



# GAMECHANGING IMPACT FROM



A look-back at how we championed Mass Entrepreneurship across the year.

## A Journey of Impact and Innovation



BACKBONE ORGANIZATION

Coordinating and integrating partner efforts towards holistically addressing the specific challenge of catalyzing mass entrepreneurship.

- Influence policy
- Convene & facilitate
- Support & Scale up
- Raise funds
- Thought leadership
- Build public will

A constructive focus on **outcomes & influence**

GAME's targeted efforts are directed at three levels to make a tangible impact at every step.

	<b>ECOSYSTEM</b>	Creating an enabling ecosystem for ME to thrive
<b>160K+</b>	<b>14</b>	<b>7</b>
MSMEs impacted by public reforms in Punjab	public reports published	states of engagement
		<b>50+</b>
		ecosystem experts convened via task forces
	<b>INSTITUTIONS</b>	Helping and supporting institutions as they scale
<b>70+</b>	<b>\$4.5 MN+</b>	<b>100%</b>
institutional partners	addn. funding support unlocked for partners	partners attributed part of growth and strengthening
	<b>ENTREPRENEURS</b>	Direct engagement with enterprises & entrepreneurs
<b>1.2 MN</b>	<b>430</b>	<b>\$500K</b>
addn. students taught entrepreneurial skills & mindsets in schools	jobs created by entrepreneurs that participated in Growtherator	in loans received by ~2500 women entrepreneurs

## Nurturing Aspirations and Business Growth

### GAME's Pioneering Programs

In 2023, GAME unveiled several ground-breaking programs, each designed to bolster different facets of the entrepreneurial ecosystem.



**Maharashtra State Entrepreneurship Mission**  
In collaboration with the Maharashtra Government, we've launched MSEM that's designed to energize Maharashtra's economy by empowering grassroots entrepreneurs and prioritizing emerging sectors.

[Learn more](#)



**NBFC GROWTH ACCELERATOR PROGRAM**  
STARTS SEP 2023  
Join us in growing access to finance.

**NBFC Growth Accelerator Program**  
This initiative is designed to empower NBFCs, enabling them to provide more effective services to MSMEs. By offering comprehensive training programs, capacity building workshops and tech support, the program aims to enhance the operational efficiency of NBFCs

[Learn more](#)



**Women Entrepreneur with Financial Empowerment Program**  
In collaboration with the National Rural Livelihoods Mission(NRLM), WEFEP empowers women entrepreneurs with financial literacy, business skills, and access to finance. It focuses on skill development, market access, and financial inclusion, particularly for rural women, driving growth and inclusivity in India's entrepreneurial landscape.

[Learn more](#)



**Youth Entrepreneurship Program**  
Recognizing the importance of fostering an entrepreneurial mindset from a young age, this program targets young Indians in schools and colleges. Through workshops, mentorship, and hands-on projects, the Program aims to instil critical thinking, innovation, and a risk-taking attitude among students.

[Learn more](#)

## Reflecting on our outcomes

### GAME's Achievements

This year, GAME's initiatives led to tangible impacts in the entrepreneurial world. These achievements are a testament to the hard work and dedication of the GAME team and our partners.



#### Growtherator Success

Achieved 58.04 Crores in collective sales, supporting entrepreneurs to scale their businesses.



#### Supporting Alliance Partners

Assisted over 83 partners in their efforts to develop entrepreneurship.



#### Boosting the MSME Sector

Our contributions have significantly propelled the growth of the MSME sector in India.

## We're in this together

As we look forward to 2024, GAME remains committed to building a thriving ecosystem for entrepreneurs. Our journey continues with renewed energy and focus, aiming to create more opportunities, foster innovation, and drive sustainable growth.

Thank you for joining us in this mission to transform the landscape of entrepreneurship in India.