

**The Theme of the UNESCO WLHF Social Entrepreneurship Workshop was “H.A.L.E. Udaipur”**  
(signifying the creative synergy possible between Heritage, Arts, Livelihoods & Ecology)



### **Workshop Objectives**

The UNICEF WLHF social entrepreneurship workshop was designed to:

- a) expand the conventional notion of living heritage beyond arts/crafts/music to include other less recognized but developmentally important heritage traditions like farming, folk medicine, water conservation & environmental management; and
- b) showcase innovative local groups using ecological, artistic and entrepreneurial skills to reinforce each other.

We therefore invited the following types of synergistic groups and activists:

- Organic entrepreneurs working to renew rural welfare, water security & public health
- Performance groups working to highlight vital eco-cultural themes with drama, mime, genre fusion...
- IT artists working to link & synergize urban/rural talents & energies with innovative networks
- Media artists working to turn modern eyes & minds to neglected eco-social arts & wisdom
- Enviro-preneurs working to protect habitats by reviving native craft traditions & rural employment
- Visionary networkers working to incubate a new generation of eco-social entrepreneurs
- Rural development activists working to revive folk medicine, organic ag & herbal product revenue

**Joint Proposal Development:** A longer term goal of the workshop and its preparatory runup was envisioning followup activity, specifically a collaborative project. The workshop paradigm originally proposed in summer 2015 would have had each invited group make a short TEDx-style presentation, then the audience & a jury would have voted, & a plaque & economic reward would have been given to the group(s) with most votes.

The invited participants all politely rejected this model saying they were basically all cooperative allies and did not want to compete against each other. Instead they asked whether the award money could be used to create a common resource for Udaipur that could benefit them all. UNESCO-Delhi readily agreed to this non-competitive approach, and offered to help support a collaborative plan they proposed.

The nature and content of that plan were then discussed by the invited participant at 3 subsequent group meetings and during many followup email & personal conversations as well. The consensus that emerged was that joint engaged arts, eco-activism & entrepreneurship centre could offer unique benefits to each of their own activity areas and the region as a whole. (In fact, the ideas they came up with largely resemble concepts that many discussed with a [Japanese Creative Economy delegation that came to Udaipur from Doshisha and Kyoto Universities last year](#)).

Details of the resulting plan and the various groups' roles & suggestions are outlined at the end below.

Durbar Hall, Udaipur City Palace, Opening Session, March 21, 2016



Rajputana Society of Natural History Enviro-preneur Development

**WLHF, UDAIPUR 2016**

**RSNH**  
**SUSTAINABLE ACTIONS**  
Human-centric approach to Eco-centric results

**Reviving heritage water harvesting techniques**

*Rajputana Rural Enviropreneurship Development Centre*  
*Rajputana Society of Natural History*

Save Nature ↓ Nurture Future

Thalagiri Rural Art Development

**THALAGIRI WORKING FOR SOCIAL CAUSES**

Imagination Competition **MASTER OF ART** 100% To Events Artist **THALAGIRI IDEAS** WORKSHOPS TALENT WALL ART

**Unleashing Creativity in Village Schools**

## Merijanmbhumi Rural/Urban Network Project



Meri Janambhumi  
मेरी जन्मभूमि  
कोशीवाडा  
Koshiwara

मुद्दय पृष्ठ खबरे सम्पर्क सुत्र

GO Sign In Sign Up

हमारे बारे में  
गाँव >  
ग्राम पंचायत >  
सरकारी तन्त्र >  
प्रशासनिक >  
एन. जी. ओ. एवं अन्य संस्थाए >  
सांस्कृतिक >  
आजमसोड  
फिडबैक

New Member  
Dalchand

Help us start a rural/urban networking boom in India to spread opportunity, culture and development.

There are needs, wisdom and energy peculiar to the countryside.  
There are needs, smarts and resources peculiar to the towns.  
They can complement each other and both also need more democratized access to information, markets & political power.

Merijanmbhumi introduces low-cost telecom tech to bridge both worlds so they can enrich each other and co-evolve.

आ श्रीमद विजय हिमायत सुरीस्वर जी म. सा.  
श्री नाकोडा नैरव महावीर मरितामण्डल गावमुडा आपका हार्दिक स्वागत करता है।  
हस्तीमलसिंघवी अध्यक्ष

## Jagran Jan Vikas Samiti Village Development Activities

Jagran Jan Community Development

Promoting Micro Financing

Water Harvesting Structures

Collective initiatives on legal ownership of natural resources

Training in Leather Handicrafts


Training in Carpentry

Strengthening Local Governance

## Banyan Roots Organics 3rd Year Achievement Metrics

### IMPACT

- Biodiversity
- Farmers Income
- Health (Farmers and Consumer)
- Output
  - 200 Farmers
  - 3600 Customers (900 Members)
- Outcome
  - Present :-
    - 25% Increase in Farmers Income.
    - 70% Input Cost reduced
    - 14 Forgotten crops diversity and 6 crops in a Farm
  - Projected:-
    - 50% Increase in Farmers Income and 90% input cost deduction.
    - 30+ Forgotten crops diversity and 14 crops in a Farm



### Workshop Attendance & Results

9 Udaipur area groups introduced their objectives & activities focusing on how their ways & means combined arts, heritage knowledge, ecological concerns and/or business skills to achieve their goals.

Although the workshop's Monday 10:00 AM time slot conflicted with many Udaipurites' work hours, examination schedules and/or local graduation ceremonies – and its Rs 1000 entry fee discouraged numerous less affluent invitees, there was a respectable turnout of ±55 attentive citizens, many of whom offered positive feedback expressing both happy surprise at the range of inspiring activities introduced and their imaginative relevance for living heritage preservation and renewal.

**Joint Proposal Development:** Regarding the second collaborative project objective and proposed centre, the following is a list of centre development roles & value propositions volunteered by consulted groups

<b>Banyan Roots/Jagran Jan Vikas Samiti</b>	Organic product display/education/sales area
<b>Big Medicine Charitable Trust</b>	Organic Udaipur entrepreneur startup area
<b>Bindaas Community Media Academy</b>	Coop studio/post-production training centre
<b>eChai Entrepreneurial Network</b>	Group meet-up space & biz incubator cabins
<b>Eco Hut/Sonaa Engineering</b>	Engaged art/product exhibit/education/sales area
<b>Evergreen Udaipur /Pukaar Eco-Activist Networks</b>	Meet-up space & education centre
<b>IIMU/Singhania/Sukhadia Entrepreneurship Clubs</b>	Intermural interactive meet-up & brainstorm space
<b>Manav Manthan</b>	Engaged poetry training / performance space
<b>Martand Foundation/Natyansh Theatrical Net</b>	Engaged mime/theatre/inter-genre practice space
<b>Merijanmbhumi.com</b>	Live Network Hub Demonstration Centre
<b>Milletts of Mewar</b>	Organic Snack & Refreshment Bar
<b>Rajputana Society of Natural History</b>	Enviro-preneur education/recruitment kiosk
<b>Shakti Caravan</b>	Global telepresence dance training/co-creation space
<b>Shikshantar/Swaraj University</b>	Appropriate tech/urban gardening demo centre
<b>Thalagiri.com</b>	Art class/creation/creation space
<b>Udaipur Artists Association</b>	Meet-up space & rehearsal centre

**Workshop Lacuna:** The social entrepreneurship workshop design also envisioned asking audience members for their own ideas for such a centre, but time constraints foreclosed that option, so we are only presenting below the collated suggestions of the participating/consulted groups.

## OUTLINE OF RESULTING PROPOSAL / PLAN OF ACTION

### Proposed Design Elements for an Udaipur Eco-Artistic Entrepreneurship Synergy Center

(gathered from WLHF workshop presenter/participants during prep and consultation meetings)

#### Suggested/Desired Facilities

##### Physical Facilities

±6-Cabin Eco-Cultural Business Incubator (with shared wifi, copier/printer/scanner, seminar space)

Practice/Rehearsal Stage & Classroom Space (for lessons, films, meetings, small performances, etc)

A/V/internet-connection for national/international teleconferencing & co-creation classes

Gallery/Display/Exhibit Space for Engaged Arts (arts with significant eco-social messages)

Community Digital Arts Studio – for audio/video/graphics/photography

Organic Café (refreshment & local product area)

Udaipur NGO Info Centre (fliers/brochures/posters introducing effective local eco-social NGOs)

Library (pubs on local heritage, art, world crafts, folk culture, ecology, entrepreneurial skills...)

Kitchenette & Social Area

Urban garden examples

3D Printing Lab

##### Types of Classes

Start-up/Small Biz Fundamentals (basic planning, accounting, biz plan development...)

Social Entrepreneurship Essentials (program development, funding sources, allied efforts)

Community Media (planning, production, promotion, distribution...)

Self-Promotion/Management/Marketing for Artists

Fair Trade Commerce & Online Sales

Eco-Cultural App Development

Innovative Tourism Promotion (new types of heritage, artistic & eco-tour activities)

##### Envisioned Outreach Programs

Urban/Rural Networking using Merijanmbhumi's interactive Internet/SMS model

Village craft/organic crop/product entrepreneurship workshops via Rotary Community Corps

Cooperative fair trade fulfillment centre development for rural arts & farm products

Eco-cultural resource surveys of surrounding rural communities

International artist/craft master exchange & residency program (Mewar Mastery Exchange)

##### Proposed Next Steps

##### Time Window

- |   |                 |
|---|-----------------|
| • Establish development & steering committee from among participant groups  | April, 2016     |
| • Locate candidate venues within the city and possible gov or academic partners   | May, 2016       |
| • Develop prioritized development & operational budget & sustainability strategy  | May, 2016       |
| • Ascertain nature of anticipated UNESCO-Delhi support & possible help from MMCF (e.g., endorsement of gov agency or CSR aid requests; aid equivalent to first proposed TEDx competition prize – cf., average MMCF cost for other WLHF workshops; etc.) | May, 2016       |
| • Identify appropriate fiscal sponsors in the business community and civil society  | May/June, 2016  |
| • Begin physical development of centre and initial public education campaigns   | June/July, 2016 |
| • Launch formal operations, including class/exhibition/training activities  | Aug/Sept, 2016  |
| • Initiate community outreach programs within Udaipur and peri-urban regions  | Oct/Nov, 2016   |