



# charcha 2022

resilient livelihoods for all

*charcha 2022*, the flagship convening of The/Nudge Forum, brings together leading policy makers, entrepreneurs, civil society and corporate leaders to share their ideas and approaches to achieve *'resilient livelihoods for all'*.

# Inaugural Address Highlights



Shri NN Sinha

Secretary,  
Ministry of Rural Development,  
Government of India

In this keynote, I would like to delve a little into the factors that are impacting livelihood. A sustainable livelihood is one that can cope with and recover from stresses and shocks, maintain or enhance capabilities and assets and provide sustainable livelihood opportunities for the next generation contributing net benefits to other livelihoods at the local and global levels and in the short and long term.

86.5 percent of the Indian households are small or marginal Farmers or agriculture laborers. Most of our agriculture is dependent on monsoons- more than two-thirds of the rural population is directly or indirectly dependent on climate sensitivities agriculture and allied activities like livestock rearing, fisheries and forestry for the livelihood and forest security. A lot needs to be done to improve the agricultural productivity of the lands and that could come from one going over to natural farming so that the land has more carbon content, they can absorb & retain more of moisture using IoT.

In public sector efforts, the most crucial piece of work is spearheaded by a program called Deen Dayal Antyodaya Yojana under the National Rural Livelihood Mission. It attempts to establish effective institutional platforms for the rural poor that enables them to increase households income through livelihood enhancement and improve access to financial and public services. These livelihoods are also needed for younger workers where the labor force participation is about 38 percent. I'm very happy to hear that many of the partners are working towards increasing the employability & participation in these areas.

Most of our efforts would come from skilling, from investment in resources and from aggregation, which many of the partners and the NRLM program are taking up on a very large scale through its stress on formation of community aggregates like village organization, the cluster level federation, the producer groups, the producer enterprises, farmer- producer organizations.

One of the crucial levers around which our work is revolving- creating 25 million livelihoods in three years for the poor households and we are staking all our efforts in this regard and we invite as much partnership as possible. Our City Program which have provided entrepreneurship training to about 41 lakh people and have settled about 29 lakh people, continue to remain relevant that the people are able to pick up skills in order to upscale and intensify their enterprises thereby enabling this shift from farm to non-farm. This is an extremely large piece of work and would require the effort of the public sector and private sector and the NGOs and the CSOs to work together in order to make this happen.

In order to address the vulnerabilities of these households and enable them to earn a decent income which lifts them above the poverty into a life of dignity- we need to increase the productivity of agriculture so people are able to draw more income out of it and secondly we need to diversify into more non-farm incomes and employment so that they are able to derive a larger proportion of their income out of the those non-farm sources. The kind of conversations that we are having at charcha 2022 will have large scale implications on the partnerships that are being forced on several of these dimensions going forward.

# Foreword



Sudha Srinivasan

CEO,  
The/Nudge Centre for  
Social Innovation

Convenings have brought people around the globe together to solve humanity's critical problems and create a better life for everyone on the planet. Across various industries, convenings have demonstrated the value of bringing stakeholders under one roof and amplifying their knowledge, relationships and learnings through curated interactions. Powerful convenings are a hallmark of a vibrant, mature sector and play a key role in charting the course for innovation and growth in the sector.

This year, as India celebrates 75 years of independence, it is time to reflect on how far we have come in building a nation that our forefathers envisioned in 1947. Our constitution has set the ideals of justice, liberty, equality and fraternity for all citizens, and we, the people of India, have solemnly resolved to strive for these ideals.

Progress in this direction has been enabled by large-scale movements such as the Green Revolution, the growth of microfinance and the White Revolution that helped usher livelihood opportunities for the masses living in abject poverty. The increase in per capita and median income helped to reduce maternal and child mortality, reduce the incidence of preventable diseases and improve life expectancy and several aspects of human development. Since the start of the millennium, India has electrified 99% of households, built infrastructure for digital access, unique digital identity, banking and direct benefit transfers, and made big strides in reducing poverty.

As we recover from the setback to this progress on account of the pandemic, resilience in livelihoods is emerging as a critical focus area and priority for collective action. This is the essence of Charcha 2022, The/Nudge Forum's livelihoods convening which brings together visionary leaders and changemakers to connect and shape the future to achieve 'resilient livelihoods for all'.

*Charcha is an initiative towards closing the distance between samaaj, sarkaar and bazaar, (society, government and markets) and fostering the spirit of "better, together" across all stakeholders in India's development.*

At charcha, we curate powerful conversations that will shape our collective future.

*open*

an open environment for free exchange of ideas, and foster listening and learning without any bias or predisposition of ideology.

*inclusive*

charcha is a safe space for dialogue & debate for everyone

*connected*

a platform to discover, connect and converge towards a common purpose.

# charcha: Journey So Far

## Inaugural charcha 2020 | 14-16 May, 2020

*A convening for the development sector*

560

speakers

150+

hours

20k+

live audience

200K+

unique views

## Global edition | 15 Aug, 2022

*24 hrs convening to give an overview of India's development sector to a global audience*

90

speakers

2500+

live audience

684k+

unique views

24

hours

## Agricharcha | 18 Dec, 2020

*Conversations on innovations that put rural households at the center and extend technology reach to improve profitability of farms and increase livelihood opportunities*

26

sector experts

7

sessions

2000+

unique views

6

hours

## charcha 2021 | 13-15 Aug, 2021

*to retrospect and reflect on our collective response to the covid crisis and to reaffirm our commitment to building resilient systems that leave no Indian behind*

300+

speakers

100+

hours

5000+

live audience

363K+

unique views



# charcha 2022

resilient livelihoods for all

Our first in person convening at  
India Habit Centre, Delhi

Aug 4, 2022

# Tracks



Skilling



Entrepreneurship



Governance &  
State Capacity



Rural  
Livelihoods



Deshruption

# charcha 2022

*First in person livelihood centric convening*

95+  
speakers

25+  
hours of  
programming

4  
themes &  
session formats

363K+  
unique  
views

650+  
curated livelihood  
focused audience





## *Skilling*

The Skilling track will explore how India's demographic dividend can become a reality with investments in human capital formation, and skill development at scale, how can we build an equitable gig economy for Bharat and how can technology disrupt the skilling ecosystem via a digital infrastructure approach.

# Skilling

Key note: Need of the hour- a new age 'Education system' encouraging job creation and aspirational employment



Shri Manish Sisodia, Dy CM Delhi shares his vision in terms of aspirational employment for the youth of Delhi. He discusses the role that platforms like Rozgaar Bazaar play in shaping and meeting this aspiration, and the skills, mindset & the support the youth need to make a difference in the new age.

Shri Manish Sisodia,  
Dy CM, Delhi

Everyone deserves equity in opportunity: How can we build an equitable gig economy for Bharat



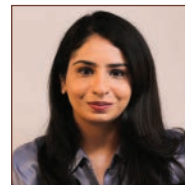
Abhiraj Singh



Gurpreet Singh



Mukul Singhal



Supriya Paul



Prachi Windlass

In the context of an ever-expanding gig economy, how can more jobs be created for the household and MSME sector? This session revolves around the exciting prospects for India's gig work platforms and how they can be bolstered by the government, social entrepreneurs, nonprofits and other partners who are invested in the prosperity of gig workers and catalysing their contribution to the economy.

Building human capital for inclusive development



Smt Pallavi Govil, IAS



Madhav Chavan



Vijay Mahajan



Goutam Das

India's high unemployment rate (7.8%) has a devastating effect on the livelihood of its people. There is an urgent need to advance economic well being and resilience of communities-especially women and youth, in underserved communities. The panel explores the root causes for the asymmetry in demand and supply of talent, and discuss strategies for concerted action in Human Capital Formation that serves the interests of India's bottom 250 Mn and helps them to achieve positive life outcomes.

# Skilling

Deshrupation: How NDEAR can enable a digital infrastructure approach in Skilling



Mekin Maheshwari



Prachi Windlass



Dr. Gayathri Vasudevan



Gaurav Goel



Gaurav Gupta

This session discusses how a unifying framework like NDEAR (National Digital Education Architecture) along with underlying common protocols can allow many platforms, applications and service providers to innovate and enable many possibilities and capabilities in livelihoods. We demystify NDEAR and demonstrate its application to create open source interoperable protocols that can lead to a paradigm shift in the Skills and Livelihood domain in the country.

## Rebooting Skilling & Entrepreneurship for the 21st Century



Smt Atishi Singh,  
MLA, Delhi

With the government encouraging the adoption of technology across various sectors, India has witnessed significant technological advancements leading to rapid digitisation and adoption of smartphones, even in the most remote corners of the country. Technology is a key enabler in driving this inclusion and has improved access to previously unbanked sections of the country.

Smt Atishi Singh throws light on the commitments and actions needed to raise living standards across our value chain, create opportunities through inclusivity and prepare people for the future of work.



## *Entrepreneurship*

India's high unemployment rate (7.8%) compounded by the dwindling labor force participation (LFP) has a devastating effect on the livelihood of its people. Mass Entrepreneurship, the idea of creating and running millions of formal, initially small, yet growth oriented enterprises distributed across the country has the potential to not only enable large-scale job creation, but also catalyzes more equitable growth.

The Entrepreneurship track hosted by GAME- Global Alliance for Mass Entrepreneurship brings insights, policy enablers and implementation and growth models, leading to the need for a National Entrepreneurship Mission (NEM)- a mission designed for its unique ability to realise Mass Entrepreneurship with speed and scale.

# Entrepreneurship

Key note: Ravi Venkatesan, Founder, GAME



Ravi Venkatesan

India's high unemployment rate (7.8%) compounded by the dwindling labor force participation (LFP) has a devastating effect on the livelihood of its people. Mass Entrepreneurship, the idea of creating and running millions of formal, initially small, yet growth oriented enterprises distributed across the country has the potential to not only enable large-scale job creation, but also catalyzes more equitable growth.

National Entrepreneurship Mission(NEM): Creating 100 million jobs for sustainable livelihoods



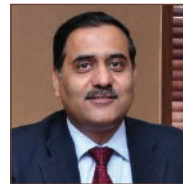
Shri Rajesh Aggarwal,  
IAS



Smt Manisha Verma,  
IAS



Shri Sivasubramanian  
Ramann



Dr Raajiv Singhal



Sharad Sharma



Madan Padaki

To address the critical need for large-scale employment generation, there is a need to create 90 million non- farm jobs by 2030. This requires creating millions of formal, growth oriented businesses that can in turn provide gainful employment at scale. The proposed National Entrepreneurship Mission has the potential to enable mass entrepreneurship with a sense of urgency.

# Entrepreneurship

## Solving delayed payments for job creators



Basant Kaur



Ram Kuppuswamy



Anil Bhardwaj



Dr Arun Singh



Varad Pandet



BN Mishra



N Mahalakshmi

Withholding enormous sums of capital (10.7 lakh crores) from India's smallest businesses deprives them of their opportunities to grow and return value to their owners, and consequently the millions of ordinary households that are supported by these businesses. This session digs deep into this problem statement & how there is an urgent need for the ecosystem to move towards widely acceptable solutions. More urgent and critical than ever before.

## Scorecard for Women Entrepreneurship: Unlocking the potential of women



Aparajita Bharti



Sairee Chahal



Prof. Dr Neharika Vohra



Sharon Buteau



Nidhi Bhasin



Sanjana Govindan

Economic growth driven by female entrepreneurship holds the promise of creating 150-170 jobs million in India by 2030. Measuring total entrepreneurial activity among women-led businesses and understanding what enables scalable, high-growth businesses is crucial in helping realise this potential. A women entrepreneurship scorecard will be the first step in the direction and a key enabler for a comprehensive policy to promote women entrepreneurship across India.



## *Rural Livelihoods*

85% of India's farmers own land less than 2 hectares and practise subsistence farming amidst degraded natural resources and erratic weather. Lack of reliable income options not only impacts the community's well being but also leads to challenges such as poverty and distress migration. The Rural livelihood track hosted by Bill and Melinda Gates Foundation explores how we can end ultra poverty by 2030, methods to foster women's livelihoods and how agritech can enrich income for the small landholding farmer through agri and allied fields.

# Rural Livelihoods

BILL & MELINDA  
GATES foundation

## Ending Ultra Poverty in India



Shri Subrahmanyam,  
IAS



Smt R. Jaya, IAS



Smt Nita Kejrewal



Anna O'Donnell



Kunal Sharma



John Paul

Despite a strong social welfare system and 8 million SHGs in place, ultra poor & vulnerable households in India are hard to reach and underserved and they differ significantly from the poor. They are tied to unpredictable wage labour, own few or no assets, are food insecure & live on less than 2 meals a day. The session unpacks the framework against which the government and other significant stakeholders in the ecosystem are addressing the challenges of this critical constituency, one that often gets left behind in matters of policy and practice.

## Fostering Women's Livelihoods



Dr. Anitha Govindaraj



Neera Nundy



Dr. Aparajita Gogoi



Madhu Krishna

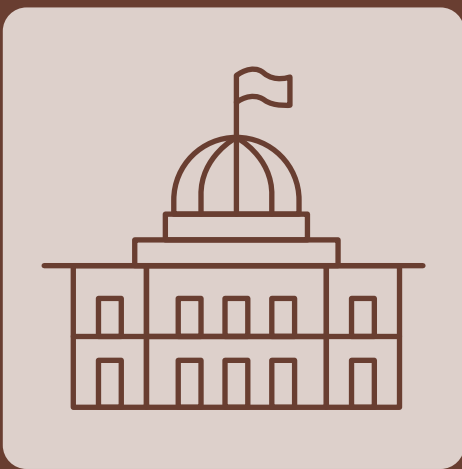
Female workforce participation has reached concerning levels across sectors. Enabling women's access to decent work and livelihood opportunities is critical to achieve sustainable development. The panel discusses strategies for reducing the gender divide in livelihoods, and how we can create a system capacity for skills, financial agency and digital access for women.

## Agritech for small landholding farmers



Dr Nikhil Agarwal,  
CEO, FIRST- IIT Kanpur

India is in the midst of a digital revolution through the availability of affordable high speed internet. AgriTech start-ups who put the producer at the centre have a unique role to play in shaping the larger agri sector. This talk explores the current landscape of innovation in agriculture, and discuss what it will take to promote innovation that serves the producer, and increases income through agri and allied fields.



## *Governance and State Capacity*

Hosted by the Veddis Foundation and J-PAL South Asia through ASPIRE tackles a question that has become urgent now more than ever: how can governments be supported to leverage scientific data and evidence for effective policymaking? We are at a juncture in India's history where evidence-informed policymaking has assumed renewed significance. The Covid-19 pandemic threatens to reverse India's decades of progress on poverty reduction. Building government capacity through effective partnerships, and incorporating data and evidence into policymaking is instrumental in paving India's way out of poverty. It offers actionable solutions to some of the most pressing policy problems.

# Governance & State capacity



## Building government capacity for the next 75 years

### Keynote: Amitabh Kant, IAS



Former Chief Executive Officer, NITI Aayog, Shri Amitabh Kant looks back on his four-decade long career in the civil services and shares his personal reflections on transforming governance with examples drawn from his six-year stint at NITI Aayog.

Amitabh Kant, IAS

### Plenary



Murugan Vasudevan



Shobhini Mukerji



Vikrant Bhargava



Iqbal Dhaliwal

This session examines strategies that empower governments to adopt evidence-based policymaking. building on the importance of developing multi-stakeholder partnerships to spur a culture of evidence-informed policymaking in India.

### Living Books: Meet the Changemakers



Rukmini Banerji



Sohini  
Bhattacharya



Vijay Pingale



Shri Vishnu  
Venugopal, IAS



Yamini Aiyar

This unique session brings five distinguished speakers with deep expertise in partnering with governments to spark policy change at scale.

The speakers—or 'living books'— share insights, lessons, and practical advice on building and enhancing government capacity. This gives audience a rare opportunity to have candid, direct conversations with the speakers on effective collaboration with governments to drive evidence-informed policymaking.

# Governance & State capacity

Desruption: Digital Mavericks: Trailblazing tech for better governance, resilient lives and sustainable livelihoods



Gayathri Vasudevan



Samina Bano



Tarun Cherukuri



Smt Varnali  
Deka, IAS



Mallika Ahluwalia

This interactive session features digital mavericks pioneering innovative solutions at the intersection of technology, livelihoods, and state capacity. The conversations revolve around: disrupting skilling; connecting youth with jobs; providing sustainable access to legislated rights; and improving last mile market linkages.



# *Deshruption*

Deshruption is a spotlight series at charcha that shines light on technology-led disruptions at national scale that are creating economic opportunities in various areas.

# Deshruption

## Tech for Livelihoods

### Key Note

Prof. Ajay Kumar Sood, Principal Scientific Adviser to the Government of India



Prof. Ajay Kumar Sood, Principal Scientific Adviser to the Government of India gives a talk on his vision for how the foundations of science, technology and innovation can help India unlock its human capital potential and develop a world-class workforce.

Prof. Ajay Kumar Sood

## How NDEAR can enable a digital infrastructure approach in Skilling



Meekin Maheshwari



Prachi Windlass



Dr. Gayathri Vasudevan



Gaurav Goel



Gaurav Gupta

This session discusses how a unifying framework like NDEAR (National Digital Education Architecture) along with underlying common protocols can allow many platforms, applications and service providers to innovate and enable many possibilities and capabilities in livelihoods. It demystifies how NDEAR and creates open source interoperable protocols that can lead to a paradigm shift in the Skills and Livelihood domain in the country.

# Deshruption

Digital Mavericks: Trailblazing tech for better governance, resilient lives and sustainable livelihoods



Gayathri Vasudevan



Samina Bano



Tarun Cherukuri



Smt Varnali  
Deka, IAS



Mallika Ahluwalia

This interactive session features digital mavericks who are pioneering innovative solutions at the intersection of technology, livelihoods, and state capacity. The conversations are focused on: disrupting skilling; connecting youth with jobs; providing sustainable access to legislated rights; and improving last mile market linkages.

## OCEN: Powering credit for MSMEs via Cash Flow Lending



Hrushikesh Mehta

An IFC study estimated the financing gap to be approximately \$400 billion. The OCEN protocol enables innovative, sachet-sized credit products in an economically viable fashion, at scale. In this session, you learn about the approach to the design behind AA's and OCEN - a new transformative digital infrastructure for access to credit, and its current adoption as well as the roadmap for growth. If you are a business serving MSMEs today, you will get an overview of how to fast track embedding credit onto your platform without multiple bilateral partnerships with banks or NBFCs.

## Right to Repair



Ajai Chowdhry



Smt Nidhi Khare, IAS

The Right to Repair is proposed legislation that gives a boost to livelihoods in the electronics and white goods sector. This discussions revolves around the potential of this idea to create large scale entrepreneurship and gig employment for repair technicians, kickstart a spares manufacturing ecosystem and deliver outsized economic, environmental and social returns.

# Deshruption

## India's tryst with AI



Umakant Soni

Artificial Intelligence (AI) is predicted to eliminate human workforce at large scale. Can the same technology unlock livelihood opportunities in new areas that we are just beginning to imagine?

Umakant Soni's talk addresses India's unique opportunity to thrive in the post AI era.

## India Stack- How India's investment in building technology based digital stack infrastructure has created a great foundation for societal change



## Fireside chat with Sharad Sharma by Aresh Shirali



Aresh Shirali



Sharad Sharma

How does the India Stack enable inclusion and serving the underserved? Can we reimagine social security and inclusion with this new India Stack? What is the value of personal data - if it is so valuable can it be used as financial collateral? Information collateral based lending - how will it revolutionize livelihoods, small business growth, financial inclusion and welfare? Unlocking health services delivery based on personal data security? How can India tackle the chronic disease epidemic through Digital Public Goods? What is the UHI (Unified Health Interface), Open Health Services Network?

# Inspiration Room



## Josh talks



Maya Vishwakarma



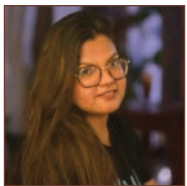
Gitanjali Babbar



Neharika Sethi



Haimanti Sen



Priya Yadav



Akash Bhardwaj



Pradeep Rai

Josh Talks has been on a mission to unlock human potential by creating tools that effectively nurture each individual's potential. At charcha 2022, the talks aim to give Bharat's youth access to relatable role models in the livelihoods sector and bring together a group of people who's stories have the ability to inspire and make a change.

## Tez talk and Tez chats



Amit Chandra



Ravi Capoor



Hemendra Mathur



Dr. Paromita Sen



Prateek Madhav



Raj Gilda



Aniket Doegar



Tushar Aggarwal



Deepali Khanna



Prof. Swaminathan  
Aiyar

Tez talks & chats introduces a wide variety of social innovations within the livelihoods sector through the lens of eminent leaders. These talks aim to break the silos separating experienced practitioners and existing research in the livelihood sector and translate actionable insights into wisdom that can inspire future leaders

# Closing Plenary

The role of Samaaj, Sarkar and Bazaar in creating resilient livelihoods for all



Shri Vineet Rai



Smt Renana Jhabwala



Shri Parameswaran  
Iyer IAS

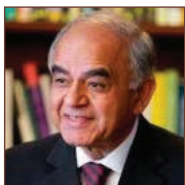


Shri Arun Seth

Led by luminaries in their respective fields, this is an indepth discussion on the role of the three pillars - government, business and civil society - in enabling India's livelihood sector? It brings to light key points of intersection, collaboration, how can the structural barriers in their paths be removed to unlock livelihood opportunities for all. The panel also discusses points of view on fair trade pacts, social protection, financial systems and digital public goods etc as means to promote mass entrepreneurship

# Soiree

Key Note and exclusive book signing by  
Shri Gurucharan Das, Board member, Centre for Civil Society



Shri Gurucharan Das,  
Board member,  
Centre for Civil Society



# Indian Ocean

A gathering of the brightest minds & power packed conversations at charcha 2022 transcends to the language of music with the Indian Ocean. one of the foremost contemporary bands in India, the band's musical journey spans over two decades.

# Media highlights

## Charcha 2022: Philanthropy can accelerate evidence-informed policymaking

5 min read . Updated: 31 Aug 2022, 11:25 AM IST

**Murugan Vasudevan**



Murugan Vasudevan, CEO, Veddis Foundation

*Governments, nonprofits, and donors are increasingly beginning to recognize the power and value of robust data and evidence to develop policies, especially those meant to fight poverty.*

[Read more](#)

## Can data on women entrepreneurship unlock its true potential?

4 min read . Updated: 17 Aug 2022, 12:22 AM IST

**Sanjana Govindan, M.P. Karthick**



Today, the body of gender statistics in the context of entrepreneurship is weak and evolving

*Today, women entrepreneurs in India do not have a 'place' that is well defined and measurable, though the associated landscape of opportunities looks impressive.*

[Read more](#)

## Charcha 2022: Ending ultra-poverty in India

4 min read . Updated: 30 Aug 2022, 04:55 PM IST

**Nita Kejrewal**



Nita Kejrewal, joint secretary, Ministry of Rural Development

*There are several government safety net programs, and large-scale government livelihood programs that are targeted at the poor, however, many of these programs do not reach the ultra-poor and the most vulnerable.*

[Read more](#)

## How data helped Kerala's fisherman, drove Incredible India campaign

Last Updated: Aug 23, 2022, 11:35 AM IST

**by Neha Dewan | ET Online**



*Amitabh Kant says data should drive policy decisions and there are plenty of examples during his tenure in the government where focus has been on evidence-based policy framework.*

[Read more](#)



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*Suresh Gundappa,  
CEO, GAME*



The/Nudge Forum & GAME collaboration for charcha 2022 is a testimony to the ability of alliances to solve some of the biggest challenges the country faces. At charcha 2022 we were able to create powerful conversations around making Mass entrepreneurship possible. The/Nudge Forum's ability to host influential speakers, high caliber audience is really behind the success of this convening.



*Gayathri Vasudevan,  
Labournet*



Charcha was a welcome change. Congratulations on conceptualizing and hosting such an interactive event.



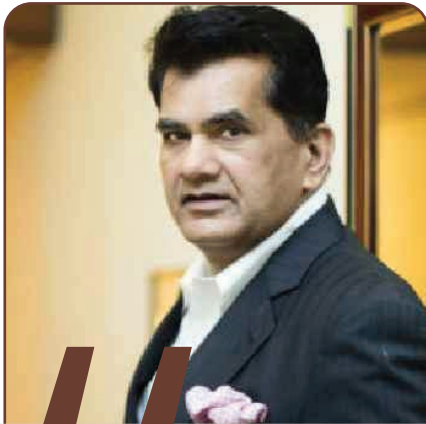
*Hemendra Mathur*

It was such a pleasure to speak at Charcha and network with so many people after Covid hiatus.



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*Amitabh Kant*



It was a pleasure and a delight for me to participate in the "Charcha" and interact with key stakeholders contributing towards "resilient livelihoods for all"



*Dr Vijay Pingale,  
President, CEGIS  
Foundation*



Thanks for providing me this invaluable opportunity to interact with the best in the field. I enjoyed it thoroughly.



*Prateek Madhav,  
Co-Founder & CEO,  
AssisTech Foundation (ATF)*



It was wonderful to share my experiences and meet so many amazing people. Congratulations for igniting so many conversations!



*Neharika  
Tilohri India*



It was indeed a pleasure to be a part of Charcha 2022 both as a speaker and a listener. The stories shared were so insightful, motivating and moving.



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## Co-hosts

BILL & MELINDA  
GATES foundation

V EDDIS  
FOUNDATION

GA GLOBAL ALLIANCE FOR  
ME Mass Entrepreneurship

## Partners

ASPIRE  
HOSTED BY J-PAL SOUTH ASIA

Centre for  
CIVIL  
SOCIETY  
SOCIAL CHANGE THROUGH PUBLIC POLICY

Michael & Susan Dell  
FOUNDATION



mint

[www.thenudge.org](http://www.thenudge.org)

Ground Floor, Near APJ Abdul Kalam Enclave, Aswath Nagar Service Road, 15-19, NH 44,  
Doddanekundi Extension, Marathahalli, Bengaluru, Karnataka 560037, India