

Enterprise Mela

Background Note

5 February 2020

Concept

In any emerging sector, the most important stage is a shift from policy to practice. Inclusive and green economy has been in debate now for quite some time. Its practice at the ground level is through setting up of Local Green Enterprises (LGEs). These LGEs have been slowly and gradually developing across many parts of India, offering different products and services and contributing to an inclusive and green economy. These also provide livelihood opportunities to people, especially the poor and marginalised. One pathway to empower these LGEs is by providing a platform to showcase their work and skills. A *mela* (fair) is an apt platform to showcase work of local green entrepreneurs. *Melas* create a chance for entrepreneurs to physically interact with the customers and visitors/audience, forming an effective two-way communication channel not hindered by any external influence. The producers can showcase their work, explaining ideas, skills and all pros and cons. Using this concept, the Enterprise Mela would allow LGEs to come together and showcase their work before a wider audience, educating them, as well as building networks for future business associations.

Overview of the Enterprise Mela

As a method of building solidarity for promoting LGEs, the Enterprise Mela would provide a platform for local green entrepreneurs working in different sectors in different parts of India to showcase their work. There will be around 15-20 stalls from sectors like agriculture, waste, construction, tourism, energy, arts and crafts. This would provide an opportunity for local green entrepreneurs and participants to engage in conversation, and learn about practices, skills and green products. It also will help local green entrepreneurs to understand their market and inspire them further by the work of other fellow entrepreneurs. For the audience, it is an ideal and hands-on learning space about local, green and inclusive development.

Expected Outcome

The Enterprise Mela would help in building solidarity and promoting inclusive and green economic practices at the local level. It would help absorb diverse business ideas and skills adopted and practiced by local green entrepreneurs. And it would help these entrepreneurs to learn about opportunities and solutions to various challenges faced by them. And It would provide a vision for the future of LGEs in India.