#JobsWeMake

A new approach to
entrepreneurship

Development Alternatives

Work4Progress
"la Caixa" Foundation

Work4Progress India
Power of inclusive entrepreneurship

Work4Progress (W4P) promotes 'inclusive entrepreneurship', a phenomenon that is characterized by systemic change that enables under-represented groups such as youth and women to access entrepreneurship opportunities, thereby leading to social inclusion, quality employment, and sustainable economic growth.

The program was launched in 2017 in India by Development Alternatives, and supported by "la Caixa" Foundation, and has expanded to Peru and Mozambique with a total of 7 national networks.

W4P India has created more than 11000 jobs across 350 villages of Uttar Pradesh.

"I named my business, Amrita Ice Cream, after my daughter because I want her to have an even brighter future."
- Mamta, Ice cream manufacturer, employing 15 people in Mirzapur district, Uttar Pradesh

W4P makes a departure from traditional project-based efforts to an innovative approach to address growing job crisis and challenges faced by grassroot entrepreneurs.

PACKAGE DEVELOPMENT

↓

COMMUNITY MOBILIZATION

(engagement with stakeholders)

↓

IDENTIFICATION OF ENTREPRENEUR

↓

TRAINING & CAPACITY BUILDING

↓

ENTERPRISE SETUP

PEER TO PEER LENDING

BRAVE SPACES FOR WOMEN

INNOVATION AMPLIFIER

ENTREPRENEUR

DISTRICT ENTREPRENEURSHIP COALITION (DEC)

udyaME

KAUN BANEGA BUSINESS LEADER (KBBL)

TRADITIONAL APPROACH
Linear | Short Term | High Dependence

INNOVATIVE APPROACH
Cyclic | Sustainable | Diverse

INNOVATION

Social Innovation Approach

W4P practices innovation that is social in purpose, systemic in nature, and inclusive by design. The program aims to listen to multi-stakeholder perspectives through dialogue, find answers through co-creation, prototype solutions and share learnings to accelerate impact at scale.

LISTEN
Listen to Multi-Stakeholder Perspectives

CO-CREATE
Develop Relevant Solutions Collaboratively

PROTOTYPE
Demonstrate Sustainability of Solutions

ACCELERATE
Mainstream Learning for Impact at Scale

W4P TOOLS

W4P India's social innovation tools and processes serve multiple functions of facilitating deep listening for gathering insights, shared spaces for meaningful dialogue, and collaboration for co-creation of enterprise and systemic prototypes.

LOCAL GOVERNANCE MODULE

Local governance modules developed with Gram Panchayats to mainstream entrepreneurship through the local development agenda.

BRAVE SPACES

A platform for women to raise their voices, express their aspirations, and advance their learning about themselves through comic workshops and listening sessions.
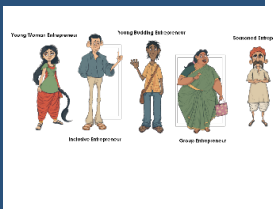
DAY IN THE LIFE OF

Following a 'fly on the wall' observer method, this tool helps W4P understand ambiguous factors that drive entrepreneurship.

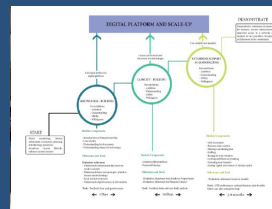## INTERACTIVE COMIC BOOKLET

Interactive comic booklets give the reader information on the processes and resources required to start an enterprise.

PERSONAS

W4P has identified profiles based on common characteristics ('personas') through which it maps the needs of each persona to specific support services.

PROGRESSION MAP

To enhance understanding of each persona's journey, the progression map is used to track the trajectory of an entrepreneur.

COMMUNITY-LED ACTION

ENTERPRISE PROTOTYPES
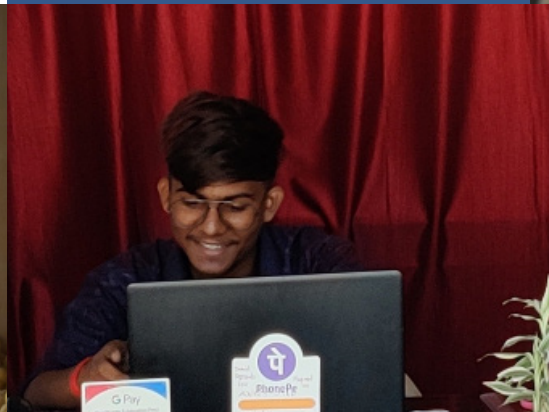To Create Green and Inclusive Jobs

Creating a nexus of larger, job-creating enterprises

Women at the forefront of mobility challenge through enterprises like e-rickshaw

New value chains of green enterprises like integrated fishery and poultry, building local economy

Leveraging e-commerce platforms for innovative enterprises like sublimation printing

SYSTEMIC PROTOTYPES
To Build Entrepreneurial Ecosystems

150+ udyaME kiosks provide information on employment in the communities

Community-led peer to peer lending to create a robust credit ecosystem for entrepreneurs

Unleashing entrepreneurial energies through Kaun Banega Business Leader

Multi-stakeholder collaboration through District Entrepreneurship Coalition
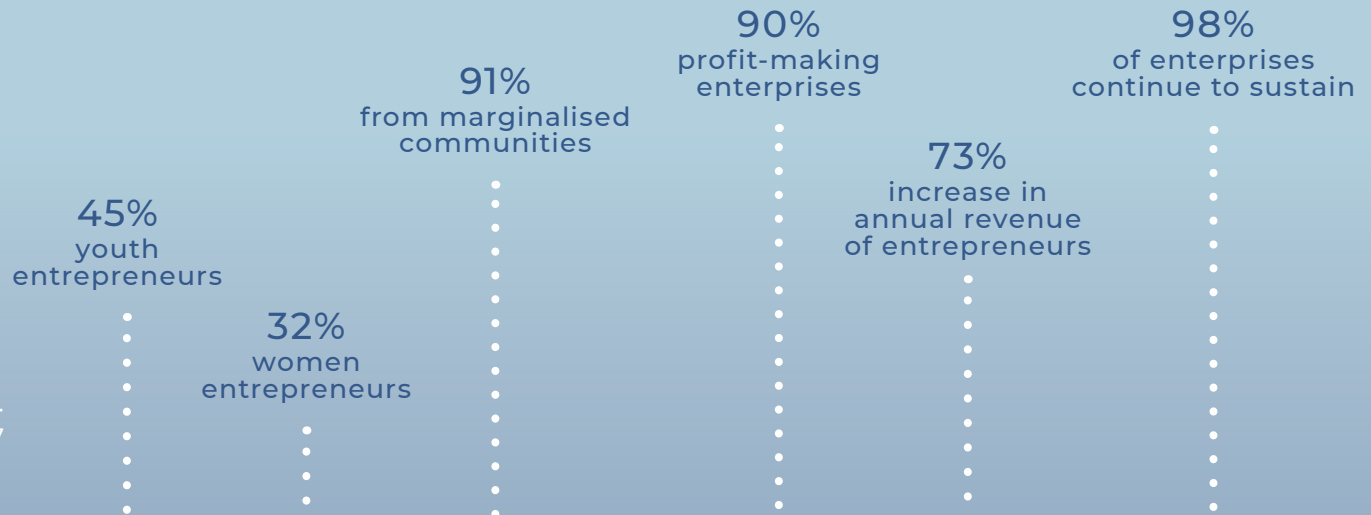
W4P Journey*

5000+
enterprises
setup

11000+
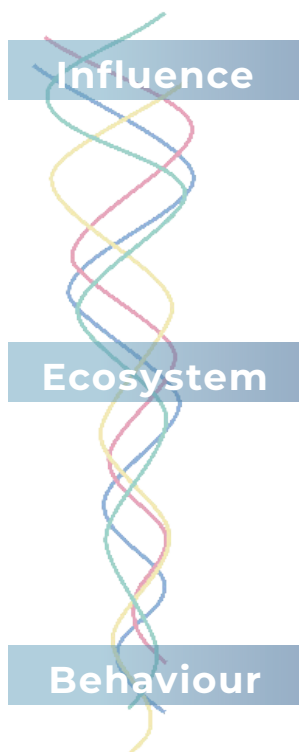jobs
created

85+
enterprise & systemic
prototypes validated

25000+
youth & women engaged
through listening

10000+
entrepreneurs
part of co-creation

*Data from February '17 - December '22

45%
youth
entrepreneurs

32%
women
entrepreneurs

91%
from marginalised
communities

90%
profit-making
enterprises

73%
increase in
annual revenue
of entrepreneurs

98%
of enterprises
continue to sustain

Triggering Systemic Changes

- Adoption of W4P methodology in larger programs run by UN Women and Godrej Agrovet Limited (GAVL), SBI Foundation as well as by government initiatives led by Uttar Pradesh Rural Livelihood Mission (UPSRLM)

- Stronger financial ecosystem through microfinance institutions introducing flexible repayment with a reduced rate of interest for entrepreneurs supported in W4P

- Enhanced application of e-commerce and digital platforms for strengthening market linkages

- New value chains of green enterprises like e-rickshaw, integrated fishery and poultry, with stronger peer network

- Women entrepreneurship hubs with women at the forefront of solutions to challenges of mobility and inclusivity.

W4P has been included as a good practice by UN SDG and World Bank Impact Portfolio and has been featured as one of the top three system change initiatives to follow in 'Future of Work' portfolio of the UNDP. Scan the QR code to read more about the feature.

Influence

Ecosystem

Behaviour

COLLABORATION

Adoption of W4P metholdology in larger programs and initiatives led by UPSRLM

Enhanced social investment for strenghtening W4P prototypes such as Safe Mobility

Alternate finance mechanisms such as peer lending through Rang De, providing easy access to credit

Recognition of W4P entrepreneurs under the women-led e-rickshaw ISS Aarya project

Partnerships for Impact

The W4P India programme led by **Development Alternatives** with its partners, **Transforming Rural India Foundation (TRIF) and Rang De** aims to accelerate impact through collaboration on the following inter-connected objectives:

- **Leverage new economic opportunities** by enabling access to digital and shared infrastructure | Business support service providers, technology providers, financial institutions and market aggregators

- **Replicate inclusive approaches** with women and youth-led social good enterprises that remove generational and gender divide | Funding institutions, social investors and grassroot organisations

- **Boost collaborative action** for accelerated impact by forging active networks that enable a shift in local systems | NGOs, government stakeholders and policymakers

- **Influence social innovation practice** on entrepreneurship through platforms and partnerships with regional, national and global actors | Development sector experts and research institutions

ACCELERATION

Chart data:

Date	Jobs	Enterprises
Jun '19		
Dec '19	1122	
Jun '20	1693	721
Dec '20	2374	1138
Jun '21	2906	1461
Dec '21	3376	1796
Jun '22	5530	2871
Dec '22	11095	5028

Pre-Covid | During Covid

● Jobs ● Enterprises

Evolving local entrepreneurial ecosystem, leading to 4-fold increase in the number of enterprises set up and supported in a year, despite the disruptions caused by Covid-19

Partner with Us

JobsWeMake

Join JobsWeMake for insights from foundations, think tanks, academia, international organisations, and private companies on different factors that are shaping entrepreneurship today. Join over 200 stakeholders in making development programs more interconnected at www.jobswemake.org

Work4Progress Global

Work4Progress creates decent livelihoods through social innovation platforms in three countries – India, Mozambique, and Peru. Visit fundacionlacaixa.org to access modules on listening and co-creation, and learn more about lessons from W4P's experience in the Global South

Work4Progress India Guided Tour

Work4Progress India Guided Tour is a complete collection of knowledge and learning materials developed during the previous phases of the programme

For any queries related to the programme, mail us at work4progress@devalt.org

Scan the QR Code to find us!
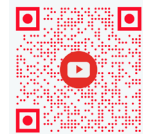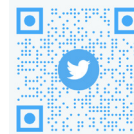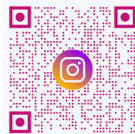
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#SAMUDYAM

"If we want to make the Indian economy more inclusive, we will have to think and act in fundamentally different ways; committing ourselves to possibilities such as those presented by the idea of SAMUDYAM: entrepreneurship that is both inclusive and equitable."

Shrashtant Patara,
CEO, Development Alternatives
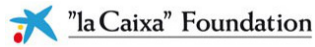
The "la Caixa" Foundation from Spain, promotes diverse social, economic, cultural and ecological initiatives to foster sustainable development across the world. Its main strategic objective is to provide opportunities and fight inequalities in Africa, Asia, and Latin America through programs that contribute to the achievement of the United Nations 2030 SDGs.

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

Transforming Rural India Foundation (TRIF) is a grassroots foundation, focused on challenges of marginalized communities, in the bottom 100,000 villages of India. It pioneers in developing contextual solutions for village transformation, engaging with communities, government and market-based organisations for scaling-up and delivery of these solutions.

Rang De is a peer-lending microcredit platform that uses a human centred approach to provide highly customised credit to first time borrowers. It aims to alleviate poverty and restore agency for financially excluded communities through access to financial literacy and access to low cost, need based credit.