

## **New Approaches for Entrepreneurship** *Driven by Social Innovation, Connectivity and Empowerment*





Only **45%** of a steadily increasing workforce by **12** million is able to find employment every year in India

**15** million jobs are required per year for the next **15** years to absorb a growing workforce

MSMEs create **4** out of **5** new positions in emerging economies

They provide employment to **80** million of India's workforce, and produce **45%** of India's manufacturing output

Yet only **22%** of aspiring entrepreneurs have access to training and only **5%** enterprises in India have access to formal credit

## ABOUT WORK 4 PROGRESS

The **Work 4 Progress** program of "la Caixa" Banking Foundation aims to promote employment in developing countries through the creation of action and learning platforms that scale up innovative solutions. Development Alternatives is rolling out the pilot of the Work 4 Progress Program in India. The program reaches out to youth and women that have difficulties in accessing enterprise solutions in economically backward regions of India.

Work 4 Progress was born out of the need for a multi-faceted and innovative approach to creating systemic solutions that unleash entrepreneurship – not only creating enterprises in the tens of thousands but more importantly, enabling them to create 'dignified' and 'attractive' jobs – the jobs 'we' want.

### PROGRAM OBJECTIVES

- **Nurture constructive communities**, who respond positively to shifts in the new social system and build a resilient economy with quality jobs and social well-being
- **Uncover and unleash entrepreneurial energies** of individuals by removing the social, intergenerational and gender barriers to build a culture of entrepreneurship
- Empower small businesses through a **robust enterprise ecosystem** and enable them to become catalysts for job creation
- **Mainstream enabling mechanisms** for entrepreneurship led job creation through a coalition of micro movements

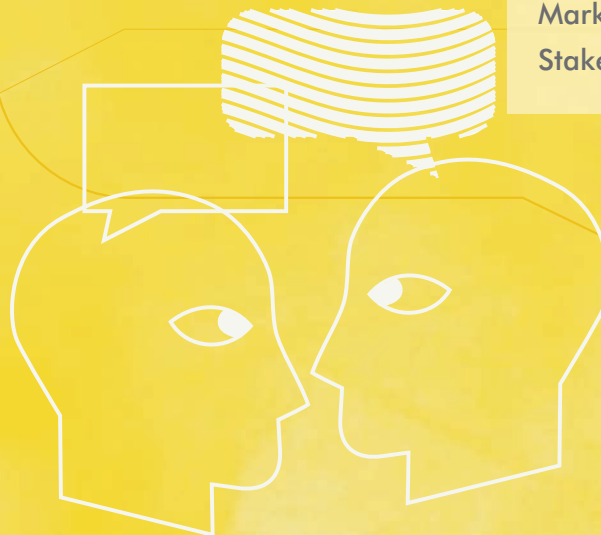
Work 4 Progress adopts an operational methodology which listens to stakeholders through **dialogue** and finds answers through interactive processes of **co-creation**; proceeding then to **prototype** solutions and share **learning** among a network of change-makers to eventually create impact at scale.

# DIALOGUE

Listen to multi-stakeholder perspectives and elicit responses through innovative mechanisms to strengthen program design

- *Identify social and structural constraints and opportunities with communities*
- *Understand the needs of entrepreneurs at different stages of businesses*
- *Analyse the market and policy ecosystem that enables entrepreneurship*

Village Mapping  
Community Meetings  
Focus Group Discussions  
Community Canvas  
Day in the Life of..  
Helpline  
Market Value Chain Analysis  
Stakeholder Workshops



# CO-CREATE

Collaboratively develop socially relevant and commercially viable solutions for enterprise-led job creation

- *Create influence points to strengthen entrepreneurial attitudes*
- *Enable communities to develop business plans and design mechanisms to access enterprise solutions*
- *Develop partner network collaborations in the ecosystem*

Design Workshops

Crowd Sourcing Business Ideas

Start Your Business Training

Peer to Peer Learning

Enterprise Fairs

Coalition for Joint Action

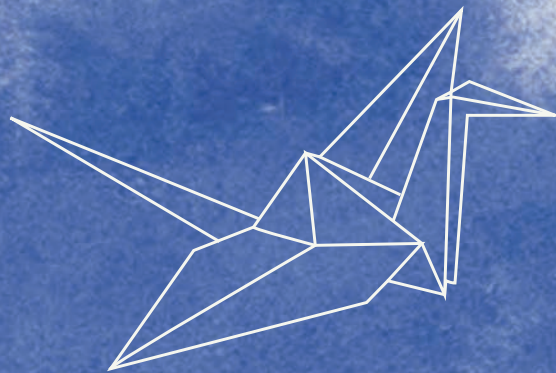


# PROTOTYPE

Demonstrate the viability and sustainability of contextual solutions that enable enterprise development at scale

- *Promote a culture of entrepreneurship among rural communities*
- *Create spaces that enable access to enterprise information and support services*
- *Strengthen support provisioning for micro enterprises*
- *Demonstrate transitions in local markets through large public and private sector initiatives*

Information Kiosks  
Safe Spaces  
Digital Youth Labs  
Financial Access Platforms  
Model Enterprises  
Enterprise Packages  
Service Delivery Models  
Aggregator Partnerships



# LEARN

Enable cross-learnings between project implementation processes and share knowledge externally

- *Understand the process of change through outlining causal linkages*
- *Combine developmental and summative evaluation tools for deep analysis*
- *Capture micro and meso-level change narratives for influencing systemic shifts*

Theory of Change  
Baseline – Endline Analyses  
Control Group Study  
Gender Screening of Tools  
Case Stories





## OUTCOMES

- Improved awareness and access to information on entrepreneurship opportunities for youth and women
- Improved utilisation of existing enterprise provisioning services and opportunities by youth and women
- Enterprise promotion strengthened by enterprise development packages, service providers, accelerators and aggregators
- Improved culture of entrepreneurship
- Accelerated rate of job creation

The program aims to demonstrate impact at scale, through the establishment of approximately 30,000 new micro-enterprises or expanded businesses each year from 2022 onwards. In 2027, over 300,000 families will experience the benefits of a secure livelihood. In the following decade, we envision enabling a million livelihoods in these regions.





10

information centres

27

partners' network

1050

women in dialogue

1500

youth engaged

175

micro enterprises

422

jobs provided

**Work 4 Progress believes in the power of networks to enable change. Join us in exploring some critical touch points as we move forward.**

Role of technology – digital and conventional – in enabling micro enterprise development

Perception of women and youth on issues of growth and employment

Policy interventions that simplify the complexity of the enterprise ecosystem

Bridging generational and gender related divides in an inter-connected society

Meso-level actors building better access to credit and new markets



## Partner with us

**Existing and aspiring micro entrepreneurs** who want to set up and grow businesses

**Service providers & financial institutions,** who want to enhance customer base

**Government Stakeholders & Policy Makers** to initiate partnerships & collaboration

**Development Sector Experts & Research Institutions** to promote shared learning

**Funding Institutions** which provide capacity building support



The **"La Caixa" Banking Foundation** from Spain, the third largest in 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 contributing to the advancement of society and the progress of individuals, with a special emphasis on those who need it most at any given moment. Its main strategic objective internationally is to provide opportunities and fight inequalities in countries in Africa, Asia, and Latin America through programs that contribute to the achievement of the United Nations 2030 Sustainable Development Goals (SDGs).



**Development Alternatives (DA)** is a social enterprise with global presence in the fields of green economic development, social empowerment and environmental management. It is credited with numerous innovations in clean technology and delivery systems that help create sustainable livelihoods in the developing world. DA focuses on empowering communities through strengthening people's institutions and facilitating their access to basic needs; enabling economic opportunities through skill development for green jobs and enterprise creation; and promoting low carbon pathways for development through natural resource management models and clean technology solutions.

### Development Alternatives

B-32, Tara Crescent, Qutub Institutional Area  
New Delhi – 110016, India

Tel: +91 11 2654 4100, 2654 4200, Fax: +91 11 2685 1158

Email: [mail@devalt.org](mailto:mail@devalt.org), Website: [www.devalt.org](http://www.devalt.org)