

A photograph of three women in a rural setting. On the left, a young woman with dark hair in a bun and a pink striped shirt looks down at a laptop. In the center, a woman wearing a white headscarf and a light-colored sari looks at the laptop. On the right, an older woman wearing a yellow and orange patterned sari looks towards the laptop. The background is a textured, light-colored wall.

#JobsWeMake

A new approach to
entrepreneurship

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 programme 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.

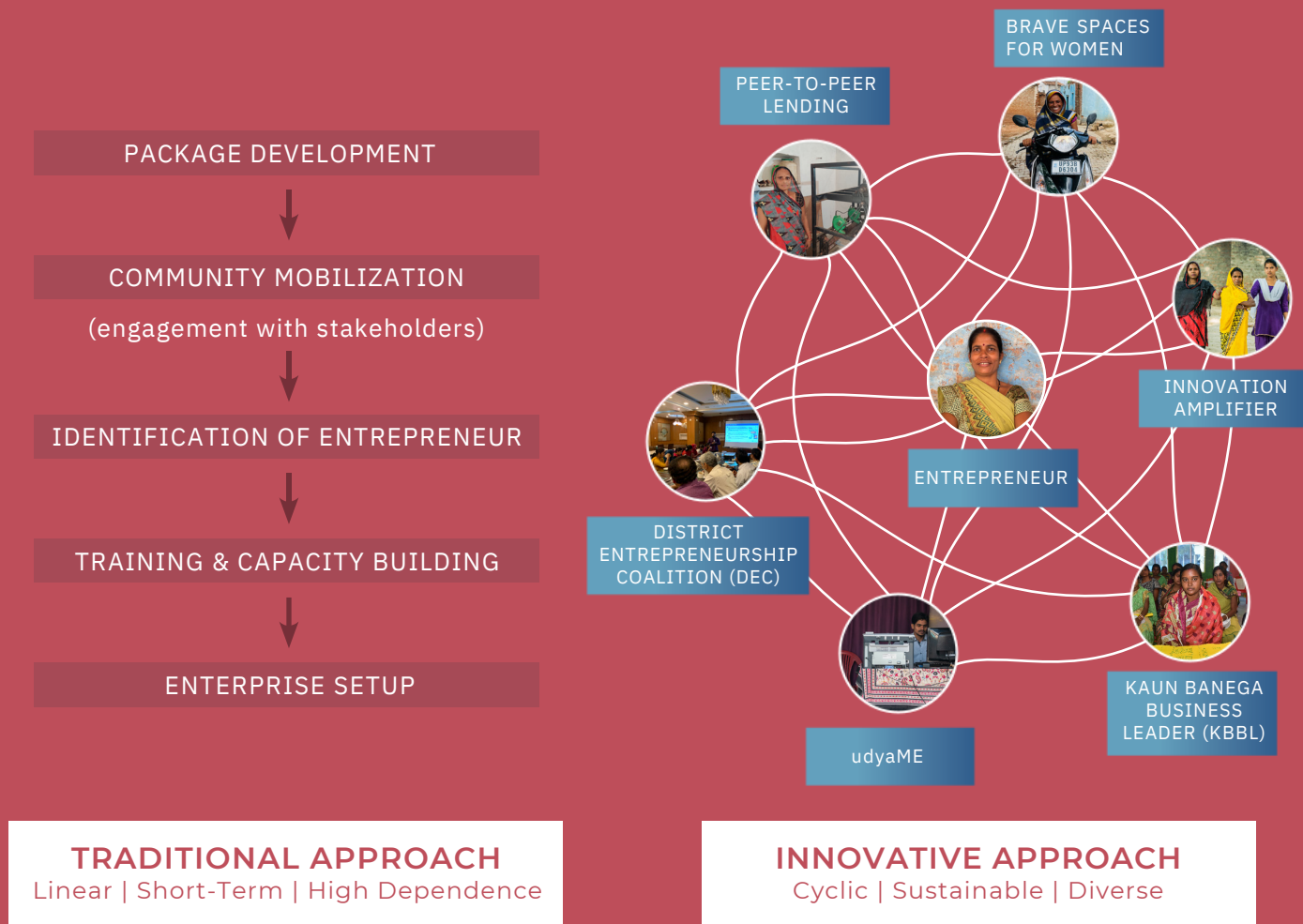
W4P India has created more than 17500 jobs across 478 villages of Uttar Pradesh.



“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 grassroots entrepreneurs.



INNOVATION

Social Innovation Approach

W4P practices innovation that is social in purpose, systemic in nature, and inclusive by design. The programme aims to listen to multi-stakeholder perspectives through dialogue, find answers through co-creation, prototype solutions and share learnings to accelerate 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 modules developed with Gram Panchayats to mainstream entrepreneurship through the local development agenda.



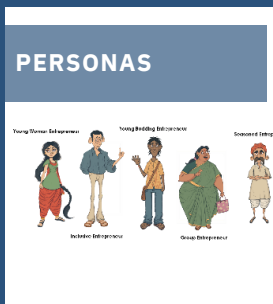
A platform for women to raise their voices, express their aspirations, and advance their learning about themselves through comic workshops and listening sessions.



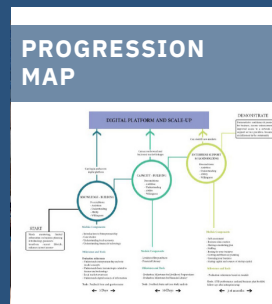
Following a 'fly on the wall' observer method, this tool helps W4P understand ambiguous factors that drive entrepreneurship.



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



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



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



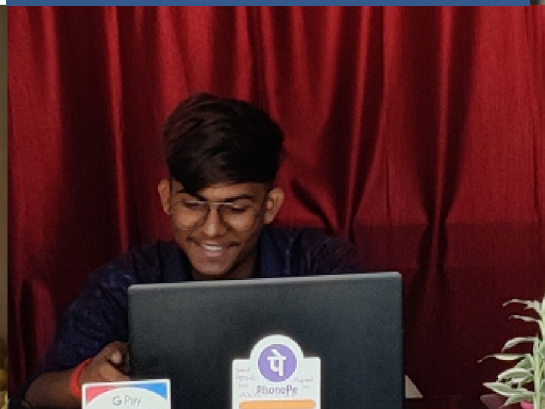
Creating a nexus of larger, job-creating enterprises



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



200+ 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*

8500+
enterprises
setup

17500+
jobs
created

85+
enterprise &
systemic prototypes
validated

45000+
youth & women engaged
through listening

13200+
entrepreneurs
part of co-creation

*Data from February '17 - June '23

40%
youth
entrepreneurs

47%
women
entrepreneurs

90%
from marginalised
communities

86%
profit-making
enterprises

65%
increase in
annual revenue
of entrepreneurs

98%
of enterprises
continue to sustain

Triggering Systemic Changes



- Adoption of W4P methodology in larger programmes 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.

COLLABORATION



Adoption of W4P methodology in larger programmes and initiatives led by UPSRLM



Enhanced social investment for strengthening 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, **Transform Rural India Foundation (TRIF)**, **Rang De** and **State Bank of India Foundation** 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 grassroots 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
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ACCELERATION



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 programmes more interconnected at www.jobswemake.org

Work4Progress Global

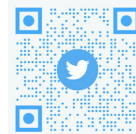
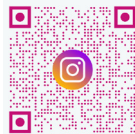
Work4Progress creates decent livelihoods through social innovation platforms in three countries – India, Mozambique, and Peru. Visit fundacionlacaixa.org to access modules on listening and co-creation, and learn more about lessons from W4P's experience in the Global South.

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!



A New Approach To Entrepreneurship

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Book Design: One Small Design Studio
Assistant Designer: Lipeeka Agarwal

A woman in a dark coat is speaking at a wooden podium on a stage. In the background, a large screen displays a map. To the left, two other people are seated at a long table, and a large banner with the text 'SAMUDYAM' is visible. The scene is dimly lit with stage lights.

#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

"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 programmes that contribute to the achievement of the United Nations 2030 SDGs

SBI Foundation, a premier CSR institution, is committed to improving the socio-economic well-being of society, particularly of the less fortunate and underprivileged members and enabling them to live up to the potential that they all possess. It also believes in creating an inclusive development paradigm that serves all Indians and to deliver societal benefits to all geographical regions of the country without any regional, linguistic, caste, creed, religious or other barriers.

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 by strengthening people's institutions and facilitating access to basic needs, enabling economic opportunities through skill development for green jobs and enterprise creation.

Transform 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.

Gram Vaani Community Media is an award-winning Indian social enterprise, incorporated in 2015. It works on IVRS and ICT-based audio media platforms for communities and provides a two-way outlet for people to access local news and information about relevant services to help improve their lives.