

## **ENTREPRENEURSHIP AT THE BOTTOM OF THE PYRAMID**

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### **ABSTRACT**

*Sustainable livelihood for all is the major policy directive of all governments. There are various focused programs on self-employment and skill building programs launched by the Government of India but still, there is a long way to go. The Start-Up buzz in India has helped in assisting ideas (mainly technology based) to become a reality. The number of Unicorns has also increased over a period. It is also a ripe time to focus on differently abled as a target group requiring tremendous effort to bring up to the level of self-employment or become an entrepreneur.*

*This research paper is an effort to recognize the initiatives towards skill building and self-employment of the differently abled group. For the purpose of this paper, the differently abled entrepreneurship would be referred to as the “Entrepreneurship at the Bottom (base) of the Pyramid” (BOP). It would analyze an exclusive case of an intervention by an NGO based out of Chennai.*

*This case has been identified based on the merit of intervention, the scope of multiplier effect and innovation at the BOP. Its research significance lies in the fact that such innovations among the BOP shall be easily adopted by other NGOs who in turn can enable the sustainable livelihoods dream to come true for all.*

**KEYWORDS:** *Innovation, Social Entrepreneurship, Differently Abled, Youth Entrepreneurship, Home Bakers*

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