

Global Alliance for Mass Entrepreneurship (GAME) launches Climate Kranti to empower youth to become Green Entrepreneurs

Over 1000 youth will be supported in Pune, the first district in Maharashtra in phase-1 of the campaign

Pune, Maharashtra, March 23, 2023: [Global Alliance for Mass Entrepreneurship \(GAME\)](#) launched its flagship **Climate Kranti Fellowship campaign** to ignite the **spirit of green entrepreneurship** and empower youth to take bold steps towards transforming India into a green economy. Phase-1 of the campaign will see the rolling out of a **pilot in Pune** in Maharashtra. This pilot will support **over 1000 students from 50 colleges** in their journey to become green entrepreneurs.

The programme will be kicked off with the opening ceremony at MIT World Peace University, Pune, where students will witness an action-packed agenda of inspiring talks by green entrepreneurs, knowledge workshops, and peer networking. Selected students will then be offered in-depth courses on the green economy, entrepreneurial mindsets, building business plans, etc. in a hybrid model with inspirational faculty & mentors from the world of climate change & entrepreneurship. They will also engage with local communities to identify specific problems and co-create solutions. At the end of the program, students will have developed their green business plan and will pitch it to a jury of experts, investors, and mentors. All selected businesses will be incubated by various partner institutions, with some seed funding possibilities.

Madan Padaki, Co-founder, GAME said, *“Climate change is real and is the fight of our lives. The next phase of progress toward net-zero will be powered by the youth through innovative models and technology implementation. With this initiative, GAME aims to create the next generation of youth leaders who will develop skills to solve the most pressing challenges. The Climate Kranti campaign will certainly foster a new way of thinking - an entrepreneurial mindset that will help students be meaningfully involved and become ‘climate change champions’ in their own right. Our eventual goal is to reach 30,000 students across the State of Maharashtra over the next 6 months.”*

“GAME has roped JoshTalks for creating mass awareness through social media, workshops, and college partnerships. It has partnered with Wenaturalists to handhold students through the fellowship and business incubation. “Once we have completed the outreach in Maharashtra, we intend to roll this out pan-India to empower more than 1 million students to become green entrepreneurs.” **said Mr Padaki.**

About Global Alliance for Mass Entrepreneurship (GAME):

GAME's mission is to catalyze an India-wide entrepreneurial movement and favorable conditions for the growth of both existing and new enterprises resulting in 50 million new jobs by 2030. It is our aim to ensure that a significant percentage of new businesses are women-owned. We hope to inspire and support similar movements in other parts of the world facing similar challenges. GAME is a non-profit operating as a project under Junior Achievement India Services. For more information, visit: <https://massentrepreneurship.org/>

Media Contact:

Naeem Shaikh | +91 90227 41986 | naeem.shaikh@one-source.co.in
Satasha Praharaj | +91 91240 04777 | satasha.praharaj@one-source.co.in