



22-24 November 2022

Agra | Bundelkhand | Mirzapur | New Delhi

## Proceedings



## TARAGram Yatra 2022: Co-creating Green and Inclusive Economies

### Proceedings

Published by:



Development Alternatives

B-32, Tara Crescent, Qutub Institutional Area,  
New Delhi-110016, India  
[www.devalt.org](http://www.devalt.org)

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Development Alternatives

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**Curtain Raiser**  
**3 November 2022**  
New Delhi

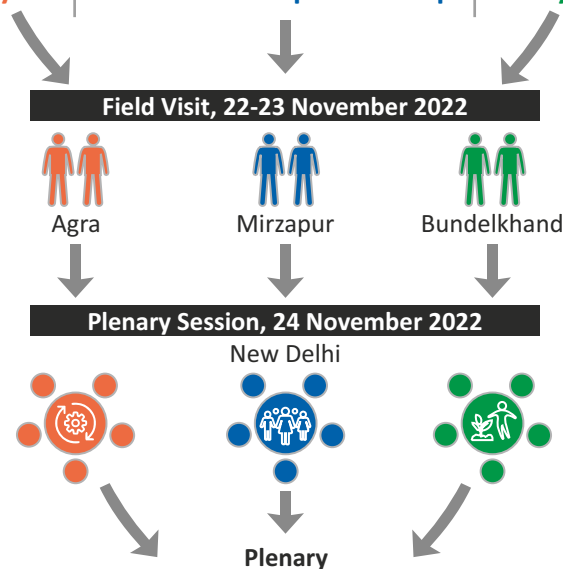
*trialogue*  
**2047**  
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**उद्यमिता for Building Back Better**  
Innovative Business Models Driving a Green & Inclusive Recovery

**Resource Efficiency and  
Circular Economy**

**Livelihood Security and  
Inclusive Entrepreneurship**

**Climate Resilience and  
Ecosystem Restoration**



**सार Sangam**



**24 November 2022**  
New Delhi



## Yatra 1

### Resource Efficiency and Circular Economy

Currently, plastics are one of the most hazardous items for the environment. However, plastic can be more of a protector than only a polluter, provided it is managed properly and complemented by the circular economy strategies. In this regard, **the Yatra in Agra lead Yatris to immerse themselves to understand the challenges from the perspectives of various actors in the plastics value chain, and would be exploring innovative and entrepreneurial solutions for the circular economy of plastics.**

## Yatra 2

### Livelihood Security and Inclusive Entrepreneurship

Development Alternatives' (DA) social innovation methodology and tools are realigning the current ecosystem of economic development and job creation and resetting the growth trajectory to make it more inclusive. **The Mirzapur Yatra introduced the Yatris to the social innovation methodology, which includes listening, co-creation, prototyping, and learning.** The key areas where the Yatris will work collaboratively are – understanding and learning the emerging entrepreneurial needs of the youth and women; building an inclusive ecosystem leading to solutions in the form of systemic prototypes that are creating changes in the local entrepreneurial ecosystem; identifying leverage points that will accelerate entrepreneurship-led job creation.

## Yatra 3

### Climate Resilience and Ecosystem Restoration

Bundelkhand is one of the most vulnerable and backward regions in India. Along with various natural and human-made factors, challenges such as gaps in governance, information, and knowledge among the local population, seasonal migration for work, extreme forms of malnourishment, low levels of literacy, limited access to technologies, etc. are faced by the region. All these challenges are interconnected. In this regard, the focus of the **Bundelkhand chapter of the TARAGram Yatra 2022 would be to give exposure to Yatris to the participatory information and knowledge development models of DA and initiate discussions on the scope of the models to build community resilience at the local level.**

## Plenary



### Seeking Policy Solutions through Practice

The Yatra concluded with the plenary 'Saar Sangam' in New Delhi. In this event, the Yatris will converged from the three geographies (Agra, Mirzapur, and Bundelkhand) after a highly immersive experience. They brought with them learnings that formed a launching pad for the discussions in the plenary. Present at the plenary will be the leading global experts, who will steer the breakout sessions with the Yatris geography-wise to understand their learnings and visualise them in the national and global contexts. The three breakout sessions will then merge into a panel discussion, which will address the main issue by factoring in the learnings from each Yatra.

# Executive Summary

## TARAgam Yatra 2022

*Yātrā journey or a pilgrimage for learning and attaining higher consciousness in association with other co-travellers or Yatris.*

TARAgam Yatra is an annual flagship event of the Development Alternatives Group in partnership with national and international thought and action leaders, designed to deliberate on germane issues of social and ecological development with the mission of inspiring sustainability in policy and practice. It brings together practitioners and policy makers from India and other parts of the World. They immerse themselves in social change experiments and interventions at the grassroots and share current thinking on building resilient pathways to sustainable development. The essence of the journey is in the shared learning generated during the journey to co-create new ideas for sustainable solutions that cannot neither be innovated nor scaled up as solo endeavours.

Initiated in 2009, TARAgam Yatra 2022 was the 10th Yatra, and a renewed version after the COVID lockdown break.

### Responding to the poly-crises together.

The nation today faces three complex and interrelated challenges.

- climate change and bio-diversity loss
- resource stress and pollution
- iniquitous and jobless growth

The TARAgam Yatra 2022 focussed its discussions on the financial, human and knowledge investments needed to address the interlinked challenges in the quest for greener, more equal and inclusive economic and social development. Designed as a mix of dialogue and field visits in the spirit of collaborative learning and action, the Yatra was provided a platform for exchanging cutting edge ideas. It facilitated participants to co-design directions for local action and narratives for policy advocacy to address these global and national poly-crises and to realize resilient futures together.

### What did we do, where did we go, what did we learn?

A two-day learning journey to three geographies – Agra, Mirzapur and Orchha where discussions on investments for realising circular economy in plastics, inclusive entrepreneurship ecosystems and natural resources restoration concluded with a high-level amalgamation of lessons at the *Saar-Sangam* event in Delhi.

Networking, co-creation, and resource sharing were not just buzzwords; they were seen as powerful tools to bring about transformation. TARAgam Yatra 2022 pushed us to roll up our sleeves and generate real insights. The three streams of learning highlighted the following:

**Innovation in new social-institutional management models** is needed to mainstream technology solutions for greener and cleaner production systems and responsible consumption practices. This requires engagement of community, industry and governance actors bringing a diversity of knowledge systems on the table.

**Incubation of inclusive and circular business models** at the grassroots requires new frameworks for measuring the social-ecological value that local green enterprise solutions generate, in addition to assessing business profitability and equitable benefit distribution. Finance should be directed towards creating local entrepreneurship eco-systems connected to regional and national economic development interventions. This will accelerate the multiplication of green enterprises across a range of sectors, critical for addressing poverty and inequity in a systemic manner.

**Influencing change at scale must include communities in the valuation of development interventions** at the grassroots. Communities directly impacted by development policies and programmes are best placed to articulate the local intangible benefits, avoided costs and unintended consequences of sustainable development strategies. Investments are required to enhance community capabilities to engage with each other and with their local governments to evaluate development interventions, especially those related to the management of local and regional natural ecosystems, such that these continue to deliver benefits sustainably and equitably.

### **Where do we go from here?**

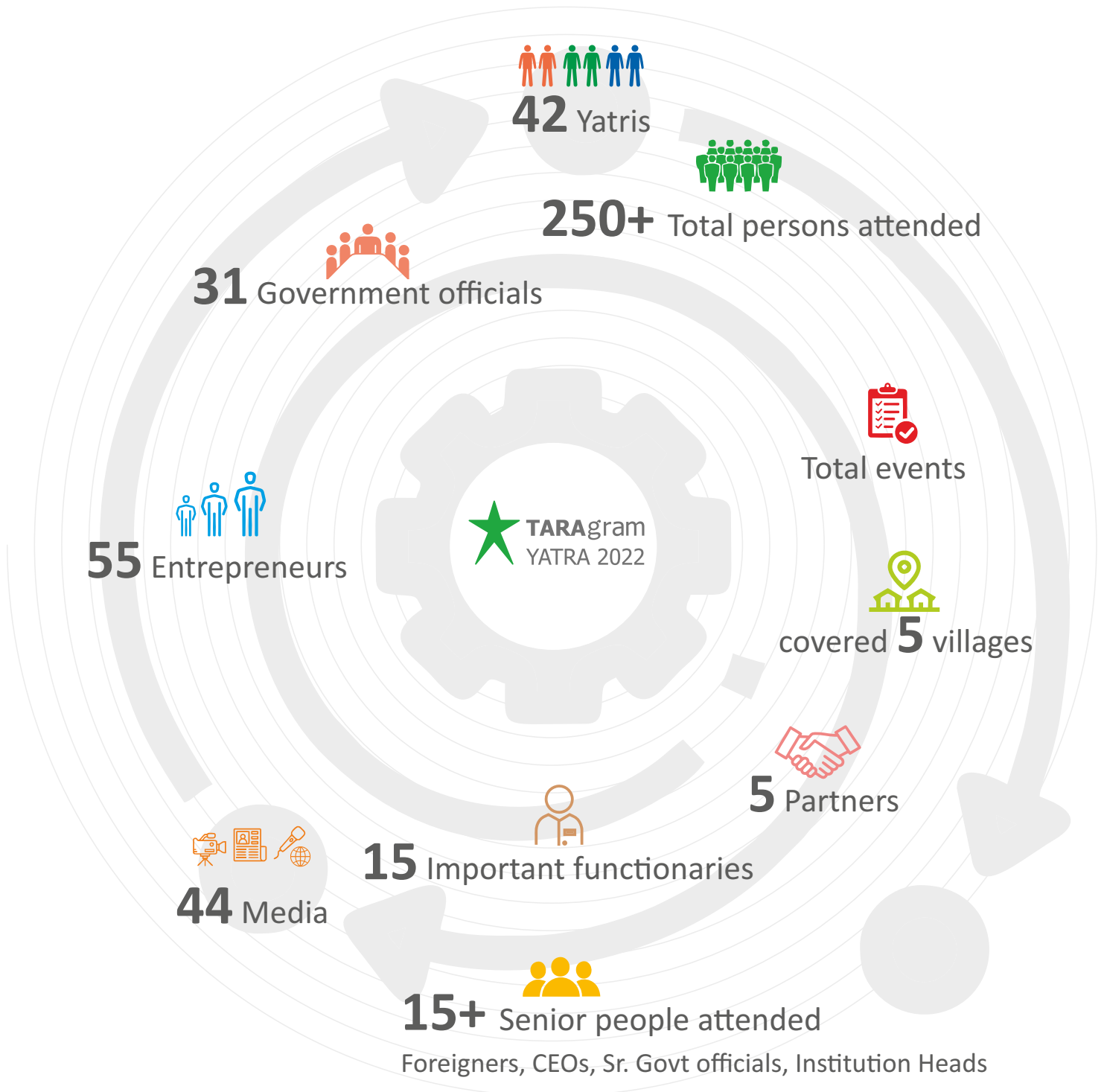
TARAgam Yatra 2022, has given a direction for programme design and policy advocacy in partnership with our co-travellers. In the coming year, these lessons will guide us to enhance our collective efforts to address national and global poly-crises. We will meet again a year from now to take our learning forward, when we immerse ourselves anew in yet more geographies, issues, and solutions.



Zeenat Niazi

Chief Knowledge Officer, Development Alternatives &  
Senior Vice President, Development Alternatives Group

# Impact



**Curtain  
raiser**

**trialogue**  
**2047**  
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## उद्यमिता for Building Back Better

Innovative Business Models Driving a Green & Inclusive Recovery





**New Delhi, November 03:** Development Alternatives Group flagged off the 25th edition of *trialogue2047* - the curtain-raiser to TARAGram Yatra 2022, on November 03, 2022 in the India Habitat Centre, New Delhi. More than 75 stakeholders representing policy-makers, entrepreneurs, financiers, social investors and research think-tanks, among others, joined the event to map out the discourse of '**Co-Creating Local Green Economies**', with focus on the unique business models that can well serve as catalysts for building back better.

*trialogue2047* was set in the backdrop of the COVID-19 pandemic, that has led to an increased focus on the benefits of localisation of inputs such as raw material and labour, and acknowledge the economic and societal benefits a business set within a community can reap. Enterprises are now more openly adopting resilience-based practices while attempting to understand, and better integrate circularity and resource efficiency into their operations. While none of this is new, the pandemic can be credited for pushing enterprises, especially micro and small, to think beyond today and prepare for the future – thus, inadvertently paving a way for mainstreaming of Local Green Enterprises or LGEs.

**Dr. Ashok Kumar Ghosh, Chairman, Bihar State Pollution Control Board** opened the event with the launch of the **Toolkit for Facilitating Fly Ash Brick Enterprises in Bihar**, a sector-focused but highly customisable end-to-end guide for green entrepreneurs to start and expand their businesses. Appreciating the Toolkit, he said, *“Having gone through the content, I feel that any entrepreneur who wishes to start a fly ash brick unit, shift from red bricks to this one, or already has a FAB unit but wants to expand the business should go through these booklets first – it will save them much trouble...I appreciate DA for putting this together. The next big task for them will be to take this to the FAB enterprises in different districts. Bihar State Pollution Control Board will extend whatever support it can for that.”*

Dr. Ghosh's address was followed by a focused discussion with a diverse set of panel – in which, Ms. Vineeta Hariharan, Chief- Externally Aided Missions, Ministry of Micro, Small and Medium Enterprises and Dr. Anubha Prasad, General Manager, Small Industries Development Bank of India (SIDBI) represented Government; Mr. Pankaj Gupta, Chief Executive Officer, Mufin Finance and Mr. Nicky Sehwan represented financiers; and Mr. Nikhil Toshniwal, Vice President - Network & Digital Partnerships, DeHaat represented entrepreneurs.

Among the pathways discussed by the panelists, the amalgam of technology and finance for supporting micro and small enterprises to transition came out strongly. Investment in infrastructure at the last mile, mechanisms for



Launch of the Toolkit for Facilitating Fly Ash Brick Enterprises in Bihar





Dr. Anubha Prasad (General Manager, SIDBI) and Mr. Nikhil Toshniwal (Vice President, Digital & Network Initiatives) during the question and answer round

strengthening information support and development of taxonomies to weave the ecosystem together were other takeaways of the panel discussion.

Dr. Ashok Khosla, Chairman, Development Alternatives Group said in reference to the event, ***“In the whole conversation around India's post-pandemic revival, it is vital that we do not ignore the incredible diversity of livelihoods in the country. Without losing sight of the bigger picture, it is crucial that we build an ecosystem where growth is inclusive and is built from the grassroots up. Creating local and sustainable economies should be our priority; this will help India achieve a more equitable growth paradigm.”***



Shrashtant Patara, CEO, Development Alternatives Group summarising the takeaways of the panel session



Participants interacting with the panellists

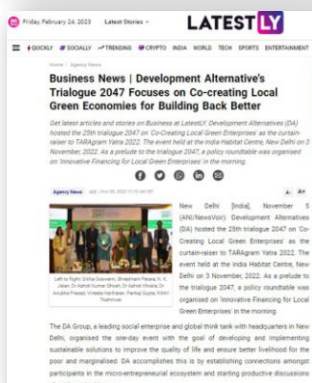
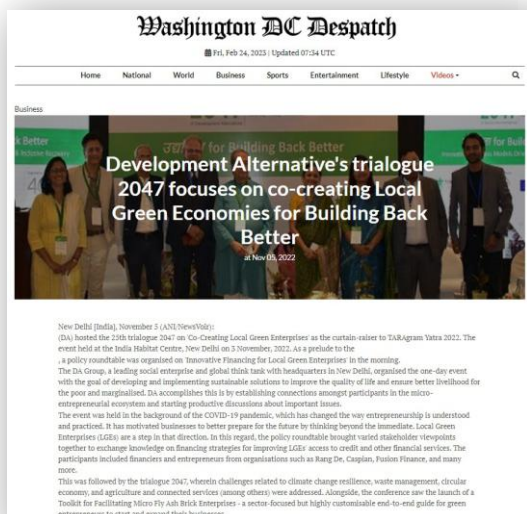


Following the green agenda, on which we have had very fruitful discussions at the trialogue2047, will prove to be immensely beneficial for every one of us, from governments and corporate organisations to civil society and individuals. There are many positives that we can take away from the conference.

- Dr. Ashok Kumar Ghosh  
Chairman, Bihar State Pollution Control Board (BSPCB)



## Press clippings





**Yatra 1**  
**Agra**

# Resource Efficiency and Circular Economy



# Objective

Around the world, one million plastic bottles are purchased every minute, while up to five trillion plastic bags are used worldwide yearly. In total, half of all plastic produced is designed for single-use purposes. Plastics, including microplastics, are now ubiquitous in our natural environment. A study by the Ellen MacArthur Foundation estimates that, by 2050, the amount of plastic in seas and oceans worldwide will weigh more than the fish. It is appalling how toxic plastic polymer has gradually leached into our environment, waterways, air, and food chains, creating irreplaceable damage to our ecosystems. As per a CPCB report, plastic contributes 8 percent to the total solid waste produced in India.

## Initiatives by Development Alternatives Group:

Development Alternatives (DA) efforts and action on plastic waste management in India are directed towards a 'transformational' change. The organisation's initiatives have focused on areas including R&D, capacity building, providing innovative solutions in technology advancements, etc. Technology and Action for Rural Advancement (TARA) – the social enterprise of the Development Alternatives Group – with funding support from the Alliance to End Plastic Waste Inc. implementing an Integrated Waste Management project titled Nirmal Agra Project in the city with an aim to set up new waste collection infrastructure, augment existing waste collection infrastructure, improve data capture and reporting, establish, and upgrade existing waste sorting infrastructure, and undertake behavioural change programmes – to address the issue of leakage of plastic waste into the environment.

The Yatris, in this visit, explored the unique, innovative, and entrepreneurial model initiated in Agra and understanding the challenges from the perspectives of various actors in the plastics value chain. The Yatris in this Yatra contributed to the following objectives:

- What is the plastic waste problem in India, and why must it be solved?
- What elements would make up a circular economy vision for plastics in India? (i.e., How do the data, policy, business model, technology, community, and behaviour elements combine in a circular economy framework/vision?)
- How can that transition get started? (a transition agenda engaging all relevant actors) - policy, behaviour, business models, community initiatives, and industries
- What are the enablers and barriers to efficiently managing plastic waste, and what works well?
- What leadership can India demonstrate on the technology, policy, community collaborations, and business fronts to scale the efforts at global levels?



Participants visited Agra Smart City office where they learned about how the Agra City is managed centrally by Agra Municipality

# Activities

The yatra to the 'city of Taj,' Agra, was designed to provide participants with a learning opportunity through a hybrid approach of on-the-ground learning and stakeholder discussions. The main theme of the yatra was to understand the waste management scenario in the city with a greater focus on plastic waste. On the first day of the Yatra, participants representing Urban Local Bodies (ULB), State government, multi-lateral organisations, local think tanks and NGOs, and action-research organisations came together to deliberate on challenges, opportunities, and steps for the transition to a circular economy for plastics in India. Post the discussion, the participants headed to the Integrated Command Control Centre of Agra Nagar Nigam, institutionalised under Agra Smart City Limited. The participants were introduced to Information and Communications Technologies (ICT) the city has adopted to monitor and operate its different systems like municipal waste management, Adaptive Traffic Control System (ATCS), Integrated Traffic Management Systems (ITMS), environmental sensors, Emergency Call Box System (ECBS), Variable Message Signboards (VMS). In the last session of the first day of the Yatra, the Yattris visited the Kuberpur landfill, spread over 75 acres. The participants learned the process of how legacy waste and daily waste, including organic and inorganic waste collected by the Agra Nagar Nigam, is managed at the landfill. The operation of Jatayu, a vacuum garbage collector deployed by the city for effective waste collection from hotspots, was also demonstrated to the participants at the landfill. On the second day of the Yatra, the participants ventured on an exposure visit to observe a Door-to-Door Waste Collection drive by Agra Municipality in the Taj Ganj area. The team watched a street play that educated the community on the importance of source segregation and the negative impacts of littering. In the second session, the team took a leisure visit to the wonder of the world, the Taj Mahal, and headed back to New Delhi to join the TARAGram Yatra 2022 Plenary "Saar Sangam" held on 24 November 2022.





Regarding the experience of 2 days of Taragram yatra, It was a one of its kind learning experience with all the participants and the members working towards the same agenda. The first hand experience about the on-ground realities and workings regarding the waste collection and management was extremely elaborating and educating and gave us a new dimension to our research project. Really appreciate the DA team's efforts to make all this a success.

- Mandavi Singh,  
Project Associate, Centre for Resource Efficiency & Governance Division, TERI



## Press clippings

**प्लास्टिक कचरे के खिलाफ डेवलपमेंट अल्टरनेटिव्स ग्रुप को और से निकाली जा रही ताराग्राम यात्रा आई आगरा**

आगरा। प्लास्टिक कचरे के खिलाफ डेवलपमेंट अल्टरनेटिव्स ग्रुप को और से निकाली जा रही ताराग्राम यात्रा बुधवार को आगरा आई। अलग-अलग आगरा में ताराग्राम यात्रा निकालने गई है, जिसमें प्लास्टिक कचरे से मुक्त आगरा और उसके विकास परियोजना के लिए जागरूक किया जा रहा है। यात्रा में प्लास्टिक कचरे के कलेक्शन, ट्रांसपोर्टेशन, छेड़छाड़ और प्रोसेसिंग करने के बारे में जानकारी की गई। सत्रथों ने कुम्हारपुर लेडीजस साइट पर कचरे के पाइप को खाने करने की प्रक्रिया दिखाई और मैडिशनल रिकवरी पैमिलिट्री के बारे में जानकारी दी। ग्रुप की यात्रा नौबत अफिमर जीतन निगम में समाप्त कि प्रोडिगमि और समाजिक प्रथाओं में प्लास्टिक कचरे को चूकनी से निपटा जा सकता है। आगरा में प्लास्टिक लेटर को कटनी को रिसाइलिंग के लिए एक विकल्प सुझाया। ब्यूरो

**4 आगरा, बुधवार, 24 नवंबर, 2022 ताजराग्राम**

ताराग्राम यात्रा 2022 के दौरान आगरा में ट्राजिशन टूवार्ड्स सर्कुलर प्लास्टिक इकोनॉमी में ध्यान आकर्षित किया

आगरा। डेवलपमेंट अल्टरनेटिव्स ग्रुप ने 22 नवंबर 2022 को उत्तर प्रदेश के आगरा में ताराग्राम यात्रा 2022 के अंतर्गत एक क्षेत्रीय सेमिनर को होस्ट किया। इस यात्रा का उद्देश्य प्लास्टिक कचरे के कलेक्शन, ट्रांसपोर्टेशन, छेड़छाड़ और प्रोसेसिंग करने के बारे में जानकारी देना और समाजिक प्रथाओं में प्लास्टिक कचरे को चूकनी से निपटा जा सकता है। आगरा में प्लास्टिक लेटर को कटनी को रिसाइलिंग के लिए एक विकल्प सुझाया। ब्यूरो

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आगरा (राष्ट्रीय खबर)। डेवलपमेंट अल्टरनेटिव्स ग्रुप ने 22 नवंबर 2022 को उत्तर प्रदेश के आगरा में ताराग्राम यात्रा 2022 के अंतर्गत एक क्षेत्रीय सेमिनर को होस्ट किया। इस यात्रा का उद्देश्य प्लास्टिक कचरे के कलेक्शन, ट्रांसपोर्टेशन, छेड़छाड़ और प्रोसेसिंग करने के बारे में जानकारी देना और समाजिक प्रथाओं में प्लास्टिक कचरे को चूकनी से निपटा जा सकता है। आगरा में प्लास्टिक लेटर को कटनी को रिसाइलिंग के लिए एक विकल्प सुझाया। ब्यूरो



# Learning

While there are individual interventions successfully demonstrated in different parts of the country, there are challenges that hold back the plastic waste stakeholders in effectively managing it. Some of the common challenges identified include lack of segregation, lack of feasible alternatives, lack of infrastructure, inadequate enforcement of the law, and lack of innovative business models and economic incentives for new businesses. The opportunities of adopting circular approaches in plastic waste management include livelihood generation, empowerment of the marginalised communities, innovative waste-to-value business models, development of alternatives, and better solid waste management across the country.



Participants having group discussion on circular approached to plastic waste management

During the course of the yatra, the *Yatris* delved deeper into the details of the challenges and prospects of building a circular economy for plastics in India. Some of the overarching learnings from the sessions of Yatra are discussed below.

Despite being the backbone of the waste management system in India, **the informal sector is inadequately addressed** in the rules and regulations of waste management. While the recent notification for EPR has laid down guidelines for compliance of PIBOs, it is unclear how the informal sector's role can be integrated into the formal system. They continue to work in unsafe and unregulated spaces, not knowing the impact of harmful waste posing on them and the environment. Since many formally recognised organisations continue to meet their target with the waste collected and processed through the backdoor informal sector, it is important to acknowledge the strength of the informal sector on the ground. Recognizing and accounting for unregulated informal operations in the sector is crucial since they currently cause a significant discrepancy between the data and metrics reported and the actual on-ground data. Currently, there are no formal trainings provided to the informal sector other than by independent NGOs or think tanks. They should be provided with frequent training sessions in their local language to ensure a fair transition for all.



**Yatris visited Kuberpur landfill and witnessed compost making plant**



**Yatris visited Waste to Energy plant at Kuberpur landfill site**

**Lack of segregation at source is another great challenge** faced by the ULBs when it comes to efficient waste management. The communities are not motivated to segregate as they do not have any incentives from the government, and they also notice that the segregated waste gets mixed while transported to the recovery facility. While the communities have a big role in segregating waste at source, it is also the duty of the local body to provide infrastructure for waste management to ensure waste not getting mixed after collection. The ULBs should consider providing frequent awareness programmes on how to segregate waste and sensitize them on its impact on the environment. Providing a weekly or monthly token of appreciation may encourage households to segregate their waste. Providing awareness generation at a very young age, e.g., school students has a significant impact as they can guide the older generation in their households and bring about a behaviour change.

Another big challenge faced by Indian cities is the **inadequate capacity of the waste management department in terms of skills, infrastructure, budget, and enforcement** of regulations. There should be on-ground training and capacity-building sessions for cities and linked stakeholders for better implementation of solutions and evidence-based solutions. Many cities still lack infrastructures like MRFs, recycling centres, and waste collection and transportation vehicles. Cities should consider having decentralised and vertically integrated waste management centers, which will enable the processing of waste within the city, reducing transporting costs and generating businesses and employment in the region.

The country still **lacks innovative business models and entrepreneurs** in the waste space. It is often considered a business of no or less profit. It is also difficult for private players to penetrate the ground as there are many externalities like political will, consumer purchase and disposal behaviour, and community awareness, associated with the waste sector. Government and community support is inevitable to transition into a circular economy. The Government should take the initiative to recognise the waste management business as an esteemed space of work. Businesses in waste management should be incentivised financially in order to improve investment in the sector. Government should provide infrastructure and resources like land for proper management of collected waste. Further, activities of local NGOs and CSR projects with waste and sanitation as key sectors will help in improving urban waste situations.

Bioplastics, compostables, and biodegradable **alternatives to plastics are still in the early stages of development**. It is still not ready to replace ordinary plastic in terms of its strength and application. Single-use plastic bags are still in use in the market due to a lack of economically and environmentally viable alternatives, even though it is banned in many states in India. The high cost of plastic and its lack of applicability to the functions of plastic are impediments to its wide-scale adoption. As suggested earlier, for business innovation in waste management, the government should give assistance and incentives to encourage alternative material production, and material innovation, enabling plastic manufacturers/traditional entrepreneurs with technical competence to expand in alternative material/product manufacturing. Developing alternatives from locally sourced materials will help in producing cost-effective alternatives resulting in higher uptake.

Other immediate actions required in the space include more policy focus on the upstream plastic value chain, providing clear policy directives to transition to alternative materials and circular economy, and promoting the already existing repair economy in the country. There should be more technology interventions and ICT applications in waste management, enabling data inventorisation, effective monitoring, and transparency. India should introduce regulations and standards for sustainable product design that enable long-term use, repair, and reuse of products. The need of the hour is to shift the focus of ULBs from waste management to resource efficiency. The strength of stakeholders at every stage needs to be utilised effectively in order to achieve greater resource recovery and advance towards a circular economy for waste in India.



**Yatra 2**  
**Mirzapur**

# Livelihood Security and Inclusive Entrepreneurship



# Objective

In order to tackle the issues of unemployment, migration and crumbling rural economy, Development Alternatives believes that the micro, small and medium enterprises are the engines of development that can boost job creation while fulfilling sustainable economic development. With the capacity to create jobs in the agriculture and large industry on the decline with rapid mechanization, micro and small enterprises present an opportunity for local job creation in the face of rising population and increasing unemployment.

The Work 4 Progress (W4P) program of “la Caixa” Banking Foundation, led by Development Alternatives in India, is an initiative in direction to create entrepreneurship led jobs and livelihoods.

The network led by DA with the programme partners – Manviya Dristicon Seva Sansthan, Swami Vivekanand Shiksha Samiti, Transform Rural India and Rang De – has entered the acceleration phase, wherein prototypes are being replicated in the programme geography and beginning to witness rapid transference to other regions through strategic alliances with the government, NGOs, corporate sector, and financing platforms. Through the TARAGram Yatra in Mirzapur, we aim to introduce the Yatris to the experience of abovementioned social innovation methodology, which includes listening, co-creation, prototyping, and learning. The key areas where the Yatris will work collaboratively to absorb and contribute to the following key objectives:

- a) Understanding and learning the emerging entrepreneurial needs of the youth and women
- b) Building an inclusive ecosystem leading to solutions in the form of systemic prototypes that are creating changes in the local entrepreneurial ecosystem
- c) Identifying leverage points that will accelerate entrepreneurship-led job creation



Yatris and entrepreneurs brainstorming in the comic workshop to unlock aspiration in Bhatauli village of Mirzapur



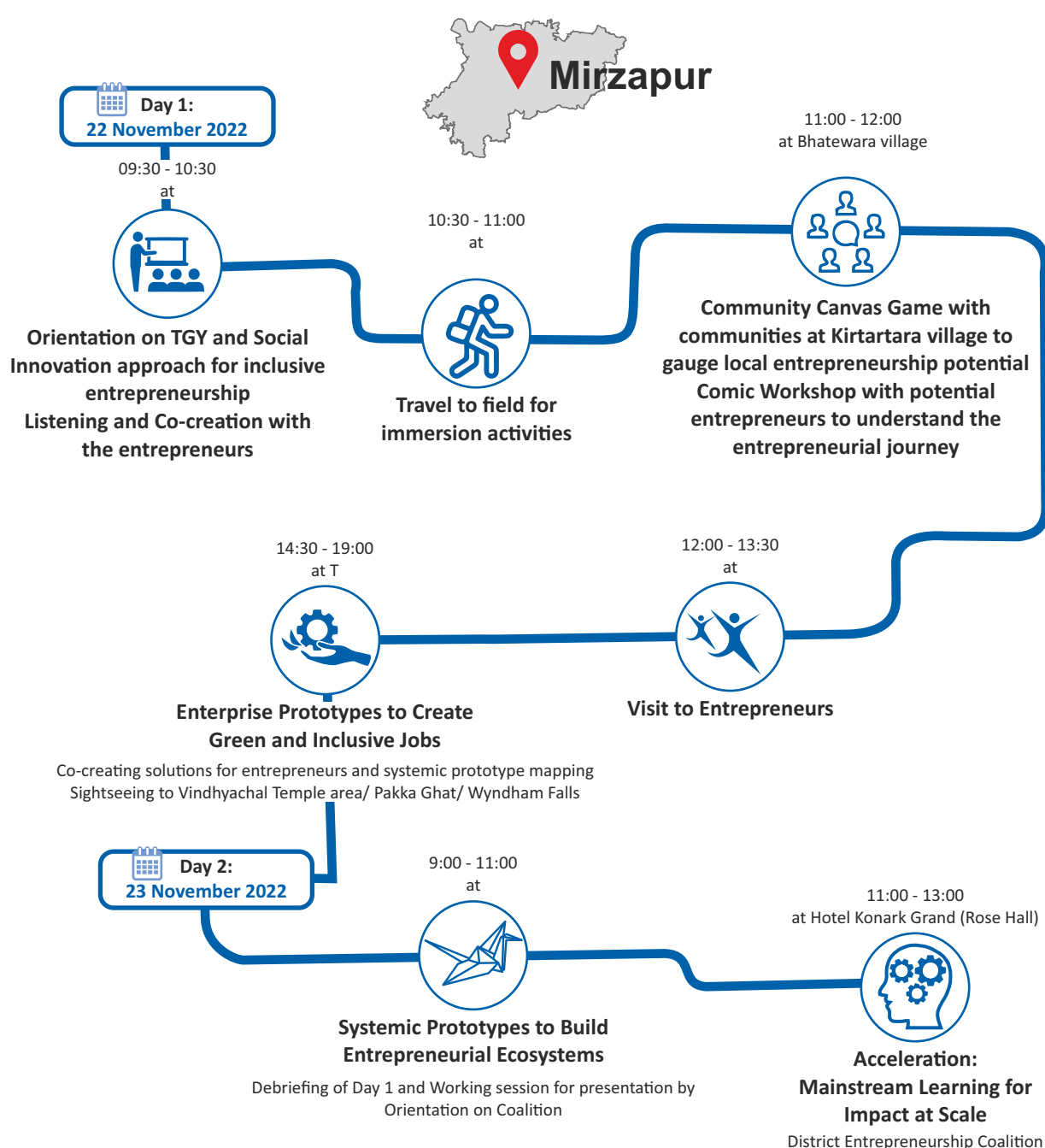
Yatris conducting Community Canvassing game with entrepreneurs in Kirtar Tara village in Mirzapur

# Activities

The TARAGRAM Yatra envisaged to allow the yatris to immerse on a short social innovation exercise, to use tools of used for social innovation led micro-enterprise development on the field. In order to do so the itinerary was planned in the approach of social innovation that DA uses in the Work4Progress program i.e. Listening, Co-creation, Prototyping and Learning. The Yatris were also allocated four main thematic discussions around which they were to use the tools to make the whole exercise more focussed and result in actionable suggestions from the Yatris. The four themes which were allocated were: Access to market resources at a district level in Mirzapur, Innovation in processes and technology to empower women and minority communities, scale existing business to create more jobs and access to finance for rural microentrepreneurs. In line with this the following overall activities were planned with the Yatris:

- **Listening:** Two tools which were implemented on ground were: Comic Workshop and Community Canvassing. The comic workshop is a social innovation tool which is used especially for women entrepreneurs who struggle with connecting with their aspirations or vocally presenting their ideas. This tool is used to map the aspirations of entrepreneurs along with enabling them to visualise a concrete outcome.
- **Co-creation:** As part of the co-creation processes the Yatris had a focussed group discussion with the stakeholders to further drill the identified challenges and co-create potential actionable steps which could contribute to the thematic areas and associated challenges. The framework that they used was to identify action points in terms of needs, opportunities, enabler and barriers in the geography to further pinpoint the potential action points.

**Prototyping** The focus was on systemic prototypes. Systemic Prototypes are processes or tools which remove barriers to entrepreneurship in regions of their operation. These are primarily designed to nurture constructive communities, unleash entrepreneurial energies, and empower micro-enterprises through a robust enterprise ecosystem. Some examples that Yatris will be meeting include





- K Rathna, COO, CIBART

## TARAgam Yatra 2022: Co-creating Green and Inclusive Economies | Proceedings



# Learning

The Yatra was crucial to bring the awareness of development practitioners and stakeholders to understand the importance of holistic approach for micro-enterprise development for solving the current job crisis in India. In order to understand the manifold approach for micro-enterprise to take root in rural areas, there is a need for social innovation approach which focusses on bottoms up and participatory approach of solving contextual issues around entrepreneurship in rural areas. This Yatra also contributed to the learnings of local stakeholders especially Government departments, financial institutions and entrepreneurs to get a feedback from the Yatris who brought their expertise and experience and provided valuable and actionable next steps to deepen the entrepreneurship development work in Mirzapur.



Yatris hearing to Chhangur and Punam and their journey as e-rickshaw manufacturer in Mirzapur district.

Based on the immersive experience in Social Innovation led micro-entrepreneurship approach in Mirzapur, the Yatris shared their thoughts and also shared some insightful learnings which can be divided into two segments as mentioned below:

## Learnings from the Social innovation Approach:

Considering the complexities involved in the micro-enterprise segment, the Yatris concurred that Social innovation approach indeed can play a vital role in bringing a sustainable shift in the way rural businesses are supported in India as well as the much required shift in attitude towards entrepreneurs leading to more amiable culture of entrepreneurship. The key learnings shared are as below:

- **Need for listening and integrating bottom-up participatory processes in livelihood generation schemes:** This is especially important considering the diversity of micro-enterprise in rural areas as well as empowering rural micro-entrepreneurs to co-create sustainable solutions for contextual problems



Yatris and Entrepreneurs sharing some moment together after a fun-filled and insightful Comic Workshop

- **Standardisation business indicators and simplifying business terms for better understanding of rural enterprises:** Need for measuring the success of micro-enterprises by standardising indicators of business as well as impact to be able to communicate better to macro-level decision makers. Then simplifying these indicators to be easily adopted by rural microenterprises.
- **Innovation and aggregation of products to leverage market resources:** To build into process of innovation so as to scale businesses and integrating into existing supply chains of larger corporates. Aggregation of enterprises as networks in local areas to gain better bargaining power to avail market resources.
- **Building local knowledge base and improved peer2peer networks as support system for marginalised communities:** To create local knowledge networks amongst peer groups of micro-enterprise for not only create better business synergies but also build solidarity units for marginalised communities and women entrepreneurs to ensure sustainability and scaling of enterprises.

In addition to the learning from the social innovation approach the Yatris also shared learnings around TARAGRAM yatra and associated interventions which provides an unique platform for development practitioners to contribute as well as learn from innovative developmental models. Some key learnings shared by the Yatris are:

- Building a network of Yatris who can later be mentors for future yatris as well as project interventions
- Regularising such yatras for not only understanding impact at temporal scale but also assessing changes required for course corrections and advisory to local stakeholders
- Bring in more diverse groups of Yatris focussing on Government decision makers, policy stakeholders and corporate players to leverage resources for impacting developmental action in Yatra geographies.

Overall, the *Yatris* shared the importance of having more such Yatra as an immersive learning experience resulting into actionable plans for the geographies, so that Yatris can contribute directly in certain degrees to the impact being generated by Development Alternatives. This Yatra also provided a platform for local entrepreneurs and stakeholders to understand the relevance from the perspective of external experts and encouraged them to strive further the developmental action in Mirzapur, in this case creating meaningful and decent livelihoods opportunities through social innovation led micro-enterprise development.

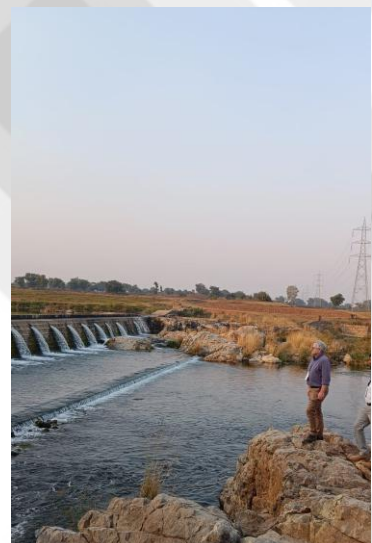


Yatris and entrepreneurs posing for a picture post an intense listening session in Kirtar Tara



**Yatra 3**  
**Bundelkhand**

# Climate Resilience and Ecosystem Restoration



# Objective

Bundelkhand, a semi-arid region in Central India of Madhya Pradesh, is counted among the most vulnerable areas of India owing to poor human development indicators and degraded status of natural resources. Considering these challenges encapsulated by the region, Bundelkhand came to be known as the **karmabhoomi** of Development Alternatives (DA) with extensive work on the ground in the last four decades. We have worked in interior regions of Bundelkhand by adopting the principles of initiating community-led action, creating a sense of community ownership of services, and sustainability. In order to fulfill basic needs of drinking water, sanitation, shelter, and energy supported through enterprise development and skill development for job creation. Our interventions revolve around land and water management, afforestation, clean technology-based livelihood options, capacity building of local institutions, and enabling communities.

With this context, Development Alternatives flagged off its Bundelkhand yatra focusing on **'Climate Change Resilience and Building Sustainable Communities with the Power of Information and Knowledge'**.

The Yatris collaboratively worked and absorbed the following list of subjects:

- Exploring inclusive, participatory, and scalable models and on-ground solutions to disseminate information and develop knowledge for creating climate-resilient, green, and inclusive economy
- Identifying strategies to promote and strengthen actions towards models run by the community and for the community, emphasising on the role of informal local networks
- Deliberating on factors of successes and failures, and co-creating new knowledge – generating ideas for social experimentation
- Discussing – what worked and what did not? – based on the on-ground information and knowledge development initiatives on climate change resilience and greening of enterprises – DA and beyond

# Activities

This two-day event commenced in Bundelkhand from November 22- 23, 2022 at the TARAGram Orchha campus of Development Alternatives Group.

On November 23, 2022, the first day of the Yatra, all the Yatris (Stuart Worsley and Jean McLean, Green Economy Coalition; Nikhil Kumar Burman, Child and Social Welfare Society; Dharmendra, NABARD; Kshitij Malhotra and Rakesh Kumar, Centre for Indian Bamboo Resource and Technology; Sarangthem, IGNOU and Shruti Aggarwal, MNIT Jaipur) along with the DA team, travelled to TARAGram Orchha, where the Yatra commenced with **the lighting of the lamp**, a welcome address by Mr Shrashtant Patara, CEO of Development

Alternatives and address by the Special Guests - Her Royal Highness the Infanta Cristina of Spain and Mr Tarun Bhatnagar, District Magistrate, Niwari. Following this, **the TARAGram Entrepreneur Mela was inaugurated** by Her Royal Highness the Infanta Cristina of Spain and Mr Tarun Bhatnagar, District Magistrate, Niwari, with other dignitaries present. The Mela showcased many stalls, such as IMEDF's handmade soaps, Jal TARA Arsenic filters, terracotta and bamboo products, decorative household items, chanderi silk sarees, etc.

During the **Information and Knowledge Development** Session, a series of presentations on Natural Resource Management- Locally Owned Community Operated Model (LOCO Model) and Check Dam, and Women Literacy Program- TARAakshar at presented by the DA team at TARAGram Orchha.



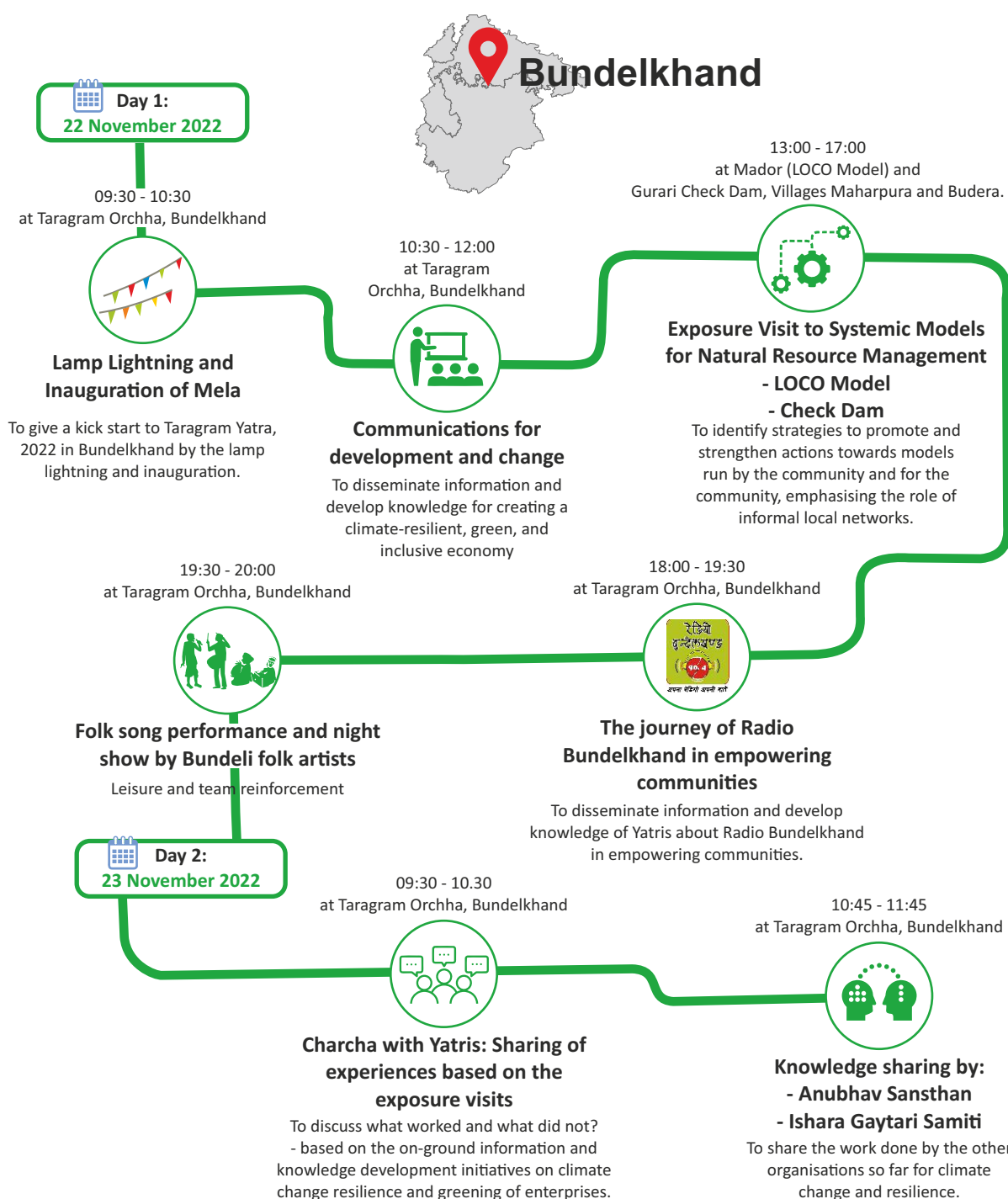
DA team showcasing DA intervention models to TARAGram Yatra 3 participants


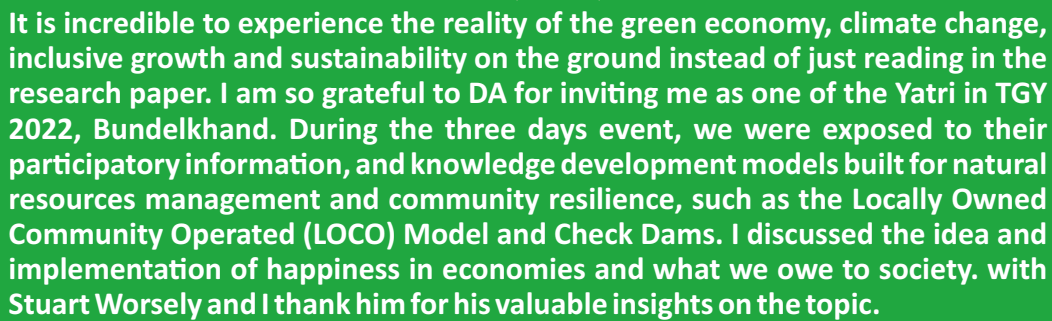


Hereafter DA team, along with Yatris left for **the exposure visit to the models implemented by DA**. First visit to the Madore village, which is around 12km away from Orchha in Madhya Pradesh. After that, the Yatris visited the Gurari Check Dam, Villages Maharpura and Budera in Niwari block, Tikamgarh district, a few kilometres from Madore.

Following the exposure visits, the event “Ek Shaam Radio Ke Naam - The journey of Radio Bundelkhand in empowering communities” was held, where DA’s Bundelkhand Community radio, its reach, and its impact on the lives of the farmers were discussed.

On November 23, 2022, the second day of the Yatra was reserved for deliberations, sharing experiences based on the exposure visits and knowledge sharing by various other like-minded organisations working on the same themes in the same region like the Central Agroforestry Research Institute and Anubhav Sansthan.





**Dr. Anshu Singh**  
Associate Professor, Department of English  
University of Delhi



# Learning

The Yatra exposed Yatris to participatory information and knowledge development models of Development Alternatives and initiated discussions on the scope of the models to build community resilience at the local level and exchange unique on-ground success stories. The Yatra provided a platform and brought together various key influential stakeholders from government, civil society organisations and academia to foster a multi-stakeholder dialogue. The Yatra initiated discussion around technical research on the adverse impact of climate change, diversifying livelihood opportunities, and sustaining human well-being in the region.



**Her Royal Highness the Infanta Cristina of Spain engaged in conversation with the TARAGram Entrepreneur Mela participants**

The Charcha session involved receiving feedback and inputs from Yatris and hovering over the fundamentals of making economies greener and more inclusive. A brainstorming session was conducted wherein Yatris discussed the additional strategies to promote and strengthen the community-run model, and some key suggestions were pointed out:

1. Comparative impact assessment to analyse the work of different CSOs on the same vertical.
2. Taking Yatra as a process and not an event to bring more frequently the researchers, scholars, and policymakers on the same platforms to discuss the opportunities and challenges in building resilient communities.
3. The actors in the transition to a green and inclusive economy could be people practising indigenous knowledge for livelihood generation and spiritually awakened people who work for communities and nature.
4. Planning local-level community meetings/exposure visits to facilitate community participation and mobilisation.



The picture depicts the Check Dam, one of the exposure visit sites implemented by DA Group



TARAGram Yatra 3 participants sharing their thoughts during an interactive Charcha with Yatris session

5. To enable community-led initiatives, the importance of connecting people and transferring ownership to people has to be done; it could be done by setting up informal village institutions.
6. Communicating DA's intervention to the right group of stakeholders using statistics to scale up local green enterprises.
7. Receiving support from Panchayati Raj Institutions (PRIs) to make the model sustainable and DA can act as a mobiliser for it.

Staurt, one of the Yatri dwelled upon the idea of Social Contract which can be defined as understanding and consent between citizens, government and nature. He also elaborated on the principles of Social Contract and potential collaboration with existing study on Citizen Science for Integrated Water Resource Management and to shape policy. Following are the set of principles we need to frame

- Participatory enquiry - Get people involved in what's going on.
- Participatory development- implementing plans with support from people
- Participatory Budgeting- Government officials understand the needs and invest.
- Citizen Jury- Putting people together and solving the issues.

## Knowledge sharing by other NGOs

### Anubhav Sansthan

The organisation's main work delves around Rural tourism and allied livelihood activities. It gets its exceptional support from BIRD (Bundelkhand Institute of Rural Development). UNDP (United Nations Development Programme) and Government of India. The organisation has its centre in Parampur. They also have a Chanderi silk handloom that collaborates with Fab India and other firms. In a vision to make the handlooms nationally and globally competitive, the workers have been trained in modern technologies like graphic designing, skill development etc. People can come and experience hassle-free, nature-connected and enriching environments at the tourism resort developed by the organisation.

### Ishara Sri Gayatri Samiti

The organisation has collaborated with NABARD to work with communities on verticals of Agriculture, Horticulture, Natural resource management and Women Empowerment. They are running 3 watershed projects in which they are promoting agriculture and allied activities like animal husbandry for livelihood generation. They have set up Vermicomposting units for organic farming. Other areas of their intervention include black wheat production and seed production, which is done with the help of Input shops and seed production units. They also have established FPOs to strengthen the rural economy of Lalitpur, Uttar Pradesh.



Plenary

# सार Sangam

**CO-CREATING GREEN AND  
INCLUSIVE ECONOMIES**

Seeking Policy Solutions through Practice





*Saar Sangam* is the final and critical phase of the Yatra. This year the erstwhile ‘plenary’ was renamed SAAR Sangam to denote a confluence of learning, practises and thoughts. The theme was “Co-creating Green and Inclusive Economies”. After a highly immersive two-day experience, the 40 Yatris converged in Delhi from the three geographies which represented urban, peri-urban and rural ecosystems (Agra, Mirzapur, and Bundelkhand) to discuss and exchange their learnings which then can be incorporated at policy level to create change.

*Saar Sangam* was held on 24th November at India Habitat Centre, New Delhi at Silver Oak Hall and was attended by approximately 100+ people. The session was moderated by Ms Zeenat Niazi (Chief Knowledge Officer- DA). The Chief Guest for the event was Mr Shombi Sharp (UN-Resident Co-ordinator for India). Mr Sharp congratulated DA on achieving the 40-year milestone, calling it an ultra-imaginary journey of 40 years. He recollected UN’s association with DA from the very beginning and praised it for bringing the power of business to social innovation. He went on to applaud DA’s intervention in climate change, waste segregation, and livelihoods.

Dr Ashok Khosla (Founder and Chairman Development Alternatives) spoke at length on DA’s 40 year journey. He termed this year as a mid-way celebration. He also reminisced about the association with United Nations from the very early years. He highlighted different areas of DA’s work including creating jobs through enterprise development, waste management, agriculture, water management, construction and climate communications.

This was followed by the session “Learnings from the Yatra” which saw some very animated discussion by the Yatri’s and the audience on learnings from the Yatra and how this has changed the perspective of doing business. Ms. Monalisa, and Mr. Atulya Gunjan from Mithinga Waste Management highlighted the major challenges in waste management including - lack of ownership of waste spreading, unavailability of data, lack of availability and access to plastic alternatives, unilateral communication, lack of incentives on segregation at source.

Yatri’s from Mirzapur, Mrs K. Rathna and Dr Kshtij Malhotra from Centre for Indian Bamboo Resource and Technology (CIBART) shared that entrepreneurs faced challenges in scaling up these enterprises due to a lack of policy and lack of technical expertise on business setup and market access. They felt the way forward is to develop an enterprising mindset in women & youth.

From Bundelkhand Jean Mc Lean from the Green Economy Coalition and Ms Shruti Agrawal mentioned the necessity to investigate informal networks if they may be used for scaling. Additionally, they underlined the significance of knowledge dissemination from urban to rural communities.



Panel discussion in progress



UN RC Mr Shombi Sharp giving the keynote address



Audience interaction

These learnings then went onto to be discussed with leaders and thinkers in the field of at the concluding panel discussion “Co-creating Green and Inclusive Economies”. The panellists included Dr Ashok Kumar Ghosh, Chairperson, Bihar State Pollution Control Board; Dr Suman Sahai, Chairperson, Gene Campaign Mr Navanit Samaiyar Head Future Skills, NASSCOM and Dr Vibha Gupta, Chairperson, Magan Sangrahalaya Wardha. Three major questions for discussion were presented to the panellists. 1. Who are the players involved in the shift to greener economies? What tradeoffs might there be throughout the transition? 3. What are the takeaways from grassroots innovations and experiments that need to be mainstreamed into policy?

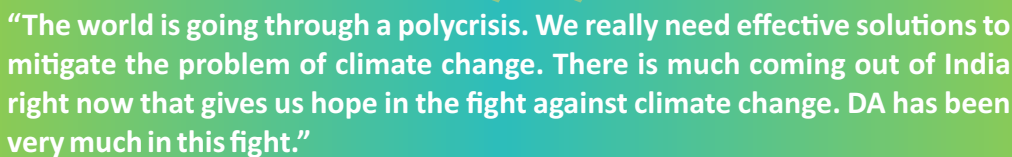
Dr Ghosh, emphasised that traditional wisdom originating from rural background should not be abandoned. He also emphasised the need to strike a balance between economic output and environmental damage as we work to build green economies. Dr Suman, spoke at length on the need of understanding indigenous knowledge and technology. Mr Worsley, discussed changing the way we measure everything when talking about trade-offs in transition and stated that we should value natural and social capital. Mr Navanit Samaiyar, discussed the traditional uses of technology and how that has changed through time. Dr Vibha Gupta, started her address by talking about the population we are not targeting in policies - the daily earners which is a huge segment. She highlighted the value of our villages which are disappearing in favour of larger urban centres and urged to preserve them so that we may learn from their unique value systems and customs. The most interesting closing remarks were from Mr Stuart Worsley who emphasised that there is a need to enable participation as a policy objective. “We live in knowledge silos, so all of this knowledge needs to meet to create an equitable and sustainable ecosystem.

***Saara Sangam concluded on the note that the rural and traditional ways of living and doing business has a huge learning and relevance in modern times and should not be ignored. We must research, conserve and adapt our rural and traditional knowledge as it is based on experience in understanding nature.***



Yatri interactions during the first session of Saara Sangam



A circular portrait of Dr. David A. Clark, a man with grey hair and a beard, wearing a dark suit and a light blue tie. He is smiling slightly. The background is a solid teal color.



# Way Forward

## TARAGram Yatra

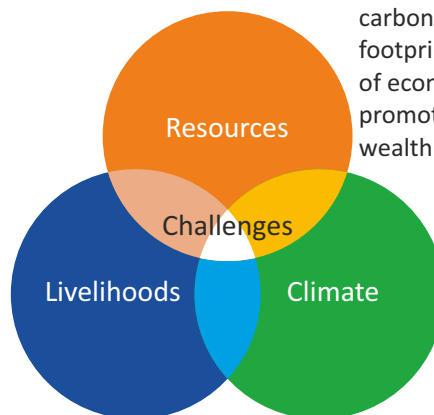
As DA completes 40 years of having proudly contributed to India's growth, it hopes to move onto an accelerated track wherein it see's itself as a catalyst to rural transformation and making urban spaces more sustainable and liveable. TARAGram Yatra will see shifts in the way it is planned. The Yatra is a unique property that has more practical learning and less podium talk. Moving forward, though the essence will remain the same, the approach towards various issues will be keeping in tune with the times..

## TOWARDS RESILIENT FUTURE'S

The first change will be in the narrative- As DA's work expands to new directions to create resilient futures, the Tara gram Yatra will mirror these changes. There could be yatra's, both virtual and in-person formats. The Yatra will be a very immersive learning experience requiring DA to curate it in a customised manner and will be priced for the Yatri ensuring they get their return on investment. There will however be exceptions to the rule for special cases. Here the change from previous Yatras is that this will be priced, and the narrative will be based on DA's new strategy. This is the original yatra- the way it was. This Yatra which will be an amalgamation of the issues faced under the ambit of our three impact areas and the relevant sectors.

### Livelihood Security and Inclusive Entrepreneurship

Empowering and connecting people in rural and backward areas with opportunities to build economic independence and overcome poverty. We bring innovative business models and enterprise solutions to create positive impact on people's lives and the environment.



### Resource Efficiency and Circular Economy

Accelerating the transition to inclusive and circular models of production and consumption by reducing carbon and material footprints across the lifecycle of economic activity while promoting local value and wealth creation.

### Climate Resilience and Ecosystem Restoration

We work towards restoring degraded ecosystems in such a way that they are resilient to climate change and extreme events. We focus on solutions that allow humanity to thrive.

The second is a V-log version which will be a combination of online participation with a small camera team travelling to the geography and interviewing the locals to understand a issue and to find a solution. Eg- Crop Burning- A little before the actual problem begins, a camera team travels to Punjab to understand the issue. This will be aired on our social media and YouTube as a live webinar where you have registered audience who are interested in the subject and willing to pay to hear this discussion. There will be a subject expert who can look at it objectively and the audience is both the locals and online. The discussion will be objective and based on knowledge, science and substance.

In the third version we will be working with various corporates and institutions and help them in curating Yatra's that will showcase the issue that they are working on. Here we collaborate with corporates and institutes that are doing great work in various areas of environment and sustainability and customise a Yatra that would showcase their projects in various geographies. Here DA would bring in its 40 years of expertise to add knowledge and substance to this curated yatra.

In the case of all these there will be some form of sponsorships and marketing/branding collaborations.

# Annexure



trialogue2047 - Agenda

TARAgam Yatra 2022 – Agenda

Saar Sangam - Agenda

Online links to media coverage

trialogue2047 - Speakers profile

Meet the Yatris

Saar Sangam - Speakers profile

Participants

Collaterals

Social Media





## Dialogue2047 - Agenda

Time	Activity	Speaker/Lead
17:00 – 17:30 Hrs (Duration: 30 minutes)	Tea & Registration	
17:30 – 17:35 Hrs (Duration: 5 minutes)	Welcome Remarks	<b>Dr Ashok Khosla</b> Chairman, Development Alternatives Group
17:35 – 17:45 Hrs (Duration: 10 minutes)	Special Address & Joint Launch of MSME Facilitator's Toolkit	<i>Special Guests</i>  <b>Dr Ashok Kumar Ghosh</b> Chairman, Bihar State Pollution Control Board (BSPCB)  <b>Dr Anshu Bharadwaj</b> Chief Executive Officer, Shakti Sustainable Energy Foundation
17:45 – 18:45 Hrs (Duration: 60 minutes)	Panel Discussion	<i>Panellists</i>  <b>Ms Vineeta Hariharan</b> Chief, Externally Aided Missions Ministry of Micro, Small and Medium Enterprises (MSME)
18:45 – 19:15 Hrs (Duration: 30 minutes)	Open House	
19:15 – 19:20 Hrs (Duration: 5 minutes)	Sum-Up & Closing Remarks	<b>Dr Anubha Prasad</b> General Manager, Small Industries Development Bank of India (SIDBI) & Co-Founder, Karekeba Ventures
19:20 – 19:30 Hrs (Duration: 10 minutes)	Vote of Thanks	<b>Mr Nikhil Toshniwal</b> Vice President Network & Digital Partnerships, DeHaat  <b>Dr. Binish Desai</b> Founder Eco Eclectic Technologies  <i>Moderation by</i> <b>Ms Zeenat Niazi</b> Chief Knowledge Officer, DA & Senior Vice President, Development Alternatives Group
19:30 onwards	Dinner	

## Yatra 1 – Agenda

### Enabling Circular Economy for Plastics in India: A Pathway to Resource Efficiency

21 November, 2022 - Yatris leave for Agra, Uttar Pradesh from their respective locations

22 - 23 November, 2022 - TARAGram Yatra (TGY) in Agra

#### Day 1: 22 November, 2022

#### Technical Session on Challenges and Opportunities for Circular Economy of Plastics in India

Time	Agenda
09:30 - 10:00	Registration and Tea
10:00 - 10:15	Introduction of Participants
10:15 - 10:30	Welcome Address <ul style="list-style-type: none"> <li>- <b>Ms Zeenat Niazi</b>, Senior Vice President, Development Alternatives Group</li> </ul>
10:30 - 10:45	Special Address <ul style="list-style-type: none"> <li>- <b>Mr Nikhil T. Funde, IAS</b>, Municipal Commissioner, Agra Nagar Nigam (TBC)</li> </ul>
10:45 - 11:00	Context Setting <ul style="list-style-type: none"> <li>- <b>Ms Aakriti Uttam</b>, Senior Manager, Development Alternatives</li> </ul>
11:00 - 12:00	Thematic Presentations on Key Initiatives and Challenges <ul style="list-style-type: none"> <li>- <b>Mr Ramakrishna</b>, Project Head, Swachatha Corporation</li> <li>- <b>Mr Piyush Kumar</b>, Project Manager, Feedback Foundation</li> <li>- <b>Ms Garima Mishra</b>, Projects &amp; Partnerships Head, GoMassive Incubators Pvt. Ltd.</li> <li>- <b>Ms. Monalisa</b>, Managing Director, Mithinga Waste Management Pvt. Ltd.</li> </ul> Presentations followed by introduction to key questions for the technical discussion, and formation of breakout groups.
12:00 - 12:15	Group Photo and Tea
12:15 - 13:00	Breakout Group Discussion on <ul style="list-style-type: none"> <li>- <i>What are the top 5 challenges and opportunities for transitioning from linear to circular economy model for plastics in Agra?</i></li> <li>- <i>How can that transition get started? What would be the trade-offs?</i></li> <li>- <i>What capacities would be required for such transition – data, policy, technology, business models, finance, behaviour, etc.?</i></li> </ul>
13:00 - 14:00	Lunch
14:00 - 14:30	Presentation on Consolidated Findings from Breakout Group Discussion (by group representatives)

## AGENDA

<b>14:30 - 14:40</b>	Open House Discussion
<b>14:40 - 14:50</b>	Concluding Remarks <ul style="list-style-type: none"> <li>- <b>Mr Naresh Kumar, Director</b>, Uboontu Foundation</li> <li>- <b>Ms Zeenat Niazi</b>, Senior Vice President, Development Alternatives Group</li> </ul>
<b>14:50 - 15:00</b>	Vote of Thanks <ul style="list-style-type: none"> <li>- <b>Maj. Gen. Rahul Bhardwaj, VSM (Retd.)</b>, Associate Vice President, Development Alternatives Group</li> </ul>
<b>15:00 - 15:45</b>	Departure from Holiday Inn Hotel and Arrival at Field Site (in Kuberpur)
<b>15:45 - 18:15</b>	Site Visit: Kuberpur Integrated Waste Management & Landfill Site
<b>18:15 - 19:00</b>	Departure from Field Site and Arrival at Holiday Inn Hotel
<b>19:00 - 20:00</b>	Networking Dinner at Holiday Inn Hotel

(Day 2: 23 November 2022 Agenda on the next page)

<b>Day 2: 23 November, 2022</b>	
<b>Time</b>	<b>Agenda</b>
<b>07:00 - 07:30</b>	Early Tea at Holiday Inn Hotel
<b>07:30 - 09:00</b>	Observing a Door-to-Door Waste Collection drive by Agra Municipality in Taj Ganj area
<b>09:00 - 10:30</b>	Breakfast at Holiday Inn Hotel
<b>10:30 - 11:00</b>	<b>Hotel Check Out</b>
<b>11:00 - 11:30</b>	Visit to Smart City Office at Agra Nagar Nigam
<b>11:30 - 14:00</b>	Visit to Taj Mahal
<b>14:00 - 15:00</b>	Lunch
<b>15:30 onwards</b>	Departure for Delhi after Lunch
<b>End of Field Yatra 22-23 November, 2022</b>	
<b>TARAgam Yatra 2022 Plenary “Saar Sangam” on 24 November, 2022 in New Delhi</b>	

(All Yatris will need to participate in Delhi Plenary as well)



## Yatra 2 – Agenda

### Pathways to Inclusive Entrepreneurship: Scaling Entrepreneurship-led Job Creation

# AGENDA

Timings	Agenda	Remarks
<b>21 November 2022</b>		
<b>By 21:00</b>	<b>Yatris to reach Hotel Konark Grand and Dinner</b>	<ul style="list-style-type: none"> <li>- Yatris can avail local conveyance from nearest Railway stations and Airport and connect with DA team</li> <li>- Dinner will be buffet and will be served at the hotel restaurant</li> <li>- Yatris requested to carry Photo ID for swift check-in</li> </ul>
<b>Day 1 - 22 November 2022</b>		
<b>7:00 - 9:00</b>	Breakfast at Restaurant in Hotel Konark Grand	<ul style="list-style-type: none"> <li>- Breakfast is served as buffet in Hotel Restaurant between 7:00 AM- 9:00 AM</li> <li>- A la Carte order are charged extra and not covered by DA</li> </ul>
<b>9:00 - 10:30</b>	Orientation on TGY and Social Innovation approach for inclusive entrepreneurship	<ul style="list-style-type: none"> <li>- Introduction of Yatris</li> <li>- Presentation on W4P Social Innovation led Entrepreneurship development by DA team</li> <li>- Yatris to be explained on Thematic areas and outputs for the sessions</li> </ul>
<b>Listening and Co-creation with the entrepreneurs</b>		
<b>10:30 - 11:00</b>	Travel to field for immersion activities	<ul style="list-style-type: none"> <li>- Yatris will be divided into 2 groups and go to 2 villages:</li> <li>- Bhatewara village in Chanbey Block</li> <li>- Kirtartara in City Block</li> <li>- Local cabs will be arranged in front of the hotel according to respective team members</li> </ul>
<b>11:00 - 12:00</b>	Community Canvas Game with communities at Kirtartara village to gauge local entrepreneurship potential	<ul style="list-style-type: none"> <li>- Yatris to be part of the tool in action and understand the narrative on entrepreneurship</li> </ul>
	Comic Workshop with potential entrepreneurs to understand the entrepreneurial journey will be done at Bhatewara village	

12:00 - 13:30	Visit to Entrepreneurs	<ul style="list-style-type: none"> <li>- Each group will meet 4 entrepreneurs in the following order:</li> <li>- Chanbey: Roshan Ali (<i>Integrated Fishery and Poultry units</i>), Kanhaiya Lal (<i>udyaME kiosk</i>), Jauhar Ansari (<i>Garment Manufacturing</i>), Seema Yadav (<i>E-rickshaw</i>)</li> <li>- City Block: Mirzapur Rural Mart, Uma Baranwal (<i>Food Processing</i>), Pragya Devi (<i>e-rickshaw</i>), Changur (<i>e-rickshaw manufacturer</i>)</li> </ul>
13:30 - 14:30	Lunch at Hotel Konark Grand Rose Hall	<ul style="list-style-type: none"> <li>- Buffet</li> </ul>
Enterprise Prototypes to Create Green and Inclusive Jobs		
14:30 - 16:30	Co-creating solutions for entrepreneurs and systemic prototype mapping	<ul style="list-style-type: none"> <li>- Post quick cross exchanges of information, the Yatris will work within smaller groups with entrepreneurs and field team, try to co-create potential solutions/ map existing prototypes.</li> </ul>
16:30 - 17:00	Snacks	
17:00 - 19:00	Sightseeing to Vindhyachal Temple area/ Pakka Ghat/ Wyndham Falls	
19:00 - 19:30	Return to the hotel	
20:00 - 21:30	Dinner at Restaurant	<ul style="list-style-type: none"> <li>- Dinner is served as a buffet in Hotel Restaurant between 7:30 PM- 10:30 PM</li> <li>- A La Carte orders are charged extra and not covered by DA</li> </ul>
Day 2 - 23 November 2022		
Timings	Agenda	Remarks
7:00 - 9:00	Breakfast at Restaurant in Hotel Konark Grand	<ul style="list-style-type: none"> <li>- Breakfast is served as a buffet in Hotel Restaurant between 7:00 AM- 9:00 AM</li> <li>- A La Carte orders are charged extra and not covered by DA</li> </ul>

Systemic Prototypes to Build Entrepreneurial Ecosystems		
9:00 - 10:30	Debriefing of Day 1 and Working session for presentation by	- Working session on the PPT to be presented at the 24th Nov event
10:30 - 11:00	Orientation on Coalition	- Orientation of the Yatris on the format of the Coalition and agenda of the coalition along with guest introductions
Acceleration: Mainstream Learning for Impact at Scale		
11:00 - 13:00	District Entrepreneurship Coalition at Hotel Konark Grand (Rose Hall)	- Work together with local stakeholders in Regional Entrepreneurship Coalition to develop an acceleration for enterprise development
13:00 - 14:00	Buffet Lunch at the hotel	
14:00 - 14:30	Check out from the hotel	- The yatris are requested to check out from their respective rooms latest by 14:30 PM. Any extra expenditure for room services or alcohol will have to pay by the Yatris
14:30 onwards	Reach Prayagaraj to catch Vande Bharat Express	- Yatris will be given printed tickets for Vande Bharat train. Dinner is included in the Vande Bharat Train.
11:30	Reach Delhi	- Local conveyance will be provided to Yatris and people from outstation will be taken to respective hotels - Yatris from Delhi can request local travel arrangements from DA team
24th November 2022		
7:00 - 9:00	Breakfast at Hotel Udman	- Breakfast buffet to served at the hotel restaurant - Yatris returning back to home station on 24th Nov 2022, are requested to check out from hotel
9:00 - 9:30	Travel to India Habitat Centre (IHC)	- Yatris will be escorted to India Habitat Centre by DA team. Local taxis are to be arranged at the hotel lobby
9:30 - 13:00	Saar Sangam at IHC	- As part of the synthesis of the 2 day TARAGRAM Yatra, Saar Sangam will be conducted at IHC - Yatris can connect with the DA team for local conveyance to Railway station or Airport

*(All yatris will need to participate in Delhi as well)*



## Yatra 3 – Agenda

### Climate Change Resilience and Building Sustainable Communities in Bundelkhand: *Power of Information and Knowledge*

**21 November, 2022** - Yatris leave for Bundelkhand, Uttar Pradesh from their respective locations

**22 - 23 November, 2022** - TARAGram Yatra (TGY) in Bundelkhand

**24 November, 2022** - TARAGram Plenary in New Delhi

## AGENDA

Day 1 - 21 November 2022		
Timings	Agenda	Notes
12:35	Train Arrival in Jhansi	
13:30 - 14:30	Lunch at Hotel Lemon Tree	
14:30 - 15:45	Rest in your respective rooms	
15:45 - 16:00	Tea & Snacks at Hotel Lemon Tree	
16:00 - 19:00	Sightseeing at Orchha Fort	
20:00 onwards	Networking Dinner at Hotel Lemon Tree	
Day 2 - 22 November 2022		
Timings	Agenda	Notes
08:00 onwards	Breakfast at Hotel Lemon Tree	
08:45 - 09:30	Yatris leave for TARAGram Orchha (TGO)	
09:30 - 10:30	Lamp Lightning and Inauguration of Mela	<ul style="list-style-type: none"> <li>Welcome Address by <b>Mr Shrashtant Patara, CEO, DA</b></li> <li>Address by Special Guest <b>HRH the Infanta Cristina of Spain</b></li> <li>Address by <b>Mr Tarun Bhatnagar, District Magistrate, Niwari (TBC)</b></li> </ul>

Information and Knowledge Development: Models and Methods		
10:30 - 12:00	<b>Communications for development and change</b> <ul style="list-style-type: none"><li>• <b>Presentations:</b><ul style="list-style-type: none"><li>○ Orientation to TGY and introduction to the role of information and knowledge in building resilient and sustainable communities</li><li>○ Natural Resource Management - Water for all and always<ul style="list-style-type: none"><li>▪ LOCO Model</li><li>▪ Check Dam</li></ul></li><li>○ Women Literacy Program- TARAakshar</li></ul></li><li>• Interactive discussion on learnings, gaps, and challenges</li></ul>	<ul style="list-style-type: none"><li>• <b>Ms Gitika Goswami, Associate Vice President, DA</b></li><li>• <b>Mr Rishabh Singh, Manger, DA</b></li><li>• <b>Ms Jyoti Sharma, Programme Officer, DA</b></li></ul>
12:00 - 13:00	Mela Visit for Yatris and Lunch at TGO	
Exposure Visit to Systemic Models for Natural Resource Management		
13:00- 17:00	<ul style="list-style-type: none"><li>• <b>LOCO Model</b><ul style="list-style-type: none"><li>○ Meeting with the Bundelkhand community</li></ul></li><li>• <b>Check Dam visit</b> and interaction with the community on the benefit of check dams<ul style="list-style-type: none"><li>○ Meeting with the Bundelkhand community</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Moderated by <b>Mr Rishabh Singh/ Dr Yogender Singh, Manager, DA</b></li><li>• Supported by <b>Umakant (Field Coordinator)</b></li></ul>
17:00 - 18:00	Tea and snacks at TGO	
Ek Shaam Radio Ke Naam		
18:00 - 19:30	<b>The journey of Radio Bundelkhand in empowering communities</b>	<ul style="list-style-type: none"><li>• Opening Remarks by <b>Col. Shantanu Chaudhary (Retd.), Head Bundelkhand (Programs and Administration)</b></li><li>• Special Remarks by <b>Mr Tarun Bhatangar, District Magistrate, Niwari (TBC)</b></li><li>• Closing Remarks by <b>Ms. Gitika Goswami</b></li></ul>
19:30 - 20:00	Folk song performance and night show by Bundeli folk artists	
20:00 - 21:30	Dinner at TGO	
21:30 onwards	Leave for Hotel Lemon Tree	

Day 3 - 23 November 2022		
Timings	Agenda	Notes
08:00 onwards	Breakfast at Hotel Lemon Tree	
08:45 - 09:30	Leave for TGO and Check Out from Hotel Lemon Tree	
09:30 - 10:30	<b>Charcha with Yatris:</b> Sharing of experiences based on the exposure visits	Moderated by <b>Ms Jyoti Sharma</b>
10:30 - 10:45	Tea break at TGO	
10:45 - 11:45	<ul style="list-style-type: none"> <li><b>Knowledge sharing by:</b> <ul style="list-style-type: none"> <li>Central Agroforestry Research Institute</li> <li>Anubhav Sansthan</li> </ul> </li> </ul>	Moderated by <b>Ms Gitika Goswami</b>
11:45 - 12:15	<b>Closing Remarks and Way Forward</b>	<b>Col. Shantanu Chaudhary (Retd.)</b>
12:30 - 13:30	Lunch at TGO	
13:30 onwards	Travel back to Delhi	
End of Field Yatra 21-23 November, 2022		
19:30	Train Arrival at New Delhi	
20:30	Check In into Hotel Udman by Ferns & Petal	
Day 4 - 24 November 2022		
Timings	Agenda	Notes
08:00 onwards	Breakfast at Hotel Udman by Ferns & Petal	
09:00 - 09:30	Leave for India Habitat Centre for Saar Sangam	
09:30 - 10:00	Registration	
09:30 - 13:00	<b>Saar Sangam begins</b>	
13:00 - 14:00	Lunch at India Habitat Centre	
14:00 - 14:30	Return back to the Hotel Udman by Ferns & Petal	
14:30 - 15:00	<b>Check out from Hotel Udman by Ferns &amp; Petal</b>	
15:00 - 15:30	Leave for respective locations	

**TARAGram Yatra 2022 Plenary in New Delhi (24 November, 2022)**



## Agenda - Saar Sangam



**CO-CREATING GREEN AND  
INCLUSIVE ECONOMIES**

Seeking Policy Solutions through Practice

### Agenda of Saar Sangam

**Saar Sangam - Seeking Policy Solutions through Practice**

Date: 24 November, 2022

Venue: Silver Oak Hall, India Habitat Centre, Lodhi Estate, New Delhi – 110003

Time	Activity
9:30 AM - 10:00 AM	<b>Registration + Tea</b>
10:00 AM - 10:15 AM	<b>Welcome Address by:</b> Mr Shrashtant Patara, CEO, Development Alternatives (DA) Group <b>Video Screening – TARAGram Yatra 2022</b>
10:15 AM - 10:30 AM	<b>Development Alternatives' 40-year Yatra by:</b> Dr Ashok Khosla, Chairman, DA Group
10:30 AM - 10:45 AM	<b>Keynote Address by the Chief Guest</b> Mr Shombi Sharp, The United Nations Resident Coordinator in India
10:45 AM - 11:20 AM	<b>Moderated Discussion – Lessons from the Yatra</b> <ul style="list-style-type: none"> <li>• Resource Efficiency and Circular Economy</li> <li>• Livelihood Security and Inclusive Entrepreneurship</li> <li>• Climate Resilience and Ecosystem Restoration</li> </ul> <b>Moderated by:</b> Ms Zeenat Niazi, Senior Vice President, DA Group
11:20 AM - 11:45 AM	<b>Tea Break</b>
11:45 AM - 12:55 PM	<b>Panel Discussion: Co-creating Green and Inclusive Economies</b> <b>Key Questions:</b> <ul style="list-style-type: none"> <li>• Who are the actors in the transition to greener economies? How can the micro- and small-scale sector be a part of the transition, have a stake in the process, and have a definitive role in designing the solutions?</li> <li>• In the transition, what may be the trade-offs? Who is likely to lose and how may we offset or mitigate the losses? What precautions must, therefore, be built into the innovations and policy strategies?</li> <li>• What can policy learn from practice? What are the lessons from the innovations and experiments at the grassroots level that need to be mainstreamed into policy? And how may policy enable the sustainability and replication of good practice solutions at scale?</li> </ul> <b>Panelists:</b> <ul style="list-style-type: none"> <li>• Dr Ashok Kumar Ghosh, Chairman, Bihar State Pollution Control Board</li> <li>• Dr Suman Sahai, Chairperson, Gene Campaign</li> <li>• Dr Vibha Gupta, Chairperson, Magan Sangrahalaya Wardha</li> <li>• Mr Stuart Worsley, Countries Programme Director, Green Economy Coalition</li> <li>• Mr Navanit Samaiyar, Head, Future Skills, NASSCOM</li> </ul> <b>Moderated by:</b> Ms Zeenat Niazi Q&A round (15 min.)
12:55 PM - 1:00 PM	<b>Vote of Thanks by:</b> Ms Shaila Sam, Head of Impact and Communications, Development Alternatives Group
1:00 PM - 2:30 PM	<b>Lunch</b>

AGENDA

## Online Media Coverage

ANI	<a href="https://www.aninews.in/news/business/business/development-alternatives-trialogue-2047-focuses-on-co-creating-local-green-economies-for-building-back-better20221105110128/">https://www.aninews.in/news/business/business/development-alternatives-trialogue-2047-focuses-on-co-creating-local-green-economies-for-building-back-better20221105110128/</a>
Yourstory Hindi	<a href="https://yourstory.com/hindi/development-alternatives-trialogue-2047-focuses-on-co-creating-local-green-economies-for-building-back-better">https://yourstory.com/hindi/development-alternatives-trialogue-2047-focuses-on-co-creating-local-green-economies-for-building-back-better</a>
IIFL Securities	<a href="https://www.indiainfoonline.com/newsvoir?c_article_id=22292&amp;c_author_id=7984&amp;type=crawlscriptpartner&amp;old=old&amp;originurl=https%3a%2f%2fwww.indiainfoonline.com%2fnewsvoir">https://www.indiainfoonline.com/newsvoir?c_article_id=22292&amp;c_author_id=7984&amp;type=crawlscriptpartner&amp;old=old&amp;originurl=https%3a%2f%2fwww.indiainfoonline.com%2fnewsvoir</a>
Construction Week India	<a href="https://www.constructionweekonline.in/business/development-alternatives-hosts-trialogue-2047-to-discuss-decarbonising-the-cement-industry">https://www.constructionweekonline.in/business/development-alternatives-hosts-trialogue-2047-to-discuss-decarbonising-the-cement-industry</a>
Dailyhunt	<a href="https://m.dailyhunt.in/news/india/english/newsvoir-epaper-newsvoir/development+alternative+s+trialogue+2047+focuses+on+co+creating+local+green+economies+for+building+back+better-newsid-n438592858?listname=newspaperLanding&amp;topic=business&amp;index=0&amp;topicIndex=0&amp;mode=pwa&amp;action=click">https://m.dailyhunt.in/news/india/english/newsvoir-epaper-newsvoir/development+alternative+s+trialogue+2047+focuses+on+co+creating+local+green+economies+for+building+back+better-newsid-n438592858?listname=newspaperLanding&amp;topic=business&amp;index=0&amp;topicIndex=0&amp;mode=pwa&amp;action=click</a>
The Hans India	<a href="https://www.thehansindia.com/newsvoir?c_article_id=22292&amp;c_author_id=7984&amp;type=old&amp;originurl=https%3a%2f%2fwww.thehansindia.com%2fnewsvoir">https://www.thehansindia.com/newsvoir?c_article_id=22292&amp;c_author_id=7984&amp;type=old&amp;originurl=https%3a%2f%2fwww.thehansindia.com%2fnewsvoir</a>
Web India 123	<a href="https://news.webindia123.com/news/newsvoir.asp?c_article_id=22292&amp;c_author_id=7984&amp;type=old&amp;originurl=https%3a%2f%2fnews.webindia123.com%2fnews%2fnewsvoir.asp">https://news.webindia123.com/news/newsvoir.asp?c_article_id=22292&amp;c_author_id=7984&amp;type=old&amp;originurl=https%3a%2f%2fnews.webindia123.com%2fnews%2fnewsvoir.asp</a>
Latestly	<a href="https://www.latestly.com/agency-news/business-news-development-alternatives-trialogue-2047-focuses-on-co-creating-local-green-economies-for-building-back-better-4420917.html">https://www.latestly.com/agency-news/business-news-development-alternatives-trialogue-2047-focuses-on-co-creating-local-green-economies-for-building-back-better-4420917.html</a>
Dubai City Reporter	<a href="https://www.dubaicityreporter.com/news/development-alternatives-trialogue-2047-focuses-on-co-creating-local-green-economies-for-building-back-better20221105110126/">https://www.dubaicityreporter.com/news/development-alternatives-trialogue-2047-focuses-on-co-creating-local-green-economies-for-building-back-better20221105110126/</a>
Rashtra Baan	<a href="https://rashtrabaan.com/newsvoir/?c_article_id=22292&amp;c_author_id=7984&amp;type=old&amp;originurl=https%3a%2f%2frashtrabaan.com%2fnewsvoir%2f">https://rashtrabaan.com/newsvoir/?c_article_id=22292&amp;c_author_id=7984&amp;type=old&amp;originurl=https%3a%2f%2frashtrabaan.com%2fnewsvoir%2f</a>
Rajasthan Horizon	<a href="https://www.rajasthanhorizon.com/p/newsvoir.html?c_article_id=22292&amp;c_author_id=7984&amp;type=old&amp;originurl=https%3a%2f%2fwww.rajasthanhorizon.com%2fp%2fnewsvoir.html">https://www.rajasthanhorizon.com/p/newsvoir.html?c_article_id=22292&amp;c_author_id=7984&amp;type=old&amp;originurl=https%3a%2f%2fwww.rajasthanhorizon.com%2fp%2fnewsvoir.html</a>
Sangri Today	<a href="https://www.sangritoday.com/spotlight/newsvoir?c_article_id=22292&amp;c_author_id=7984&amp;type=old&amp;originurl=https%3a%2f%2fwww.sangritoday.com%2fspotlight%2fnewsvoir">https://www.sangritoday.com/spotlight/newsvoir?c_article_id=22292&amp;c_author_id=7984&amp;type=old&amp;originurl=https%3a%2f%2fwww.sangritoday.com%2fspotlight%2fnewsvoir</a>
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Washington DC Despatch	<a href="https://www.washingtondcdespatch.com/news/development-alternatives-trialogue-2047-focuses-on-co-creating-local-green-economies-for-building-back-better20221105110126/">https://www.washingtondcdespatch.com/news/development-alternatives-trialogue-2047-focuses-on-co-creating-local-green-economies-for-building-back-better20221105110126/</a>
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The Print	<a href="https://theprint.in/ani-press-releases/taragram-yatra-begins-with-the-aim-to-sensitise-citizens-on-pressing-grassroots-climate-related-issues/1225113/">https://theprint.in/ani-press-releases/taragram-yatra-begins-with-the-aim-to-sensitise-citizens-on-pressing-grassroots-climate-related-issues/1225113/</a>
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News Star M.P.	<a href="https://www.youtube.com/watch?v=wZZ284MaUT0">https://www.youtube.com/watch?v=wZZ284MaUT0</a>
Khabar Hindustan Express	<a href="https://www.youtube.com/watch?v=wymFp3GnARU">https://www.youtube.com/watch?v=wymFp3GnARU</a>
G India News Live	<a href="https://www.youtube.com/watch?v=KXTW-4thvjg">https://www.youtube.com/watch?v=KXTW-4thvjg</a>



## उद्यमिता for Building Back Better

Innovative Business Models Driving a Green & Inclusive Recovery

# SPEAKERS PROFILE

### Chief Guest

#### Dr Ashok Kumar Ghosh

Chairman,  
Bihar State Pollution Control Board (BSPCB)

Dr Ashok Kumar Ghosh is the Chairman, Bihar State Pollution Control Board, and Professor & HoD, Research at Mahavir Cancer Institute and Research Centre. He is also a member of the Regional Empowered Committee of the Ministry of Environment, Forest & Climate Change, Government of India.



### Panellists

#### Ms Vineeta Hariharan

Chief, Externally Aided Missions  
Ministry of Micro, Small and Medium Enterprises (MSME)

Vineeta Hariharan has designed national policies and led the implementation of several flagship programmes such as the Pradhan Mantri Awas Yojana, Shyama Prasad Mukherji Rurban Mission, Formalisation of Micro Enterprises of the Government of India, over the last two decades. She is also the Founder of 'Sankassa' Foundation, that focuses on taking up micro level community issues in Kerala, through a series of dialogues with grass roots level functionaries, to find policy solutions at the State and National level. Ms Vineeta is an engineer with a Master in Urban Planning from School of Planning and Architecture, New Delhi and Public Administration from the Lee Yew School of Public Policy, National University of Singapore.



#### Dr Anubha Prasad

General Manager,  
Small Industries Development Bank of India (SIDBI)

Dr Anubha Prasad is currently General Manager with SIDBI heading its New Delhi Region. She has a deep understanding of the MSME and startup ecosystem which led her to co-found Karekeba Ventures, which is Bihar's pioneering platform for curating and handholding impact startups and facilitating angel investments. Karekeba has invested in 11 impact startups so far, and has a network of over 350 angel investors. She was also the National Coordinator, Partnership for Action on Green Economy at the UN Environment, India programme for two years.



**Mr Pankaj Gupta**

Chief Executive Officer,  
Mufin Finance

Pankaj Gupta has over 18 years of experience in driving business growth in various industries. He has been identifying technology solutions for various products in start-ups & business verticals. In previous assignments, he has worked as a Product Manager with Naukri.com, Tech Mahindra's Saral Rozgar, as Co-founder, Mera Job India, CGO with Saera Electric Auto, an EV Manufacturing Co., and Chief Executive Officer, Mufin Green Finance.

**Mr Nikhil Toshniwal**

Vice President,  
Network & Digital Partnerships, DeHaat

Nikhil Toshniwal is the Vice President, Network and Digital Partnerships at DeHaat. He has been an agri-entrepreneur since 2016. The founder of FarmGuide, he currently looks after initiatives for sustainable and inclusive agriculture ecosystem development.

**Mr Nicky Sehwani**

Chief Growth Officer,  
LenDenClub



## Meet the Yatris

### Enabling Circular Economy for Plastics in India: A Pathway to Resource Efficiency

#### Manas Mohan

Manas has a diverse professional experience in Engineering, Law and Management. He has been a part of some start-ups ranging from Hospitality, Education, and Training. A trainer and coach for budding start-ups, he provides business solutions to corporates and is a promoter of modern organizational structuring.



#### Monalisa

Monalisa is the Founder and Managing Director at Mithinga Waste Management Private Limited working towards building sustainable cities through waste management initiatives in urban and rural Bihar since 2018. Her team has been instrumental in building Model Wards in Patna resulting in 90-95% waste segregation at source from about 40,000 households and channelizing every kind of waste in their proper recycling channel.



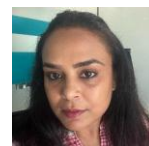
#### Atulya Gunjan

Atulya is CEO at Mithinga Waste Management Private Limited, works towards building 'Waste Value Chain' in Bihar. Working with waste pickers on 'Waste to Entrepreneur' for the last three years. A social enthusiast and has actively participated in social movements in his early college days till date. He heads an animal welfare organization, Kadam Foundation to rescue and shelter stray animals. Also a founding member of 'People for Humanity' endeavoring education among unprivileged students, helping masses during natural/man made calamities.



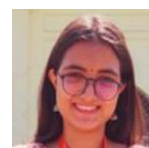
#### Garima Mishra

Garima is a development sector professional with 15+ years of experience. She has worked across varied domains including Environment, Water, Infrastructure, Social Development, Training & Capacity Building, Skill Development and IEC. She has been involved in prestigious Government projects and international assignments for Govt. of Bhutan. Garima is currently associated with Massive Earth Foundation. MEF is a not-for-profit entity that is working towards promotion of pollution reduction & climate change technologies. MEF are backed by India's leading entrepreneurs, VCs & investors to create an ecosystem to support innovation & scale of sustainable solutions. The target sectors include Clean Energy, Clean Mobility, Smart & Sustainable Agriculture, Water & Waste Management, and Sustainable Built Environment. Armed with a Master's Degree in Environmental Sciences and Natural Resource Management from The Energy and Resources Institute (TERI), She has started her career with the Confederation of Indian Industry (CII). CII gave me hands-on experience in building skills in Government Interfacing, Industry Engagement, Stakeholder Communication and Project Management. From CII, I moved to Underwriter's Laboratories (UL)- a globally leading independent safety science company with more than a century of expertise. I have also worked with Vision EIS Consulting, managing projects PAN India.



#### Mandavi Singh

Mandavi works as a Project Associate at the Centre for Resource Efficiency & Governance Division of TERI, New Delhi, India. Associated with projects like CSIRO IACP, India – Australia Industry and Research Collaboration for Reducing Plastic Waste in developing a comprehensive knowledgebase of plastics material flows from import and domestic production, to use, disposal, recycling and reuse. She is also MoEF&CC, Government of India Certified Greenbelt Developer for Industries and a Miyawaki Forest Professional under Directorate of Environment, Uttar Pradesh.





**Trinayna Kaushik**

Trinayana Kaushik works as a Research Associate at the Centre for Resource Efficiency and Governance (CREG) at The Energy and Resources Institute (TERI). She has a background in Chemistry and Climate Science. She is part of projects where she is conducting Comparative Life Cycle Assessment (LCA) of products and processes across sectors including packaging material, automobile technologies and chemicals. She is also part of the India Australia Collaboration project for reducing plastic waste and is working towards preparing the plastic flow chain of India.

**Ayan Banerjee**

Ayan Banerjee is an employ of Tarasankar Panchagram Seva Samiti, West Bengal, which is an Implementing Agency (I.A) of Labpur Banana Fiber Craft Cluster which is under SFURTI scheme, Finance under Ministry of MSME, Govt of India. The Nodal Agency of Labpur Banana Fiber Craft Cluster is Indian Micro Enterprise Development Foundation (IMEDF). At present, he is working in social development sector as a Cluster Development Executive of Labpur Banana Fiber Craft Cluster under the implementing agency of SFURTI scheme.

**Naresh Kumar**

Naresh Kumar began his tryst with community service started 7 years back and since then he has been working in the area of waste management, women's reproductive health and hygiene and providing access to quality healthcare to the underprivileged. With this passion in mind, he started Uboontu Foundation.

**Priya Verma**

Priya graduated from Delhi University from Maitreyi College in 2017 and completed her post-graduation in 2020 in Political Science from IGNOU University. Since 2018, she pursues her work in the field of Master in Social Work.

**Manoj Kumar**

Manoj has completed his Graduation and Post-Graduation in Waste Management and Social Entrepreneurship from Dayalbagh Education Institute (Agra) and currently working in Uboontu Foundation as a supervisor.



## Meet the Yatris

### Pathways to Inclusive Entrepreneurship- Scaling Entrepreneurship-led Job Creation

#### Chandra Bhusan Singh

Medha

Senior Manager, Program Design

Chandra Bhusan from Rohtas, Bihar, is leading Medha's Entrepreneurship program Youthscape. In Youthscape, he is working with Youth in their Education to entrepreneurship journey. While working in the Entrepreneurship ecosystem, he interacts with entrepreneurs, Academia, Incubation centres and Government representatives. Previously he had experience with a Failed startup, Gandhi Fellowship and Journalism. He has seven years of experience in the development sector.



#### Varsha Kulkarni

Panorbit Services LLP, Bengaluru

Co-Founder | Panorbit

Varsha Kulkarni is the co-founder of Panorbit services based in Bengaluru, India, which is a holistic Growth Partner for ambitious brands. She has more than two years of experience of working in Independent Management Consultant. She also worked as a manager at Thomson financial.



#### Shivkumar Purandaradas

Panorbit Services LLP, Bengaluru

Advisor

Since 1995 he is contributing in the sector of entrepreneur development. Currently associated with Panorbit as an advisor to start-ups. He is Playing an important role in Sfurti project by providing his technical expertise to the selected clusters.



#### R. Siddappa Setty

ATREE

Senior Fellow Centre Convener at Centre for Environment and Development in ATREE, Bangaluru

Dr Siddappa Setty R is an ethnobotanist and he is a committed researcher-practitioner, who has bridged science, policy and practice to achieve sustainable development in the tribal areas of Western Ghats. Around 28-year career, he has made tremendous contributions to the sustainable use of forests, community and conservation, and created livelihood opportunities for around 30,000 tribal people through land and resource tenure, forest based enterprises and forest restoration. He received a Fulbright Nehru Fellowship in 2009 to visit Oregon State University, USA. He has published around 35 peer-reviewed research papers and manuals. He has received social impact award for his work related to forest weed recently. He is currently heading SFURTI project in western Ghats.



#### Abhishek Saxena

Institute of Rural Management Anand

After completing my post-graduation in Plant Biotechnology and having more than 6 years' experience of biotechnology and microbiology R&D, and working in the field of environmental engineering and industrial waste management in India, I returned to education and am pursuing Fellowship Program in Rural Management from IRMA



**Inir Pinheiro**

Institute of Rural Management Anand  
Social Entrepreneur

Inir is a social entrepreneur with over 16 years of experience in building sustainable businesses and rural management. He is the co-founder-director of Grassroutes Journeys, a venture improving livelihoods in rural India through hospitality services. Having developed the 'Grassroutes' model of community-based tourism that is 'owned, managed & run' local communities, Inir is now leading the replication of the model in several states in India. Inir has co-founded Grassroutes Connect, a venture which demystifies rural India for professionals and students through experiential learnings and reflections. He is highly recognised and well awarded in the ecosystem. He is also a specialized 'dream enabler', conducting workshops, lectures on social businesses & start-up in several of India's top MBA institutions such as XLRI, IIM-A, IIM-C, XIMB etc.

**Mritunjay Mohanty**

PRADAN  
Executive Project

He has over ten years of experience in the field of poverty elevation of rural poor through community development and other fields of women empowerment, gender discourse primarily of tribal and backward communities in the remote locations of Jharkhand, Orissa and Bihar. He has a vast experience in nurturing linkages with government agencies and departments namely ITDA, ATMA, District Agriculture Department, other CSOs etc. He is currently working as an active member of PMU Begusarai and leading the partnership program of the Team.

**Khalid Mahmood Ansari**

Indian Institute of Natural Resources Management  
Executive Director

Aged 58 years, Khalid Mahmood Ansari, Executive Director, Indian Institute of Natural Resources Management has more than twenty-seven years' experience in private and developmental sector. He has vast experience in programme development and management in rural and urban areas for disadvantaged and marginalized communities. He has strong research and analytical skills encompassing skills development, enterprise development, education, health, poverty alleviation and environment. He is dedicated to the cause of poor and under privileged and has impacted the lives of thousands of youth in rural and semi urban areas in India. With exceptional relationship development and management skills, he has successfully implemented key projects of Central Government and State Government in areas of skill development, employment generation, and enterprise promotion including cooperatives, cluster development, and startups for rural and urban disadvantaged groups. He is on the boards of several organisations working for the underprivileged like Indian Minorities Economic Development Agency (IMEDA), Alliance for the Economic and Educational Development of the Underprivileged (AEEDU), Confederation of Minority Institutions (COMA) and Confederation of Skills, Innovation and Certification (CSIC).

**Mohd. Danish Choudhary**

Urmul Trust  
Cluster Development Executive.

He is a community enthusiast with more than 5 years of first-hand experience at the grass root level. Currently, he is working with Urmul Trust and is responsible for institutional building and capacity building of maximum female artisans. Aiming to improve the landscape of western Rajasthan's artisans, he has always been keen to understand and improve the condition of women by generating livelihood opportunities. He has always been keen to promote and enhance traditional art forms and skill set that is still rarely persisting.





**Uppe Raja Rao**

SEVA

Founder of SEVA

U. Raja Rao, the founder of SEVA strived to provide quality services to the disadvantaged sections of Society. He became known in the NGO circles and Government and his efforts helped him to bag the best NGO award in the year 1998 and 2021. SEVA continues to receive awards and appreciations from the local administration and government for the services to the community. His objective is to SEVA envisage to protect natural resources and Environment for a decent and dignified life with good health, the poor and disadvantaged have the ability to safeguard their rights and access to assets to advance their life.

**Rajesh Nagar**

Centre for Indian Bamboo Resource and Technology

He is the consultant in centre for Indian Bamboo Resource and Technology (CIBART). It is a not for profit Organisation registered under Indian Companies Act, promoting bamboo development activities for over 17 years. Bamboo as an environment friendly crop promoted in Uttar Pradesh and many farmers trained on bamboo plantation techniques management by CIBART. He has completed Masters and M. Phil in Public Administration, Kurukshetra University. Currently he is responsible to provide Socio- economic studies under Ganga Express way project of GOI and Baseline survey for resources mapping of Bamboo in various states of the country. He provides leadership, management, liaison and networking and represent the organisation in meetings with the stakeholders, Partners, collaborators and Government departments. He possesses strong knowledge of experience and technical specialisation in study design, sampling methodology for agriculture, sustainable livelihoods, community development and promotion of bamboo development in the country.

**K. Rathna**

Centre for Indian Bamboo Resource and Technology

Chief Operating Officer

She has been associated with the development sector for more than 20 years. Currently, she is working as a COO in CIBART where she Provide leadership, management and strategic direction to all project activities to ensure the efficient use of resources and achievement of results and project expectations. She has also a vast experience in partnerships and coordination with stakeholders and partners and developing project Proposals.



## Meet the Yatris

### Climate Change Resilience and Building Sustainable Communities in Bundelkhand: Power of Information and Knowledge

#### Stuart Worsley

Green Economy Coalition  
Country Programme Director

Stuart joined the GEC in July 2017 as the Director for Country Dialogues, and leads the coalition's dialogue work around the world. With 27 years working for development agencies, Stuart has extensive expertise in facilitating system wide change for development. He has lead organizations and programs that address change in agriculture, natural resources, water and sanitation. Stuart is co-author of "Navigating Complexity in International Development".



#### Jean McLean

Green Economy Coalition  
Director of Engagement

Since starting her very own environment club at the age of 9, Jean has been committed to making the world a better place, and joined the GEC in March 2022 to head up our communications and outreach work. With a proven record of building teams, culture and structures, Jean brings experience built over her career at Elrha, Global Citizen, ActionAid and Save the Children to champion the role of people in creating and implementing the infrastructure to deliver systemic change.



#### Nikhil Kumar Burman

Child and Social Welfare Society  
Secretary

Nikhil Kr. Barman (63 yrs.), is a retired teacher, working at Chief Functionary of Child & Social Welfare Society, West Bengal for the last 45 Years. He has organised various training programs on result based management, fund raising, good governance in voluntary organizations etc. He has relentlessly worked towards socio-economic development of rural Bengal in promotion of handicrafts through capacity building, marketing, designing, setting up CFC, CBRC, development programs like disaster management, working for child-care, elderly-care, health-care, educational-programs, networking etc. are effective for community development. His dream is to strengthen the team spirit of social workers to provide better social services in sustainable way.



#### Aneesh Mohan

Institute of Rural Management Anand (IRMA)  
Research Associate

Aneesh works as a Research Associate in the project. He is an India Fellow of the Cohort of 2020. He is a graduate in Biotechnology from Indraprastha University, Delhi. He is interested in developing intersectionality as a construct for society, with a focus on inclusive policy, sustainability and healthcare.



**Dharmendra**

NABARD

District Development Manager

He has more than a decade of experience in Energy, including managing conservation projects (especially large scale reclamation and resource recovery), leading rural development programmes, implementing the national sustainable tourism schemes and developing livelihoods programs in underdeveloped countries (Bihar, West Bengal, India). Currently, he is working at the Government of India as Assistant Manager for the Indian Environmental Agency-NED Project to manage National Resource Recovery Scheme. He has extensive experience of working with governments, NGOs, local community groups & government stakeholders along with expertise in monitoring the nature based management systems.

**Kshitij Malhotra**

Centre for Indian Bamboo Resource and Technology

Research Associate

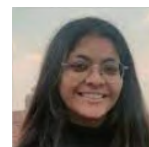
He is Bioscience professional having more than 14 years of experience in Monitoring and Evaluation, Research, Consultancy, and Extension work. He has completed PhD in Botany (2008-12) with a specialization in Tree Improvement from HNB Garhwal University (HNBGU), Srinagar and Forest Research Institute, Dehradun. Recently, he completed work at Education Division, ICAR, New Delhi from November 2015 to October 2021 for Data Collection and Analysis, Monitoring and Evaluation work. He has developed Siddhast technique, world's simplest clonal and water conservation technique of plant propagation. Apart from this, he has developed one product i.e. Rooter Strand and filed the patent for the same in 2011. Till date, this product has been tested in more than 50 plant species. Currently, he is engaged in CIBART as senior research consultant for project preparation, research, plantation and trainings of bamboo.

**Shruti Agrawal**

Malaviya National Institute of Technology Jaipur

Research Scholar

Shruti is an enthusiastic PhD research scholar exploring the domain Happiness and Well-Being as a desired pursuit of Economics from Malaviya National Institute of Technology, Jaipur. She is inclined towards policies and actions that uplift economies to think beyond GDP.

**Dr Soma Anil Mishra**

Bundelkhand University

Director

Dr. Mishra is an Architecture Researcher with 28 years of experience in the field. She is currently working as a Director at Bundelkhand University. Her work encompasses designing various institutions and residential buildings, teaching, and research work.

**Sarangthem**

IGNOU

Research Scholar

**Rakesh Kumar**

Centre for Indian Bamboo Resource and Technology

Project Coordinator





### Chief Guest

#### Mr Shombi Sharp

The United Nations

Resident Coordinator in India



Mr Shombi Sharp, a national of the United States of America, is the UN Resident Coordinator for India since November 2021. Mr Sharp has devoted more than 25 years of his career to promoting inclusive and sustainable development internationally, bringing experience he has acquired at the United Nations and externally to this new position.

Within the Organization, he most recently served as United Nations Resident Coordinator in Armenia, after holding several leadership positions at the United Nations Development Programme (UNDP), where he was Resident Representative in Armenia, Deputy Resident Representative in Georgia, Deputy Country Director in Lebanon, Regional HIV/AIDS Practice Team Leader for UNDP Europe and the Commonwealth of Independent States in the Russian Federation, Programme Manager for the Western Balkans in New York and Assistant Resident Representative in the Russian Federation.

Prior to joining the United Nations, Mr Sharp began his career in development with the international non-profit CARE International in Zimbabwe. He is a published author of works in health economics and was a United States Agency for International Development (USAID) "Policy Champion" as well as a nominee for the UNDP Administrator's Award.

Mr Sharp holds a postgraduate diploma in HIV/AIDS management from the National Medical University of South Africa and Stellenbosch University, in South Africa; a master's degree in economics from the University of Colorado, in the United States; and a bachelor's degree in business administration from the University of Kansas, United States.

### Panellists

#### Dr Ashok Kumar Ghosh

Chairman, Bihar State Pollution Control Board (BSPCB)

Dr Ashok Kumar Ghosh is the Chairman, Bihar State Pollution Control Board, and Professor & HoD, Research at Mahavir Cancer Institute and Research Centre. He is also a member of the Regional Empowered Committee of the Ministry of Environment, Forest & Climate Change, Government of India.



#### Dr Suman Sahai

Chairperson,

Gene Campaign

Dr Suman Sahai, who has had a distinguished scientific career in the field of Genetics, is a recipient of the Padma Shri, the Borlaug Award, Outstanding Woman Achiever awards, the Birbal Sahni Gold Medal, and the Order of the Golden Ark. Dr Sahai is the Founder Chairperson of the Gene Campaign, which is a leading research and advocacy organisation, working on issues relating to food, nutrition, and livelihoods. She has published extensively on science and policy issues and is a member of several national policy forums on scientific research and education, biodiversity and environment, biotechnology and bioethics as well as intellectual property rights.



Dr Sahai chaired India's Planning Commission Task Force on 'Agro biodiversity and Genetically Engineered Organisms', for the XIth Plan. She was a member of the Steering Committee of the National Biodiversity Board, the Expert Committee on Biotechnology Policy, and the Bioethics Committee of the Indian Council of Medical Research. She has served on the Research Advisory Committees of national scientific institutions.

#### **Dr Vibha Gupta**

Chairperson,  
Magan Sangrahalaya Wardha

Dr Vibha Gupta is the Chairperson of the Magan Sangrahalaya Samiti (MSS) in Wardha, Maharashtra. A Gandhian by belief, she worked with her father, Dr Devendra Kumar, in founding the Centre of Science for Villages in 1978. Over the past 40 years, she has worked relentlessly in empowering rural women across 100 villages, 600 self-help groups, and 34 new enterprises.

Qualified as an economist, Dr Gupta earned her Phd from IIT Delhi, with a focus on 'Transfer of Technology Amongst Rural Women'. She also took her postgraduate degrees in Social Science in Canada and the Netherlands and is a recipient of a number of national and international awards, apart from being a member of various national committees. Dr Vibha currently leads the Magan Khadi Farm to Fabric Organic Khadi initiative under the Mission Samriddhi umbrella and is also a valuable member of the Advisory Councils on Leadership capacity building at Mission Samriddhi.



#### **Mr Stuart Worsley**

Countries Programme Director,  
Green Economy Coalition

Stuart Worsley joined the Green Economy Coalition in July 2017 as the Director for Country Dialogues, and leads the coalition's dialogue work around the world. With 27 years of working for development agencies, Stuart has extensive expertise in facilitating system-wide change for development. He has lead organizations and programmes that address change in agriculture, natural resources, water and sanitation. Stuart is the co-author of 'Navigating Complexity in International Development'.



#### **Mr Navanit Samaiyar**

Head, Future Skills,  
NASSCOM

Navanit Samaiyar is the Head of Future Skills at NASSCOM. He has over 3 decades of rich business leadership experience. He has been one of the pioneers of the ITeS industry and was responsible for setting up and scaling the Procurement and Supply Chain Services offering of Genpact from the very start. He also led IBM Global Process Services' Customer Care and Tech product services business in India spanning a ~25000 strong team across 23+ centers in India. He has been a serial entrepreneur also and has setup and scaled businesses cutting across Supply Chain, IoT, Agri Tech, Health Tech, Healthcare retail, etc.



## Participants

<i>Name</i>	<i>Organisation/Institution</i>
<b>Aarti</b>	Food Products
<b>Aashir Sutar</b>	Grameen Foundation India
<b>Abhishek Saxena</b>	IRMA
<b>Abhishek Singh</b>	Amrai rural Resort
<b>Achal Kumar Prasad</b>	SMARG
<b>Akash Deep</b>	TRIF
<b>Amit Kumar</b>	Entrepreneurs
<b>Amit Singh Rajput</b>	Anubha Sevasanstha Jhansi
<b>Aneesh Mohan</b>	IRMA
<b>Anita Srivastava</b>	Swami Vivekanand Shiksha Samiti
<b>Anju Srivastava</b>	Swami Vivekanand Shiksha Samiti
<b>Dr Ashok Kumar</b>	Dy . Director Agriculture Jhansi
<b>Atulya Gunjan</b>	Mithinga Waste Management
<b>Avtar Bhatti</b>	KGOC
<b>Ayadi Mishra</b>	School of Planning and Architecture
<b>Ayan Banerjee</b>	Tarasankar Panchagram Seva Samiti
<b>Bal kibhin</b>	Taranirman Kendra
<b>C Shambu Prasad</b>	Institute of Rural Management, Anand
<b>Chandra Bhushan</b>	MEDHA
<b>Chandra Kala</b>	Manviya Dristicon Sewa Sansthan
<b>Chandrabhusan Singh</b>	MEDHA Learning Foundation
<b>Charanjeet Batra</b>	Ideal resources
<b>Chhangur</b>	Entrepreneurs
<b>Chiruthya Dalal</b>	
<b>D.K.Singh</b>	Anubhav Sansthan
<b>Danish Chaudhury</b>	Urmul Trust
<b>Dayaram</b>	Crockery product
<b>Deepti Ameta</b>	Udyogini
<b>Dhanshayam</b>	Handloom Product
<b>Dharam</b>	CIBART
<b>Dharmendra</b>	NABARD
<b>Divya</b>	Centre for Enviornment Education
<b>Gajendra Pantawane</b>	GBR Energy Solution
<b>Garima Mishra</b>	GoMassive Incubators Pvt. Ltd.

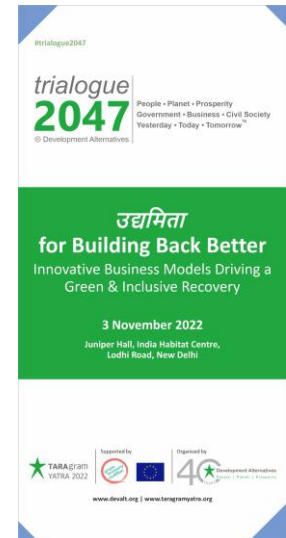
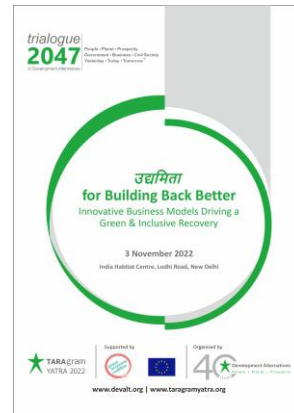
<i>Name</i>	<i>Organisation/Institution</i>
<b>Gaurav Neekhra</b>	Badi Angoo jewellers
<b>Geeta Jha</b>	Laxmi- Raihila Handmade soaps
<b>Guddo Vanskar</b>	Paper product
<b>Harsh Singh</b>	Swami Vivekanand Shiksha Samiti
<b>Harsh Singh Rathore</b>	Swami Vivekanand Shiksha Samiti
<b>Harsh Vardhan</b>	Abhinav Pre Fab Industries
<b>I Malhotra</b>	Giv Funds
<b>Inir Pinheiro</b>	IRMA
<b>Insaf Ali</b>	A Silk art
<b>Isad Ali</b>	Entrepreneurs
<b>Jai wade baba</b>	Electronics
<b>Jauhar Anshari</b>	Entrepreneurs
<b>Jean McLean</b>	Green Economy Coalition
<b>Jitendra</b>	L.I.C
<b>Jugra Fiya</b>	Entrepreneurs
<b>K. Rathna</b>	Centre for Indian Bamboo Resource and technology
<b>Kapil DPV</b>	Senco hold ctd
<b>Dr Kaushal Tripathi</b>	BIMCJ, BU
<b>Dr Kaushal Tripathi</b>	BKD University
<b>Khalid Mahmood Ansari</b>	Indian Institute of Natural Resources Management
<b>Kiran Limaye</b>	Institute of Rural Management, Anand
<b>Kisslay Anand</b>	Global Trade Observer
<b>Krikita Chauhan</b>	Sustabli
<b>Dr Kshitij Malhotra</b>	Cibart
<b>Kunj Bihari</b>	Ishara Sri Gayatri Vikar Somal
<b>Mahima Sharma</b>	Wishbox (PR Person)
<b>Manas Mohan</b>	CREATE
<b>Mandavi Singh</b>	The Energy and Resources Institute
<b>Mandhir Nayyar</b>	Shivlog International
<b>Manoj Kumar</b>	Uboontu Foundation
<b>Marutyunjaya Mohanty</b>	Pradan
<b>Midhun Khusvagh</b>	Lovekush photostudio
<b>Mirza Faisul Baig</b>	DDM NABARD Tiakmgarh
<b>Misha</b>	Wish Box
<b>Mohd Danish Choudhary</b>	Cluster Development Executive, Urmul Trust

<i>Name</i>	<i>Organisation/Institution</i>
Monalisa	Mithinga Waste Management
K. Rathna	Cibart
Mrutyunjay Mohanty	PRADAN
N.K. Jalan	Super Seals India Pvt. Ltd.
Nagodas Khushwala	Terakota
Naman	Outlook
Naresh Kumar	Uboontu Foundation
Neelam Maheshwari	
Neeraj AHuja	TRIF
Neichute Doulo	The Entrepreneurs Association of India
Nikhil Burman	Child & Social Welfare Society
Nikhil Kumar Burman	Child & Social Welfare Society
Nikhil Singh	KGOC
Nikhil Toshniwal	DeHaat
Nivedita Rai	
Pawan	Wish Box
Pawan Kumar	Fast Food Product
Prabha Madvari	Vericompost
Prabha Rajpoot	Entrepreneurs
Pramika Chaubey	Amjhara Producer Company
Prashant Jaiswal	TRIF
Prashant Srivastava	Swami Vivekanand Shiksha Samiti
Prema Gera	External Coordinator, Work4Progress
Priya	Uboontu Foundation
Pushpandra	DA(TARA Akshar)
Pushpanjali Pandey	Manviya Dristicon Sewa Sansthan
R. Siddappa Setty	ATREE
Radhika Batra	UN
Raj Kumar Prajapati	Entrepreneurs
Rajesh Bassi	KGOC
Rajkumari Pal	Maa Janki Enterprise
Rajesh Kumar	Centre for Indian Bamboo Resource and technology
Rakesh Kumar	Cibart
Rakhi Yadav	Entrepreneurs
Ram krishna	RangDe
Ram Sanjeevan Dubey	MDSS
Ram Sanjivan Dubey	Manviya Dristicon Sewa Sansthan

<i>Name</i>	<i>Organisation/Institution</i>
Ramsingh Rajpoot	Entrepreneurs
Ramvati	Painting & clay product
Ravi Sen	Entrepreneurs
RK Kant	Hiju Steel Experts
Rupesh Prajapat	Fast Food Product
Sachin Srivastava	Entrepreneurs
Sandeep Sharma	Revenue Department
Dr Santosh Pandey	I.A.S.B.U Jhansi
Santoshi Bano	Decoration (car trucks)
Santram Nagayash	DA TARA Nirman Kendra
Sarangthem	IGNOU
Satendra Singh	Work4Progress
Satyam Dixit	Sunsolar industry
Dr Satyavir Singh	Institute of Agriculture BU
Seema Yadav	Entrepreneurs
Sharad	TOI
Shivakumar P	Panorbit
Shraddha Kukkuje	RangDe
Shri Tarun Bhodnagar	DM, Ninari
Shri Wasim Mohammad	FOE, BKD University
Shruti Aggrawal	MNIT JAIPUR
Shubha Khadke	IRMA
Shubham Pachauri	TRIF
Shweta Mohan	CREATE
Shweta Shukla	Create
Dr Siddappa Setty R	ATREE
Dr Soma Anil Mishra	Institute of Architecture and Town Planning
Stuart Worsley	Green Economy Coalition
Sunder Ram M	Rangde
Dr SV Singh	BKD University
Prof (Dr) Tanuja Kaushik	D Goenka University
Tavishi Darbari	Centre for Enviornment Education
Trinayana Kaushik	TERI
U P Navyatha	Social Education and Voluntary Action
Ujjwal Kumar	Ramsurat Fly Ash
Uppe RajaRao	Social Education and Voluntary Action
V Padaki	The P&P Group
Varshaa Kulkarni	Panorbit
Vedprakash Sharma	B.Able Foundation
Vijay Padki	
Vinet Sharma	Accenture
Virendra Kumar	Entrepreneurs



## Collaterals



**CO-CREATING GREEN AND INCLUSIVE ECONOMIES**  
27-24 November 2022

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**Climate Change Resilience and Building Sustainable Communities in Bundelkhand: Power of Information and Knowledge**  
22 & 23 November 2022

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**Climate Change Resilience and Building Sustainable Communities in Bundelkhand: Power of Information and Knowledge**  
21 November, 2022 - Yatra leave for Bundelkhand, Uttar Pradesh from their respective locations  
22 - 23 November, 2022 - TARAGram Yatra (TDY) in Bundelkhand  
24 November, 2022 - TARAGram Yatra in New Delhi

Day 1 - 21 November 2022		
Timings	Agenda	Notes
12-35	Train Arrival in Jhansi	
13:30 - 14:30	Lunch at Hotel Lemon Tree	
14:30 - 15:45	Rest in your respective rooms	
15:45 - 16:00	Tea & Snacks at Hotel Lemon Tree	
16:00 - 19:00	Sightseeing at Orchha Fort	
20:00 onwards	Networking Dinner at Hotel Lemon Tree	

Day 2 - 22 November 2022		
Timings	Agenda	Notes
08:00 onwards	Breakfast at Hotel Lemon Tree	
08:45 - 10:30	Yatra leave for TARAGram Orchha (TDG)	
09:30 - 10:30	Lamp Lighting and Inauguration of Mela	<ul style="list-style-type: none"> <li>Welcome Address by Mr. Shrikant Patra, CEO, DA</li> <li>Address by Special Guest Mr. the Infanta Cristina of Spain</li> <li>Address by Mr. Taran Bhargava, District Magistrate, Niwari (TDC)</li> </ul>

**Yatra 2 (Mirzapur)**  
**Pathways to Inclusive Entrepreneurship: Scaling Entrepreneurship-led Job Creation**

Under Pradesh is the fourth largest state of India by area and the most populous state (Census 2011). The state can be broadly divided into four geographic regions based on their topography - Western, Eastern, Central and Bundelkhand. The economic scenarios for all the regions were similar until the 1940s. With the advent of the green revolution in the late 1970s, western U.P. area developed rapidly as a prominent agricultural belt. Central U.P. saw rapid industrialization. However, growth in the eastern U.P. and the Bundelkhand region was stunted and highly inequitable. Eastern U.P. is a resource abundant area with high population density, rich mineral deposits and big tourism sites like Varanasi, Gorakhpur, Sravasti etc. Other factors like low infrastructure growth, lack of agri-industries and lack of stable income generation opportunities have increased inequality. Micro-entrepreneurship culture existed in Eastern U.P. districts like Varanasi, Mirzapur, Sonbhadra Nagar (Shahdol) etc. due to their proximity to the all-India road network, in various degrees and scales.

**Social Innovation based Micro Enterprise Development**

The WorkProgress (WPP) India programme led by DA and supported by the "Yu-Care" Foundation calls for a new way of working, which involves a network of organisations operating to co-create, test, and develop prototypes that lead to job creation among women and young people. There are enterprise privileges, which are opportunity-driven businesses that cater to existing, emerging, and potential needs and demands of rural economies, and systemic strategies co-designed with communities that create jobs in the local entrepreneurial ecosystem, building evidence on grassroots entrepreneurship in India, the platform has expanded to Peru and Massachusetts.

In India, DA and its WPP partners create entrepreneurship opportunities for the youth and women in two underdeveloped regions - Bundelkhand and eastern Uttar Pradesh. To scale up the enterprises and jobs, the programme engages with a range of stakeholders to build a culture of entrepreneurship and an enterprise support system for a local, diverse range of entrepreneurship-led job creation.

**Field Plan:**

In Mirzapur, the WorkProgress is working in two administrative blocks i.e. Mirzapur City blocks and Chauri block. During the Yatra, the Yatra will be visiting these blocks to understand the various models created for entrepreneurship and job creation. Hotel Kaurav Grand will be the center of the movement for all visits to the field. On 24<sup>th</sup> November 2022, visits will be made to two groups (eight members in each cluster). Team division will be done post orientation session. One team will visit Bhadravati, a village in the Chauri block of Mirzapur district wherein a Comic Workshop - a learning tool developed by the WorkProgress team, will be conducted with 20 women from SHG federations. The other team will go to Kirta to visit the City Block of Mirzapur for the Community Canvas game with 20 local community members. Post the sessions in respective villages the Yatra will end the following arrangement.

**Yatra 3 (BUNDELKHAND)**  
**Climate Change Resilience and Building Sustainable Communities in Bundelkhand: Power of Information and Knowledge**

Dear Yatra Nomads!

We hope this welcome note will answer any questions you may have regarding your Yatra to Bundelkhand. If, however, you require any additional information, please feel free to contact us.

**How to Reach Bundelkhand:**

**From Place of Origin to Delhi:** Participants who are not residing in Delhi are responsible for their own bookings, and for those who are residing in Delhi, their tickets will be booked by DA. However, you can contact **Yashraj Khandelwal** (yashraj@devalit.org) and **Ashish Dubey** (ashish@devalit.org) should you require logistical support.

**Some of the ways you can reach Bundelkhand, Orcha are:**

**By Road:** Orcha is well connected with major cities of India and can be accessed through the Yamuna Expressway and NH-44. It is approximately 475 km.

**By Train:** Orcha is well connected with major railway stations of India and can be accessed through the VGLB-Virginia Lakhimpur Kheri Junction railway station. Cabs and regular buses can be availed at the station.

**By Flight:** The nearest airport is Gwalior Airport which is 110 kilometers away, via NH-44, from Hotel Lemon Tree. Cabs are easily accessible from Gwalior airport.

**Arrival and Local Commence:** Upon your arrival in Jhansi on 21st November 2022, DA will arrange taxis. Please share your arrival details in advance so that we can arrange them accordingly. For all local travel, DA will make necessary arrangements for local conveyance.

**Orcha to Delhi:** All Yatra will be taking Gatimaan Express on 23rd November, which departs at 3:05 PM from Jhansi Railway Station. Tickets will be shared by 20th Nov 2022 post confirmation to the team.

**On arrival at Delhi:** All Yatra who are based in Delhi, are requested to make their own arrangements for their place of stay. In case you require cabs, please let us know in advance. For the Yatra stay at the hotel, arrangements will be made for the cabs to drop them at the hotel.

**Local Travel in Delhi:** For your movement in Delhi from the hotel to India Habitat Centre on 24th November, the local conveyance will be arranged by Development Alternatives. Any other local travels done individually will not be reimbursed by DA.

**Accommodation Arrangements**

**Details of the hotel in Jhansi are as follows:**

**Lemon Tree Hotel, Jhansi (Location)**

Buffer Breakfast will be provided by the restaurant in the hotel.

**Details of the hotel in Delhi are as follows:**

**UDMAN FERRIS IN PETA**

A-82 Fenchur Park, New Delhi 110017  
Telephone: +91 (0) 11 47131000, Mobile: +91 (0) 956031112  
Website: [www.udmanferris.com](http://www.udmanferris.com)

Buffer Breakfast and Dinner will be provided by the restaurant in the hotel.

**ताराग्राम मेला 2022**

**उद्यमिता उत्सव**

**सपना दोना पतल उत्पादक ईकाई**

हमारी यहाँ सभी प्रकार के दोना, पतल, बोत तैयार किये जाते है और जाई पर भी उचित रेट पर दिये जाते है।  
आप: खुशियाँ, खान, खेत-कुर्तार, विना-मिठाई (सम प्रेम) 472246  
कृपया संपर्क करें - 6265341156

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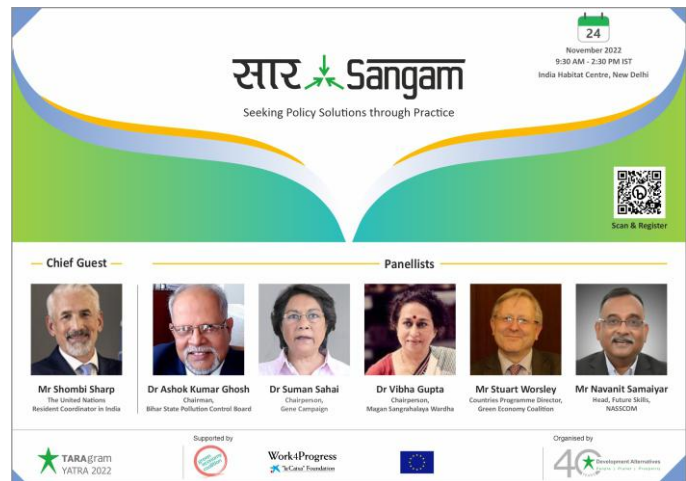
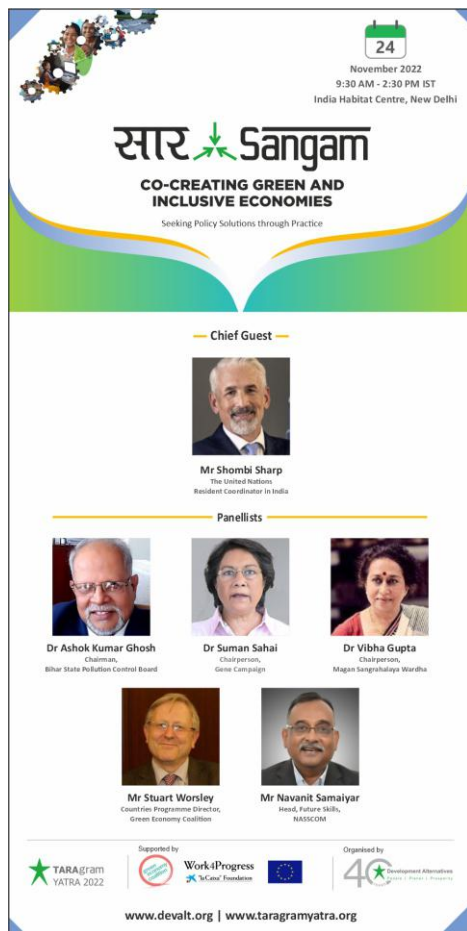
**CO-CREATING GREEN AND INCLUSIVE ECONOMIES**  
22-24 November 2022  
Age 1 Bundelkhand / Mirzapur / New Delhi

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Empower | Partner | Prosperity











# Social Media

## facebook

Development Alternatives Group  
14 November 2022 · 🌐

Happening soon.

Get ready to immerse yourself in our on-ground projects and learn from the challenges these social experiments are throwing up.

TARAgam Yatra 2022 will take you to geographies including Bundelkhand, Mirzapur, Agra, and Delhi.... See more



**TARAgam YATRA 2022**

21-24 November 2022

7 likes · 6 shares

Like Comment

Development Alternatives Group  
11 November 2022 · 🌐

We believe in encouraging the culture of #entrepreneurship to secure sustainable livelihoods at scale. Witness the tale of Gulshan Bind, 28, an udyAME kiosk entrepreneur who provides last mile delivery of enterprise support services such as documentation, finance, technology, training, and other related information through his enterprise.

As part of the TARAgam Yatra 2022, visit Mirzapur in Uttar Pradesh to learn more about our udyAME kiosk entrepreneurs who have been build... See more



**TARAgam YATRA 2022**

9 likes · 0 comments

Like Comment

Most relevant

Development Alternatives Group  
12 November 2022 · 🌐

Happening soon.

The onslaught of climate change has severely challenged farmers, their incomes, and the overall food security.

As part of the TARAgam Yatra 2022, travel to Bundelkhand in central India to witness how we are securing farmer livelihoods and diversifying their incomes by promoting off-farm economic activities so that they can have secured streams of income.... See more



**TARAgam YATRA 2022**

4 likes · 1 share

Like Comment

Send Message

Development Alternatives Group  
14 November 2022 · 🌐

What can 'Policy' learn from 'Practice'? For sustainable economic growth, practice plays a vital role in informing policies.

Join us at 'Saar Sangam', which is the plenary of the TARAgam Yatra 2022, on 24 November 2022 at India Habitat Centre, New Delhi from 9.30 to 2.30 PM to deliberate on some of the very important factors that would enable the creation of green and inclusive economies.

Register Now - <https://forms.gle/vZapKtQAM153oViv9...> See more



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What can 'Policy' learn from 'Practice'?

सार Sangam

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Thank you all for an overwhelming response to the TARAgam Yatra 2022!

Seats for Mirzapur are now full!

Embark on this immersive experience by enrolling for the TARAgam Yatra in Bundelkhand and Agra before the registration closes.... See more



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Thanks for the overwhelming response for participating at our TARAgam Yatra 2022 to - Agra, Mirzapur, and Bundelkhand.

The Mirzapur registration is closed but a few seats are available in Agra and Bundelkhand. Please register fast. This too will be closing by Friday.

Register now - [http://taragramyatra.org/...](http://taragramyatra.org/) See more



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Would you like to learn about the learnings of the three teams which have just come back from visiting our developmental work in Mirzapur, Agra, and Bundelkhand? Then, join us at 'Saar Sangam' - the Plenary of TARAgam Yatra 2022 on 24 November 2022 at India Habitat Centre, New Delhi from 9.30 to 2.30 PM.

Here, the leading global experts will steer breakout sessions with the Yatris and arrive upon plausible solutions to national and global developmental roadblocks.

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The journey starts today! #TARAgamYatra2022

Read about the TARAgam Yatra - <https://taragramyatra.org/>

Stay tuned and watch this space for real time pictures and updates.... See more



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CO-CREATING GREEN AND INCLUSIVE ECONOMIES

21-24 November 2022

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**TARAgam YATRA 2022**

CO-CREATING GREEN AND INCLUSIVE ECONOMIES

21-24 November 2022

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Micro-entrepreneurs of Inclusive India

24 November 2022

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We are designed to invite you to our events - the TARAgam Yatra 2022 - 'Co-Creating Green and Inclusive Economies' to be held from 21 to 24 November 2022 and... See more

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**TARAgam YATRA 2022**



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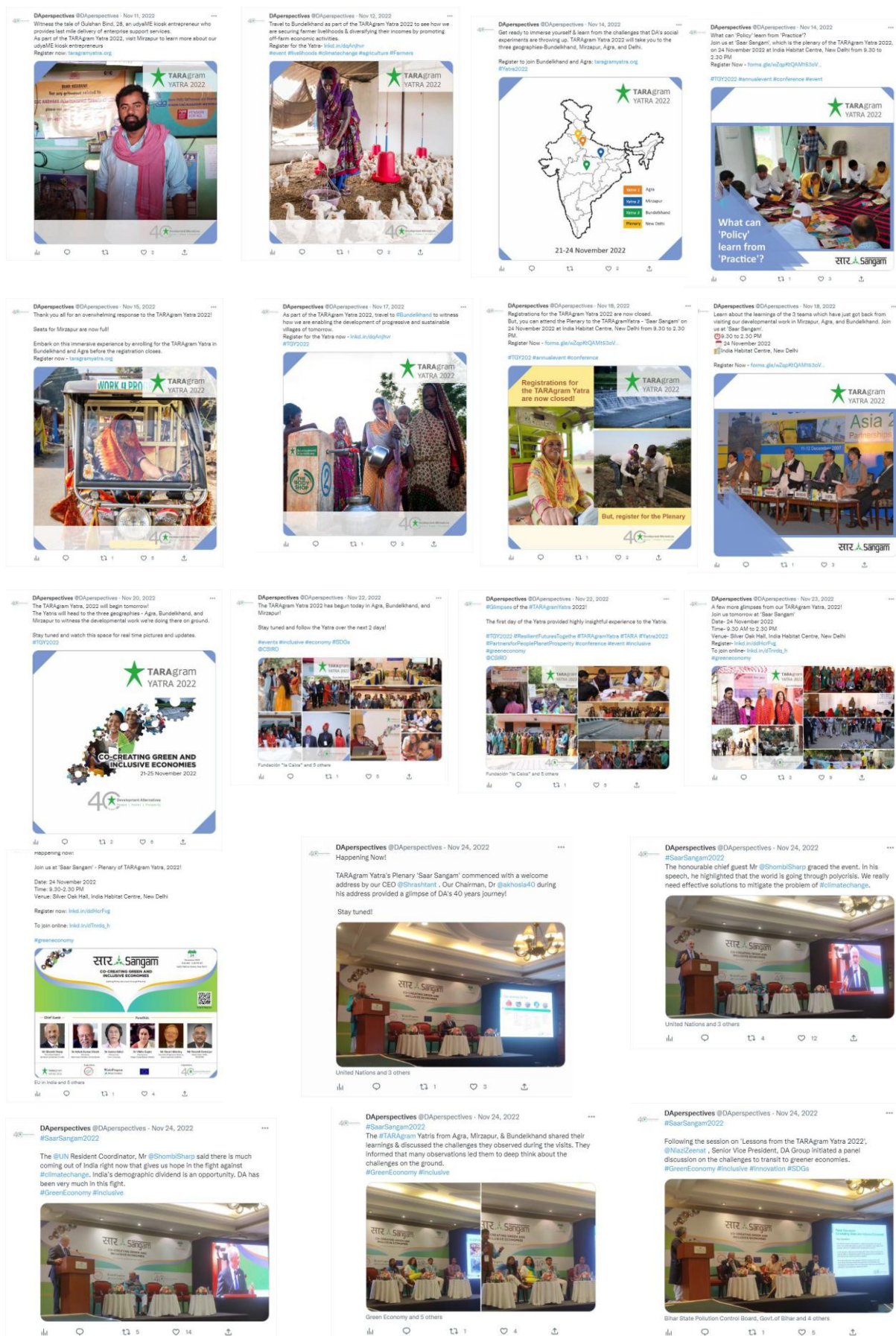
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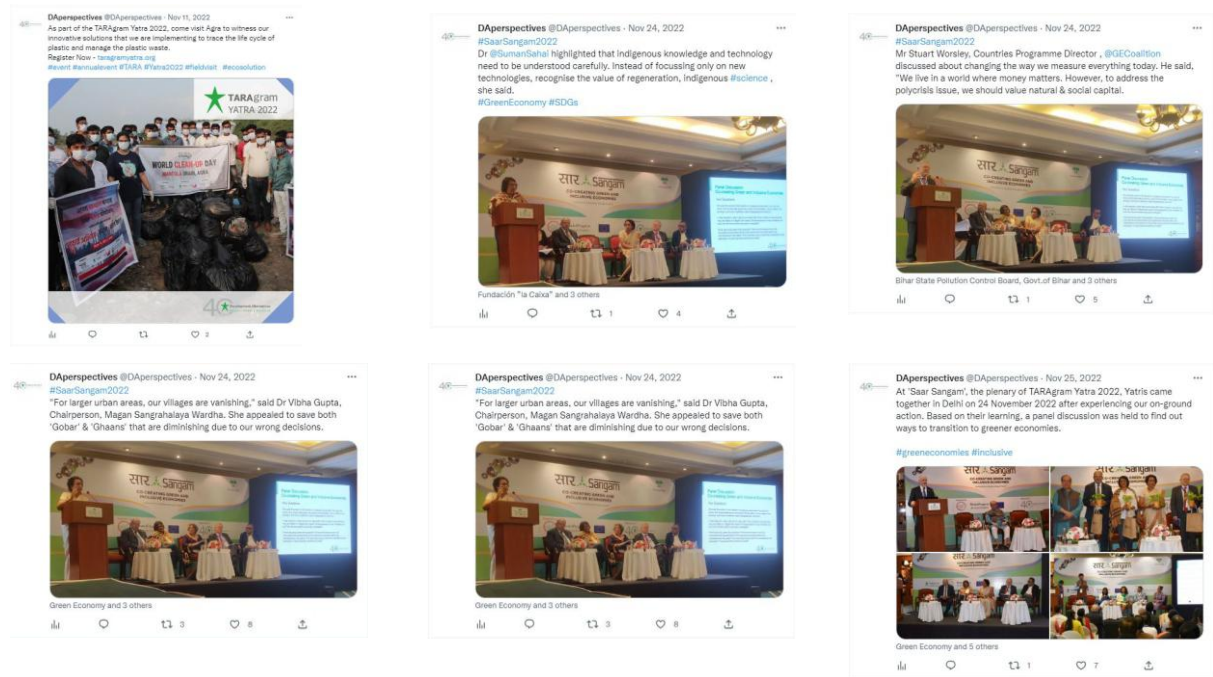
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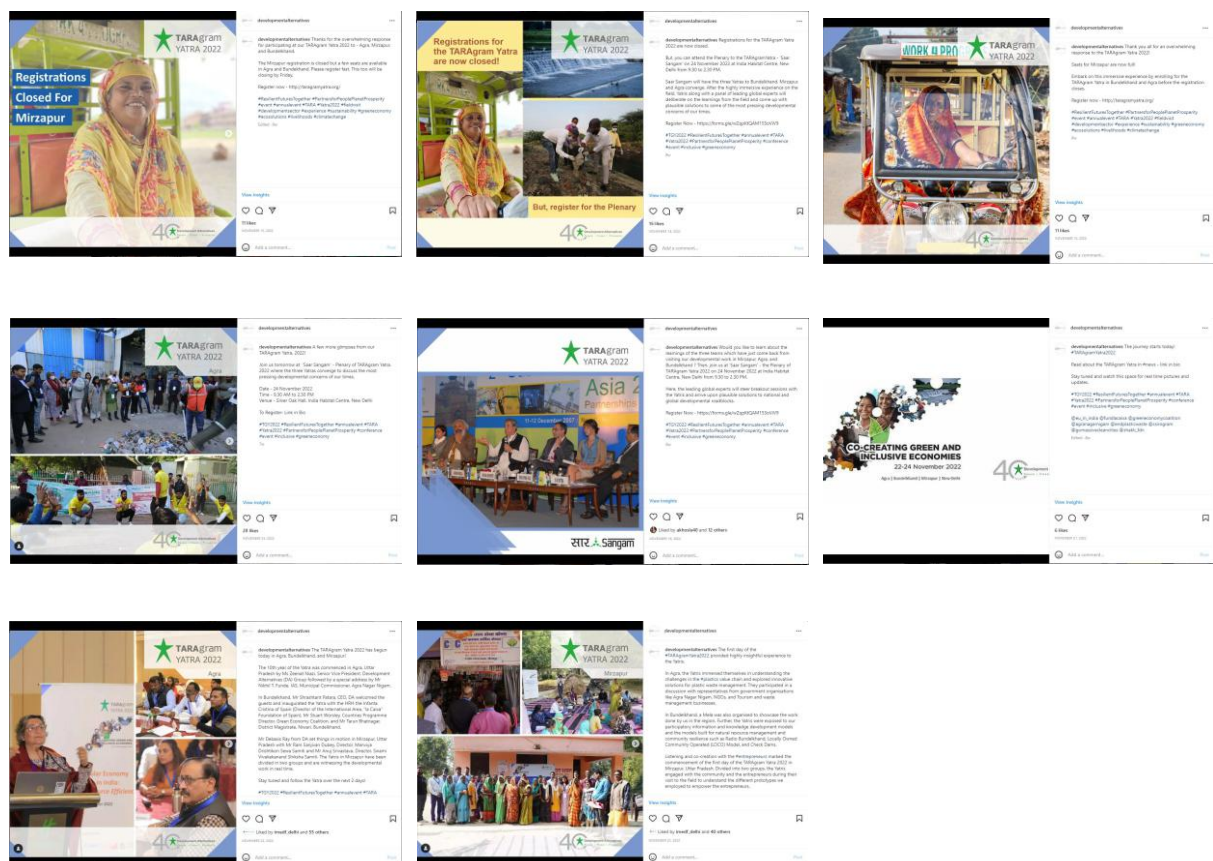














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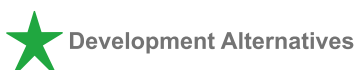
The **Green Economy Coalition** is the world's largest movement committed to accelerating the global transition to green and fair economies. We are a new type of institution: we mobilise multiple organisations – including global institutions, businesses, civil society, trade unions and people's movements – towards a shared responsibility and collective action. Our network now spans across six continents, comprising 50 members, and continues to grow. We tackle some of the biggest challenges of the world: extreme poverty, climate change, biodiversity loss, rising inequality and weak governance. But we recognise that these issues cannot be tackled alone, and that they arise from the same problem – how our economies are organised, ruled and managed.



The Green Economy Coalition is funded in part by the **European Union** DCI-ENV/2016/372-847. The European Union is a unique economic and political union between 27 EU countries that together cover much of the continent. It spans many different policy areas and provides funding for a broad range of projects and programmes covering areas such as regional & urban development; employment & social inclusion; agriculture & rural development; maritime & fisheries policies; research & innovation and humanitarian aid.



The "la Caixa" Banking Foundation from Spain, the third largest foundation in the world, promotes diverse social, economic, cultural and ecological initiatives to foster sustainable development across the world. "la Caixa" has worked for more than 110 years in contributing to the advancement of society and the progress of individuals, with a special emphasis on those who need it most. Its main strategic objective is to provide opportunities and fight inequalities in Africa, Asia, and Latin America through programs that contribute to the achievement of the United Nations 2030 Sustainable Development Goals (SDGs).



**Development Alternatives (DA)** is a premier social enterprise with a global presence in the fields of green economic development, social empowerment and environmental management. It is credited with numerous innovations in clean technology and delivery systems that help create sustainable livelihoods in the developing world. DA focuses on empowering communities through strengthening people's institutions and facilitating their access to basic needs; enabling economic opportunities through skill development for green jobs and enterprise creation; and promoting low carbon pathways for development through natural resource management models and clean technology solutions.  
[www.devalt.org](http://www.devalt.org)





