

## JobsWeMake 2022 ends on a high note !

**O**n the evening of 24 November 2022, Development Alternatives organised JobsWeMake 2022 in collaboration with "la Caixa" Foundation to foster conversation and collaboration for Inclusive Entrepreneurship-led job creation.

The event began on a warm note hearing stories from the ground through a '**chaupal**' with entrepreneurs moderated by RJ Sayema. The five entrepreneurs at the chaupal were Jauhar Ansari, Garment Manufacturing; Rakhi Yadav, Optical Shop; Ravi Sen, Garment Retail; Sachin Srivastav, Custom Printing, and Seema Devi, e-rickshaw.

The programme has led to building of robust local economies through a nexus of job-creating enterprises such as that of Jauhar Ansari, 32, from Mirzapur, who shared *"Through Work4Progress programme, I could access timely credit, which helped me expand my garment manufacturing enterprise. Today, I employ 24 people at my enterprise"*. During the pandemic, Jauhar ensured that none of his workers were laid off and he remains to be the leading voice for market breakthroughs in the District Entrepreneurship coalition.

While 20 year old Rakhi Yadav from Niwari, a confident entrepreneur who could set up her enterprise through peer to peer lending, shared *"My parents did not allow me to study after 12th standard. I did not lose hope and stood by my aspirations to become an entrepreneur and today, I have an optical shop that provides varied ranges of eye frames"*. Rakhi proudly shared that today, she owns a car and a bike through the savings from her enterprise. The chaupal ended on a vibrant note leaving the audience inspired with the ownership reflected by the entrepreneurs.

H.E. Jose Maria Ridaio, Ambassador of Spain to the Republic of India inaugurated the event and extended his warmest welcome to everyone present. He encouraged many more multi-level collaborations "for enabling shared knowledge and learning to drive impact at scale".

Sharing her thoughts on the event, HRH the Infanta Cristina of Spain, Director of International programmes, "la Caixa" Foundation, said, *"The more there are such platforms that enable micro-entrepreneurs to succeed, the more confident we can be about India's future."* Speaking on the ability of the Indian economy to absorb the growing workforce, Dr Ashok Khosla, Chairman, Development Alternatives Group shared *"If women entrepreneurship is boosted and India*



Entrepreneur Chaupal sharing voices from the ground



Keynote speakers at JobsWeMake: (From L-R) H.E. Jose Maria Ridaio, Ambassador of Spain to the Republic of India, HRH the Infanta Cristina of Spain, Director of International programmes, "la Caixa" Foundation, Dr. Ashok Khosla, Chairman, Development Alternatives Group

*puts an effort to close the gender gap, it could lead to a 7% gain in India's GDP".*

The keynote speeches were followed by a felicitation of our entrepreneurs leading systemic prototypes in their communities. They were lauded with a Certificate of Appreciation.

Kanika Verma, Lead, Green & Inclusive Entrepreneurship and Associate Vice President, Development Alternatives Group presented on the **'Impact of Inclusive Entrepreneurship on Local Economies'**. Verma walked the audience through the journey of Work4Progress and its social innovation approach towards including many more under the purviews of entrepreneurship.



*Felicitation of entrepreneurs - the agents of change in their communities*

The powerful presentation was followed by a discussion on **'10 Million Jobs - The Inclusive Entrepreneurship Imperative'** led by Shrashtant Patara, CEO, Development Alternatives. Patara echoed the audience's sentiments when he said *"Our entrepreneurs have given us hope & ambition in terms of Development Alternatives' vision towards inclusive entrepreneurship."* He spoke on how the methods and tools co-created within communities of Bundelkhand and eastern Uttar Pradesh have led to the creation of 10,000 new jobs by 3000 entrepreneurs in less than 250 Gram Panchayats.



*Kanika Verma, AVP, Development Alternatives Group Verma shared, "With communities, we co-create solutions that not only address systemic issues but also sustain. 98% of enterprises under Work4Progress are thriving even post the pandemic"*

Stressing the three critical drivers in accelerating this vision: **Policy Influence** for enhanced outreach, **Financial Flows** for enabling access to resources, and **Knowledge Exchange** for open innovation, Patara took upon the occasion to **invite** collaborative action for impact.

Taking the conversation forward, Shri Charanjit Singh, IFOs, Additional Secretary, Rural Livelihoods, Ministry of Rural Development, Government of India spoke on **unlocking partnerships for entrepreneurship-led job creation**. Singh said *"The NRLM model has unleashed the potential of many entrepreneurial energies across the country. Only with the support of the ecosystem can we achieve actualising these energies!"*

The event could not have had a more purposeful conclusion with two key launches- **DA's partnership with SBI Foundation** to accelerate entrepreneurship through social innovation. Echoing the vision of SAMUDYAM, Shri Lalit Mohan, President and COO, SBI Foundation stated *"We believe that micro-enterprises as job creators can play a major role in creating an alternative paradigm with desirable jobs. Our partnership with DA is a small start towards creating millions of jobs."*

The second launch was that of our knowledge products developed with partners on building an inclusive ecosystem for entrepreneurship: **Compendium of 75 Enterprise Packages** consisting of business models co-created with the entrepreneurs, **Why Toolkit** focusing on community listening, prototyping for innovation and collaborative action, **Insights into Rural Entrepreneurship Survey**, a pan-India survey on entrepreneurship, covering more than 2000 rural enterprises.



*Launching the DA and SBI collaboration to accelerate entrepreneurship through social*



*Unveiling of 3 knowledge products developed by DA and partners : Compendium of 75 Enterprise Packages,*

The event witnessed an attendance of over 200 participants which included entrepreneurs from the programme, representatives from government departments, financial institutions, skill development agencies, research organizations, and universities.

JobsWeMake does not end for us as an event, it is a journey where we look forward to collaborating with funders, institutions, policymakers, social investors and individuals who believe in shifting systems for inclusive entrepreneurship.

Join us in making micromovements of change:

As a **partner** in our mission to accelerate entrepreneurship-led job creation under the Work4Progress programme

By **adopting prototypes** developed under the programme to enable shifts in local entrepreneurial ecosystems

By becoming a **social investor** on [Rang De](#) to enable access to affordable credit for millions of aspiring entrepreneurs

Learn more about **#JobsWeMake** on [jobswemake.org](https://www.jobswemake.org)

Follow the conversation **#JobsWeMake #InclusiveEntrepreneurship #SAMUDYAM**

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