

GREEN & INCLUSIVE ENTREPRENEURSHIP



Development Alternatives

People | Planet | Prosperity

DA has pioneered new approaches to entrepreneurship-led job creation in India through a social innovation approach that is

**SOCIAL IN PURPOSE
SYSTEMIC IN NATURE
INCLUSIVE BY DESIGN**



FOR OVER 40 YEARS

Development Alternatives (DA) has been committed to creating a world where everyone can live secure, healthy, and fulfilling lives in harmony with nature. As part of its mandate to enable sustainable livelihoods and address India's job crisis, DA promotes sustainable economic growth through Green and Inclusive Entrepreneurship, enabling under-represented groups such as youth and women to transition from 'job seekers' to 'job creators' and access entrepreneurship opportunities in underserved regions.

The approach is based on the principles of listening to multi-stakeholder perspectives through dialogue, co-creating solutions with communities, prototyping these solutions, and inducing micromovements of change to accelerate impact at scale.



1 MILLION JOBS IN 1,000 DAYS

Having created evidence in the form of enterprises across states with indicators in high sustainability rate, inclusion, and environmental outcomes, **we have launched our "1 Million Jobs in 1,000 Days" initiative to accelerate impact at scale.**



Explore our social innovation tools and processes by scanning the documents provided. **Scan to know more** about our work in Green & Inclusive Entrepreneurship.



Work4Progress Brochure

The brochure of our flagship program, Work4Progress through which, DA and network partners are promoting inclusive entrepreneurship across the country through impact and shifts created in the entrepreneurial system as a direct result of the social innovation approach, methodology, tools, and prototypes.



Finding WHY Toolkits

Do It Yourself tools for like-minded organizations, vested in entrepreneurship-led job creation. The toolkits dig deeper into the WHY of the Community Listening, Prototyping for Innovation, and Accelerating Inclusive Entrepreneurship through Collective Action.





Factsheets

It's a series introducing seven Systemic Prototypes innovated and co-created by DA with the community. These prototypes are driving shifts in the system towards entrepreneurship-led job creation at the grassroots level and address systemic challenges pertaining to entrepreneurship in rural contexts.



HSBC Urja Mandala Brochure

The brochure of our Urja Mandala (Energy Constellation) economic model, through which DA and its partners are promoting green and inclusive entrepreneurship, driving a just energy transition. Powered by decentralized renewable energy systems, the model leverages a Private-Public-Community partnership with women collectives at the forefront, enabling systemic shifts and sustainable energy solutions.



Wheels of Change video

The video showcases the solidarity network of women-led e-rickshaws in Mirzapur, Uttar Pradesh to enable safe transportation facilities and enable access to basic facilities for improved women's workforce participation while empowering women to unleash their entrepreneurial energies.



Urja Mandala Video

The video showcases our Urja Mandala model (Energy Constellation) powered by decentralized renewable energy systems. It provides a holistic approach to the energy transition, combining the strengths of private entities, public agencies, and community institutions, with women collectives leading the charge for an inclusive and equitable transition.





Compendium of 75 Enterprise Packages

This has been co-created with entrepreneurs and validated on the ground. These are some viable business models that have already been set up by the entrepreneurs who are associated with us.



JobsWeCreate Monograph

A sensemaking report presenting key insights on entrepreneurship, based on the interactions and surveys with entrepreneurs and other stakeholders in the entrepreneurial ecosystem.



Rapid Survey Report

It is a report of a Survey conducted by DA in association with DIU (Development Intelligence Unit) that attempts to cover insights into aspects of rural entrepreneurship in India from aspirations, to job opportunities and entrepreneurship ecosystem.



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