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Improving social infrastructure with better work environments

Purpose is something that Mikro Grafeo is looking for and something this startup has at the core of their business. But what exactly is its purpose?

"Mikro Grafeo, registered in Coimbatore, is a co-working, an integrated workplace, and a workforce solution provider. It is a social impact startup that aims at creating equal employment opportunities in tier 2 and tier 3 towns for men and women. Helping the local economies thrive by training freshmen out of colleges and universities into skilled professionals! As a social impact startup, it is helping companies realise their ESG goals.

"We call ourselves a zebra startup that aims to create a social impact at the same time and be purpose-driven in its business approach," shares Santhosh Mahalingam, CEO and co-founder at Mikro Grafeo! So, how are they using their business ideas to make a real impact in the world? "We are paving the way forward for how the work culture needs to be defined beyond metros in giving equal opportunities to all. Also, we have shown a way forward for businesses that value innovation and work culture so that innovative minds can also be groomed in these regions. We are ensuring the youth from these places learn new skills and reskill themselves to become job ready for the market."

Establishing themselves as a force for good, "By the end of 2023, we want to expand our reach to 44 towns and cities across Tier 2 and Tier 3. Also looking to go international and map businesses in different countries for the same! We want to become southern India's largest player in the co-working space. It is present in 22 cities, and we are looking to expand to more centres. In a few metros with operations like Bengaluru, we are also

operating through microbreweries and hotels, offering people new spaces to work, catering to Gen Z and the new age gig work culture."

Innovative thinkers like them have been working in the background to make the world a better place — "We have tied up with the Karnataka Digital Economy Mission in their ambitious 'Beyond Bengaluru' mission, where centres of excellence will be set up beyond the city of Bengaluru to create more jobs in the state of Karnataka. They are creating jobs in tier 2 and 3 towns for young freshers out of colleges/universities in their native places by helping companies set up established processes and systems in these locations and running their end-to-end operations, administration, and employee hiring. Their case study is Tirunelveli's 'NuRe Park' where Mikro Grafeo has trained and skilled young graduates for IT jobs and got them employed with a global IT giant based in the town."

Improving livelihoods, generally leaving a positive, forward-thinking impact, are also, "positive for overall economic growth with an impetus to startups and entrepreneurship and are expected to witness an annual growth of 12-15% leading to an overall growth of 35% by 2025, including the rural and semi-rural people in the fray. We have also been named the 'Startup with Deep Social Impact for the Year 2021' by FICCI. The company aims to make various location-specialised training hubs for young talent and a job-ready workforce."

