SOCIAL ENTREPRENEURSHIP HACKATHON

GDP FOUNDATION
"Making social systems deliver..."

TALKING TALUKAS

SOCIAL ENTREPRENEURSHIP HACKATHON

"A unique contest based – certificate course in Entrepreneurship for Rural youth & SHG to build sustainable social entrepreneurs a step towards "Atmanirbhar & Swayampurna"

www.gdpideaz.org

Conceptualised & Implemented by

GDP FOUNDATION

"Making social systems deliver..."

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1- Sensing The State Of Goa & Goa In Headline

India's unemployment rate increased to 6.9% in February 2021 from 6.53% in the previous month, according to the latest data released by the private think-tank Centre for Monitoring Indian Economy (CMIE). Among the States, Haryana reported the highest unemployment rate of 26.4%, followed by Rajasthan at 25.6% and Goa at 21.1%. This makes Goa a state with the third-highest unemployment rate. Looking at the demographics of Goa, the situation looks grim.

Factors:

- Mining has shut down

- Tourism is all-time low due to COVID

- 28,000 Graduates pass out every year, out of which 60% are girls

- The majority of graduates are First Generation and come from an economically challenged background

- The rural youth is cut off from the mainstream Poor digital connectivity

- Traditional jobs, livelihood, business opportunities are scarce

- 36 plus traditional Goan art forms are on the verge of extension

- The state has 18% Geriatric population

Implication:

- Migration to metros /other states

- Unemployment due to over-dependency on Tourism & Mining

- The exploitation of the human resource Largely untapped natural resources

- Underutilization of Goa's strategic value

- Island effect - huge catchment area for demand untapped.

- Lack of collaborative and sustainable work systems Lack of research

Goa in Headline

CAUSE FOR CONCERN

Unemployment rate

	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Apr 2022
	12	11.6	12	NA	15.5
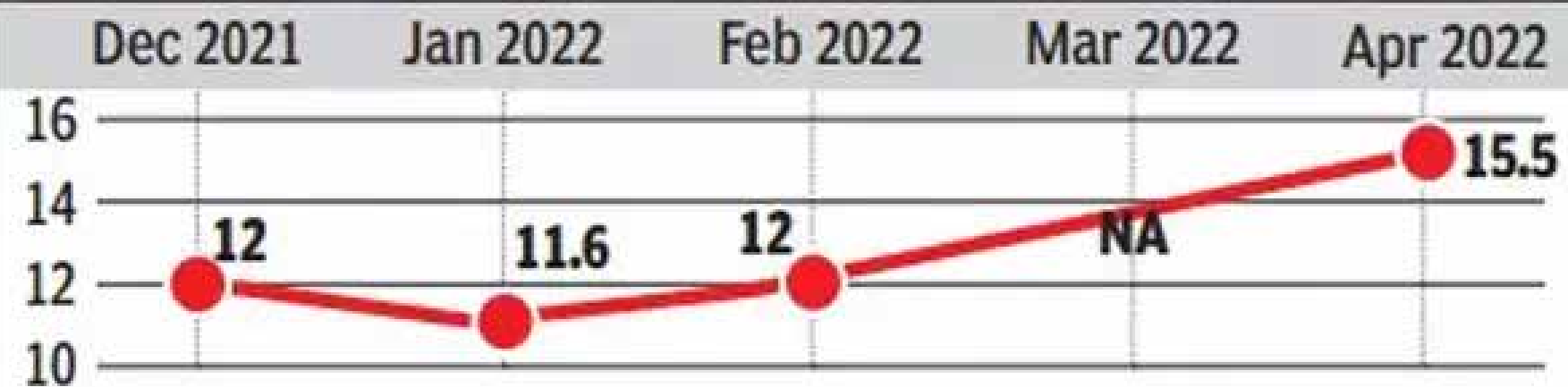
STATE	As on April 1, 2022	STATE	As on April 1, 2022
AP	5.3	Jkhand	14.2
Bihar	21.1	K'taka	2.7
Chhattisgarh	0.6	Kerala	5.8
Delhi	11.2	Maha	3.1
Goa	15.5	Rajasthan	28.8
Haryana	34.5	UP	2.9
HP	0.2	U'khand	5.3
J&K	15.6	WB	6.2

State's jobless rate at 13.7% double of national average

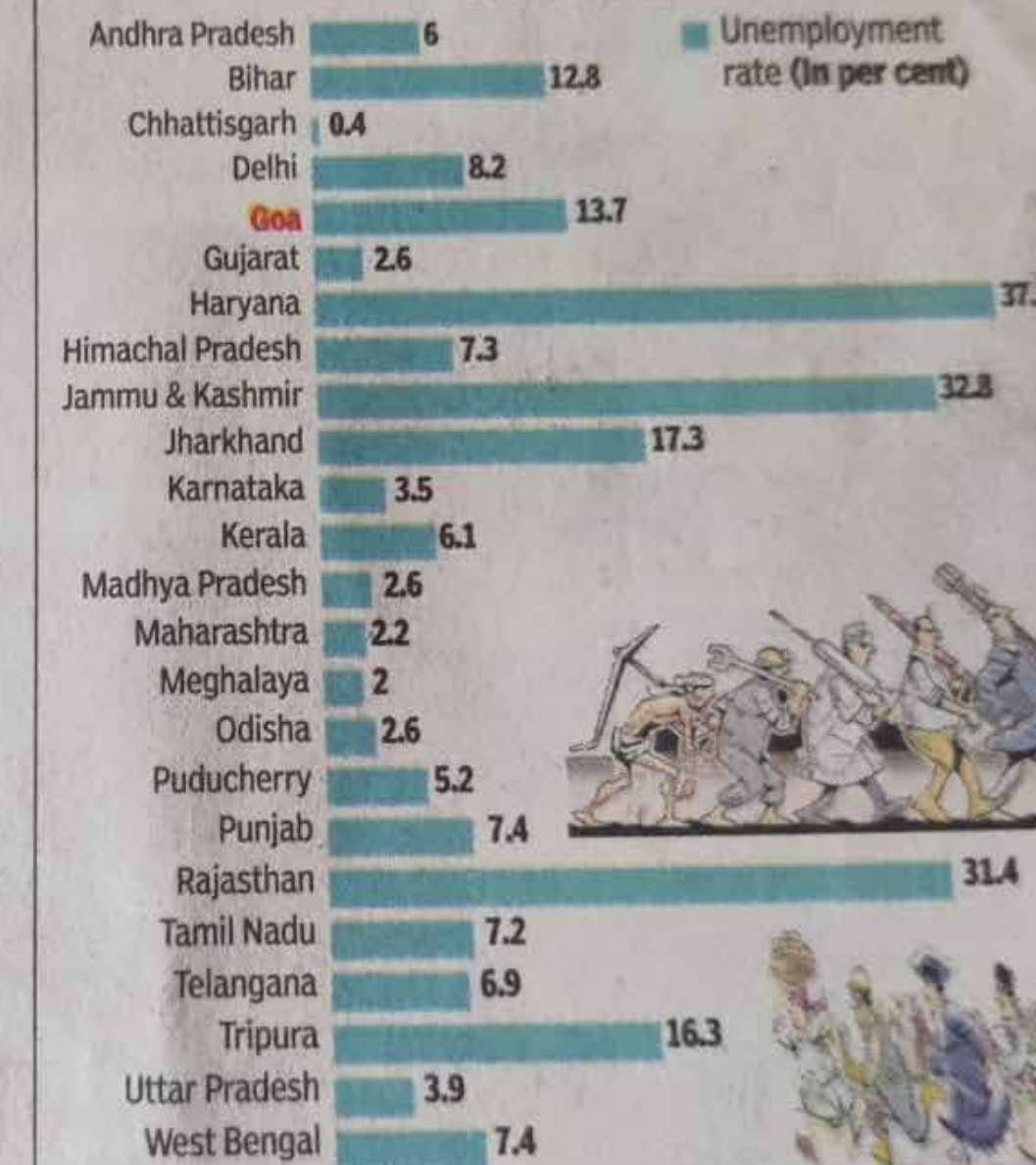**Worse Than UP, Bihar, In Double Digits For 2 Years**

Newton.Sequeira
@timesgroup.com

Panaji: In a worrying trend, an independent research firm has pegged Goa's unemployment rate at 13.7% in August, much higher than the national average of 7%. Job creation in the state appears to be a problematic issue as the unemployment rate has remained in double digits for more than two years, with states like Bihar succeeding in creating more jobs than Goa.

Except for a sharp drop in June, when agricultural activity picks up, joblessness in Goa remains stagnant suggesting that efforts to upskill and create jobs for locals has yet to pay off.

Monthly data released by the Centre for Monitoring Indian Economy Pvt Ltd (CMIE) shows that Goa's unemployment figures have been marching upwards since the start of 2022. Jobless-ness stood at 11.6% in January, peaking to 15.5% in April before easing a bit as summer tourism picked up and the monsoon activity kicked in.

Business sentiment remains muted with entrepre-neurs hesitant to expand their operations, Goa Industries Association (GSIA) president Damodar Kochkar told TOI.

▶ 'No incentive', P 3

FIGURES OF CONCERN

Unemployment rate (in per cent)

State	Rate
Andhra Pradesh	6
Bihar	12.8
Chhattisgarh	0.4
Delhi	8.2
Goa	13.7
Gujarat	2.6
Haryana	37.3
Himachal Pradesh	7.3
Jammu & Kashmir	32.8
Jharkhand	17.3
Karnataka	3.5
Kerala	6.1
Madhya Pradesh	2.6
Maharashtra	2.2
Meghalaya	2
Odisha	2.6
Puducherry	5.2
Punjab	7.4
Rajasthan	31.4
Tamil Nadu	7.2
Telangana	6.9
Tripura	16.3
Uttar Pradesh	3.9
West Bengal	7.4

2 - Looking at the bright side

We designed and executed two back to back block buster hits namely "Parivartan Karo Na" and "Talking Talukas – Rural youth rising" to facilitate entrepreneurship and employability skills as envisaged in NEP 2020 policy document.

"Parivartan Karo Na" was a large scale community initiative which posed 5 challenging scenarios (life and livelihood) during Covid, the response was overwhelming more than 125 teams participated and 97 submitted their projects and in span of 3 months this initiative built 27 hi-potential social /tech start ups.

"Taking Talukas -Rural Youth Rising" was designed to tap the potential of rural youth in Education/Health care/Agriculture sectore, this project was launched by Hon. Dep CM - Goa Shri. Chandrakant (Babu)Kavlekar at Ravindra Bhavan -Margao on 26th January 2021 and was supported by CII, CII-Yi, BNI, Rotary Club of Miramar and a MSME from Kundaim Industrial estate -Mr. Sandesh Dhareshwar.

6 Talukas from South Goa were covered and 16 colleges participated each cluster had 100 plus teams participating which scaled to 650 teams. From the 650 teams ,72 winners (hi potential) social start-ups were given awards and mentored to build their entrepreneurship models.

Dr. Rakesh Kawale, Asst. Professor, DBCA receiving The Change Agent Award - Cluster 2

Interviewing The Appreciation Award Winners to gauge their readiness & capability for Implementation of their Idea

Chief Guest Mr. Arman Bankley, Director - Armine Industries Addressing The Students

DIAGNOSIS

IN A NUTSHELL

- Rural youth have the skills, but lack encouragement

- Entrepreneurial Cells in institutes are run by professors who lack real market intel

- Mentoring for talent is crucial

- Young ideas need marketing and branding intel

- Raw Ideas need industry expert's help become investor ready

- A synergic ecosystem between Industry, Education Institutes,
Students and Self Help Group needs to be established

- Ideas need to be adapted by the industry as young thinkers need a lot of hand holding

- We need to join Demand to Supply

Rural youth & SHG needs a integrated platform

- "Goa falls among India's 2 bio diversity zones

- Is one of the most popular tourist destinations internationally

- Has the state-of-the-art sea port and seamless air connectivity with Mopa airport getting functional shortly.

- The state houses IIT, NIIT ,Asia's oldest Medical institute and a healthy education ecosystem.

- It is a Pharma Hub with more than 28 pharma companies.

- Industrial estates with leading MNC's like Siemens, IFB, P&G, P&G, NESTLE, FINOLEX, COCA COLA, SYNTEGON, PUTZMIESTER, BERGER PAINTS etc

- A State that had two legendary politician holding Defence & Ayush ministry.

- A state that has given artists of international fame .

- Goa also has over 100+ NGOs and 2000 plus Self Help Groups "
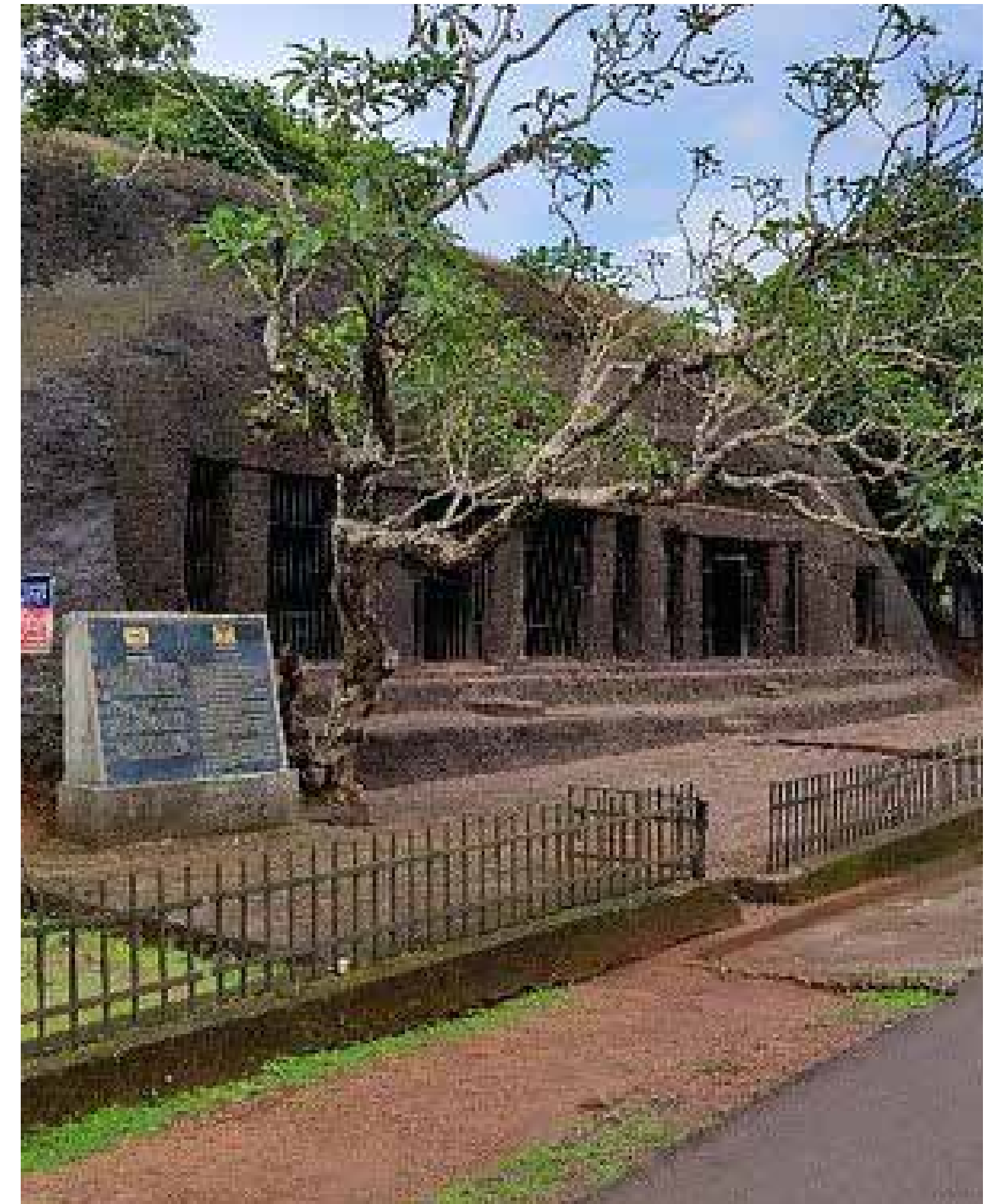
TALKING
REACHING
THE GRASSROOT
TALUKAS

Bicholim

Sankhali
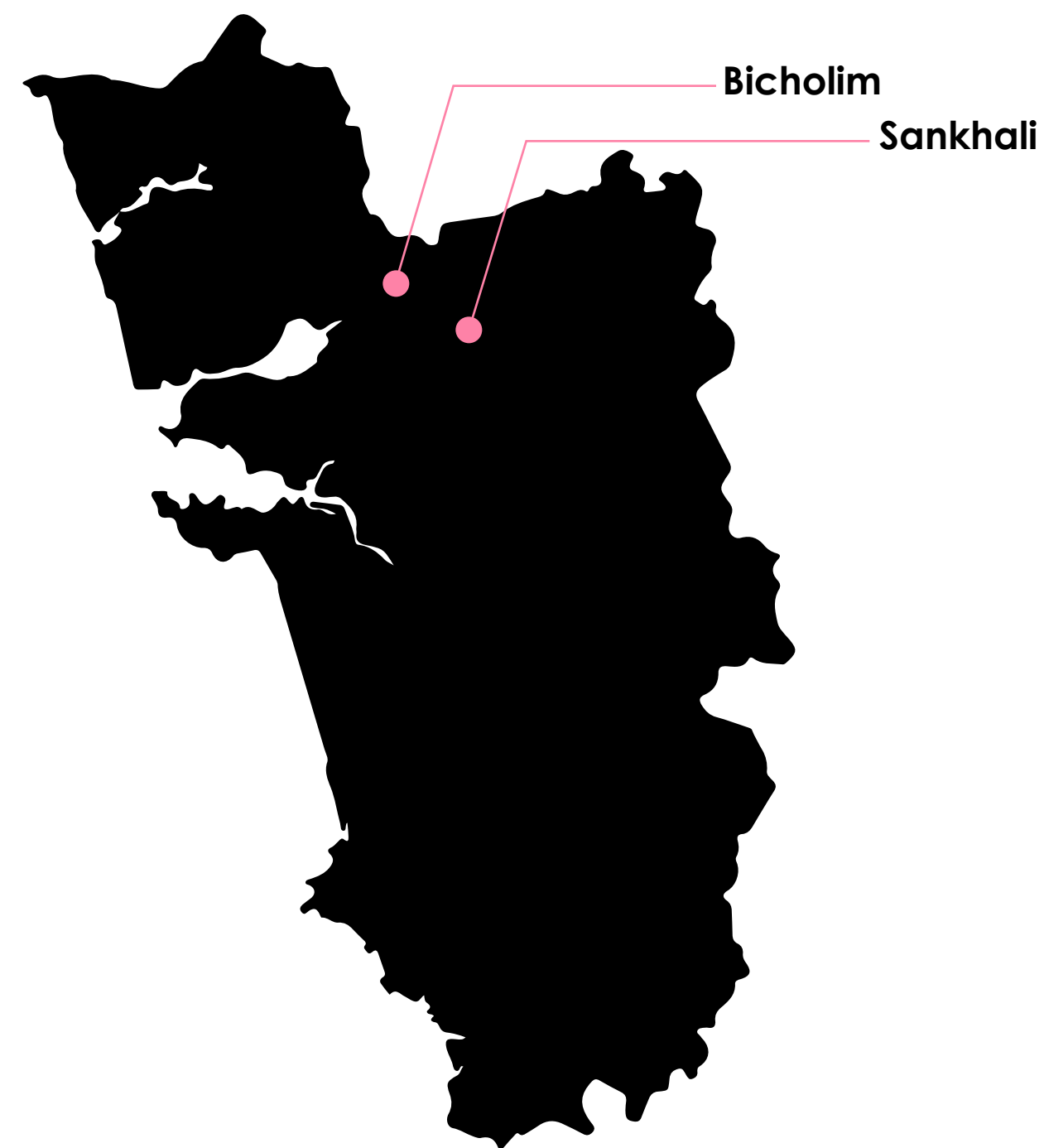
- Analysing Goa - Cluster by Cluster

- We understand that no two talukas are the same. Each has unique opportunities and faces a different set of problems and challenges in agriculture, healthcare and education.

- Building Goa – Taluka by Taluka

- We understand…..

- Our focus for Talking Talukas season 2 – "Bicholim" & " Sankhali".

From the learnings and achievements of Talking Talukas season 1 ,GDP Foundation think tank redesigned the season 2 , to ensure sustainability ,synergy and scalability in building Social Entrepreneurship . (Refer the chart) for the first time ever in the history of Rural livelihood we are integrating Rural youth (college students) with SHG in their region and building a sustainable

entrepreneurship model by nurturing them ,training them and mentoring their pilot run.Gradually building them for the "Scalability challenge". This is an initiative to provide rural students and local SHG a platform so that they come up with innovative solutions to the problems faced in the agriculture, healthcare,Food ; Nuritionand education sector.

TALKING TALUKAS
Rural Youth Rising Program

TALUKA CAPACITY / CAPABILITY CATCHMENT AREA

GDP FOUNDATION — Making Social Systems Work

TALUKA Shared Service Center

TALUKA Demand Catchment Area

College

Self Help Groups

NGOs

Vocational Centers

SPEED

TALKING TALUKAS
Program-cum-Contests
Agriculture / Education / Healthcare

Sensing and Diagnostic At the Taluka Level

Partner Intervention

DEMERG — Creating & maintaining an IoT platform for smooth facilitation of every activity

Internship Station — Segregating the participants as per the demographics and psychographics

Promoting every activity by turning it into a brand and inducing maximum participation

CSR INCUBATOR

Processing & Pattern Identification (Opportunities / Problem)

Building Models

Partner Intervention

DEMERG — Help an Idea to establish a space on digital platform

Internship Station — Analysing trends and help talent connect with the industry

Help an idea evolve into a successful Brand

TALUKA Shared Service Center
Micro Manufacturing Facility

Testing Labs

Packaging

Business Support

Career Development

Skill Transformation

Export Center

O&M
GDP Foundation & Partners

TALUKA Demand Catchment Area
Industries

Business Firms

Consulting Firms

Government

Emerging Trends

Export Promotion

Collaborators
GCCI | CII - Yi | Govt
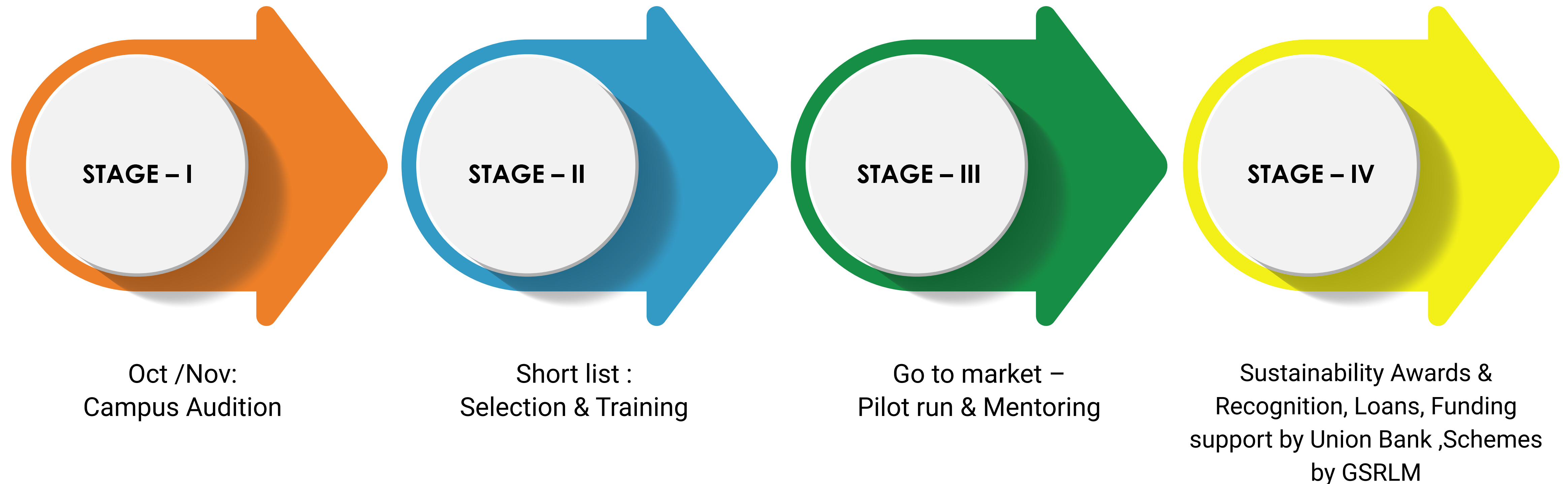GDP Foundation
Lion's Club | Rotary Club
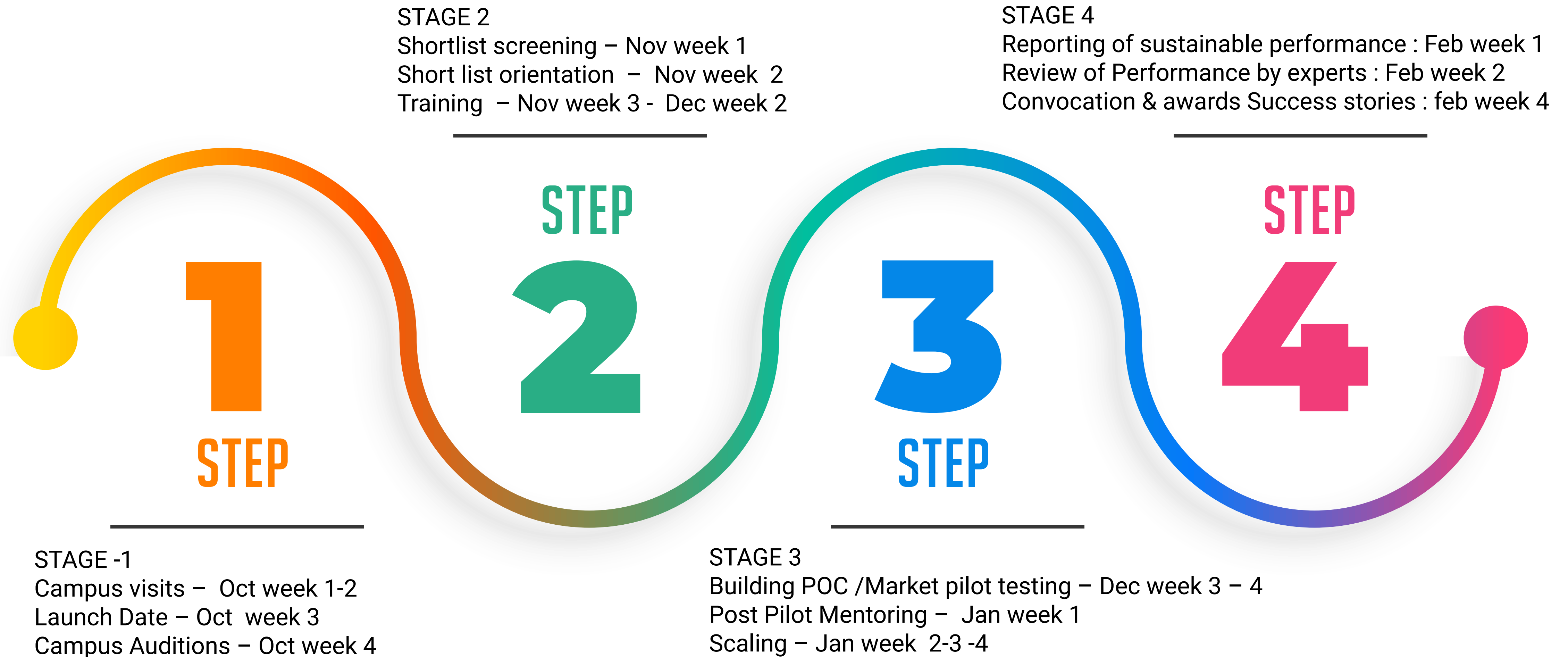
4 - Eligibility Criteria

- This is open for all UG students of colleges & SHG (shortlisted by DRDA) in Bicholim Taluka.

- Under graduate Students have to design entrepreneurship idea in areas (category) of Agriculture/Education/Healthcare (includes Food) through a predesigned template.

- They will have to essentially partner local Hi-po SHG in design ,delivery.

- Team size : 5 to 10 (Students & SHG)

- App. 25 entries (hi-po entrepreneurial projects) will be selected from Bicholim, Sankhali Talukas for the contest.

- Entry fee Rs.1000/- per team

5 - The Flow

TALKING TALUKAS SEASON 2 will run in 4 stages.

STAGE – I	STAGE – II	STAGE – III	STAGE – IV
Oct /Nov: Campus Audition	Short list : Selection & Training	Go to market – Pilot run & Mentoring	Sustainability Awards & Recognition, Loans, Funding support by Union Bank ,Schemes by GSRLM

6 - Mile Stones

STAGE 2
Shortlist screening – Nov week 1
Short list orientation – Nov week 2
Training – Nov week 3 - Dec week 2

STAGE 4
Reporting of sustainable performance : Feb week 1
Review of Performance by experts : Feb week 2
Convocation & awards Success stories : feb week 4

STEP

1

2

3

4

STEP

STEP

STEP

STAGE -1
Campus visits – Oct week 1-2
Launch Date – Oct week 3
Campus Auditions – Oct week 4

STAGE 3
Building POC /Market pilot testing – Dec week 3 – 4
Post Pilot Mentoring – Jan week 1
Scaling – Jan week 2-3 -4

* Dates mentioned are tentative,subject to change. **12**

7 - Stage I :Campus Audition

Every college will send/shortlist 5 teams per category for audition.

Audition will be held in the college campus on a set date.

Teams have to make a pitch deck of their entrepreneurial idea.

GDP foundation will shortlist top 2-3 teams per category for the next stage.

Selected /shortlisted teams will pay the registration fees to GDP Foundation and sign the Program Disclaimer form.

8 - Stage II : Certificate Course In Entrepreneurship

Selected teams will undergo a 5 day crash course in Entrepreneurship.

The sessions will be held in any select college.

5 sessions will be conducted by experts ,each session will be for 2 hours.

Session topics : Business management& development ,Finance & accounting ,Operations, Product development, Digital presence, Legal & Compliance.

All the members of the Team have to attend all the sessions.

Batch size – 5 teams.

Time table will be released well in advance.

9 - Stage III : Pilot Run & Mentoring

Teams will have to test their model in market –POC

Demand may be given to each Team .

The window for testing their model will be for 2 weeks

Teams will have to present their performance report.

1 day "One on One"mentoring for each team by experts will be organized to improvise the prototype and course correct the Business model .

Teams will have to accelerate the performance

Create self sustaining demands .

Build robust supply & quality

Share their traction stories and present their performance report.

Experts will evaluate and declare the awardees

Convocation ceremony of the first batch of Entrepreneurs.

11

Who Will Be The Winner

GDP Foundation doesn't believe in winners and losers. It believes in WIP (Work In Progress).

However, entries which bring insights, innovation, cost effectiveness & sustainability will be appreciated as under:

1st Prize: Memento and a cash prize of Rs. 2,000/- in every category
2nd Prize: Memento and a cash prize of Rs. 1,500/- in every category
3rd Prize: Memento and a cash prize of Rs. 1,000/- in every category

Each shortlisted Team will receive a "certificate of participation" -Digital

Winners will also get access to loan/funding from Union Bank ,Govt.schemes.

12 - Rules & Regulations

1.Only team entry for this program.

2.No multiple entries for the same team.

3. Teams size between 5 to 10 but should have essentially a working SHG with them.

4.Team has to select one category (Agriculture, Healthcare, Food & nutrition & Education)

5.Problem /Opportunity statements, themes will be provided in each category and team will have to select any one of them to build their

6.Team has to prepare & present their "Social Entrepreneurship" model (pitch deck) to the College screening committee.

7.Each college will shortlist 5 to 10 teams such that there is a fairly even representation for all the 4 categories.

Rules & Regulations

8. Colleges will have to strictly adhere to the Timelines of the program.

9.Auditions of shortlisted teams will be held in the respective colleges by GDP Foundation team of experts.

10.GDP Foundation will reserve the rights to decide the number of selections per college.

11.GDP Foundation will release the list of teams selected for the program as per prescribed time lines on their website and also inform the College Principal.

12.Selected teams have to register for the Program and complete all the required documentation.

13.Orinetation sessions will be conducted by the GDP Foundation from time to time.

14.GDP reserves all rights to change, amend,reschedule the program.

15.Please refer the Program disclaimer available on the GDP Foundation website-www.gdpideaz.org

13 - Team Talking Talukas

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