

NEWSLETTER

Shaping inclusive livelihoods

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THE W4P PLATFORM IN INDIA

The Work4Progress (W4P) programme, launched in India towards the end of 2016 and subsequently in Peru and Mozambique by the "la Caixa" Foundation, seeks to create new employment opportunities. The programme operates as an open platform for social innovation, formed by civil society organizations, financing institutions, research and technology agencies, and public stakeholder institutions. Social innovation is at the core of the W4P approach and brings with it advanced tools and methodologies for key processes of listening, co-creating, prototyping and accelerating. Deep listening lays a solid foundation for community-centeredness, innovation, and social change.

In India, the W4P programme has three networks anchored by Development Alternatives (DA), ActionAid Association (AAA) and its partner in Spain, Alianza por la Solidaridad, and ACCESS Development Services that came on board in September 2023. The DA led network entered its third phase in August 2022, focusing on acceleration with implementing partners, including Manviya Dristikon Sewa Sansthan (MDSS) and Swami Vivekanand Shiksha Samiti (SVSS), and new national-level partners, including Transform Rural India (TRI) and Rang De. The Alianza-AAA network entered its second phase in October 2022, focusing on consolidation with new partners – Sai Jyoti Sansthan and Dalit Indian Chamber of Commerce and Industry (DICCI).

Central to the wider application of social innovation are the 115 prototypes developed, representing tested solutions available for replication. There are enterprise prototypes, which are opportunity-driven businesses that cater to existing, emerging, and potential needs and demands of rural economies, and systemic prototypes, which are co-designed with communities and create shifts in the local entrepreneurial ecosystems. The programme is operational in 478 villages in DA's programme across Eastern Uttar Pradesh and Bundelkhand; in 55 villages in Alianza-AAA's programme areas in Bundelkhand and will now be extended to 35 villages in ACCESS programme area in Jaipur and Dausa districts of Rajasthan. The programme works with socially and economically disadvantaged communities, women, and young adults. It has spread to other parts of India through strategic partnerships and transference of social innovation approach, tools, and prototypes.

Measuring Outcomes

6,543

No of women participation

1,234

No of youth participation

832

Jobs created

832

Enterprises created

832

FPOs Sustained

"Apni pehchan sirf ek cheez nahi hain.

My identity is not just a thing."

Work4Progress's participant in Bhadohi, Uttar Pradesh



Editorial

Ranu Kayastha Bhogal, External Coordinator, W4P India Platform

The past six months have seen some major developments in the W4P India Platform. There are three such developments - one is the deepening of Development Alternatives (DA's) collaboration with SBIF (State Bank of India Foundation) and TRI (Transforming Rural India), the second is grounding of the BASANT Farmer Producer Organisation (FPO) promoted by Action Aid Association (AAA), and the third is the onboarding of ACCESS Development Services as a member of the India platform.

Collaboration of DA with Gram Vaani and of AAA with Sai Jyoti that runs Lokwani is using the medium of community radio. This has helped to increase the outreach to a large number of listeners, who in turn are getting inspired to adopt the prototypes developed in the earlier intervention areas. The write ups on collaboration of DA with SBIF (State Bank of India Foundation) and TRI (Transforming Rural India) helps the reader understand the scaling up strategies adopted to accelerate the prototypes in newer districts of UP. The work being done under the systematic prototype of the FPO by the AAA team is truly a remarkable example of empowering women from the most marginalised sections of the intervention villages to become entrepreneurs. The newsletter captures this story as well as the huge potential offered by the three enterprise prototypes that are creating jobs as well demonstrating the seamless weaving together of production, processing and marketing of farm produce. This is the way forward to building more sustainable and locally grounded agri-based enterprises.

The ACCESS team has started its journey in earnest by visiting both DA and AAA intervention areas to understand the W4P approach and the various prototypes. They are all set to start the listening process in their own intervention areas in Rajasthan.

The annual conference in Barcelona, Spain was attended by all the three organisations. The experience was very rewarding and enriching for all where new connections and insights were gained. We hope you will enjoy going through our offering.

Green-Preneurship Empowers Women and Transforms Agriculture in Rajasthan

Reflections by ACCESS Development Services

Green-preneurship, a systemic prototype developed by ACCESS under the Work4Progress programme, is making a profound impact on farmers in the W4P intervention area in Dausa and Tonk Districts of Rajasthan. The initiative to promote Greenpreneurs, aims to empower women and youth to earn a livelihood within their villages, thereby strengthening them financially.

However, convincing women for such a role, training them and building their confidence were significant hurdles. The ADS team coached the Greenpreneurs on climate-resilient agricultural practices, composting methods, and ways to facilitate effective farmers group meetings. The Greenpreneurs have been engaged in continuous training and monitoring activities to address the technical concerns of farmers. Through focus group discussions, the Greenpreneurs also identified issues, like low agricultural productivity, water stress, and high production costs, that were bothering the farmers.

After receiving training, as a first step, the Greenpreneurs demonstrated the use of low-budget, naturally made compost, bio-fertilizers, and natural pesticides in their own fields. They also began conducting village meetings where they promoted these products, offered solutions, advocated for intercropping and mixed cropping techniques and facilitated access to climate-resilient products via Farmer Producer Companies (FPC) . This has helped to increase crop diversity and resilience.

Greenpreneurs were introduced to Farmers Interest Groups (FIGs) within existing Farmer Producer Companies (FPCs). They conducted meetings, discussing agricultural problems and proposing solutions such as low-budget composting techniques and other climate resilient agricultural practices. As a result, **13 Greenpreneurs in 45 villages, associated with 5 FPCs, generated a demand of 2 million INR for seeds and agricultural inputs from the FPCs.** The Greenpreneurs also promoted the prototypes like vermicomposting with 120 farmers and kitchen gardens with 140 farmers on environmentally friendly technologies.

The most impactful outcome was the transformation of Greenpreneurs who are mostly women. They were confined to mostly household activities and working on their own fields or as agriculture labour. They learnt an innovative way to earn, with FPCs providing incentives for each sale made through their services. This transformation improved their self-confidence as well helped them to develop an additional source of income. The Greenpreneur systemic prototype pilot demonstration has shown that with the right support and knowledge, farmers can break free from exploitative and unsustainable practices. The Greenpreneurs have helped them to move away from such dependencies and achieve greater financial independence as well as become climate resilient.





Accelerating Empowerment for Rural Women: The Journey of BASANT Farmer Producer Organisation

Reflections by ActionAid Association

The BASANT Farmer Producer Organisation (FPO), supported by ActionAid Association, is an initiative to empower rural women farmer entrepreneurs in the Bundelkhand region of Uttar Pradesh. Reflecting on the journey of BASANT, it is evident that this initiative transcends mere agricultural development, embodying a comprehensive model that uplifts communities through sustainability and innovation.

At its core, BASANT FPO operates a central processing unit that facilitates value addition and market access, crucial for enhancing the agricultural value chain. By enabling women farmers to enter higher-value markets, this initiative promotes economic empowerment and uplifts families out of poverty. Moreover, it fosters sustainable rural development by integrating innovative practices tailored to local needs.

Central to BASANT FPO's success are seven enterprise prototypes co-created with community members. These prototypes include multilayer farming, poultry farming, goat rearing, and more, diversifying income sources and bolstering resilience against economic and environmental

challenges. For instance, multilayer farming optimises land use, boosts productivity, and enhances food security, while boutique shops provide direct market access, supporting locally sourced goods and equitable pricing.

During the period from January to June 2024, BASANT FPO accelerated its impact significantly, implementing a key best practice - scaling up the production of value-added products through its processing unit. **This strategic expansion has opened new markets and enhanced profitability for women farmers.** The scaling of enterprise prototypes has also seen increased participation, benefiting more women entrepreneurs and solidifying BASANT FPO's community networks.

Despite successes, challenges persist, particularly in navigating market dynamics and scaling operations effectively. Sustaining community engagement and overcoming logistical hurdles remain priorities, indicating the importance of adaptive leadership and continuous learning in driving sustainable rural development.

Looking ahead, BASANT FPO remains committed to sustainability, promoting eco-friendly farming practices and ensuring the long-term viability of interventions. Future plans include enhancing processing capabilities, exploring new enterprise models, and deepening community partnerships to meet evolving challenges and opportunities. By empowering women as change agents and expanding sustainable practices, BASANT FPO aims to continue its transformative impact, contributing to inclusive economic growth and resilient communities in Bundelkhand.

Redefining Women's Identity and Role of Women's Solidarity Groups

Reflections by Development Alternatives

Central to the vision of the Work4Progress programme is the belief that women and youth are not just beneficiaries of development, but active agents of change who possess the potential to drive socio-economic transformation. As part of its core methodology of listening to the community to unearth narratives, the programme has invested in contextualizing the listening tools for women's solidarity groups, particularly Cluster Level Federations (CLFs) in the last few months.

CLFs consist of Self-Help Groups (SHGs) and other grassroots organizations that come together at the cluster or block level to collectively address common challenges, access resources, and promote socio-economic development within their communities.

A continuous engagement process with the CLFs in Eastern Uttar Pradesh and Bundelkhand started through deep listening activities to uncover individual notions and build a collective understanding of the local dynamics. [Tools](#), such as comic workshop, community canvas, focus group discussions (FGDs), and 'a day in the life of', have been used to facilitate deep listening.

One of the most powerful insights that emerged while conducting a comic workshop is a statement made by a CLF member in Bhadohi, Uttar Pradesh - "Apni pehchan sirf ek cheez nahi hain", " My identity is not just a thing". It highlighted the sentiment that identity is something to be earned and embraced. During one of the sessions, a woman shared her journey of setting up an enterprise and providing jobs to other women, founding a self-help group and now being a primary earning member of the family, ensuring that none of her children drop out of school. Her journey reflected the result of self-made identity and empowerment. Stories such as these have inspired women to build their own identities, rather than being known merely as someone's wife, mother, or daughter-in-law.

To empower CLFs to become agents of change and promote entrepreneurship, **the W4P programme is transforming CLFs as brave spaces for women to share their aspirations, journeys and struggles with other women.** This is helping them to shape their identity and create a sense of purpose. It has also given them the confidence to negotiate their household chores within the family and actively contribute to creating pathways for change in their communities. The programme will continue to engage in listening with the CLFs and other solidarity groups, with the larger vision to co-create entrepreneurship solutions.



Don't miss out!

01

Women's mobility needs differ from men's! Employing dedicated women e-rickshaw drivers, became a game changer in Uttar Pradesh in 2006. Today, this initiative has resulted in a network of 110+ women e-rickshaw entrepreneurs, across Mirzapur district catering to the mobility needs of 100,000+ women and young girls. Press Play!

[#WheelsofChange](#) [#EMobility](#)
[#developmentalternatives](#)



02

Every day, 15 women from Bedora village in Jhansi, Uttar Pradesh, gather at a food processing centre set up by the BASANT Women Farmer Producer Company in their village to process and pack their agricultural products, which they market effectively to supplement their income. Basant FPO has been formed under the Work4Progress project.

Press play!

03

Agroecological techniques are fundamental to respecting the land and achieving a good harvest. Through vermicomposting, techniques to reduce water use, soil testing and so on, the Greenpreneurs can earn extra income by selling this organic compost to other farmers.

Press play and find out more!



W4P Global



INDIA

In India, W4P enables enterprise development opportunities for youth and women in three regions – Bundelkhand, Rajasthan and Eastern Uttar Pradesh.

Prototypes Tested: 96



PERU

In Peru, W4P co-develops initiatives that create quality jobs for youth and women in indigenous communities of Quispicanchi and Condorcanqui.

Prototypes Tested: 34

MOZAMBIQUE

In Mozambique, W4P enables decent employment opportunities for vulnerable groups of youth and women in Cabo Delgado, Maputo and Matutine provinces.

Prototypes Tested: 27

About us

"la Caixa" Foundation

The "la Caixa" Foundation of Spain, the third largest foundation in the world, promotes diverse social, economic, cultural and ecological initiatives to foster sustainable development across the world. "la Caixa" has worked for more than 110 years in contributing to the advancement of society and the progress of individuals, with a special emphasis on those who need it most. Its main strategic objective is to provide opportunities and fight inequalities in Africa, Asia, and Latin America through programs that contribute to the achievement of the United Nations 2030 Sustainable Development Goals (SDGs).

Alianza por la Solidaridad

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ActionAid Association (India)

ActionAid Association is an organization working for social and ecological justice. ActionAid has been engaged with the most marginalized communities in India since 1972. Together with supporters, communities, institutions and governments, we strive for equality, fraternity and liberty for all. ActionAid Association works in 24 states and two union territories.

Alianza por la Solidaridad is a nongovernmental Spanish organization that fights against inequalities and contribute to protecting Human Rights in more than 19 countries. Both are part of the global federation ActionAid International, that has presence in over 47 countries worldwide.

For the W4P programme, the network led by Alianza-AAA includes partner organizations – Sai Jyoti Sansthan and Dalit Indian Chamber of Commerce and Industry.

Development Alternatives

Development Alternatives (DA) is a social enterprise with global presence in the fields of green economic development, social empowerment and environmental management. DA focuses on empowering communities through strengthening people's institutions and facilitating their access to basic needs; enabling economic opportunities through green jobs and enterprise creation.

For the W4P program, the network led by DA includes premier organizations as Transform Rural India Foundation, Rang De and Gram Vaani and implementing partners Manviya Drishtikon Seva Samiti and Swami Vivekanand Siksha Samiti.



ACCESS Development Services is a global catalyst to achieve the Sustainable Development Goals. By accelerating collaborative action with global, regional, and local stakeholders, ACCESS is driving financial resilience and security as key outcomes. ACCESS has built strong competencies over the years by building a community of practice around inclusive finance, generating evidence, convening regional and global programmes, supporting thought leadership, and building a professional team.



Thank you!

Contact details:

Mail us at work4progress@devalt.org for further details on the W4P India interventions
JOIN THE W4P GLOBAL PLATFORM AT www.work4progress.org

