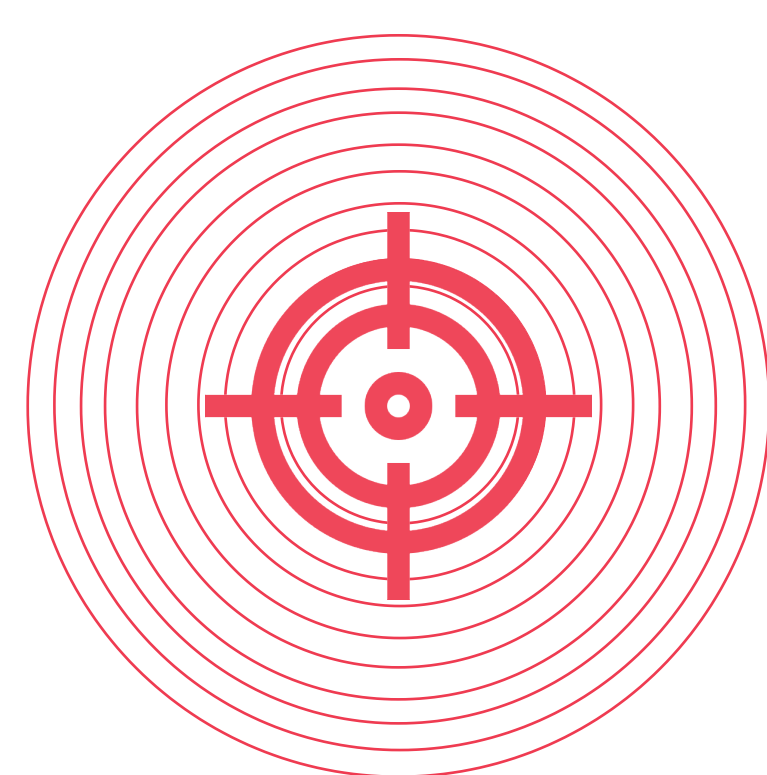


# Objective.

In India, entrepreneurship is still considered a risky profession and hence the attractiveness towards stable government jobs and established startups for employment. Through this campaign and by showcasing 1000 entrepreneurial stories from across categories and geographies, Global Alliance for Mass Entrepreneurship (GAME) and 40 partners sought to make entrepreneurship aspirational where it becomes a top career choice and where job seekers are inspired to become job creators.



# Plan.

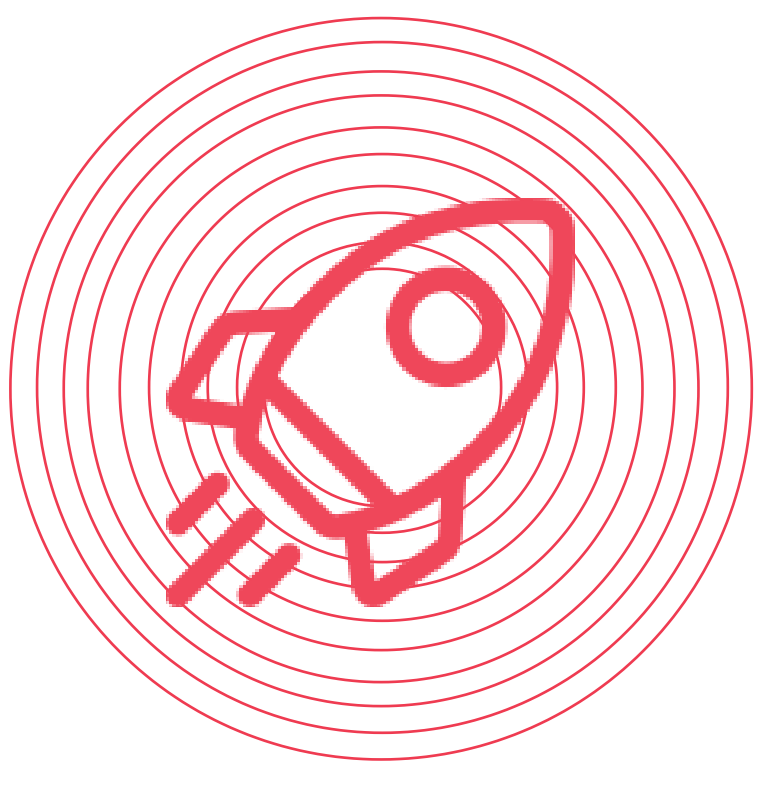
40 partners joined hands with GAME to share 1000 entrepreneurship stories from across India across all categories, demographics, classes, and gender.

This culminated in a Twitter Marathon from 7:30 am to 11:30 am on the 31st of May, creating a mass entrepreneurship narrative through storytelling. The alliance shared stories of these unsung entrepreneurial heroes, their successes and trials, hopes and dreams, and moreover their relentless drive to achieve their entrepreneurial ambitions.



[Watch Now](#)





# The Execution .

1

Leveraged on the strength of an alliance, 40 partners joined GAME. This included

- Global platforms,
- Entrepreneurship Development Organizations (EDOs),
- Incubators,
- Vibrant entrepreneurial communities,
- Grassroot organizations.

2

With a few guiding principles, partners, and entrepreneurs were encouraged to share stories in their voice irrespective of tonality and language.

3

All stories were hosted on a microsite which was a one stop shop of all the 1000 journeys.

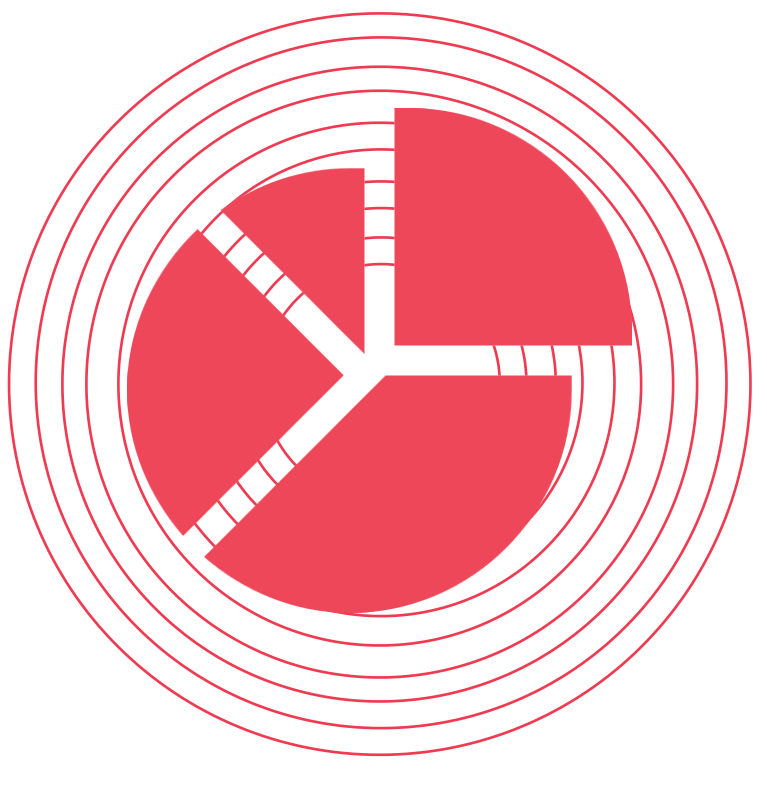
<https://massentrepreneurship.org/all-stories/>

4

Going beyond tech startups, this provided a platform for all sorts of entrepreneurs across the spectrum to tell their inspirational stories

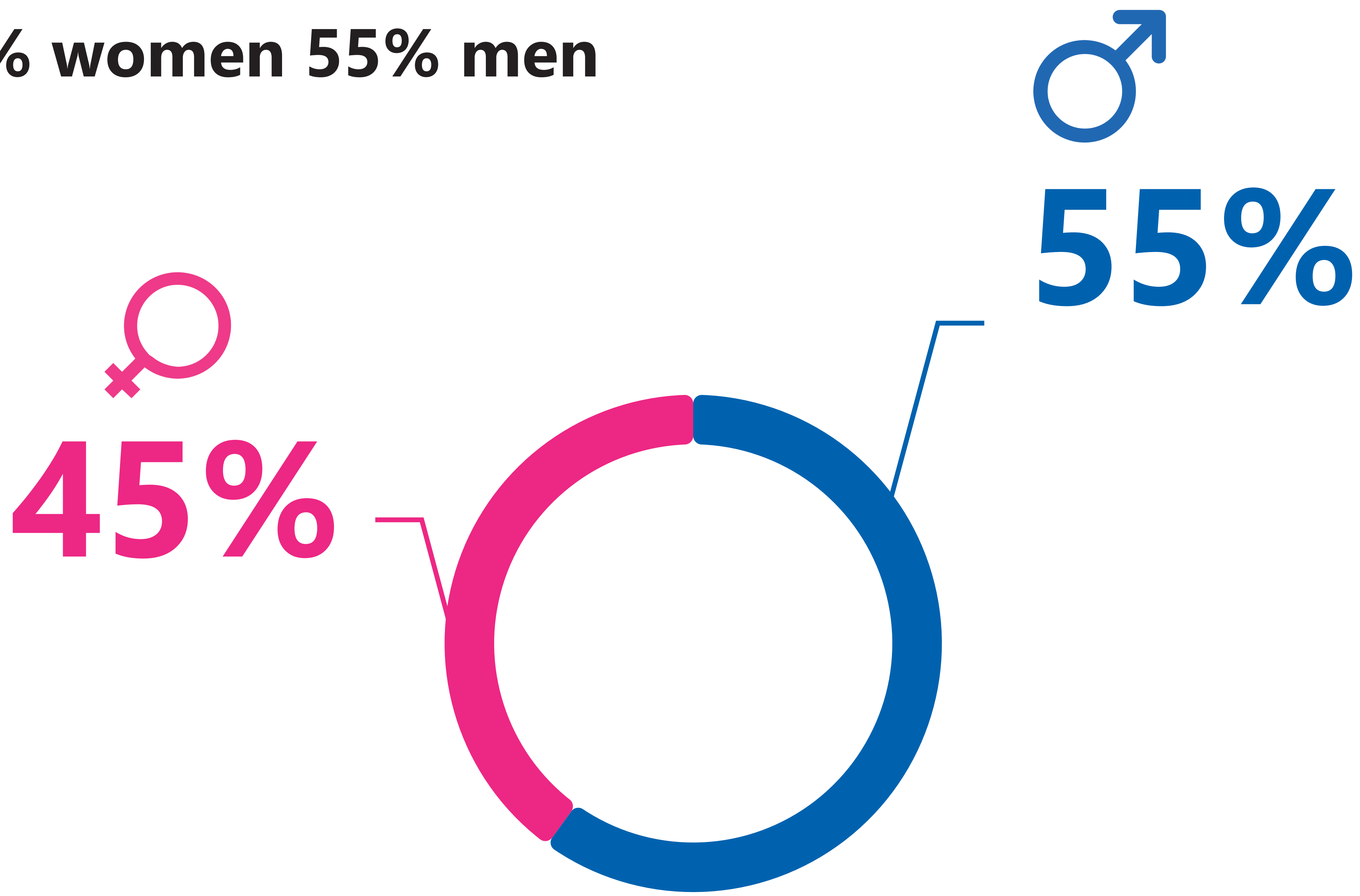
5

This kind of ambition takes a village. So we built a committed army of interns and volunteers to ensure the presentation of the 1000 stories on 31st May was delivered on time

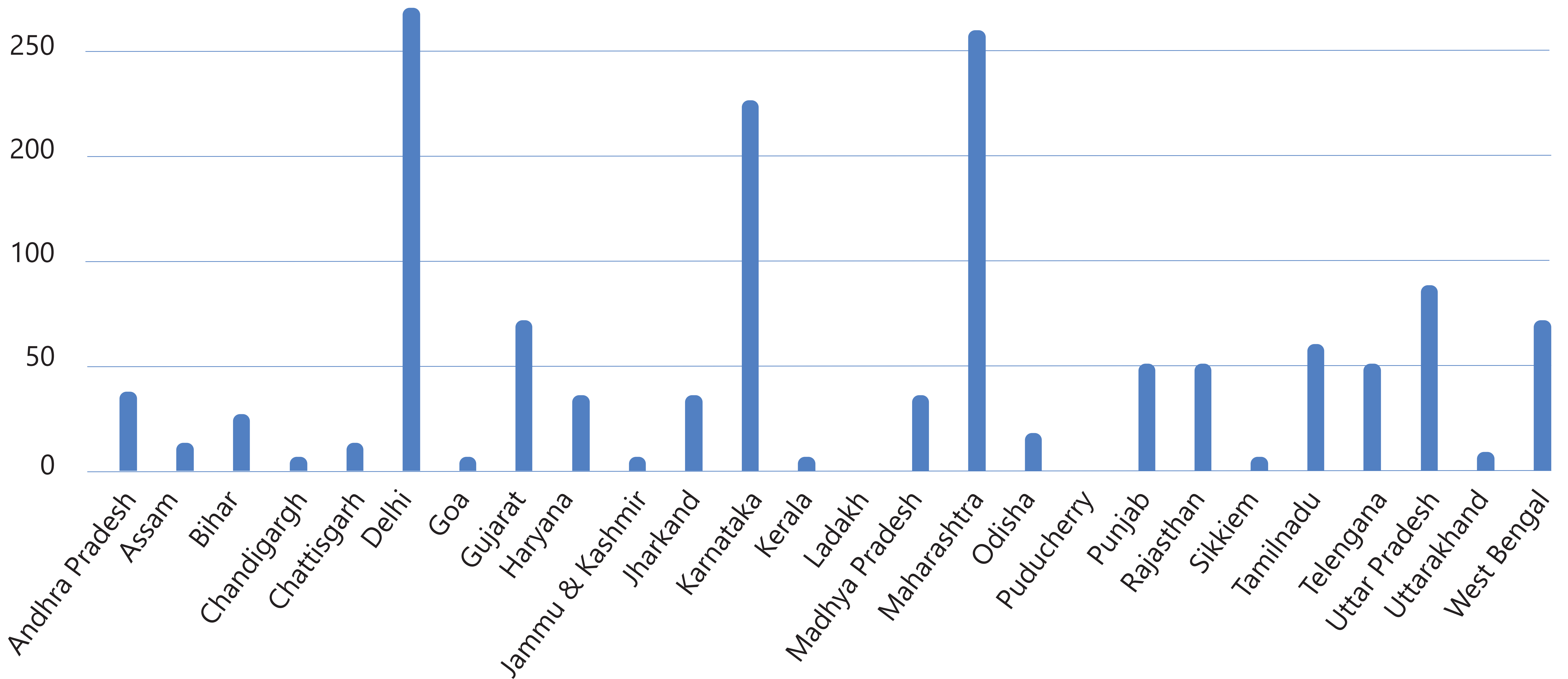


# Demographics of stories.

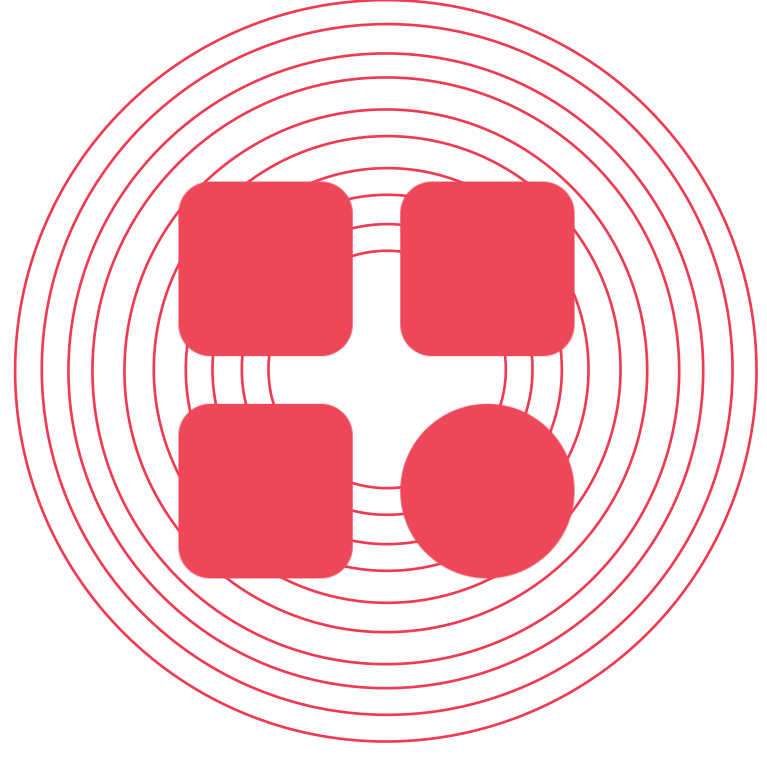
Gender : 45% women 55% men



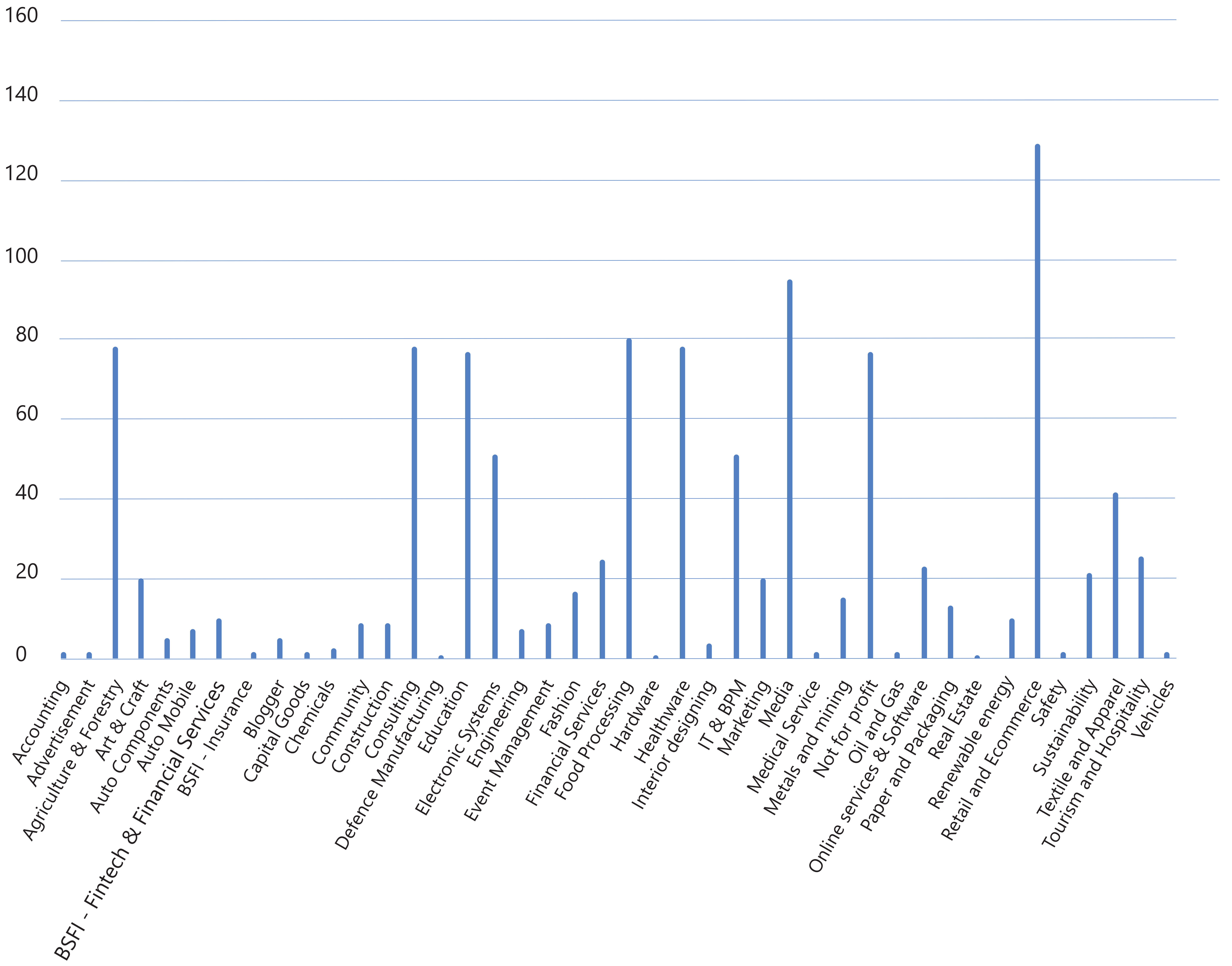
## Regions



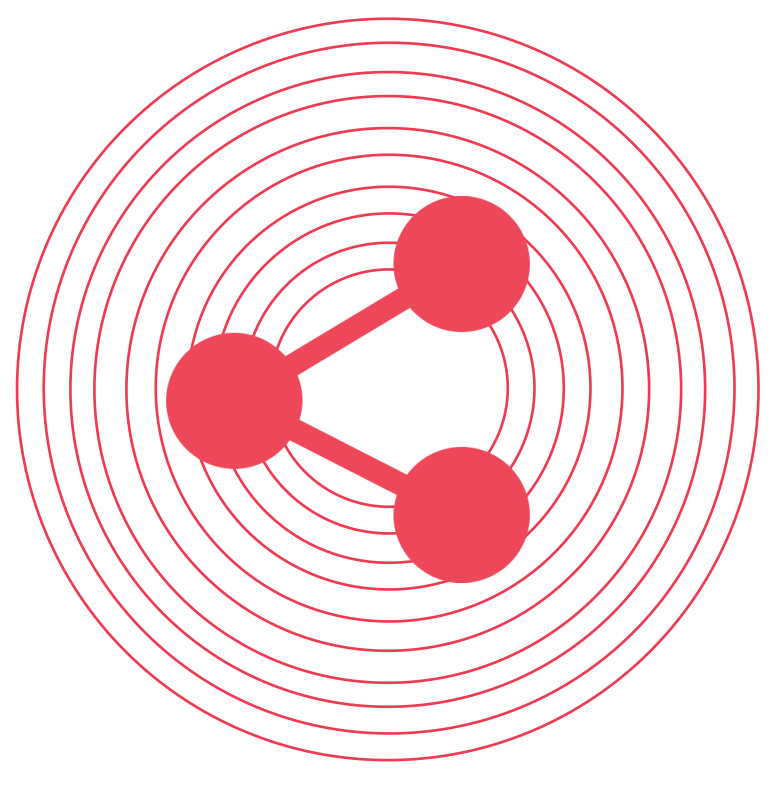




# Sector Categorisation.

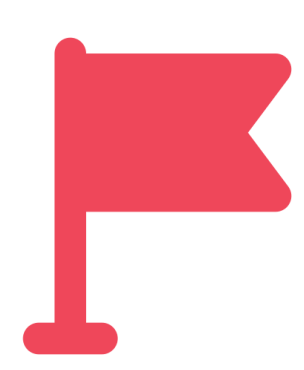
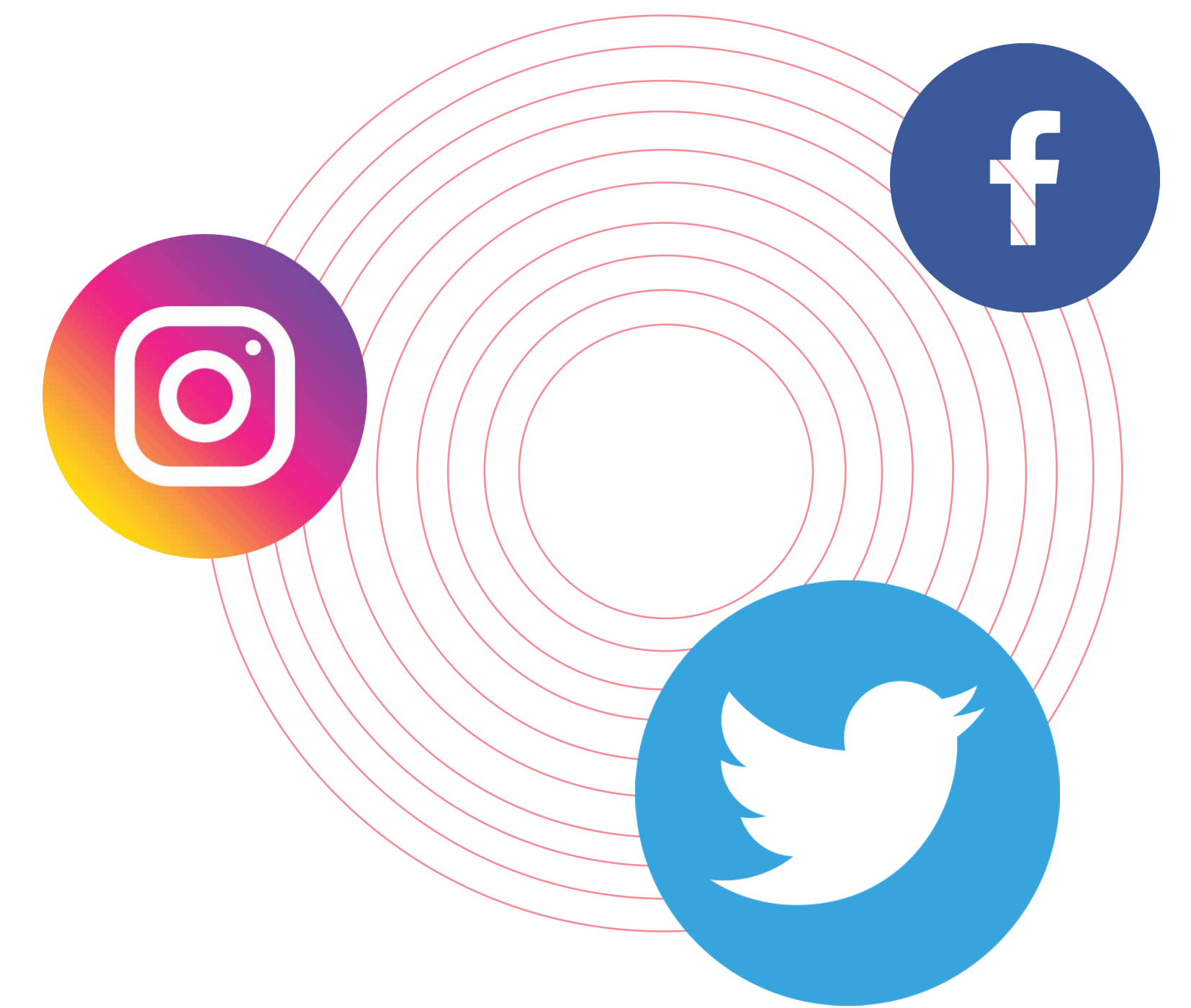






# Channels for Outreach.

## Social media



Reach

**4,801,363**



Engagement

**44,912**



Video Views

**137,037**

## Influencers

Impressions

**4,801,363**

Engagement

**1,033**



**Jaymin Shah**  
@JayminSOfficial

CEO @SocialGridMedia. Writer @HuffPost.  
✉ jaymin@socialgridmedia.com

🏠 Entrepreneur 📍 Ahmedabad 📧 [instagram.com/jayminshahoffi...](https://www.instagram.com/jayminshahoffi...)  
👤 Born September 22 📅 Joined March 2014

528 Following 107.1K Followers




**Zinal Shah**  
@ZinalShah31

Proud Alum of @SIBMPune MBA in Finance 🏠 | Leading an unstoppable team 🙌 | Startups | Marketing | Growth 📈

📍 Bengaluru, India 📅 Joined February 2016

60 Following 147.8K Followers




**RISHABH SURANA**  
@rishabhanalyst

Investor, Motivational Speaker, Numtechnolysis Trader Of Stocks, Commodities & FOREX, Thinker, Spreading Positivity & Awareness (For More Google Me)

📍 Noida, India 📧 [rishabhsuranamarketanalyst.com](https://www.rishabhsuranamarketanalyst.com) 📅 Joined August 2013

3,493 Following 141.5K Followers



**Anuj Prajapati**  
@anujprajapati11

Tech Lover. Founder of @beforeworks and @hindibeat  
Stock Market Analyst, YouTuber, Stock investor #Foodie #YouTuber

🏠 Education 📍 Bangalore, Surat 📧 [beforeworks.com](https://www.beforeworks.com)  
📅 Joined September 2012

115.7K Following 222.4K Followers



**R.K.**  
@ipo\_mantra

A Proud Indian | Active in #IPOs since 2006 | Advisor IPO Mantra | Not SEBI registered | Tweets on #IPO, #Stocks & #StockMarket | Contact: ipomantra@gmail.com

📍 New Delhi, India 📧 [t.me/official\\_ipo\\_m...](https://t.me/official_ipo_m...) 📅 Joined May 2016

15 Following 288.8K Followers



**Rahul Prajapati**  
@RahulReply

Crypto | Digital Marketing | Founder @indibeam, @WeCryptoIka & @SoarbeamDigital | Startup | Cricket | Bhulakkad

🏠 Journalist 📍 Ahmedabad 📧 [rahulreply.com](https://www.rahulreply.com) 📅 Joined May 2013

46.7K Following 51K Followers





Unique Reach

**119,014**

Video Impressions

**238,024**

Video clicks

**1,373**

Watch video [Video link Here](#)

Continuous engagement with partners encouraging them to amplify in their networks

On the Day (31st May)



Tweet Stats



Impression

**180,000**



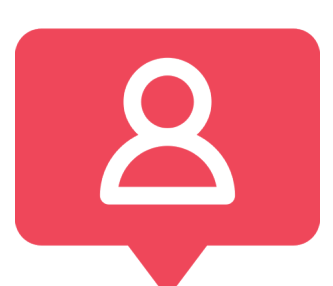
Engagement

**4,272**



Profile Visits

**93,000**



Increase in Followers

**200**



Engagement Rate

**4.56%**





# Qualitative Comments

**G.A.M.E. In...** @GAMEIndi... · May 31

Aritro Chattopadhyay, founder of Foodicted Fellow @foodictedfellow, believes it is important to aim for long-term happiness in whichever venture you pursue.

Click here to learn more: [bit.ly/3y94Xyh](https://bit.ly/3y94Xyh)  
#1000stories1000minutes

**foodicted.fellow** · Follow  
Haryana

foodicted.fellow Got featured on @g.a.m.e.india and it was so surprising I tell you. So I have to do the social media job of Apeejay Education Society along with being the senior content writer and that demands me to be on various social media networks simultaneously. No sooner did I opened Twitter and I got to see this miracle.

Deeply humbled for the recognition by Global Alliance for Mass Entrepreneurship. I am honoured. Thank you.

#featured #explorepage #explore #trending #instagram #instagood #viral #love #featureme #feature #photography #instadaily #india #foryou #exploremore #like #viralpost #foryoupage #photooftheday #delhiblogger #delhigram #delhifashionblogger #delhibloggers #indianblogger #delhifoodblogger #blogger #newdelhi #delhinr

Liked by sachinaashita and others  
3 DAYS AGO

Add a comment...

**Debesh Paul** @debeshofficial · May 31  
Thank You So Much for the feature @GAMEIndia2  
Means a lot

**G.A.M.E. India** @GAMEIndia2 · May 31  
Meet Debesh Paul @debeshofficial who says that Stay positive and don't lose your motivation. Don't forget that you are the motivator of your life.  
Find the full story here to get inspired by his journey: [rebrand.ly/481ehch](https://rebrand.ly/481ehch)  
#1000stories1000minutes

**Shonal Rath, FRAS** @irrepressible00 · May 31  
Thank you so much @GAMEIndia2 for featuring me in your article and recognising my efforts to make a difference in the lives of the marginalised sections of the society

Read more about this: [massentrepreneurship.org/story/1021/](https://massentrepreneurship.org/story/1021/)

**G.A.M.E. India** @GAMEIndia2 · May 31  
Meet Shonal Rath of Demystified Initiative. She has taught English to approximately 200 socially and economically backward and street children and simplified science to an orphanage through skype.  
Read more: [rebrand.ly/7p4ed3](https://rebrand.ly/7p4ed3)  
#1000stories1000minutes @irrepressible00

**Thakur Amit Singh** @amitsingh933 · May 31  
Thank you for this recognition. It's an honour for us. It really motivates us to walk ahead in our start-up journey @GAMEIndia2 let's be a part in moulding New India together | Jai Hind

**G.A.M.E. India** @GAMEIndia2 · May 31  
Amit Singh @amitsingh933  
, founder of Logicboots Pvt Ltd, developed robots to deliver medicines, food, face shields, and social distancing devices during the pandemic. Know more about his journey: [bit.ly/3vt1zr5d](https://bit.ly/3vt1zr5d)  
#1000stories1000minutes

**Green Buddies** @greenbuddiesIND · May 31  
Sweet little things that matter ❤️ thank you @GAMEIndia2 for such a lovely cover. @AnuyaTrivedi  
#playeducation #recycling #children #backtobasics

**G.A.M.E. India** @GAMEIndia2 · May 31  
Anuya Trivedi, the brain behind 'Green Buddies.' @greenbuddiesIND She creates sustainable and joyous spaces for children to raise awareness about sustainability amongst children through playgrounds. Check the full story here: [rebrand.ly/xy8772q](https://rebrand.ly/xy8772q)  
#1000stories1000minutes





# Learnings.

- The power of collaborations is the source to successful outcomes
- Stories inspire and must be shared, they just need the right platform

## Thanks

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