It's a WIN for India
Thank you for your overwhelming support.

1000
Entrepreneur Stories

1000
Minutes

ONE
Record-breaking goal

A Movement Led by 41 Partners
Objective

In India, entrepreneurship is still considered a risky profession and hence the attractiveness towards stable government jobs and established startups for employment. Through this campaign and by showcasing 1000 entrepreneurial stories from across categories and geographies, Global Alliance for Mass Entrepreneurship (GAME) and 40 partners sought to make entrepreneurship aspirational where it becomes a top career choice and where job seekers are inspired to become job creators.

Plan

40 partners joined hands with GAME to share 1000 entrepreneurship stories from across India across all categories, demographics, classes, and gender.

This culminated in a Twitter Marathon from 7:30 am to 11:30 am on the 31st of May, creating a mass entrepreneurship narrative through storytelling. The alliance shared stories of these unsung entrepreneurial heroes, their successes and trials, hopes and dreams, and moreover their relentless drive to achieve their entrepreneurial ambitions.

Watch Now
The Execution.

1. Leveraged on the strength of an alliance, 40 partners joined GAME. This included:
   - Global platforms,
   - Entrepreneurship Development Organizations (EDOs),
   - Incubators,
   - Vibrant entrepreneurial communities,
   - Grassroot organizations.

2. With a few guiding principles, partners, and entrepreneurs were encouraged to share stories in their voice irrespective of tonality and language.

3. All stories were hosted on a microsite which was a one stop shop of all the 1000 journeys. 
   [https://massentrepreneurship.org/all-stories/](https://massentrepreneurship.org/all-stories/)

4. Going beyond tech startups, this provided a platform for all sorts of entrepreneurs across the spectrum to tell their inspirational stories.

5. This kind of ambition takes a village. So we built a committed army of interns and volunteers to ensure the presentation of the 1000 stories on 31st May was delivered on time.
Demographics of stories.

Gender: 45% women 55% men

Regions
Channels for Outreach

Social media

Reach 4,801,363
Engagement 44,912
Video Views 137,037

Influencers

Impressions 4,801,363
Engagement 1,033
Continuous engagement with partners encouraging them to amplify in their networks.

On the Day (31st May)

- Impression: 180,000
- Engagement: 4,272
- Profile Visits: 93,000
- Increase in Followers: 200
- Engagement Rate: 4.56%
Qualitative Comments
Learnings.

- The power of collaborations is the source to successful outcomes
- Stories inspire and must be shared, they just need the right platform

Thanks

Armaan Khosla
Josh Talks
armaan@joshtalks.com

Vijay Menon
TiE Global
vijay@tie.org

Prachee Narkar
Sheroes
prachee@sheroes.in

Bharat Kundra
Yuwaah UNICEF
bkundra@yuwaah.org

Bharat Kundra
Yuwaah UNICEF
bkundra@yuwaah.org

Amrit K Ahuja
Facebook
aahuja@yuwaah.org

Baskar Reddy
Agri Entrepreneur Growth Foundation
baskar.reddy@syngenta.com

Rubin Roy
Yourstory
rubin@yourstory.com

Chowdhry Parikrama
Syngenta Foundation
Parikrama.Chowdhry@syngenta.com

Kartika Yadav
Udhyam Learning Foundation
kartika@udhyam.org

Sonar Sharma
SEWA Bharat
sonal@sewabharat.org

Arunima Gupta
NICE
arunima@niceorg.in

chakrawarty
1Bridge
chakrawarty@1bridge.one

Uthara Narayanan
Buzz Women
uthara.narayanan@buzzwomen.org

Arunima Gupta
NICE
arunima@niceorg.in

Ashutosh Kumar
Jagriti Yatra
ashutosh@jagriti.org

Vijay Raghav Varada
Fracktal
vjvarada@fracktal.in

Tripti Sharma
High Hopes Communication Consultancy
tripti.sharma@highhopes.co.in

Kartika Yadav
Udhyam Learning Foundation
kartika@udhyam.org

Baska Reddy
Agri Entrepreneur Growth Foundation
baskar.reddy@syngenta.com

Rubin Roy
Yourstory
rubin@yourstory.com

Baska Reddy
Agri Entrepreneur Growth Foundation
baskar.reddy@syngenta.com

Vijay Raghav Varada
Fracktal
vjvarada@fracktal.in

Uthara Narayanan
Buzz Women
uthara.narayanan@buzzwomen.org
<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suresh</td>
<td><a href="mailto:suresh@poornatha.com">suresh@poornatha.com</a></td>
</tr>
<tr>
<td>Bonnie A Jose</td>
<td><a href="mailto:bonnie.jose@ynos.in">bonnie.jose@ynos.in</a></td>
</tr>
<tr>
<td>Aishwarya Mishra</td>
<td><a href="mailto:aishwarya.mishra@medha.org.in">aishwarya.mishra@medha.org.in</a></td>
</tr>
<tr>
<td>Syed Nazakat</td>
<td><a href="mailto:syed.nazakat@gmail.com">syed.nazakat@gmail.com</a></td>
</tr>
<tr>
<td>Ganesh Neelam</td>
<td><a href="mailto:ganesh.n@cinicell.org">ganesh.n@cinicell.org</a></td>
</tr>
<tr>
<td>Naveen Lakkur</td>
<td><a href="mailto:naveen@iii.today">naveen@iii.today</a></td>
</tr>
<tr>
<td>Aarti Mohan</td>
<td><a href="mailto:aarti@sattva.co.in">aarti@sattva.co.in</a></td>
</tr>
<tr>
<td>Pankaj Singh</td>
<td><a href="mailto:pankaj.singh@head-held-high.org">pankaj.singh@head-held-high.org</a></td>
</tr>
<tr>
<td>Anish Kumar</td>
<td><a href="mailto:anish@trif.in">anish@trif.in</a></td>
</tr>
<tr>
<td>Utkarsh amitabh</td>
<td><a href="mailto:uamitabh@gmail.com">uamitabh@gmail.com</a></td>
</tr>
<tr>
<td>Barkha Tekwani</td>
<td><a href="mailto:barkha.tekwani@pinklemonade.in">barkha.tekwani@pinklemonade.in</a></td>
</tr>
<tr>
<td>DR B R MAMATHA</td>
<td><a href="mailto:nrlmkarnataka@gmail.com">nrlmkarnataka@gmail.com</a></td>
</tr>
<tr>
<td>Sujatha Ramani</td>
<td><a href="mailto:sujatha.r@pollinategroup.org">sujatha.r@pollinategroup.org</a></td>
</tr>
<tr>
<td>Ratnaprabha</td>
<td><a href="mailto:prabharatna@hotmail.com">prabharatna@hotmail.com</a></td>
</tr>
<tr>
<td>Soumya Samal</td>
<td><a href="mailto:soumya.samal@unwomen.org">soumya.samal@unwomen.org</a></td>
</tr>
<tr>
<td>Nidhi Mehta</td>
<td><a href="mailto:nidhi.mehta@t-hub.co">nidhi.mehta@t-hub.co</a></td>
</tr>
<tr>
<td>Pavithra</td>
<td><a href="mailto:pavithra@dreamadream.org">pavithra@dreamadream.org</a></td>
</tr>
<tr>
<td>Johnson Tellis</td>
<td><a href="mailto:johnson@dtlabz.com">johnson@dtlabz.com</a></td>
</tr>
<tr>
<td>Vishnu Pradeep</td>
<td><a href="mailto:vishnu@sahyadri.edu.in">vishnu@sahyadri.edu.in</a></td>
</tr>
<tr>
<td>Vaishali Aparajit</td>
<td><a href="mailto:vaishali@deasra.co.in">vaishali@deasra.co.in</a></td>
</tr>
<tr>
<td>Sahaj Parikh</td>
<td><a href="mailto:sahaj@udhyam.org">sahaj@udhyam.org</a></td>
</tr>
<tr>
<td>Ajaita Shah</td>
<td><a href="mailto:ajaita.shah@frontiermkt.com">ajaita.shah@frontiermkt.com</a></td>
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<td><a href="mailto:khyati@kinaracapital.com">khyati@kinaracapital.com</a></td>
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