

National Convention On
"Start-Up India, Stand-Up India"

January 16th -17th, 2016

A Report

Rambhau Mhalgi Prabodhini (RMP) has been making a significant contribution by providing training, encouraging research and creating awakening for the last 33 years mainly for capacity building of voluntary organizations and elected representatives.

In his address from the Red Fort on the eve of the 69th Independence Day, Prime Minister Narendra Modiji launched the concept of Start-up India Stand-up India thereby underlining the need to encourage rural entrepreneurship inclusive of women, tribals and the Dalits.

On this background, RMP had organised a two - day National Convention on "Start-up India, Stand-up India - Development through Rural Entrepreneurship on 16th and 17th January, 2016 at RMP-KEC, Uttan for the NGO's, entrepreneurs and Government representatives.

The convention aimed at encouraging rural entrepreneurship especially tribal and scheduled caste women entrepreneurship and the factors facilitating it. Participation from the delegates was expected for sharing experiences and views.

A film on RMP was screened projecting its work performed in various fields for the information of the delegates. The convention was attended by 140 delegates from 15 states across India representing 86 NGOs and 20 representatives from industries.

Objectives:

While organising this convention, RMP had set the following objectives.

- Perspectives on the framework of "Start-up India, Stand-up India" -its implementation mechanism and advantages.
- Recent trends of Stand-ups in India and how to promote rural entrepreneurship.
- Business incubators and Investment intelligence in promotion of Start-Ups.
- Role of Government institutions in Artisan Entrepreneurship
- Innovating strategies for Rural Skill development in Start-up India.
- Best practices of promoting entrepreneurship among underprivileged community.

Inaugural Session:

The convention was inaugurated by Padmashree Dr. Vijay Bhatkar, the eminent scientist. Dr. Vinay Sahasrabuddhe, director of RMP and VP BJP, Prof. Aniruddha Deshpande, Chairperson of RMP, Ravindra Sathe, executive director of RMP, Smt. Rekha Mahajan, member, managing committee were the other dignitaries present at the inauguration.

Ravindra Sathe, Executive Director of RMP welcomed the gathering. He mentioned that RMP has always been leading in conducting programmes and that this convention would provide an opportunity for interaction between the NGOs. Shri. Sathe mentioned about similar conventions organized by RMP in the past based on themes like volunteer training, CSR, Swaccha Bharat and the present conference being the sixth programme. He expressed hope that with the participation of Government officials and experts it will accelerate the process of rural entrepreneurship including women, dalits and tribals.

Dr. Vinay Shasrabuddhe, director general of RMP, in his address, underlined the principle of energy and creativity beneath the concept of Stand-up India. Quoting Dr. Babasaheb Ambedkar, he said that the employment seeker should become employment generator. Dr. Sahasrabuddhe said that participation of public in governance is required. He further highlighted the role of the NGOs working at the local levels and added that finally, "hand-holding" is required for the development.

Dr. Vijay Bhatkar in his inaugural address quoted Swami Vivekannanda's message Stop not till goal is reached and that after "Uttishta" we want - to be aggressor, developed. Bhatkar said that the 21st century is the century of Asia while the last century belonged to US and Japan. Dr. Bhatkar talked about the rise of several civilizations in history and pointed out that only Hindu civilisation lasted, the reason for which as explained by Dr. Bhatkar is the basis of both-the spiritual knowledge and the scientific knowledge adding that Yoga is a manifestation of this principle. Swami Vivekanand had predicted a rise of India, Dr. Bhatkar said he expects the same. Today India has 3rd largest economy of world in purchasing power It is very much advanced in science and Technology as is evident through the missions like Chandrayan, Atomic energy, in offering largest no of researchers to the world.

He emphasized the need to create atmosphere for Start-ups and increase the number of Startups, from 5000 to 10,000 and need to activate 15 lacs engineers graduating every year and create the ecosystem needed for it. Dr. Bhatkar mentioned that he had prepared the super computer, now we see the software industry of 180 billion dollars. Dr. Bhatkar underlined the necessity of the Startup for rural sector since 70% livelihood is from villages & expressed hope for transformation of economy from machines to bio economy which is nothing but cow economy which implies basic economy and added that this economy can rise if research is done and the agriculture economy needs to be rejuvenated for that .

Aniruddha Deshpande, chairman of RMP, while elucidating the concept of Start-up, opined that it is a serious thought- for restructuring since in the past it was not a favorable structure. Quoting Gandhiji's slogan "back to villages", Aniruddha Deshpande said India stays in villages hence productivity in villages needs to be improved.

Further, Deshpande commented on current thoughts - capitalization- which focusses on Pvt. sector, Socialism on public sector, but both these have failed hence 'People' Sector in Important. As was envisioned by Deendayal Upadhyaya, said prof Deshpande, our aim needs to be हर हाथ को काम , हर पेट को भोजन , हर खेत को पानी, work for each hand, food for each one, water for each field field but we have not fulfilled this aim. Also, we have a rich ecosystem but due to man- centered approach we are damaging the ecosystem. Technology is required, but only in proportion.

Prof Deshpande said Dr. Kalam had talked about creating urban amenities in Rural India. अग्रेसर भारत- is not just a slogan but it will take India head. Deshpande also added that RMP is known to impart training to volunteers to create confidence and that this conference was a part of the training and awareness activity.

Santosh Gupta proposed vote of thanks to all those who contributed to the convention. He also expounded on the thought behind organising the conference.

Session I: Unveiling the plan of government of India on "Standup India, Start-up India Perspectives.

Santosh Gupta, CEO, ISRN elaborated on Policies and strategies for the promotion of Start-Up. He underlined the need to have entrepreneurship specifically in rural India. Further he spoke about the programs which directly support entrepreneurship in rural areas. He listed the various schemes like PMRY- Startup Village Plan, MSE cluster project NMDFC, National minorities development and frame corporation by ministry of minorities regional rural department centres, credit guarantee funds schemes for women to have strategic management in the context of entrepreneurship in rural areas one needs to have long term development strategy with system of institutions and networking. NGO's need to provide 6 M's - manpower, money, management machinery, market and material.

Rajeev Gupte, director MSME development institute narrated about MSM schemes, institute level working with the focus of going ahead. MSME plays a role to advise Govt. in policy formulation, provide facilities for technology up-gradation, modernization essential for payment and validity of MSME development Act for micro and small entrepreneurs. Gupte further added that MSME aims at developing human resources, the training and skill up- gradation and providing economic skill. The schemes of MSME include entrepreneurship and skill development, Technology up-gradation, access to credit and so on.

Gupte elaborated the concept of IPR- intellectual property Right through which patents and Geographical indications are registered. He cited examples like Sholapur chaddar, Kolhapur chappals etc. for geographical indicators. Mr. Gupte also stressed upon need of modern technology for precision in the production.

Dr. Vinay Sahasrabuddhe elaborated with examples the importance of new ideas and creativity since one size does not fit all. The concept of hand holding was stressed upon by Dr. Sahasrabuddhe to bring in the desired change and also the need to motivate rural entrepreneurship. In his concluding remarks he also underlined the need for flexibility of the schemes offered and that one needs to be empathetic while giving aid from government schemes.

Session II: How to Promote Rural entrepreneurship (Adivasi and Dalit women)

Mr. Santosh Panda, former secretary, ministry of Textile of GOI, in his address discussed about concept of sustainable development and the way to promote rural entrepreneurship. Mr. Panda mentioned about environmental degradation and the social aspects as areas of concern for sustainable development since in a developing country like India, those sectors of society which are deprived of an access don't develop hence there is a big gap within our society. He elaborated on the directive principles of state policy and mentioned the concrete measures of development by current government for success, the pre requisites being a defect free product with good quality and design for which new technology can help. Finally Mr. Panda emphasized upon the need to have a synergy of action and thus optimize the benefits of Government policies.

This talk was followed by Jaya Jaitley, a social activist and chairperson of Dastakari Haat Samiti who threw light on the problems of providing market to the products of local artists. She also elaborated on the concerns while exporting the goods as far as the benefit to artist is concerned. She gave the example of Delhi Haat which provides a platform to the artisans. Although cooperative societies and NGO's are formed to help the artists they could lack commitment at times, said Ms. Jaitley. She stressed upon the need to coordinate with the artists who start their own venture but are unaware of the technical requirements like paying taxes. Ninety five percent of these artisans comprised women and under privileged, added Jaitley.

Milind Kamble, Chairman, DICCI took a review of the growth of economy world- wide mentioning the case of BRISK, reasons for fast growth and current scenario in India. While talking about the case of India, he mentioned that in 1990 India faced bankruptcy after which globalization and new reforms were accepted which benefitted the artisans. He mentioned that SC/ST are getting benefits of the welfare schemes and are into small, micro and medium industry ventures. Talking about the Startup India concept of Hon. PM., Mr. Kamble mentioned the appeal by the PM to sponsor one SC/ST and woman entrepreneur by each branch of the bank to promote inclusive development. About the support systems of finance, the Mudra Yojana was explained by Mr. Kamble which offers funds from fifty thousand to five crores.

Padmashri Ashok Bhagwat of Vikas Bharti, Jharkhand chaired this session. He concluded by saying that unless there are smart brains making of smart city is not possible. Referring to the theme of promoting rural entrepreneurship expounded by the earlier speakers, Bhagat referred to Vinoba Bhave and Gandhiji who had considered the development of villages, however, he added that the experiment by Nehru proved to be a failure. Bhagat emphasized that the nation should realize its strength and that the GDP of nation does not decide the rural economy.

Session III: Business incubators and investment intelligence in promotion of Start-ups:

Shri. Swapnil Rai of IFIT, Bhopal, threw light on the concept of entrepreneurship and the need of business incubators to channelize it. Shri. Rai spoke about entrepreneurship by force and by choice i.e with one's motivation. About business incubators, the life cycle includes idea, growth and expansion, explained Shri Rai. He further gave examples of incubators like TiE, San Jose and Pug and play whereby startups are encouraged. Incubation is a dynamic process of business development, said Rai.

Shri Ashish Chauhan, MD And CEO of BSE discussed the GDP status in India and also underlined the significance of Technology. Shri Chauhan threw light on the fall in GDP of India from 25 % to 6 to 7% and emphasized the need to defend India as a country. According to him, the cause of relatively better performance of India was because we created role models and tried to follow them e.g. Bill Gates, Narayan Murthy, Steve Jobs. Also he pointed out the need to list the company so that benchmarking would take place. He expressed hope that India would prosper in coming days and that we could be 20% GDP of the world.

While talking about- Digging into hidden opportunities, Vishnu Swaminathan overviewed the concepts like new strategic landscape of repetition- everyone contributes, One leader-everyone leads, Transaction – Interaction, Limited Access – transparency. He elaborated that due to RTI, there is a transparency of information which is a new landscape and that one needs to consider how we can create together. He put forward the idea of letting others to copy and manufacture. Also one needs to first see the impact then think of the model, said Shri. Swaminathan. He gave the examples of using mice to smell TB patients, using iron fish to overcome iron deficiency in Cambodia etc. to demonstrate how thinking simple can lead to innovations. Due to changing technology there is a need to change the mindset, which Swaminathan believed, can happen with this Start-up. Also, he underlined the need for NGO or the artisans to list in BSE and using the CSR funds for NGO's by listing them with projects.

The session ended with question and answers between the participants and the panelists.

Day 2

Session I: Role of Government institutions in Artisan entrepreneurship.

Shri K.L. Kataria of CAPART highlighted the vital role of Government institutions to preserve and promote art of rural artisans and that the basic aim was to provide direct access to the market by removing the middle men. For this purpose, Suraj, Craft Mela and different fests are organised, said Kataria. He listed the challenges for artisans as lack of direct access to market, lack of good packaging, lack of marketing strategy, lack of communication skills and that of knowledge of pricing strategy. To meet these challenges, the future plan as presented by Kataria included holding a series of workshops for artisans for marketing strategies, holding training programmes, developing communication skills, to train them to face international market and to have facilitation centers throughout country.

Shri Baramatekar, Dy. Chief Executive officer (west zone) KVIC, COI stated that Khadi Udyog was established to encourage rural entrepreneurship. He further added that Khadi needs to be associated with the Start-up India campaign. Informing about the Khadi Udyog, Baramatekar said that with 7000 outlets and 15000 associated institutions, it was involving 5-6 lac artisans.

He talked about the training programmes for the artisans by the experts. Further, he elaborated the Prime Minister's employment generation programme for urban and rural areas wherein 50,000 to 5 lac loan can be given. Also, there is a subsidy of 35% for the rural and 30% for the urban areas respectively. Mr. Baramatekar attributed the branding of Khadi to E-commerce to sites like Flipkart linked with the products.

Shri. Mohandas Pai, Chairman of Manipal Global Education chaired the session.

In his address, Shri Pai took an overview of the history of India with artisan based economy which was exploited by the British in the colonial rule thereby resulting in flourishing the European economy. Shri. Pai cited the reason for progress of China vis-a-vis India as the participation of women which is 87% and 27% respectively. Further, Shri Pai emphasized the impact of internet with currently 25 crore users which will be 100 crores in next 5 years. For the artisan, it is needed to do marketing through internet by making a portal and adding photos, to learn packing, get training for designing and be organized in a supply chain.

Dr. Vinay Sahasrabuddhe concluded the session by announcing that Maharashtra government has decided to establish Artisan University where artistry would be certified and various artisans would be trained, starting from Vidarbha, the suicide prone area.

Session II: Innovative strategies for rural skill development in Start-up India.

Shri. Amit Tuteja of Connecting Dreams Foundation, Delhi, elaborated innovative strategies for rural skill development in startup India. Giving the statistics of various countries, Shri. Tutja illustrated that average age of an Indian in 2020 will be 29 years hence it is going to be a young India with 78 crores young population out of which 70 crores would need to be trained. Pradhan Mantri Kishor Vikas Yojana is implemented all over India. The challenges were listed as follows- vocational training not preferred as the main stream, quality concerns in free training, lack of jobs, lack of entrepreneurship opportunities. To bridge the gap between skill development and entrepreneurship, according to Dr. Tuteja, one needs to have inclusive model linking with make in India, develop quality trainers from rural India, market linkage etc. Dr. Tuteja also emphasized on achieving sustainability through connectivity – electronic, knowledge and economic one.

G.R. Raghvendra, DG, NPC, expounded innovative strategies for rural skill development in Startup India and building synergies for speed and scale-up rural entrepreneurship. Referring to the announcement of hon. PM ,that of digital India, Shri. Raghavendra stressed the need to make facilities available in rural areas and with Startup, technology and innovation contribute for India's transportation.

Shri Raghavendra threw light on the following aspects of Start-up India:

- Flagship initiative of Government of India.
- To build a strong ecosystem for nurturing innovation and Start-ups in country.
- To generate employment –opportunities
- To drive sustainable economic growth.

Shri. Raghavendra also underlined the importance of promoting women entrepreneurship and also use of technology in terms of availing a web-side, domain claim registration and so on. Regarding the action plan, stated Shri. Raghvendra, the government hopes to accelerate spreading of Start-up movement to rural areas which will be possible by handholding, funding support and incentives, Industry- academic partnership and incubation, focussing on core business and having more meaningful inspections. Shri. Raghvendra highlighted rolling out of mobile app and portal to serve as the single platform for Startups for interacting with government. He also informed about Atal Innovation mission (AIM) and talent utilization program (SETV).

Jyotsna Sitling, joint secretary ministry of skill development and entrepreneurship, emphasized upon the skill training of the artisans and the need to introduce financial literacy. She elaborated her point by saying that skilled artisans need to know the value chain of a product and if rural population is involved in it, it is better. She said that through the 13,000ITIs, training of entrepreneurship can be done.About financial literacy training, Jyostna Sitling mentioned the Mudra Yojana. She also talked about National skill qualification framework wherein MOUs with industries will be helpful.

The role of I.T. will be crucial, especially that of the mobile innovation, according to Ms. Sitling.

Session III: Best practices of promoting entrepreneurship among underprivileged community.

Shri Biplab of Bhungaroo, winner of prestigious awards, underlined the importance of Impact economy and the chain of invention to innovation, innovation to entrepreneurship and to impact economy. Entrepreneurship at micro level at local NGO and CBO level and macro level involving governance and global aspects was discussed by Biplab. He expressed confidence of tackling with the problem of draught by using innovative methods.

Vijay Pratap Singh Aditya, CEO of Ekgaon elaborated on making agriculture markets work for small farmers. According to Vijay Pratap Singh, agriculture is an unrealized opportunity but due to problems like water shortage, even farmers are reluctant to have their children in the same profession. Referring to the cases of farmer suicides, Vijay Pratap offered solutions like adopting new procedures, farm demonstrations, offering fertilizers etc. and by guiding them they can have a share in the value chain He also talked about connecting farmers by a mobile app.

Abhay Mahajan of DRI, spoke upon Chitrakoot model of rural development which is that of self- reliant villages, a concept inspired from Deendayalji Upadhyay.

Mentioning the experiment by Nanaji Deshmukh of Samaj Shilpi Dampatti Catalyst of change, wherein one couple was committed to work for five years in villages Mahajan said it was admired by former president A.P.J. Kalam. Mahajan elaborated on Krishi Vigyan Kendra, adopting organic farming, adopting diversified agriculture for the development.

Dr. K. Venkatraman of Govardhan Eco village talked about the concept of Eco village where patients change from within due to the environment instead of conventional medication.

Shri Basant Kumar, chairperson of the session referred to Gandhiji 's call to use Swadeshi through the use of Charkha which has completed hundred years ever since its launching and that it had emphasized the principle of self - reliance. Referring to the conference on Startup theme, Basant Kumar commented that it was inaugurated by a scientist, Dr Bhatkar and will be closed by Swamiji of Sidgiri Math, Kaneri thus incorporating knowledge and spirituality.

Valedictory Program:

In the valedictory program, Santosh Gupta of RMP summarized the conference which had 141 participants representing 86 NGOs and 20 representatives from industries, which was very encouraging. There were 28 speakers in all from various fields. The sessions elaborated the concept of rural entrepreneurship, business incubators, role of

government institutions and innovative strategies for rural skill development in Startup India, thereby making the convention meaningful.

There were recommendations about the positive outcome about the conference by Ravindra Sathe, executive director, RMP. He appealed to all the participants to implement and avail of the information given in the sessions about entrepreneurship.

The closing address was given by the chief guest Sh. Ajit Prasad Mohapatra, RSS Sahaseva Pramukh. Shri. Mahapatra emphasized upon the need for the feeling of empathy towards fellow human being and having a sense of social commitment which finally leads to social development.

Swami Kad Siddheshwar Maharaj of Sidgii Math, Kaneri, Kolhapur made special remarks on the conference. Swamiji elaborated on several social initiatives taken at Kaneri which included running an orphanage, a hospital offering polio surgeries, eye surgeries etc. free of charge, free Yoga workshops, managing a school etc. A museum of Gramjeevan was set up to earn revenue. Also a night show of freedom fighters was organized. Efforts were taken to improve the family relations thus care was taken for overall social wellbeing.

The two day conference was meaningful for the delegates due to the theme of great relevance, expert speakers and the interactions between the speakers.