

# 30

November 2017  
The Claridges, New Delhi

W4P WORK4  
PROGRESS  
of "la Caixa"

Innovation  
for promoting  
jobs

# JOBS WE WANT

A platform to co-create systemic  
solutions that unleash entrepreneurship  
to secure sustainable livelihoods at scale

4.85 MILLION  
people in India are working  
or seeking jobs

INDIA NEEDS TO ADD

15 MILLION  
new jobs per year  
for the next  
15 YEARS

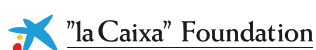
(CII, 2017)



OF INDIA'S  
WORKFORCE  
65  
MILLION

is either underemployed  
or openly unemployed

(NIPFP, 2017)



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for further details contact [work4progress@devalt.org](mailto:work4progress@devalt.org)



# JOBS WE WANT

## BACKGROUND NOTE

Over 30,000 young women and men enter the labor market each day in India, and the economy generates employment for less than half of this rapidly expanding workforce<sup>1</sup>. In this race for jobs, only a small fraction find formal sector employment, leaving more than 80 per cent in the informal sector<sup>2</sup> – many of them either in disguised underemployment or open unemployment. It is estimated that in order to address this challenge, India will need to create decent work opportunities for 15 million people; each year, for the next 15 years<sup>3</sup>.

A sustainable growth paradigm requires that the future of work not only bridges the current employment gap, but also fulfils aspirations of the growing workforce<sup>4</sup>. Narratives from the ground continue to suggest that, apart from reducing unemployment numbers, the need today is to create equal access to opportunities that provide decent and attractive work for all; work that embeds new economy principles like use of digital technology and process innovations, while simultaneously instilling a sense of dignity, confidence, and ownership.

Micro enterprises play an instrumental role in this transition as they create local jobs in large numbers. Employing 80 million of India's workforce, any impetus to this sector will have significant multiplier effects on economic resilience and social well-being. Further, small businesses also have the ability to adopt innovations and replicate them at scale. The growth of these enterprises in emerging economies is however limited, owing to lack of support services and a conducive ecosystem that nurtures their development. Evidence from Development Alternatives Group initiatives indicates that only 1 out of 15 entrepreneurs are able to access formal credit, while 85% of these entrepreneurs are constrained by poor access to market channels. Less than 5% of potential entrepreneurs know about non-traditional enterprises that can be established in fast-changing urban and rural markets. Such lack of information becomes an impediment to unlocking the entrepreneurial spirit. Keeping in mind the inaccessibility of these services on-ground, the increased need for innovation in the support services ecosystem cannot be emphasized enough.

**The "Work 4 Progress" (W4P) program in India is an initiative of la Caixa Banking Foundation and Development Alternatives. The program's principal objective is to promote employment for women and young people facing difficulties in accessing labor markets in underserved areas.**

1. Labour Bureau, 2016
2. National Statistical Commission, 2012
3. BCG, CII, 2017
4. IFC, 2012





The program seeks to develop an action and learning platform to foster innovative solutions that unleash entrepreneurship and job-creation at scale. To do so, it aims to create rural enterprise models that act as catalysts in the transformation to a new economic paradigm that is local, green, and equitable. A simultaneous focus on aggregators and group enterprises, also seeks to cause ripple effects that create new business models and vibrant market systems. The platform adopts an operational methodology based on four strategic components as cross-cutting elements: Dialogue, Co-create, Prototype, and Learn. It brings together entrepreneurs, practitioners, and policy makers, hoping to build convergence on enterprise and job creation initiatives.

The "Jobs We Want" event launches the W4P platform. It aims to co-create systemic solutions that unleash entrepreneurship to secure sustainable livelihoods at scale. The event will promote dialogue for creation of synergies, within both the market and policy ecosystems, stimulating trigger points that liberate entrepreneurial energies to create the "jobs we want". This full day event consists of plenary and breakout sessions that will connect voices of rural entrepreneurs and their challenges with development practitioners, businesses, aggregators, and policy makers. With this belief in collaboration, we hope to throw spotlight on the following areas:

- Role of micro and small enterprises as the bridge to changing India's unequal growth trajectory

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- Social and economic challenges that must be addressed to create an enabling environment for micro enterprises

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- Potential market and finance innovations that can promote entrepreneurship

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- Building a support service network that enables enterprise development at scale

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- Potential policy interventions that can accelerate enterprise development among rural communities

Entrepreneurship forms the centre-piece of a multipronged strategy that creates decent work opportunities especially for those who have been left behind in the 'jobs race'. It helps fulfil our global commitment to Sustainable Development Goal 8 which lays emphasis on "inclusive and sustainable economic growth, full and productive employment and decent work for all." We look forward to promoting effective solutions that realign the current ecosystem of economic development and job creation, moving towards our collective goals of increasing jobs and sharing the gains of growth inclusively.

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NOVEMBER 2017  
THE CLARIDGES  
NEW DELHI

# JOBS WE WANT

## agenda

SESSION 01	1030 – 1100	Tea and Registration
	1100 – 1115	Welcome Address
	1115 – 1200	Introduction to Work 4 Progress by "la Caixa" Banking Foundation and Development Alternatives
	1200 – 1330	Plenary Session <i>Panel discussion on "New Narratives of Job Creation"</i>
	1330 – 1430	Lunch
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SESSION 02	1430 – 1630	Parallel break-out sessions
		<b>DIALOGUE: Solving India's core problems through entrepreneurship</b> <i>Format: Round table</i>
		<b>CO-CREATE: Innovations for underserved micro-entrepreneurs</b> <i>Format: Brainstorming</i>
		<b>PROTOTYPE: Decent work in changing economies?</b> <i>Format: Systems thinking design lab</i>
		<b>LEARN: Demystifying impact</b> <i>Format: Debate</i>
	1630 – 1730	Tea Break <b>Time to explore market-place of micro entrepreneurs</b>
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SESSION 03	1800 – 1915	Talk Show <b>Conversation between H.R.H. the Infanta Cristina of Spain, Dr Ashok Khosla, and other dignitaries</b>
	1930 – 1945	<b>Launch of monograph - 'Voices from the ground'</b> - narrating stories of micro entrepreneurs followed with Vote of Thanks by President, Development Alternatives
	1945 onwards	Live music show with drinks and dinner