Micromovements of Change

Innovation Amplifier - Public Policy in Action

In scaling rural entrepreneurship, effective policies and schemes have been devised, but a consistent top-down linear approach has not resulted in the effective realisation of entrepreneurship. Each year approximately 9 million youth are entering the labour market, but relative opportunities remain scant. Micro-enterprises have emerged as an important source of quality employment for rural communities. To ensure that rural entrepreneurship can be scaled across geographies, there is a need for existing large-scale programs and policy interventions to adopt bottom-up innovations. This integration, along with strategic partnership, can amplify the impact of innovation and create holistic shifts in the ecosystem.

To provide increased access to entrepreneurship, prototypes developed under Work4Progress across Uttar Pradesh have been channelised and scaled by leveraging government infrastructure. A partnership with Uttar Pradesh State Rural Livelihoods Mission (UPSRLM), an autonomous registered society under the aegis of the Rural Development Department, Govt. of UP, has enabled the following breakthroughs in three districts of Uttar Pradesh:

- Customising and integrating innovative systemic and enterprise prototypes in existing programs of Start-Up Village Enterprise Promotion and National Rural Economic Transformation programs.
- Empowering community institutions to unleash the entrepreneurial energies of individuals and gain agency in decision-making for livelihood creation at the district level
- Ensuring local ownership through public-private-community convergence and creating impact at an accelerated rate across multiple geographies

Impact and Potential

The partnership created space and mechanisms for joint planning and review for the smooth transfer of the prototypes, convergence with other government programs/schemes, and co-creating solutions with the local government stakeholders. The partnership has led to:

- 488 enterprises and 1464 jobs being created since the inception of the partnership
- Identification and onboarding of 3218 potential entrepreneurs through the transference of listening and co-creation prototypes
- Innovative financing support worth INR 117.59 lakhs to 148 entrepreneurs to augment loans provided through SVEP
- A shift from support for specific enterprise types towards becoming more enterprise agnostic and inclusive

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Michigan Women's Foundation

94% of all micro-enterprises accounting for 78% of all workers employed

Rural entrepreneurship has the potential to power nearly 70% of the Indian economy, when the right skills, business training and linkages

Agriculture’s contribution to employment has declined from 81% in 1983 to 58% in 2018

About the Work4Progress Programme

In the last 5 years, 12 systemic prototypes have been designed as part of the Work4Progress programme, which are influencing the local entrepreneurial ecosystem and bringing systemic shifts in the communities. These systemic prototypes have been co-designed with communities by stirring innovations, breaking silos, and forging connections with stakeholders.

Join the Movements of Change

Join us as a partner in our mission to accelerate entrepreneurship-led job creation under the Work4Progress programme

Contribute in replication of inclusive approaches by adoption the prototypes developed under the programme to enable shifts in many local entrepreneurial ecosystems

Join our social investing platform Rang De to enable access to affordable credit for millions of aspiring entrepreneurs

1 Why do Indian Startups fail 2022? Everything you need to know for a successful startup, IBM Institute for Business Values
2 Miraipur, Bhadohi, Jhansi, Basti, Lakhimpur Kheri, Bagraich, Nawari, Barwani, Bhagawanpur, Ramgarh, Palawal, and Jhajjar
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Using community institutions to accelerate women entrepreneurship...

Jugra Fiya, a resident of Madhwapur village in the Mhinhurwa block of Bahrai, is redefining her role as a "homemaker" by generating income for the family by establishing her own garment shop. As a Community Resource Person with UPSRLM she is also helping scores of other women on their entrepreneurial journeys. She has helped more than 25 women to start their businesses and many more access easy credits through the UPSRLM community funds. She is also helping with the bookkeeping of 45 Self Help Groups funds. Through this, she has been supporting women-led entrepreneurship and collectives.

...Leveraging existing infrastructure to build new supply chains...

While Jugra Fiya has integrated social innovation tools with the UPSRLM infrastructure, Meera has leveraged extensive government networks to build new supply chains. Meera Devi, 38, is a resident of Nighshan, Lakhimpur Khiri. She started her journey by becoming a self-help group member later followed by becoming a Krishi Sakhi (Agri-entrepreneur). While working as Krishi Sakhi she underwent multiple agricultural technical training in her block. Under the W4P programme, she underwent Start & Improve Your Business training, which helped her assess the market. Soon she leveraged existing Government schemes to open the first women-run cattle fodder retail unit which is now catering to more than 500 customers in 12 nearby villages. She used innovative market assessment tools to further explore new opportunities.

...Unlocking market solutions.

As part of the Kaun Banega Business Leader competition (a social innovation tool), Amit was encouraged to think outside the box for unlocking market solutions. Amit Kumar, 32, a photographer who runs his studio in the central market in the small town of Gumani, Basti District, has further motivated others to do the same. Among the top 3 winners of KBBL held in programme partner Transform Rural India Foundation (TRIF) geography in Basti, his enterprise currently employs one full-time assistant and around 3-4 people during peak seasons of festivals and weddings. Pitching his business plan to scale through partnerships with players in the event such as caterers and decorators, he offered to provide affordable package deals for his clients. As they say, the biggest of businesses do not necessarily get set up with the money, but with an idea!

“Our SHG groups have so much potential and resources as so many schemes are supporting us to grow businesses. I am ensuring that these schemes reach the last person. I feel grateful to be able to help SHGs take full benefits of government programs”

- Jugra Fiya, Mhinhurwa

Learn more about the #JobsWeMake movement on

www.jobswemake.org

Contact us at work4progress@devalt.org

To ensure innovations turn to action and create impact, they must be designed to integrate with large programs. Leveraging the existing network of large programs such as SVEP can help in actively adopting innovative solutions and influencing policy shifts for accelerating millions of new enterprises.

Scan this QR code to watch the World4Progress journey come live.

This prototype has been co-created under the Work4Progress initiative led by Development Alternatives with its partners, with support from "la Caixa" Foundation.