

Jobs We Want!

... An event to launch the “Work 4 Progress” program, 30th November, 2017

New Approaches to Entrepreneurship in the face of Jobless Growth – Social Innovation, Connectivity & Empowerment

The 'Jobs We Want' event on 30th November, 2017 launched the Work 4 Progress program in India. The event sought to connect voices of rural entrepreneurs and their challenges, with development practitioners, businesses, aggregators, and policy makers. It initiated the processes of knowledge-sharing and collaboration, built synergies among stakeholders and demonstrated the potential of systemic approaches to job-creation.

In less than ten years from now, by 2027, India will expand to become a \$6 trillion economy. Our impressive growth trajectory has however, not translated into a corresponding increase in employment. **Micro-entrepreneurship is critical to shaping the future of work; especially for those being left behind in the race for jobs.**

Development Alternatives and “la Caixa” Banking Foundation recognize the complex challenges surrounding entrepreneurship. **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*.

Work 4 Progress aims to think through these questions through **dialogue** and find answers through inter-active processes of **co-creation**; proceeding then to **prototype** solutions and share **learning** among a network of change-makers to eventually create impact at scale.

Market narratives have shifted and people’s aspirations are growing at increasingly rapid rates. And yet, age-old constraints imposed by social norms and lack of access to support services prevent potential entrepreneurs from taking even simple risks that would transform their lives.

Every entrepreneur's story is important to understanding the nuances and trigger points of untapped economic potential and upward social mobility. Development Alternatives has, through deep listening and interactive processes, built an understanding of the entrepreneurship landscape in hundreds of villages of Uttar Pradesh. Resources have been pooled to introduce innovative, systemic solutions in over 40 villages. One such example is the use of community radio to launch a competitive “reality show” for entrepreneurs called **Kaun Banega Business Leader** in which 800 participants are at different stages of co-creating business models and enterprise solutions to tap emerging opportunities in the local market.

Going forward, the initiative will explore critical touch points in this journey such as:

- How do women and youth – from the ground up – perceive issues of jobless growth?
- How does technology– digital and conventional - enable micro enterprise development?
- How do policy interventions help simplify the complexity of the enterprise ecosystem?
- How do we bridge generational and gender related divides in an inter-connected society?
- How do meso-level actors build better access to credit and new markets?

AGENDA

Venue: The Claridges, New Delhi	
Session I	
1000 – 1030	Tea and Registration
1030 – 1040	Welcome Address by George Varughese , President, Development Alternatives Group
1040 – 1045	Inauguration by H.R.H. The Infanta Cristina of Spain , Director – International Area, "la Caixa" Banking Foundation
1045 – 1125	<p>Inaugural Session</p> <p>Introduction to Work 4Progress</p> <ul style="list-style-type: none"> • Marta Solsona Masana, "la Caixa" Banking Foundation • Shrashtant Patara, Development Alternatives <p>Inaugural address</p> <ul style="list-style-type: none"> • Dr. Arun K Panda, Secretary, Ministry of Micro, Small, and Medium Enterprises
1125 – 1240	<p>Plenary Session on "New Narratives of Job Creation"</p> <p><i>Moderated by: Pankaj Pachauri, Eminent Media Personality</i></p> <ul style="list-style-type: none"> • Arvind Virmani, President – Chintan, Former Representative at the International Monetary Fund • Rajeev Sethi, Founder, Asian Heritage Foundation • Raghav Chandra, Co-founder, Urban Clap • Shyam Surat Yadav, Weaver, Bhadohi
1240 – 1245	Vote of Thanks by Dr. Arun Kumar , President, Development Alternatives Group
1245 – 1330	<p>Lunch</p> <p>Time to explore market-place of micro entrepreneurs</p>
Session II	
1330 – 1430	<p>Post-lunch Plenary on "Systems Innovations for entrepreneurship led job creation"</p> <p><i>Moderated by: Zeenat Niazi, Vice President, Development Alternatives</i></p> <ul style="list-style-type: none"> • B. H. Anil Kumar, Joint Secretary-ARI, Ministry of Micro, Small & Medium Enterprises • Roger Warnock, Program Lead Ireland, The Young Foundation • Rohtash Mal, Chairman and MD, EM3 Agriservices
1430 – 1630	<p>Parallel Break-out Sessions</p> <p>Dialogue: Bridging the information gap</p> <p>Format: Round table</p> <p>Facilitated by Parvathi Menon, Managing Director, Innovation Alchemy</p> <p>Discussants: Dr. Kanta Singh, State Project Head - UNDP, Ms. Shriya Sethi, Associate Director - International Innovation Corps, Dr. Meenakshi Mital, Associate Professor – Delhi University, Ms. Sonia Sharma, Founder - Nature Organic, Mr. Samar Nanda, Director – MSME, Mr. Ashutosh Garg, Founder - Guardian Lifecare Pvt., Varun Kashyap, Co-founder –letsendorse, Varun Arya, Director – Aravali Institutions, ShailjaRanganranjan, Founder and Director – Rimagined, DrPallaviTak, Co-Founder – Start up Oasis, Prema Gera, Independent Development Consultant, Jai Kumar Gaurav, Sr. Manager – GIZ</p>

1430 – 1630	<p>Co-create: Innovations for underserved micro-entrepreneurs</p> <p>Format: Brainstorming</p> <p>Facilitated by Gorka Espiau, Founding Partner, Social Innovation Laboratory Koop</p> <p>Discussants: Mr. Roger Warnock , Founder – Young Foundation, Mr. Ramakrishna NK, CEO – Rang De, Mr. Mangesh Tyagi, Principal Advisor – AIGPPA, Mr. Kenichi Tamura, Director – E-Square Inc, Ms. Amita Tripathi Manager, Financial Inclusion and Banking Technology – NABARD, Mr. Sharad Marathe, CEO – Universal Technical Systems, Mr. Prabhjot Sodhi, Senior Programme Coordinator – UNDP, Mr. Srisikand Subramanian, Co-founder – SoCHE Foundation, Mr. Manab Chakraborty, Development Consultant, Mr. Rajesh Mathur, Advisor – ESRI Technologies, Ms. Shalini Sethi, Designer – Good Earth</p> <p>Prototype: Decent work in changing economies?</p> <p>Format: Systems thinking design lab</p> <p>Facilitated by Vijay Padaki, Founding Partner – P&P Group</p> <p>Discussants: Ms. Vinita Aggarwal, Economic Adviser – Ministry of Skill Development and Entrepreneurship, Ms. Suryamani Roul, Deputy Director – TechnoServe, Mr. Manisha Gupta, Founder – Startup India, Mr. R K Atri, Founder – Jaivic Bharat, Mr. Rajeev Baruah, Country Director – Better Cotton Initiative, Mr. Pradeep Bhargava, Chief Representative India – “la Caixa” Bank, Mr. Karan Khosla, Systems Modeler, Mr. Kishan Nanavati, CEO – Spring Health Water India, Mr. Abdul Rahman Janoo, Product Manager – Waste Ventures India, Mr. Shashank Kumar, CEO – farmsnfarmers, Ms. Gauri Singh, Founder – The Maids’ Company, Mr. Pulkit Lambah, Senior Manager – Google, India, Ms. Shubhra Gupta – Medha, Mr. Avanish Singh – PRERNA, Ms. Soumya Prakash, Senior Program Manager – Villgro, Ms. Rhea Almeida, Skills Coordinator – SEWA Bharat, Mr. Vijay Raghunath, General Manager – TARAlife Sustainability Solutions, Mr. Rakesh Khanna, Chief Advisor and Board Member – Development Alternatives Group</p> <p>Learn: Demystifying impact</p> <p>Format: Debate</p> <p>Facilitated by Swapnil Shekhar, COO, Sambodhi Research and Communication</p> <p>Discussants: Ms. Sharanya Chandran, Senior Policy Manager – Abdul Latif Jameel Poverty Action Lab, Ms. Lukhimai Linnebank, Programme Officer, Policy & Partnerships – Aga Khan Development Network, Dr. Ravi Verma, Regional Director – International Centre for Research on Women, Ms. Supriya Kapoor, Development Consultant – Women on Wings, Mr. M. V. Ashok, Former Chief General Manager – NABARD, Dr. K R Viswanathan, International Climate Change Specialist – Practical Action, Ms. Monica Jain, Senior Evaluation Specialist – International Initiative for Impact Evaluation, Dr. Anirban Sengupta, Associate Professor – Ambedkar University Delhi, Dr. Aditi Haldar, Director – Global Reporting Initiative</p>
1700 – 1800	<p>Tea Break</p> <p>Time to explore market-place of micro entrepreneurs</p>
Session III	
1800 – 1915	<p>Talk Show</p> <p>Conversation between H.R.H. The Infanta Cristina of Spain, Shri Jayant Sinha, Hon’ble Minister of State, Government of India and Dr Ashok Khosla, Chairman, Development Alternatives Group</p>
1915 – 1935	<p>Launch of monograph: “Jobs We Create” ... narrating stories of micro entrepreneurs</p>
1945 onwards	<p>Cocktails and Dinner</p>