

A photograph of three women sitting together and looking at a laptop screen. The woman on the left has her hair in a bun and is wearing a pink top. The woman in the middle is wearing a white headscarf. The woman on the right is wearing a yellow and patterned headscarf. The background is a textured 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 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 grassroots entrepreneurs.



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.



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



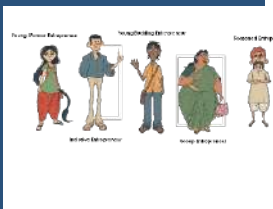
Following a 'fly on the wall' observer method, this tool helps W4P understand ambiguous factors that drive entrepreneurship.

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

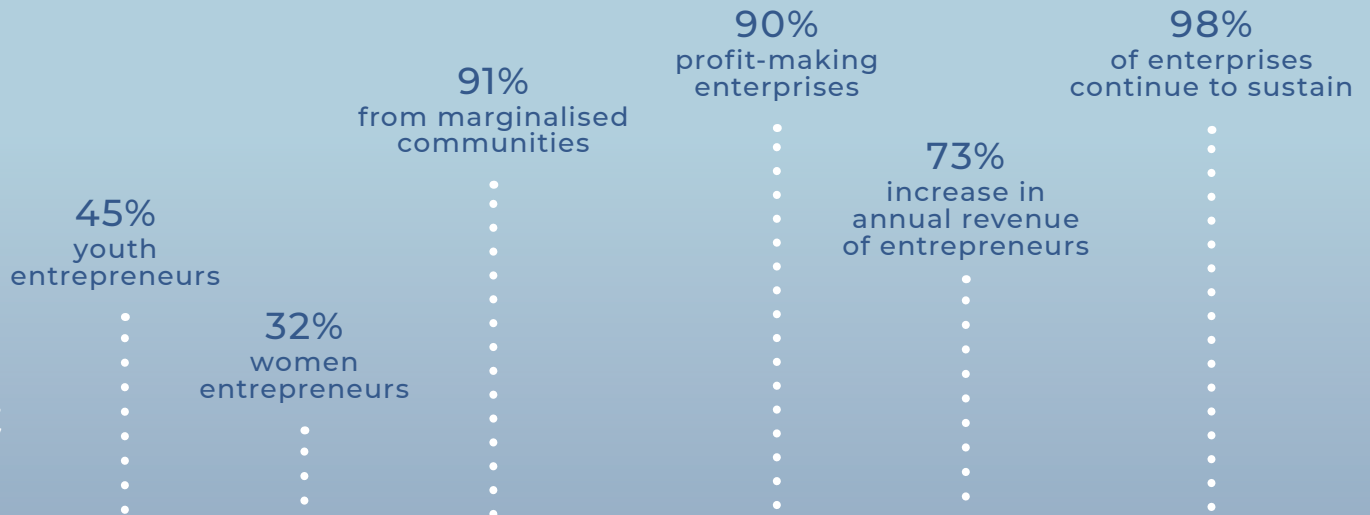
11000+
jobs
created

85+
enterprise & systemic
prototypes validated

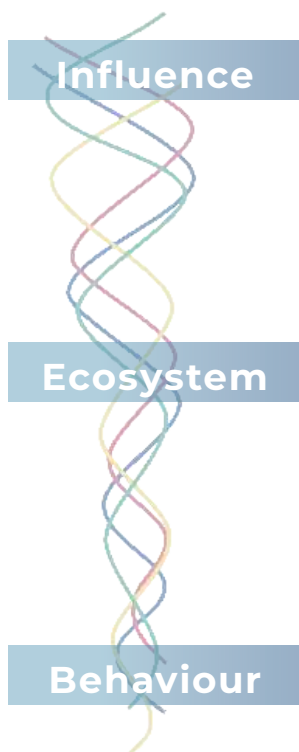
25000+
youth & women engaged
through listening

10000+
entrepreneurs
part of co-creation

*Data from February '17 - December '22



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.

COLLABORATION



Adoption of W4P methodology in larger programs 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, **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 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
-

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 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!



A New Approach To Entrepreneurship

© Society For Development Alternatives, 2022



The work is licensed under the Creative Commons License - Attribution - Non Commercial - Share Alike 4.0. No part of this document to be reproduced, in print or web, without prior written permission of the publisher.

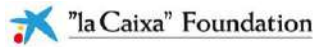
Book Design: One Small Design Studio
Assistant Designer: Lipeeeka Agarwal

#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.

