to follow.
NITI Aayog's Women Entrepreneurship Platform	PAN India	GAME can connect its alliances/partners to this platform for providing various support services to women entrepreneurs across India (such as mentorship, training, capital, industry exposure etc.)

² TVET: Technical and Vocational Education & Training

B. Policies

Policy Name	Details/Features	Possible Interventions for GAME
Karnataka State Budget 2020-21	For the first time, the state government has come up with a child budget	Leverage the budget for kids and integrate entrepreneurship and life skills curricula in schools across the states
Karnataka Start Up Policy 2015-2020 ³	<ul style="list-style-type: none"> Stimulate the growth of 20,000 technology-based startups including 6000 startups in Karnataka Create 6 lakh direct and 12 lakh indirect jobs in the startup sector Mobilize 2000 crore funding for investments in startups through Govt alone Facilitate at least 25 innovative tech solutions with a greater social impact 	<ul style="list-style-type: none"> Expand the New Age Incubation Network (NAIN) Promote women entrepreneurship Improvement in organization of Hackathons and Bootcamps Creation of avenues for seed funding: Increased venture capital funds Simplify Regulations
Punjab State Budget 2020-21	<ul style="list-style-type: none"> Rs 100 crore allocated for start-ups in partnership with IKG Punjab Technical University Rs 100 crore for rolling out the smartphones for youth scheme Rs 148 crore for skill development Rs 324 crore allocated for employment generation 	Leverage the existing budget outlays and connect local entrepreneurship facilitating organizations with these funds to nurture entrepreneurs. GAME can also design future programs keeping in mind the focus of the current budget (for example special funding for smartphones has been allocated- this could be used to improve digital & financial literacy)
Punjab Start Up Policy 2017-2022 ⁴	<ul style="list-style-type: none"> To facilitate 1000 start-ups in 5 years To set up 10 incubation centers/ accelerators in the State particularly focusing on Digital manufacturing, Lifesciences (Biotechnology), Agro & Food Processing and Information Technology To facilitate 50 Entrepreneurship Development Centers in the colleges To improve the ease of doing business in the State 	<ul style="list-style-type: none"> Work with University & College Incubators Connect potential entrepreneurs with the IKG PTU Start Up Fund Focus Industries: Digital manufacturing, Lifesciences & Biotechnology, Agro & Food Processing, and Information Technology Focus on Women & SC entrepreneurs Assist MSME's in regulations/compliances (ease of doing business)

³ https://startup.karnataka.gov.in/docs/Startup_Policy_Karnataka.pdf

⁴ Punjab Start Up Policy 2017-2022

C. Products

Product Name	Details	What can GAME do?
Accelerator Program for Women – Provision of collateral free capital to women owned businesses	As per the Sixth Economic Census, more than 90 percent of companies run by women are microenterprises, and about 79 percent are self-financed	GAME can start a special accelerator program for women entrepreneurs – specially for the existing ones, in need of capital. This will assist them in hiring more employees, operate outside household premises – scale & grow and eventually help them become “opportunity” entrepreneurs. (Most women entrepreneurs are present in Delhi-NCR, Bangalore, Chennai, Mumbai & Hyderabad)
Lemonade Day ⁵	Lemonade Day is a strategic lesson-based program that walks youth from a dream to a business plan while teaching them the same principles required to start any company. This challenge has been adopted in 60+ countries to boost entrepreneurial skills of students.	GAME can introduce the Lemonade Day in schools- starting with Punjab & Karnataka
Entrepreneurship Mindset Curricula for each State	<ul style="list-style-type: none"> • A curriculum designed for school students specially from grade 9 to 12. • National Education Policy 2020 also focuses on entrepreneurial and life skills training in schools. • Currently there is no standard curriculum for developing this skill set 	<ul style="list-style-type: none"> • Pilot with few states (Few states are very active such as Maharashtra, Delhi. However, many states are still very dormant in this are) • Scale the India’s Future Tycoons (IFT) Challenge which is held every year. Top 400 teams were picked in 2020 to ideate& innovate. The selected teams go through a month-long entrepreneurship learning bootcamps before they convert their ideas into real products and pitch before mentors. The winners get financial rewards and 6-month long mentorship training to bridge the product into the market
Financial Literacy Drives ⁶	76% of Indians lack basic financial literacy. RBI has been conducting financial literacy weeks and has created content for small entrepreneurs and school students.	Nation-wide Financial Literacy program with small entrepreneurs – with the help of local entrepreneurship facilitating organizations.

⁵ <https://lemonadeday.org/>

⁶ <https://www.rbi.org.in/FinancialEducation/Home.aspx>