Over the course of three years, the unemployment challenge, with all its complexity, has become bigger and more significant. It is time for radical change to build micromovements of inclusive entrepreneurship.

Envisioned as a platform for learning and knowledge, JobsWeMake is powered by the Work4Progress (W4P) programme led by Development Alternatives (DA) and supported by “la Caixa” Foundation. This year, JWM ‘22, walked us through the imperative of inclusive entrepreneurship for 10 million jobs, the potential of social innovation, and the power of collaborative action.

Over 200 stakeholders highlighted on making development programmes more interconnected in nature and making a deeper investment in inclusive entrepreneurship to enable a dual transition, in which millions of job seekers move towards becoming job creators and grassroots entrepreneurship to move beyond survival and self-employment (swarozgar) to being driven by opportunity; becoming a catalyst for large-scale job creation.
Solving the job crisis in India through the social innovation approach

“I could afford to own a car and a bike with the savings from my enterprise. I aspire to invest in high-tech equipment to provide my customers the Lenskart experience locally” - Rakhi Yadav, 20, Optical Shop Owner, Bundelkhand

At DA, we believe deep listening is central to co-designing innovative solutions. The practice makes the invisible...visible, and gives us a chance to be a fly on the wall. Listening to the journeys of entrepreneurs, we kicked off the evening with an entrepreneur chaupal. Recollecting thoughts that RJ Sayema shared during the Entrepreneur Chaupal, ‘It is heartening to see how entrepreneurs want to pass on the tradition, pass on the energy so that others can also become entrepreneurs’; it was a delight to see entrepreneurs such as Jauhar Ansari continuing to create economic stability for his 24 employees even during the Covid-19 pandemic. Their stories of hope and resilience continue to inspire us. The recording of the session is attached here for your reference.

Showing a new pathway for collaborative action
Connecting the micromovements to the macro, were insightful thoughts by H.E. Jose Maria Ridao, Ambassador of Spain to the Republic of India, HRH the Infanta Cristina of Spain, Director of International Programmes at “la Caixa” Foundation, Dr Ashok Khosla, Chairman, DA Group, who shared their valuable insights on the challenge of generating quality employment opportunities. The recording of the session is attached here for your reference.
“I encourage many more such multi-level collaborations for enabling shared knowledge and learning to drive impact at scale.” - H.E. Jose Maria Ridao, Ambassador of Spain to the Republic of India

“The more there are such platforms that enable micro-entrepreneurs to succeed, the more confident we can be about India’s future.” - HRH the Infanta Cristina of Spain, Director of International Programmes at “la Caixa” Foundation

“If women entrepreneurship is boosted and India puts an effort to close the gender gap, it could lead to a 7% gain in India’s GDP” - Dr Ashok Khosla, Chairman, DA Group

Shifting systems for amplified impact

"With communities, we co-create solutions that not only address systemic issues but also sustain. 98% of enterprises under Work4Progress continue to thrive even post the pandemic" - Kanika Verma, Associate Vice President, DA

Five years of the Work4Progress journey was showcased through our presentation on the ‘Impact of Inclusive Entrepreneurship on Local Economies’, highlighting five narratives from the ground and reiterating how micro-entrepreneurs have emerged as change agents, featured in this video. To learn more about our systemic prototypes that are enabling systemic shifts, you may refer to the factsheets here. The recording of the session is attached here for your reference.
A platform for learning and knowledge

Over the years, the platform has transitioned from being the voice for job seekers through “JobsWeWant” in 2017 to now representing the job creators of the economy, through “JobsWeMake”. It has been full of insightful experiences, learning and knowledge. The event was an opportunity for us to launch three knowledge products developed by DA and partners in building an inclusive ecosystem.

- **Compendium of 75 Enterprise Packages** consisting of business models co-created with the entrepreneurs
- **Why Toolkit** focusing on community listening, prototyping for innovation and collaborative action
- **Insights into Rural Entrepreneurship Survey**, a pan-India survey on entrepreneurship, covering more than 2000 rural enterprises

*The recording of the session is attached [here](#) for your reference.*

**Mainstreaming micromovements of change**
The Inclusive Entrepreneurship Imperative’ by Mr Shrashtant Patara, CEO, DA set the tone for creating 1 million jobs in 1000 days in Uttar Pradesh through collaborations with critical stakeholders in government and finance.

“For, if you envision just three enterprises being set up in each block every week, across the nation, even if each enterprise creates only three jobs, meaningful employment can be generated at scale for more than 10 million people in three years” - Shrashtant Patara, CEO, DA

The Work4Progress tools and prototypes have also been adopted by Uttar Pradesh Rural Livelihood Mission (UPSRLM) under its Startup Village Entrepreneurship Program (SVEP), marking a shift towards community-centred methods, an imperative to drive impact at scale.

“The NRLM model has unleashed the potential of many entrepreneurial energies across the country. Only with the support of the ecosystem can we achieve actualising these energies!” - Shri Charanjit Singh, Additional Secretary, Rural Livelihoods, Ministry of Rural Development

The event could not have been brought to a more purposeful conclusion without the signing off on DA’s collaboration with SBI Foundation, by Mr Lalit Mohan, President & COO, SBI Foundation and Mr Shrashtant Patara, CEO, DA. The collaboration will cement the vision of creating entrepreneurship-led job creation through the W4P programme’s unique social innovation approach.

“We believe that micro-enterprises as job creators can play a major role in creating an alternative paradigm with desirable jobs. Our partnership with DA is a small start towards creating millions of jobs.” - Lalit Mohan, President & COO, SBI Foundation

The recording of the session is attached here for your reference.
For us, JobsWeMake is not an event, it is a journey that we hope to embark with you today and in days to come.

To collaborate with us and build many more micromovements of change, we invite you to invest in the potential of SAMUDYAM to transform the lives of over half a billion people in India, particularly those who work at the periphery of a soon-to-be USD 5 trillion economy.

Become a programme partner | Adopt a prototype | Become a social investor.
(Through the udyaME fund page, invest in the job makers of today to build an inclusive tomorrow)

To know more about our work, do visit our programme featured as one of the top three system change key initiatives to follow in the Future of Work portfolio of the UNDP.

Please feel free to write to us at work4progress@devalt.org.

Follow the conversation #JobsWeMake #InclusiveEntrepreneurship #SAMUDYAM