



# What is the District Entrepreneurship Mission?

A District Entrepreneurship Mission (DEM) is a locally-owned, multi-stakeholder mission that facilitates convergence of finance, markets, institutions, and public systems to drive enterprise growth within a district.

We are currently testing the DEM approach in 3 living labs, namely – Nagpur, Visakhapatnam, and Nagaland, with secured high level political mandate.



particularly DRE, as enterprise growth lever, not just access



## The hypothesis held

Adoption is not the barrier —when technology is simple and contextually matched, entrepreneurs take it up immediately

When DRE is framed as a productivity/income tool — not just an energy source —entrepreneurs adopt immediately

Peer diffusion is real — 1 in 5 users became informal DRE ambassadors to their networks. Example: Channavva's roti output went from 150 to 600/day. Girija's mess income rose from ₹15K to ₹25K/month

## Three barriers we hit

Upfront cost of productive-use DRE is prohibitive for larger units —flexible, phased finance models are almost entirely absent

Finance beyond subsidy was largely absent —the PMFME scheme covered food enterprises only, limiting the model. Carbon credit monetisation is untapped —enterprises adopting solar have no pathway to realise this value

Livelihood DRE (machinery, productive-use) needs longer preparation, sector diagnostics, and co-investment design — not just installation.



Global Alliance For  
Mass Entrepreneurship

### Takeaway:

The technology and the end-user demand are both there. DRE as an enterprise enabler works. The challenge is not adoption —it is building the finance, awareness, and ecosystem architecture that lets it scale beyond small units and subsidy windows.

## WHAT WE'RE BUILDING NOW

# DRIVE

Decentralised Renewable Energy  
Innovation for Vibrant Enterprises

Visakhapatnam & West Godavari · Andhra Pradesh

Aquaculture · Horticulture · Agri-processing · Women-led  
MSMEs. 300 enterprises · June 2026–March 2027

### The GAME Orchestration Model



*GAME sits at the centre — not implementing each node, but ensuring all five nodes connect and stay connected.*

### What makes DRIVE different from earlier pilots:

**Cluster lens:** DRE solutions matched to sector-specific productivity constraints, not generic

**Blended finance architecture:** Moving beyond subsidy + self-finance to institutional credit pathways

**District as the unit:** Building replicable playbooks at district level, not city-specific NGO models

# GAME IN NAGPUR — PILOTS ACROSS 3 TRACKS WITH SOLUTION PARTNERS

Creating Climate-Resilient & Vibrant Entrepreneurship · Vidarbha Region

## ENERGY EFFICIENCY

ONGOING

### Walkthrough Energy Audits (100 MSMEs)

Walkthrough audits across industrial clusters. 15 completed, ₹1Cr+ savings identified in 10 MSMEs. Target: 40% adopt ECMs.

*Testing if structured hand holding drives audit-to-adoption*

## AGRICULTURE

INITIATED

### Electric Farm Mechanisation

Krishigati electric bulls via women-led SHGs/FPOs. 80–90% lower cost vs diesel. ₹1.37L annual net income/unit. 14 units deployed.

*Scalable through FPO/SHG service-based models*

## LIVELIHOOD DRE

INITIATED

### eBik Shakti Thela (200 carts)

Retrofit cargo Thelas → pedal-electric hybrids. ₹25K/kit, registration-free. 15–20% income boost, 4–5 month payback.

*Large addressable market among informal hawkers & vendors*



## WHAT WE'RE LOOKING FOR FROM THIS ROOM

*We come as learners. We also come with a specific model to build.*

01

### Productive-Use DRE Solutions

In aquaculture and horticulture — which productive-use DRE solutions have the clearest enterprise ROI? What does the vendor landscape look like in coastal AP? We're mapping this now for DRIVE.

03

### Partnerships for the DRIVE

DRIVE is an open ecosystem. We're looking for technology partners, financial institutions, and sector specialists who want to be part of a district-scale demonstration in Vizag and West Godavari.

02

### Blended Finance Models That Have Worked

Upfront cost is the single biggest barrier. Who has cracked phased payment, revenue-share, or RESCO-style models for productive-use DRE at MSME scale?

04

### Carbon Credit Pathways

Enterprises adopting solar-based solutions should be able to monetise carbon benefits — but this pipeline is completely unbuilt. Who is working on this, and can we design it together?

If you've built something that moved DRE beyond pilot stage — in any sector — we want to understand your playbook. DRIVE is designed to be replicable; your experience shortens our learning curve.