

Co-creation Workshop on Operations Plan Held under Work4Progress in Mirzapur, Uttar Pradesh

For the last four months, the average rate at which the enterprises were being set up under the Work4Progress (W4P) programme in eastern Uttar Pradesh (EUP) was observed to be 30/month. And, the average jobs per enterprise from EUP was 2.5.

Development Alternatives (DA) envisions to further strengthen the grassroots operations of the implementation partners such that the rate of enterprises set up and average jobs created per enterprise become 80/month and 3.5, respectively, before January 2023.



Co-creation workshop in Mirzapur, Uttar Pradesh

With this aim, a co-creation workshop between Development Alternatives and its implementation partners from EUP was held on 4 June, 2022 in Mirzapur, Uttar Pradesh. The workshop consisted of three independent co-creation sessions with all members from the implementation team. The sessions were targeted to:

1. List down the processes (steps) adopted by the field team to set up/ support enterprises. After listing the steps, the team identified various tools used at each step and outcomes expected from them. For example, during listening, the objective is to unearth the aspirations of potential entrepreneurs. Comic workshop wherein potential women entrepreneurs visualize what they aspire by drawing it on a chart paper. This tool supports the women as well as the W4P team to realise the latent talent for entrepreneurship.

2. Categorise different types of enterprises based on four personas, i.e., women, youth, seasoned, and inclusive.
3. Identify systemic prototypes and map potential ecosystem stakeholders who would anchor tools/prototypes.
4. Classification of enterprise types into high, medium, and low touch (categories) based on time and effort required by the field team to set up/support enterprises. Here, high touch enterprises require more time and effort.

Representing the processes, tools, outcomes, and system anchors over a flow chart, the implementation partners designed an operations plan. The operations plan in the hands of the field team will be a tool that will enable them to provide relevant services to aspiring entrepreneurs at reduced time and effort. The plan will be implemented, monitored, and reported in the following manner:

- An entrepreneur will foremost be categorised based on their persona.
- Depending on the support service that he/she seeks from the field team, the support will be categorised as high, medium, or low touch.
- Based on the above two, the entrepreneur will be:
 - connected by the field team to the ecosystem stakeholder who will provide the support services if he/she falls under low touch
 - provided support service by the field team if he/she falls under high touch
 - if an entrepreneur falls in the medium touch category, then the availability of the anchor will determine the delivery of support

As part of the next steps, implementation teams and DA will execute the operations plan for one month and observe its feasibility with the field team and viability to accelerate job creation rate.