



Micromovements of Inclusive Entrepreneurship

BACKGROUND NOTE

Over 480 million¹ Indians out of which 140 million are women, are unemployed due to lack of desirable employment opportunities. In this scenario, entrepreneurship has emerged as a response to the changing paradigm of employment in the country. Entrepreneurial activity has been growing at a fast rate of 10-12%² annually in India, with 99% of all enterprises set up being micro-enterprises. These micro-enterprises play a major role in job creation, employing 108 million of the nation's workforce³.

However, for entrepreneurship to reach its true potential, and become a viable option for all, there is a need for the focus to shift towards an accelerated rate of entrepreneurship that is more inclusive in nature. A systemic shift toward "Inclusive Entrepreneurship" can bring about transformative change by redefining how people find meaningful employment.

Evidence from the ground suggests that it is the everyday people — the microentrepreneurs, who are at the forefront of solving the job crisis. If only 3 enterprises are set up in each block in a week, across the country, and each enterprise creates just 3 jobs, the inclusive entrepreneurship approach presents us with a realistic yet powerful figure of generating dignified employment at scale for more than 10 million individuals in 3 years.

Development Alternatives (DA), through social innovation, has pioneered new approaches to entrepreneurship-led job creation in India. Work4Progress (W4P), a flagship programme on entrepreneurship of DA, supported by "la Caixa" Foundation, has been operational with a network of actors in India since 2017. W4P aims to empower micro-entrepreneurs to create dignified jobs through the power of collective intelligence. In August 2021, the W4P India network entered the acceleration phase with national-level partners Transform Rural India Foundation, Rang De and implementing partners Manviya Dristikon Sewa Sansthan and Swami Vivekanand Shiksha Samiti. The programme has created evidence of activating an ecosystem that now responds to the growing needs and opportunities of the local economy.

In just five years, nearly 5000 enterprises have been set up in 305 villages of Eastern Uttar Pradesh and Bundelkhand, leading to creation of more than 11000 jobs. The social innovation approach is based on the principles of listening to multi-stakeholder perspectives through dialogue, co-creating solutions with the communities, prototyping these solutions and inducing micromovements of change to accelerate impact at scale. Our role is to "unleash energies" and translate these micro-movements into "collective voices" that influence key decision-makers to create a culture of 'inclusive entrepreneurship'.

24th November, 2022

¹ [Unemployment in India: A Statistical Profile \(May-August 2022\), CMIE](#)

² [Global Entrepreneurship Monitor Report, 2021-2022](#)

³ [Ministry of Micro, Small and Medium Enterprises Annual report 2020-2021](#)

Shifting Systems for Inclusive Entrepreneurship

The concept of Inclusive Entrepreneurship, or SAMUDYAM, stems from the belief that an ecosystem of actors can induce shifts in the system, not just by addressing the problems of livelihood insecurity and widespread joblessness, but addressing systemic issues that caused them in the first place. Entrepreneurship is not limited to the entrepreneur alone. It encompasses the community and the social and economic environment in which it operates, more commonly known as the entrepreneurial ecosystem. Therefore, to understand the intricacies in which entrepreneurship thrives, it is crucial to understand how different actors, factors, and processes interact to facilitate growth in the culture of entrepreneurship.



Chhangur Sonkar, 29, runs an e-rickshaw refurbishing and manufacturing business in Mirzapur that salvages scrap e-rickshaw parts into usable e-rickshaws. He employs 7 people and has also manufactured 3 e-rickshaws for ISS Aarya women entrepreneurs.

Across rural India, each micro enterprise is able to create less than 2 jobs on an average reflecting a barrier to scale. Mamta, 32, through her enterprise 'Amrita Ice Cream' employs 16 youth in Dhanipatti village, Mirzapur.



JobsWeMake 2022

JobsWeMake is envisioned as a platform for learning and exchange of knowledge on Inclusive Entrepreneurship-led job creation. It aims to create spaces for connecting voices from the ground to meso and macro level stakeholders and identify opportunities with individuals and organisations to drive innovation and impact for entrepreneurship at scale. Since the last Jobs We Want event in 2017, the platform has transitioned from being the voice for job seekers through "JobsWeWant" to now representing the job creators of the economy, through "JobsWeMake".

JobsWeMake 2022 will take the audience through the uniqueness of the platform, by way of experiential learning through a chaupal with entrepreneurs, panel discussion, and interactive spaces for learning. We seek to gain diverse perspectives that will provide insights on:

Nurturing constructive communities to include the most excluded into the purviews of entrepreneurship

Enabling shifts in the entrepreneurial ecosystems through co-creation with the communities

Unlocking critical flows such as finance and knowledge to build a robust local ecosystem

Leveraging new economic opportunities by enabling access to digital and shared infrastructure

Mainstreaming 'Micromovements of Change' to influence policy and practice in triggering the larger ecosystem of entrepreneurship

Amplifying collaborative action for accelerated impact by forging active networks that enable shifts in local systems

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.

Follow the conversation #JobsWeMake #InclusiveEntrepreneurship #SAMUDYAM