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# An Entrepreneurial Approach to Tackling Poverty: Why We Invested in The/Nudge Foundation

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India suffers from extreme economic inequality with 373 million ‘multi-dimensionally poor’ and 145 million Indians living below the poverty line, as per World Bank estimates. A recent [2020 report by the World Economic Forum](#) also states that Indians born into poor families will take seven generations to reach the country’s mean income. With India accounting for 60% of the global increase in poverty, there is an urgent need for innovation and a strong bias for action.

However, all is not bleak. In the fight against poverty, much has been achieved over the last few years. According to the United Nations Development Programme, between 2006-2016, over 271 million people in India moved out of poverty, recording the fastest reductions in the multidimensional poverty index values during the period.

During the last two decades, India has implemented several social protection programmes to improve living standards, and these have helped in poverty reduction. [Atul Satija](#), founder of The/Nudge epitomises this hope and believes there is a lot more we can achieve by coming together and working collaboratively and creatively. In a recent blog titled [‘Freedom from poverty is not an impossible dream’](#) he writes “we are a country rich in resources and human capital. If we all put our minds to it, commit ourselves to find solutions to free our citizens from the chains of poverty, surely we won’t need seven generations to achieve it?”

Since its inception in 2015 by founder Atul Satija, [The/Nudge](#) has emerged as an important voice in the development sector, focusing on 3 broad areas of impact through its centres:

- I) [The Centre for Rural Development](#) concentrates on alleviating ‘extreme poverty’ in rural areas, enabling sustainable livelihoods, food security, and access to government welfare nets for the vulnerable.
- II) [The Centre for Social Innovation](#) aspires to draw talent, capital, and resources into the development sector through incubation/acceleration of non-profit start-ups and other social enterprises as well as pioneering projects in public-private partnerships such as the Indian Administrative Fellowship, etc.
- III) [The Centre for Skill Development and Entrepreneurship](#) is focused on developing the employability of youth in service sector jobs.