Micromovements of Change

udaME

In rural India, many aspire to own their businesses but are constrained due to a lack of critical information and support systems. With a vision to deliver enterprise support and digital services to the last mile, udaME was co-created with the network of existing Common Service Centres (CSC) providing basic digital services. These centres, through the trust they have built with residents of nearby villages, are ideal for disseminating information and support services, especially on entrepreneurship. udaME, through the udaME website and udaME kiosks, is now delivering a portfolio of support services which includes access to credit, technology consultation, capacity building, legal registrations, and market facilitation services.

• **Exclusive access point** in peri-urban and rural India on enterprise needs of access to, finance, technical training, market facilitation and linkage to government schemes.
• **Disseminates reliable information** on marketing opportunities, accessing finance and schemes, all with access to udaME website (udaME.in)
• **A platform for convergent action** between government, market players, ecosystem stakeholders and entrepreneurs, replicable across India.

Impact and Potential

The network of udaME is bringing many more into the purviews of entrepreneurship, by providing critical business information to budding and aspiring entrepreneurs in rural India. The physical network of udaME Kiosks has enhanced capabilities beyond a basic cyber café to enable access to critical flows of credit and provide support services. It has become a hub for strengthening the peer-to-peer connection between entrepreneurs as well as a last-mile delivery point of enterprise support in rural areas. This has resulted in:

• Servicing more than **4000 enterprises**, impacting **10,000+ jobs** just in the last 5 years, out of which 25% enterprises have been directly set up as a multiplication effect of the udaME network.
• Connecting more than **6500 users** to technology providers, training institutes, financing institutions and civil society organisations, helping entrepreneurs to set up new enterprises or grow existing ones.
• **1000+ entrepreneurs** accessing affordable credit worth **INR 30 million** through the Work4Progress partnership with Rang De, in the last 9 months.
• Each udaME Kiosk delivers digital services to **more than 15 villages**, on an average

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**Connecting last-mile udaME services to entrepreneurs**

udaME is a phygital platform that caters to the unmet demands of the entrepreneur by delivering enterprise support services.

93% of aspiring entrepreneurs are unable to set up businesses due to a lack of enterprise support services

Only 15% of entrepreneurs, mostly males, can use digital means to scale their businesses

More than 50% of rural women do not have access to mobile phones

1 information centre (udaME Kiosk) provides digital services to more than **100 customers per day** on an average.

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**About the Work4Progress Programme**

In the last 5 years, 12 systemic prototypes have been designed as part of the Work4Progress programme, which are influencing the local entrepreneurial ecosystem and bringing systemic shifts in the communities. These systemic prototypes have been co-designed with communities by stirring innovations, breaking silos, and forging connections with stakeholders.

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**Join the Movements of Change**

**Join us as a partner** in our mission to accelerate entrepreneurship-led job creation under the Work4Progress programme

Contribute in replication of inclusive approaches by **adoption the prototypes** developed under the programme to enable shifts in many local entrepreneurial ecosystems

**Join our social investing** platform Rang De to enable access to affordable credit for millions of aspiring entrepreneurs

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#JobsWeMake
www.jobswemake.org

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1 Work4Progress India Programme Data

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Flip the page to meet our Entrepreneurs of Empowerment
Micromovements of Change

udyaME

Catalysing entrepreneurship through apprenticeship....

Sappu Pandey, 32, from Orchha, Bundelkhand can be rightly credited as the catalyst of introducing udyaME kiosk services to the community in Bundelkhand. During the lockdown, when people struggled with mobility and access to basic digital and financial services, Sappu ensured continued services by providing door-to-door services. Additionally, he ensured that other youth also did the same and extended support to others by sharing his CSC ID. Sappu has started a chain of entrepreneurship with breakthroughs such as the first women-led udyaME Kiosk in Jhansi by the then 19-year-old Kajal Parihar. This act of solidarity gradually morphed into something more dynamic called the ‘Apprenticeship’ model. Young people are opting to stay back in their hometowns with the access to information and opportunities that they now have, and Sappu is making this possible.

...Delivering digital services to the last mile...

Kajal passed on the baton by supporting another aspiring entrepreneur, Rakhi Tiwari, 28, who now has her own udyaME Kiosk and is enabling many others to access key information for entrepreneurship. Just a fresh graduate, Rakhi looked upon Kajal as her inspiration. Seeing the rising demand for banking and digital services in her village, she rose to the occasion and connected with Kajal for an apprenticeship. In no time, Kajal and Rakhi came to be known as ‘tech whiz’. They together have inspired their otherwise orthodox villages to recognise the aspirations of young women in setting up their enterprises.

...Building a culture of entrepreneurship

In another nook of Nwari, Rajkumar has become another catalyst of entrepreneurship. Rajkumar Prajapati, 29, is part of a peer network of over 10 udyaME kiosks and provides thousands of micro-entrepreneurs critical business services. His shop also received recognition from DigiPay, a government operated payment system, for the largest number of digital transactions in Nwari district. In this quarter alone, he assisted 7 people to access information required for setting up their own businesses. From starting a small Common Service Centre to transforming it into an udyaME kiosk with 136 enterprise support services, he has effectively provided last-mile delivery of these services up to 15 kms of the village in Nwari, Bundelkhand.

“In our village, we have to travel four to five kilometres to access basic banking and other services. I wanted to establish a platform to help my community, especially women, to access basic digital services.

Today, my udyaME kiosk serves over 10 villages and I feel satisfied to facilitate convenience for my community”

- Kajal Parihar, a role model for young girls in the village of Orchha, Bundelkhand

Learn more about the #JobsWeMake movement on w w w.J o b s w e m a k e . o r g
Contact us at work4progress@devalt.org

The udyaME prototype is enabling a social network of entrepreneurs, local mentors and guides, and overcoming challenges of access to information and entrepreneurship opportunities. udyaME is bringing technology into the hands of young people and empowering thousands of entrepreneurs to establish new-age businesses.

Scan this QR code to watch an udyaME entrepreneur story come live.

This prototype has been co-created under the Work4Progress initiative led by Development Alternatives with its partners, with support from “la Caixa” Foundation.