



Building India through - Enterprise Led Development

15 August, 2009

Conference Call with Yatris



Agenda



- **What is Enterprise Led Development (ELD)?**
- **Why is it relevant for India now?**
- **What is the target area of work?**
- **How does TJY and Jagriti Enterprise Network promote ELD?**
- **Tata Jagriti Yatra '09: Awareness**
- **What can you do to help?**

Enterprise Led Development is the creation and scaling of enterprise for social and economic development



*Enterprise led development is the creation of scaleable enterprises which lead to economic **prosperity**, **employment** generation and social **purpose** of a region. This can be created by seeding appropriate enterprise with a trained enterprise team who are given access to capital and a skilled workforce to start and scale up enterprises.*

- Sustainable development and sustainable employment can only be generated by teaching how to fish, rather than the current approach of giving the fish
- For inclusive growth, India has to create an environment for enterprise led development in backward areas
- Top down 'grant and subsidy' led development has failed in the long term
- Enterprise are seen as the best way of offering employment in smaller towns and villages of India
- The missing element is human talent and leadership, those who can come together to create scaleable enterprises
- As per our research entrepreneurship is not a luxury, it is a necessity for a large number of those people who are in the middle of the diamond India

62 years after Independence, we have to renew our institutions



Half glass full view:

A young republic 62 years old born secular, plural and diverse - a subcontinent
A successful democracy – 1.1 Billion strong, 15 general elections, growth at > 5% even now
Seen by the world as an emerging giant geopolitically
A young demography, economists talk of 30 yr demographic dividend

Half glass empty view:

350 Million people below \$1 per day, 850 Million below \$3 per day
Enormous disparity among regions – Gujarat vs. UP
Low on Human Development Index, High on Corruption index
Old institutions, colonial bureaucracy, deficit of trust in society
Democracy as votes, rather than democracy as participation

Our view:

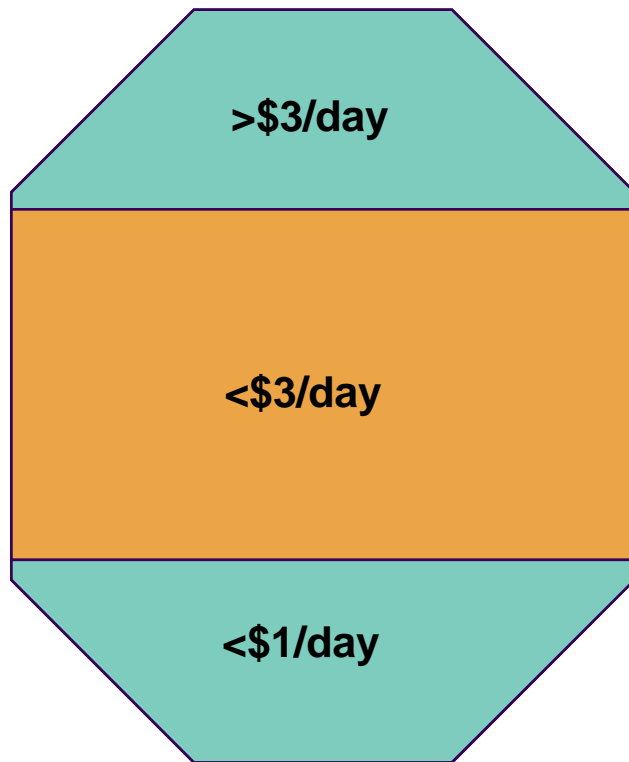
India itself is a young enterprise that is growing and needs renewal
A need to shift gears, engage larger population to participate in building India
Enterprise Led Development as a movement promoted by Jagriti

**You are born at the critical growth stage of India -
renew India by awakening enterprise**

ELD is a key way to create employment and prosperity in the 500 million middle India that is the target of Jagriti



**INDIAN DEMOGRAPHIC
 DIAMOND**



INDIA

250 Million

500 Million

350 Million

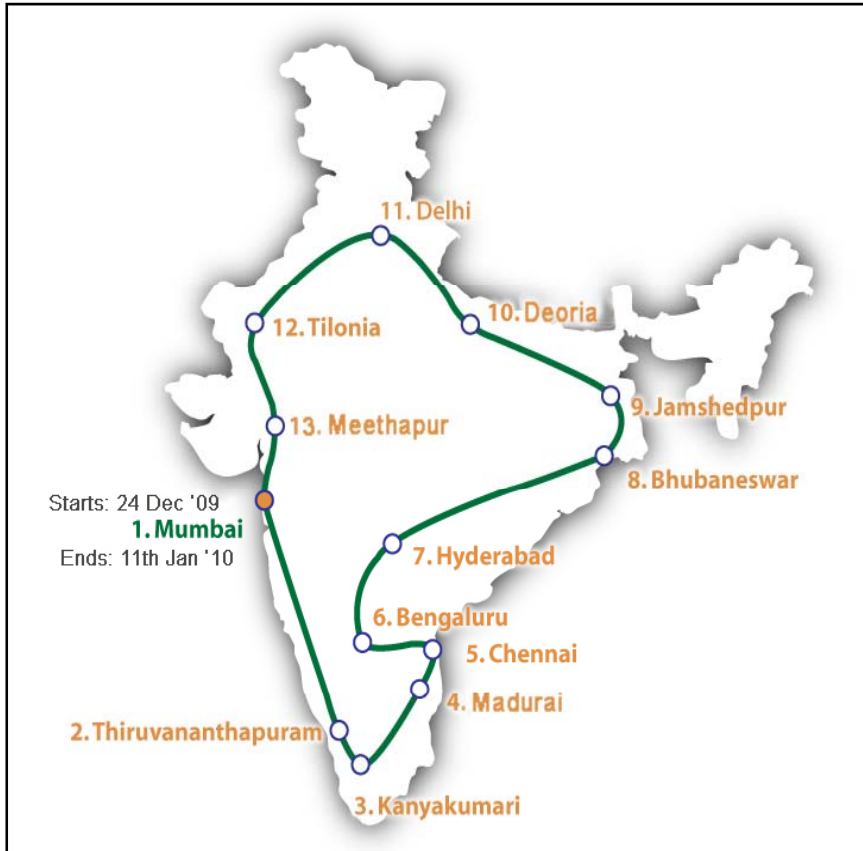
1,100 Million

**CURRENTLY GROWTH HAS
 BENEFITED THE TOP 250M INDIANS**

**INDIANS IN THE MIDDLE OF THE DIAMOND
 REQUIRE ENTREPRENURIAL
 ENCOURAGEMENT, TOOLS AND CAPITAL
 TO GENERATE VALUE AND EMPLOYMENT
 THAT PROVIDES INCLUSIVE PROSPERITY
 TO 500M INDIANS**

**350M INDIANS ARE STILL BELOW
 SUBSISTENCE LEVEL AND REQUIRE
 GOVERNMENT AND CHARITABLE
 SUPPORT**

Jagriti's Enterprise Led Development journey : Tata Jagriti Yatra is only the second phase



Phase I:

- Experience in skill based training since 2001 with Jan Shikshan Sansthan in Deoria region of Eastern UP

Phase II: TJY

- National movement to spread the message of Enterprise Led Development through a series of annual journeys
- Learning through a national adventure that visits role models across the country
- Participants understand India, themselves, innovations, collaboration principles
- Participants form a national network to discuss enterprise related issues and develop strategies for businesses
- However, transformation will only happen, if they go back to their original region and collaborate to create scalable enterprise

Phase III:

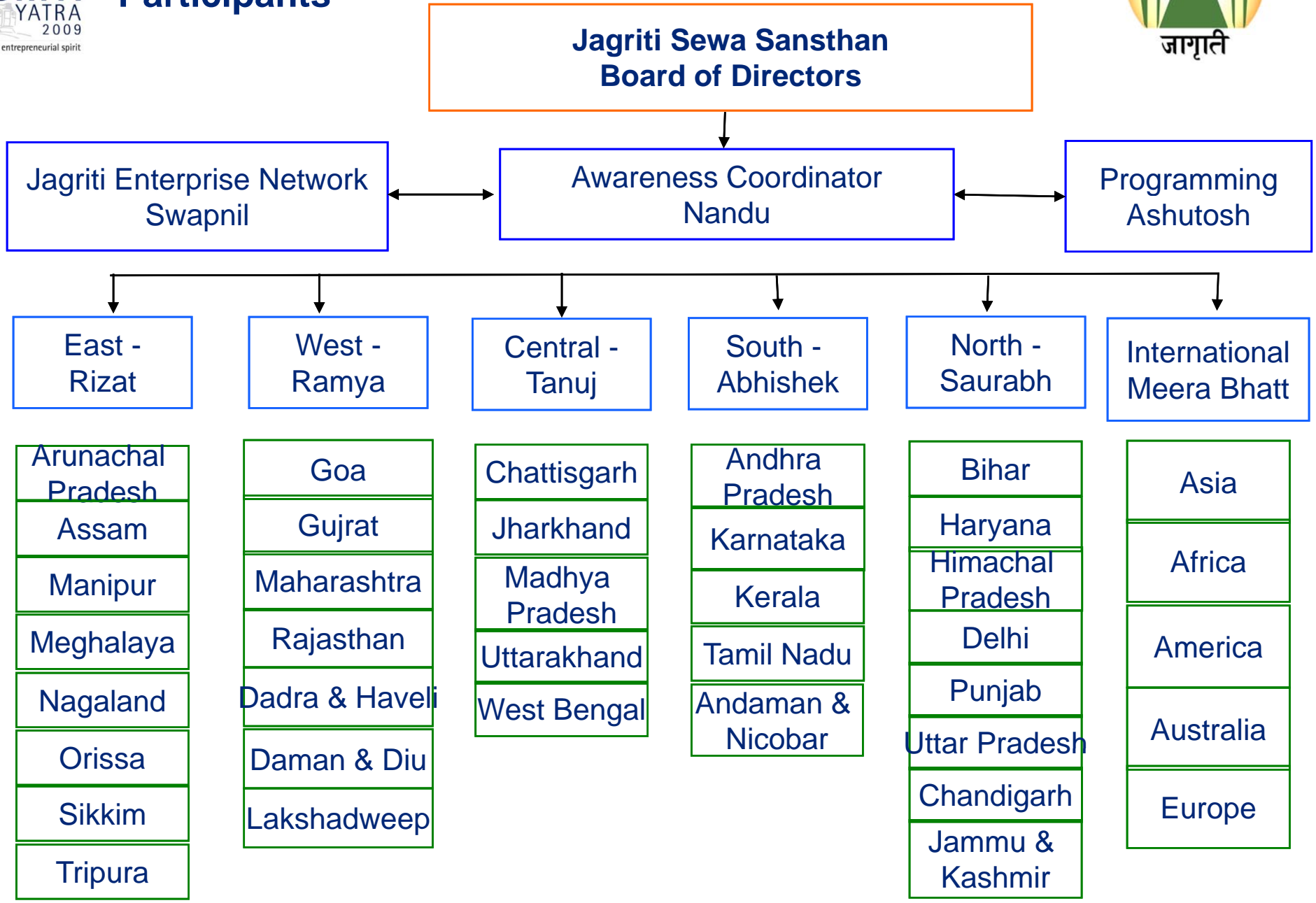
- For transformation, local, scalable enterprises have to be created that employ local people, create local value, while connected to the rest of the country and the world
- We are conceiving a series of institutions initially at 4 locations across the country, starting with Deoria/Gorakhpur region called Jagriti Enterprise Network

JEN will create a network of Institutes and relationships that provide training, incubation and support to young entrepreneurs of 'Middle India'.



- Middle India unfortunately has been left behind in the race of development
- Enterprise Led Development caused by young entrepreneurs is a viable solution to better Middle India
- For such inclusion, institutional support is needed. Such an institution should be able to perform the two following functions
 - Provide incubation centre for starting and growing enterprises
 - Provide training to local talent enabling them to conceive and establish enterprises
- JEN aims at providing the above solution, beginning with a national network of four institutes, the first one being at Deoria, UP
- The overall plan is to create a leadership program through the JEN and Jagriti Yatra for leaders to incubate and lead enterprises
- Enterprises incubated will have both an economic and a social purpose
- Partnerships will be formed with large companies, development agencies and organizations to improve the infrastructure of the local region

TJY '09: Awareness Campaign - More Middle India Participants



Focus on Women participants during awareness campaign at Working Women Hostels and Women Universities



What can you do to help?

- **Inspire others to come on the Yatra**
 - Spread the word- talk to your network about how the Yatra inspired you
 - Write articles in magazines, journals
 - Commit to bringing in at least 10 excellent applications
 - Women Yatris to participate in chain mail to increase participation among young women participants
- **Help raise sponsorships**
 - Sponsor a Yatri
 - Connect us to potential sponsors and High Net Worth Individuals
- **As members help with the JEN program to create this network**
 - We are looking for people who can help in the following ways:
 - In research work for JEN (Research Role)
 - In designing the curriculum of JEN, being from educational and training background
 - In administrative work of JEN
- **Deploy what you have learnt on the Yatra in your life**