

Monitoring, Evaluation, and Learning (MEL) Support to Global Alliance for Mass Entrepreneurship (GAME)

With its Alliance Partners, GAME has targeted creating 10 million mass entrepreneurs, 50% of whom will be women, who, in turn, will create 50 million jobs by 2030. GAME aims to build a narrative around mass entrepreneurship and catalyse efforts to create a thriving environment resulting in large-scale job creation through:

- i. inputs at the local ecosystem level and responsiveness to the needs of entrepreneurs (market & credit linkages, peer networks, mentorship, etc.),**
- ii. making entrepreneurship aspirational from a young age (mainstreaming entrepreneurial mindset & skill curriculum in schools, colleges, ITIs), and**
- iii. creating an environment conducive to entrepreneurship (reducing regulatory burden for MSMEs, amplifying success stories, policy advocacy).**

Sambodhi has been engaged as the MEL partner of GAME in the following processes:

- **Designing MEL architecture and identifying KPIs** (outputs, outcomes, impact) and developing theories of change for local and national task forces (workstreams)
- **Developing and deploying data collection tools** for evaluation of Accelerator Program (Xcelerator) in Bangalore and Ludhiana (local workstreams)
- **Baseline and endline assessments** across three national task forces (workstreams) such as finance, ease of doing Business, entrepreneurial mindsets & skills
- **Systems thinking and developing strategy maps across workstreams for** developing an ecosystem map that captures fundamental behaviour using force field analysis, helps various task forces (workstreams) identify opportunities & red flags. Identifying strategies (causal, persuasive, supportive) to target individuals, groups, and ecosystems, envisage outcomes, and understand the balance between systems across workstreams
- **Process dipsticks** for assessing the influence of context – Implementation (dose, fidelity, reach) and mechanisms (response, mediators, pathways) on task forces' performance
- **Need-based rapid assessments** (Case Studies, Network Analysis, Most Significant Change, Appreciative Inquiry)