

Building DEIA

(Diversity, Equity, Inclusion, and Accessibility)

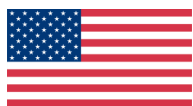
maturity for a progressive
MSME cohort

12 Months Hybrid Program
April 2024 - March 2025

DEIA
CATALYST 



Program Partners



Partner



Implementation Partner



Knowledge Partner



Building a Path to Innovation

Global studies highlight that diverse perspectives unleash transformative power at companies. A high correlation has been found between DEIA maturity at the workplace and improved competitive position, agility, innovation and brand perception.

The DEIA Catalyst Program is a pioneering initiative dedicated to fostering Diversity, Equity, Inclusion, and Accessibility (DEIA) within micro, small, and medium-sized enterprises (MSME) in India.

The COVID-19 pandemic accelerated the focus on DEIA, prompting organizations to prioritize it. However, despite constitutional provisions and legislative strides, many businesses overlook DEIA's potential, hindering diversity's benefits.

The DEIA Catalyst Program addresses this gap, empowering MSME to unlock their potential. By embracing DEIA principles, businesses enhance innovation, engagement, and decision-making. Funded by the U.S. Consulate General, Mumbai, the program promotes shared values between the U.S. and India, fostering meaningful change.

Through awareness sessions, in-person boot camps, policy development support, and national dialogue forums, the program aims to equip participating organisations with the tools and resources needed to thrive in today's dynamic business landscape.

- April 2024 - Program Launch
- 12 Months Duration
- 5 Curated Sessions - Hybrid Mode
- Cohort of 75 MSME
- Fully Funded





Methodology

Hybrid model of delivery for customised solutions

Led by the Entrepreneurship Development Center (EDC) as the implementation lead and PeopleWiz Consulting LLP as the knowledge partner, the program will follow a 12 months schedule tailored to meet the needs of MSME in a hybrid model. This schedule will include:

- **Virtual Awareness Sessions:** Regular online sessions aimed at providing participants with insights into the benefits and best practices of DEIA in the workplace.
- **In-Person Bootcamps:** Intensive workshops conducted in select locations to provide hands-on training and support in developing inclusive policies and practices.
- **Policy Development Support:** Individualized assistance and guidance to help participating organizations develop and implement inclusive policies tailored to their unique needs.
- **Participation in National Dialogue:** Opportunities for MSME to engage in a national dialogue on DEIA through participation in a dedicated conclave, where they can share insights, challenges, and best practices with industry peers and stakeholders.

Eligibility: Any organization that is registered in India, where the investment in Plant and Machinery or Equipment does not exceed 50 crore rupees and annual turnover does not exceed 250 crore rupees.

Benefits of the Program:

Tools that accelerate innovation by leveraging diversity

By participating in the DEIA Catalyst Program, MSME will gain access to invaluable resources, training, and support to drive meaningful change within their organizations. This includes enhanced awareness of DEIA principles, practical tools and strategies for policy development, and opportunities to connect and collaborate with other industry leaders.

We look forward to welcoming you to the DEIA Catalyst Program and embarking on this transformative journey together.

Apply at www.deiacatalyst.org

Join us

on this transformative journey towards a more inclusive and prosperous future. Embrace diversity, empower your workforce, and unlock the limitless possibilities of DEIA with the DEIA Catalyst Program.

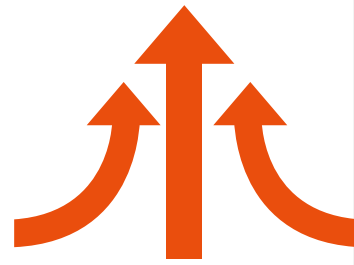


- **Improved competitive position:** DEIA mature companies report significantly more innovation and creativity leading to significantly more business advantages.
- **Stronger Talent Acquisition and Retention:** DEIA efforts attract and retain top talent from diverse backgrounds, boosting the talent pool and fostering a more engaged workforce.
- **Enhanced Employer Brand and Public Image:** A strong DEIA reputation attracts customers, investors, and partners, boosting the brand image and market competitiveness.



FAQ

Common Queries Clarified



What specific criteria are considered during the selection process?

The selection process considers factors such as the organization's commitment to DEIA, current level of diversity practices, potential for growth and impact, and alignment with program objectives.

How will the program cater to the diverse needs of MSME from different regions and industries?

The program employs a tailored approach using a combination of virtual sessions and in person bootcamps, offering region-specific sessions, industry-relevant content, and personalized support to address the unique challenges and contexts of MSME across various regions and industries.

What types of support and resources can participating MSME expect to receive throughout the program?

Participating MSME can expect comprehensive support, including virtual awareness sessions, in-person bootcamps, policy development guidance, participation in national dialogues and networking events.

How will the program measure the impact of DEIA initiatives implemented by participating MSME?

The program will employ a robust monitoring and evaluation framework, tracking key performance indicators related to DEIA outcomes, such as innovation levels, talent retention rates, employer brand perception, legal compliance, and cultural transformation within organizations.

Is there a financial commitment or any costs associated with participating in the DEIA Catalyst Program?

No, there are no financial obligations for participating MSME. The program is fully funded by a prestigious grant from the U.S. Consulate General in Mumbai, ensuring that all selected organizations can benefit from its offerings without incurring any costs. Any travel related expenses to bootcamps near you will need to be borne by the participant.

How will the program facilitate ongoing learning and collaboration beyond the formal sessions and bootcamps?

Beyond formal sessions and bootcamps, the program will organize regular networking events, webinars, and a national conclave to foster continuous learning, collaboration, and knowledge exchange among MSME, creating a supportive community for ongoing growth and development.



Implementation
Partner

Entrepreneurship Development Center (EDC)

Founded in 2007 as part of CSIR, Government of India initiatives, Venture Center is a leading technology business incubator in India. Supporting over 750 startups, including 180 resident ones, it fosters innovation and growth. With 85% of startups thriving, it has generated 1000+ STEM jobs/year and attracted \$12M in investments, yielding \$45M in revenue. Its current incubatees hold >130 unique patents and pioneer world-class products and services.

PeopleWiz Consulting LLP

Established in 2011, PeopleWiz Consulting is a premier HR firm across Pune, Bangalore, and Singapore. Specializing in MSME ecosystem support, it provides HR mentoring, organization design, and inclusive culture cultivation. Recognizing the pivotal role of people in startup success, it builds robust HR frameworks fostering growth and innovation. With a national and international presence, it's a trusted partner for MSME, empowering organizational success and sectoral growth.



Knowledge
Partner



Partner

The U.S. Consulate General, Mumbai

representing the states of Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, and Goa – provides an array of services to American citizens in the district, assists non-Americans with visas to the United States, and works with local partners and governments across western India on issues of interest to U.S.-India relations. The Consulate's Public Diplomacy Section oversees public engagement in Western India to help strengthen people-to-people and business ties between the United States and India, and to promote diversity, equity, and inclusion through cultural activities, public events, exchange programs, and media engagements on issues important to the U.S. India relationship.

www.deiacatalyst.org
contact@deiacatalyst.org

Neha Jacob : **98223 10857**
Priyanka Angappan : **88254 60644**

Entrepreneurship Development Center
100, NCL Innovation Park, Dr Homi Bhabha Rd,
Pune, Maharashtra 411008

