

W4P Programme: Field Visit to Bundelkhand



As part of the Work4Progress (W4P) programme, the Development Alternatives (DA) team conducted a 4-day field visit in Bundelkhand from 13 to 16 July, 2022. The objectives of the field visit were to pilot Digital Saathi, a Do It Yourself (DIY) kit, which comprises 10 modules that enable entrepreneurs to digitise their business operations, pilot the online data collection form prepared through the Jotform application, and share photography/videography modules with the field coordinators. In addition, a developmental evaluation session was conducted with field coordinators to understand the emerging shifts in the local entrepreneurial ecosystem.

Pilot of Digital Saathi: This kit is prepared for seasoned entrepreneurs who have a keen interest in digitising their business operations. The kit consists of introductory cards (containing a self-assessment form and a guide to using Digital Saathi) along with 10 modules and cue cards, detailing out each step involved in digitising an enterprise. From registering yourself on Google My Business to opening an account on applications such as Khatabook and Cashbook for listing one's products on e-commerce platforms, Digital Saathi offers a plethora of options for entrepreneurs who want to transform their business operations and reach their highest potential. The pilot was undertaken with 15 entrepreneurs, including 5 women entrepreneurs. The participants were divided into four groups; each group had one DA team member, who observed and addressed the challenges faced by entrepreneurs in using the modules. The entrepreneurs with the help of cue cards performed tasks mentioned in the activity sheets of the modules. At the end of the session, a feedback discussion was conducted with the entrepreneurs. It was observed that the youth and the seasoned entrepreneurs were quick to familiarise themselves with the Digital Saathi modules. Furthermore, some entrepreneurs already had envisioned scaling up their enterprise, to which the Digital Saathi kit proved to be an enabling factor. The team will now be working towards enhancing the user-friendliness of the Digital Saathi further based on the feedback received from entrepreneurs and field coordinators.



Pilot of Digital Saathi

Pilot of Jotform Pilot: To transform the method of data collection in the W4P programme, a new software, Jotform was tested out. Currently, the process of data collection is manual and requires data entry at various levels. To ease out the process, the programme is shifting towards digitised data collection. Along these lines, a pilot of the data collection software was conducted, wherein the field coordinators tested out the form on their phones and pointed out the challenges faced by them in using it. After a positive response towards Jotform, the team will now work further on developing a more comprehensive and programme-centric form.



Pilot of photography and videography

The field coordinators read the 'Click Kare' SoP post in which they clicked pictures and learnt how to angle, ratio, and even share images via WhatsApp document. Through the 'Lights, Camera, Action!' SoP, the field coordinators learnt how to scan QR codes, enable landscape mode of capturing videos, focus on the subject, and also make the subject appear natural and comfortable. Overall, it was a fun learning session, wherein field coordinators left the room with thoughts of becoming a better photographer and a definite willingness to try.

Developmental Evaluation Session: This session was focused on an in-depth discussion with the field coordinators about the emerging needs, opportunities, barriers, and enablers on the ground, which would help in the adaptive management of the programme. Eight field coordinators participated in the session and detailed out their experiences and the changes they observed at the three levels – entrepreneurs, enterprises, and the entrepreneurial ecosystem.

Apart from these sessions, the team also met some of the W4P entrepreneurs in the districts of Niwari, Orchha, and Jhansi to understand their business operations, capture their stories, and discuss the growth potential of their enterprises.



Developmental Evaluation Session