



Work 4 Progress India

Guided Tour of Resources



Development Alternatives



"la Caixa" Foundation

A photograph of a woman with a bindi on her forehead, looking out from a green metal frame, possibly a vehicle or a structure. The background is slightly blurred, showing some outdoor elements.

Overview

Work 4 Progress (W4P), funded by “la Caixa” Foundation aims to accelerate the creation of meaningful and dignified employment through platforms for innovation, action and continuous learning. The Work 4 Progress India (W4P) program, led by Development Alternatives, with its consortium of Transforming Rural India Foundation (TRIF), Rang De, and Janastu, aims to accelerate inclusive businesses for youth and women in two regions – Bundelkhand and Eastern Uttar Pradesh. The social innovation methodology generates ideas on problems and possible responses through dialogue with the community, designs viable solutions through co-creation, and then prototypes and refines the solutions and shares the successful lessons widely to create impact at scale.

Since 2017, DA has demonstrated the effectiveness of its participative methods to accelerate development of micro enterprises, and of its community ownership approach to sustain them subsequently. The methodology has been shown to work in a wide variety of social, economic and resource endowment contexts. Breakthroughs in empowering women entrepreneurs, unlocking finance, leveraging new economic opportunities and building platforms for collaboration have contributed towards expansion of W4P in Peru and Mozambique.

W4P has been recognized as a “Good Practice” methodology by UNDP, UN SDG and World Bank Impact Portfolio and its prototypes have been awarded for the use of sustainable energies by Iberdrola and the “Club de excelencia sostenibilidad”. Development Alternatives-supported micro enterprises have also been awarded by the regional government for providing accessible information, inclusive transport services and adopting green manufacturing processes. Resources hyperlinked in this guide provide insights into DA’s systemic approach, socially innovative methodology, human interest stories, breakthroughs and lessons learned.

2500+

**Enterprises
Supported**

5000+

**Jobs
Created**

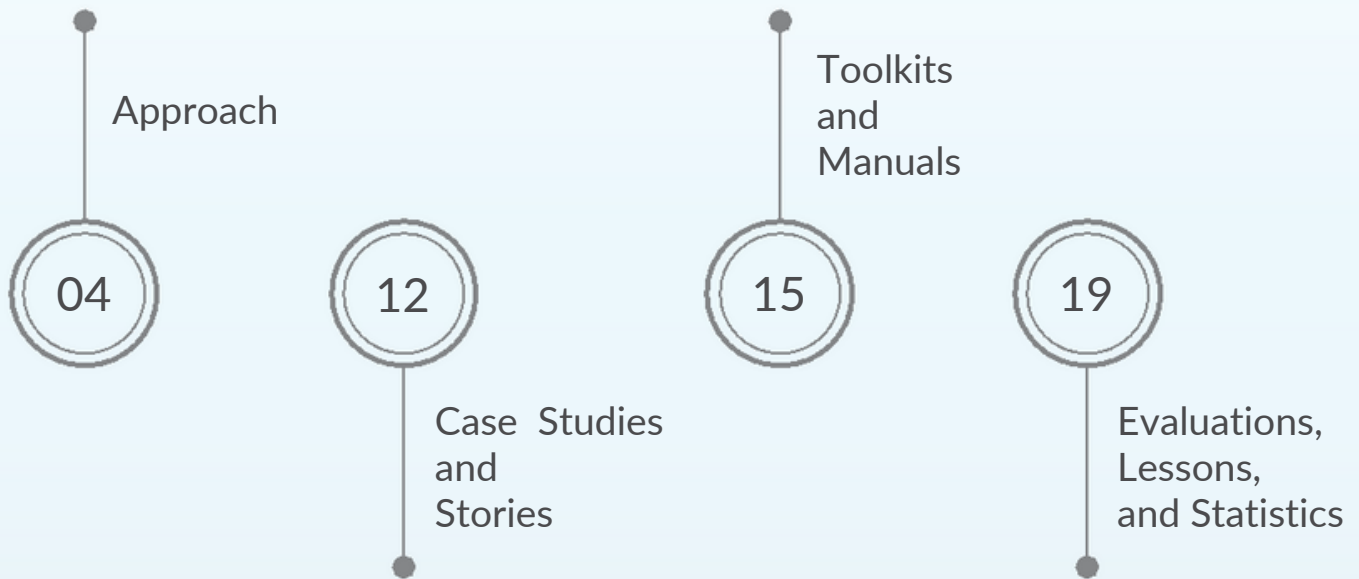
75+

**Enterprise
& Systemic
Prototypes**

50+

**Active
Partnerships**

Contents



APPROACH

Development Alternative (DA) aims to create a culture of entrepreneurship by empowering individuals, nurturing constructive, supportive communities and building a robust entrepreneurial ecosystem. It works towards this goal by practicing innovation that is social in purpose, systemic in nature and inclusive by design.

Resources in this section describe DA's social innovation framework and systems thinking approach for enabling entrepreneurship led job creation.





#JobsWeMake: A New Approach for Entrepreneurship

Abstract: The brochure traces the journey of the W4P India network led by Development Alternatives. In August 2021, the network entered the acceleration phase with implementing partners from earlier phases and new national level partners – Transforming Rural India Foundation, Janastu and Rang De.

Year of Publication: 2022

Pages: 12p.

View Here:

<https://drive.google.com/file/d/1hS1FPPLNz6v2sjXDBVBbuqNuKt9e8-Zf/view?usp=sharing>



New Approaches for Entrepreneurship

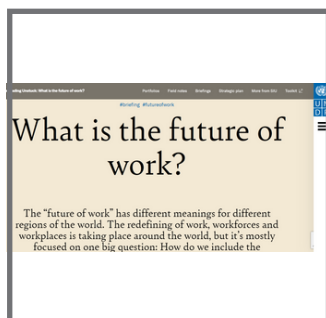
Abstract: Development Alternatives through its flagship program Work 4 Progress India aims to accelerate the generation of meaningful and dignified employment through entrepreneurship in two regions of India - Bundelkhand and Eastern Uttar Pradesh. This document highlights how the systemic responses following a 'platform' approach based on principles of innovation, collaboration and community-centred design can realign the current ecosystem of economic development and job creation, and reset the growth trajectory to make it more inclusive – especially for those who have been left behind in the 'jobs race'.

Year of Publication: 2019

Pages: 21p.

View Here:

<https://bit.ly/2EmTWw8>



UNDP Unstuck: Future of Work

Abstract: Unstuck is an exploration journey of the UNDP that brings together public institutions, governments, investors, private companies and independent teams to work together on system and portfolio approaches to 21st-century crises.

W4P has been listed under "Key Initiatives to Follow" and the W4P India Guided Tour has been featured as a learning resource on the UNDP Unstuck segment on Future of Work

Year of Publishing: 2022

View Here: <https://unstuck.systems/future-of-work/>

Interview: <https://unstuck.systems/whats-the-future-of-work-in-india-job-creation-through-entrepreneurship/>



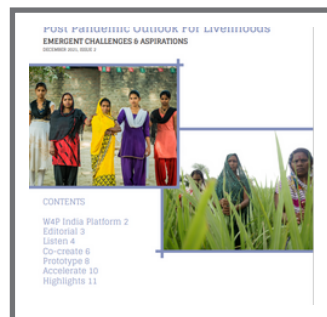
Accelerating Job Creation: Partnerships and Collaborations, Issue 3

Abstract: In this issue, we bring perspectives representing solutions that are tested in the program geography of Eastern Uttar Pradesh and Bundelkhand to cater to existing, emerging, and potential needs and demands of rural economies while creating shifts in the local entrepreneurial ecosystems.

Year of Publication: 2022

Pages: 15p.

View Here: https://devalt.org/images/L2_ProjectPdfs/160822%20W4P%20India%20Newsletter.pdf?Oid=342



Post Pandemic Outlook for Livelihoods: Emergent Challenges and Aspirations, Issue 2

Abstract: As "normalcy" returned to India after a devastating second wave of COVID-19, the newsletter highlights the power of collective intelligence towards co-creating innovative actions. Stories and articles from the ground bring together the emerging outlook for livelihoods, the shifts in the narratives and the emergent challenges.

Year of Publication: 2021

Pages: 13p.

View Here: [https://devalt.org/W4P/W4P India Platform Newsletter December 2021.pdf](https://devalt.org/W4P/W4P%20India%20Platform%20Newsletter%20December%202021.pdf)



Social Innovation Led Dignified Livelihoods, Issue 1

Abstract: The first newsletter of the W4P India platform comes at a time when the country and its people are in the midst of the second wave of the COVID-19 pandemic.

In this newsletter, we share with you how communities and stakeholders are coming together to find solutions to their livelihood challenges, emerging as influencers and energizing the ecosystem, including in the times of the pandemic induced crisis.

Year of Publication: 2021

Pages: 12p.

View Here: https://www.devault.org/images/L2_ProjectPdfs/W4P-India-Platform-Newsletter-June-2021-Issue.pdf



Entrepreneurship for Resilience: September 2020 Bulletin

Abstract: Jobs We Want - Entrepreneurship for Resilience, September bulletin of Development Alternatives' flagship program W4P India talks about the role of community led institutions in coming up with relevant solutions and value of digital platforms in maintaining information flows. Each article has been inspired by stories of resilience which continue to provide us with narratives of “people led action”.

Year of Publication: 2020

Pages: 14

View Here:

https://www.devalto.org/images/L2_ProjectPdfs/W4P_India_Quarterly_Bulletin_September_2020.pdf?Oid=299



Driving Transformative Change: April 2020 Bulletin

Abstract: Jobs We Want - Driving Transformative Change, April bulletin of Development Alternatives' flagship program W4P India talks about the how its prototypes are driving change by breaking silos, facilitating collaboration, leveraging existing resources and designing customized solutions to ensure no aspiring entrepreneur is left behind.

Year of Publication: 2020

Pages: 11

View Here:

https://www.devalto.org/images/L2_ProjectPdfs/W4P%20Quarterly%20Bulletin%20April%202020.pdf?Oid=282



Drivers 4 Growth: July 2019 Bulletin

Abstract: Drivers 4 Change, July 2019 Bulletin of Development Alternatives' flagship program W4P India talks about key drivers for growth being adopted by the W4P India.

Year of Publication: 2019

Pages: 15

View Here:

https://www.devalto.org/images/L2_ProjectPdfs/W4P%20Bulletin_July%202019.pdf?Oid=279



Jobs We Want

Abstract: 'Jobs We Want' film connects voices of existing and aspiring rural entrepreneurs with stakeholders as they put forward the problem of jobless growth. Each personal story brings about the factors that enable and challenge a rural entrepreneur from Jhansi & Varanasi.

Duration: 6:00

View Here: <https://www.youtube.com/watch?v=PpBRmksrQL4>



Jobs We Want 2019

Abstract: Jobs We Want 2019 is a virtual platform to gain 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.jobswewant.org

View Here: www.jobswewant.org



Jobs We Want 2019: Proceedings

Abstract: Jobs We Want (JWW) of Development Alternatives India is a platform for learning and exchange of knowledge on entrepreneurship-led, decent and meaningful job creation in India. The JWW platform aims to create a space for connecting voices from the ground with macro and meso level stakeholders. JWW 2019 brought together diverse perspectives on systems change for entrepreneurship-led job creation. This document is a synthesis of: W4P methodology and impact, stories of change, and proceedings of JWW 2019. It serves as a guiding analytical report to the path ahead for creating decent and meaningful livelihoods in India.

Year of Publication: 2019

Pages: 72p.

View Here:

https://www.devalit.org/images/L2_ProjectPdfs/JWW%20proceedings_Feb%202020.pdf?Oid=278



Jobs We Create

Abstract: This monograph talks about the challenges and opportunities for job creation in India that set the foundation for W4P in India. It also includes findings from over 300 aspiring entrepreneurs from rural India.

Year of Publication: 2017

Pages: 84p.

View Here:

https://www.devalit.org/images/L2_ProjectPdfs/JobsWeCreate_2019.pdf?Oid=266



Jobs We Want 2019

Abstract: Jobs We Want (JWW) of Development Alternatives is a platform for learning and exchange of knowledge on entrepreneurship-led, decent and meaningful job creation in India. JWW 2019 brought together diverse perspectives on system change for entrepreneurship-led job creation. The event aimed to create a space for connecting voices from the ground with macro and meso level stakeholders.

Duration: 7:02:46

View Here: <https://www.youtube.com/watch?v=weB-bTt5TRU>



Module on Co-creation

Abstract: Module on co-creating ideas or solutions with rural communities to address unemployment. The video talks about perspectives and lessons as shared by practitioners part of the W4P platform in the Global South."

View Here: <https://fundacionlacaixa.org/en/internacional/empleo/aula-virtual-modulo-ii-co-creacion/clase-1>



An overview of Work4Progress by Ariadna Bardolet Urgellès

Abstract: Ariadna Bardolet Urgelles (Director, International programs, la Caixa Foundation) shares how Work4Progress social innovation platforms are driving transformative change through entrepreneurship led job creation in Peru, Mozambique and India.

Duration: 13:04

View Here: https://www.youtube.com/watch?v=6Rd_cSfqg84



An overview of Work4Progress by Kanika Verma

Abstract: Kanika Verma (Program Director, Development Alternatives) shares the evidence created by the Work 4 Progress program in India and its evolution into an open innovation platform.

Duration: 20:19

View Here: <https://www.youtube.com/watch?v=8onA6jHhuh4>



Talk on "Entrepreneurship for a Sustainable Future"

Abstract: Dr. Ashok Khosla, Chairman, Development Alternatives shares his dreams for the future of India. He highlights the significance of innovation, putting scientific research in the center of all initiatives and adopting a platform approach in solving the complex challenges hindering inclusive development, at the closing session of the Jobs We Want 2019, in Delhi on 26th Sept. In his speech he also emphasized the significance of participatory approach and methods through which one can build collective shared wealth for the community for sustainable growth.

Duration: 23:25

View Here: <https://www.youtube.com/watch?v=haiQWMKyHng>



Launch of Work 4 Progress India

Abstract: The Work4Progress program in India is an initiative of the "la Caixa" Foundation and Development Alternatives together with a network of public private Indian organisations. The "Jobs We Want" event launches the W4P India platform which aims to co-create systemic solutions that unleash entrepreneurship to secure sustainable livelihoods at scale.

Duration: 2:20:44

View Here: <https://www.youtube.com/watch?v=Ef5i1uyn1j4>



Talk Show for the launch of Jobs We Want

Abstract: The "Jobs We Want" event launches the W4P India program led by Development Alternatives. It aims to co-create systemic solutions that unleash entrepreneurship to secure sustainable livelihoods at scale. In the video, Dr. Ashok Khosla, shares the importance of creating enterprises that are sustainable that can not only eradicate poverty but also save the environment in rural India.

Duration: 1:18:15

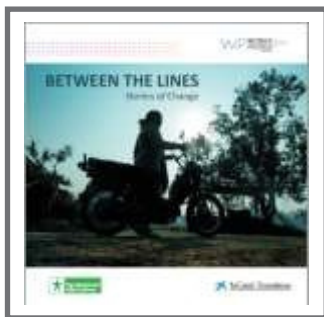
View Here: https://www.youtube.com/watch?v=_ipG3SfkdKc

CASE STUDIES AND STORIES

Development Alternatives through its W4P India program strives to blend the social, economic and environmental needs of the community with the financial and business goals of the entrepreneur. Over the course of its journey, it has worked with changemakers who are influencing shifts in social behaviour, patterns of resource sharing and power dynamics, to create communities of change. Resources in this section introduce you to some of these changemakers through stories and documentaries.

It adopts a social innovation methodology through which it listens to the community through dialogue, finds answers through co-creation, and then prototypes solutions and shares learnings to eventually create impact at scale. Since 2017, Development Alternatives has tested 78 prototypes – 11 are systemic in nature which work towards creating a robust entrepreneurial ecosystem, and 67 work towards adding value in existing enterprise models.





Between the Lines: Stories of Change

Abstract: 'Between the Lines' brings to you a series of stories: about entrepreneurs who are the job creators and change agents. Shared amongst the W4P India 'communities of change', they kindle a spirit of entrepreneurship in all those to whom they are revealed - making possible some positive shifts in local narratives

Year of Publication: 2019

Pages: 64p.

View Here: <https://bit.ly/34pAURO>



TARAGram Yatra 2019 in Eastern Uttar Pradesh (coverage by Go News)

Abstract: The video captures the Enterprise Mela which happened during the Yatra. The Mela helped the entrepreneurs to showcase their products to a larger audience and build new networks. It also captures how engagement with local finance, technology and government players is building a culture of entrepreneurship.

Duration: 02:40

View Here: <https://www.youtube.com/watch?v=xLiA7y6oSxY>



TARAGram Yatra 2019 in Bundelkhand (Coverage by Go News)

Abstract: The video captures the Yatra in Eastern Uttar Pradesh and covers the story of Pragya Devi, the first women E-rickshaw entrepreneur of Mirzapur. Pragya co-created her business idea and turned her passion for motorbikes into a venture. Through Development Alternatives, she was supported in business plan creation, technical support, enterprise development training and technical and credit linking.

Duration: 02:40

View Here: <https://www.youtube.com/watch?v=zflLbT8Jy7I>



Micromovements of Change Part - 1

Abstract: This story is about a micro movement that is building a robust support system for accelerating the development of profitable enterprises. It started with the setting up of a regional platform for converging resources and connecting small businesses with service providers such as financial institutions, market aggregators and training institutions.

Duration: 04:47

View Here: <https://www.youtube.com/watch?v=cB7JMNQx6jU>



Micromovements of Change Part - 2

Abstract: This story is about a micro movement that is challenging patriarchal norms in Bundelkhand. It started when the emerging women entrepreneurs of village Bhojla created a support system for each other to step out and raise their voices.

Duration: 05:52

View Here: <https://www.youtube.com/watch?v=Q8KAIB4nOCU>



Micromovements of Change Part - 3

Abstract: This story is about a micro movement which has led to the emergence of a supply chain which is taking shape through growing peer-to-peer networks. It started with a middle aged woman, setting up an enterprise for the first time and becoming a local aggregator.

Duration: 05:07

View Here: <https://www.youtube.com/watch?v=wOVJJ2-R5T4>

TOOLKITS AND MANUALS

Development Alternatives, through its W4P India program, operates like an open innovation platform on the premise that both internal and external resources and ideas are critical to advance development solutions. It is based on principles of collaboration, human-centred designing and continuous experimentation. W4P makes its prototypes accessible for testing and replication by other actors in the livelihood development space.

Resources in this section include toolkits on innovative prototypes and processes.





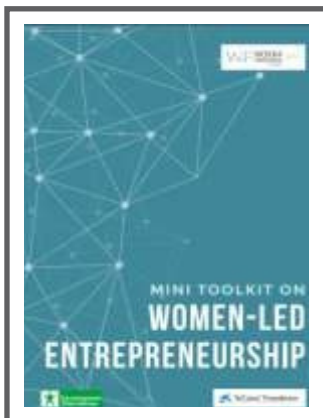
Mini Toolkit on Unlocking Finance

Abstract: Access to finance is one of the key enablers for viable enterprise development. This mini toolkit shares tools and initiatives adopted by the adopted by Development Alternatives for unlocking access to finance along with a guide on setting up a sustainable micro credit facility.

Year of Publication: 2019

Pages: 11p.

View Here: https://www.devalt.org/images/L2_ProjectPdfs/Toolkit4-Unlocking-Finance.pdf?Oid=269



Mini Toolkit on Women Entrepreneurship

Abstract: Central to inclusive and sustainable development is the urgent need to harness the economic potential of women. This minitoolkit shares a few tools and initiatives adopted by Development Alternatives for overcoming socio-economic barriers faced by women along with insights on facilitating a solidarity platform for strengthening the voices of rural women.

Year of Publication: 2019

Pages: 09 p.

View Here: https://www.devalt.org/images/L2_ProjectPdfs/Toolkit2Women-Entrepreneurship.pdf?Oid=268



Mini Toolkit on Platforms for Learning

Abstract: This mini toolkit shares the adaptive learning framework of Development Alternatives along with insights on adopting principles of ethnography for capturing ambiguous narratives.

Year of Publication: 2019

Pages: 11p.

View Here: https://www.devalt.org/images/L2_ProjectPdfs/Toolkit1-PlatformsForLearning.pdf?Oid=267



Mini Toolkit on Collaboration for Ecosystem Building

Abstract: The collaboration platforms built under W4P India program led by Development Alternatives have been co-created with stakeholders at the local and district level ecosystem, building a meso level network of stakeholders. These platforms aim to unleash collaborative energies towards entrepreneurship, by bringing together stakeholders otherwise working in silos.

Year of Publication: 2019

Pages: 11p.

View Here: <https://bit.ly/2sLTCUY>



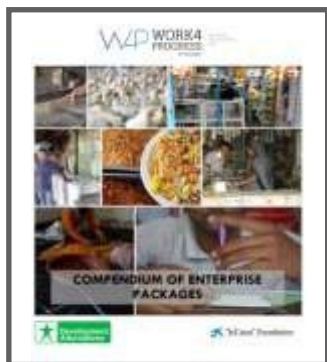
Compendium of Enterprise Packages

Abstract: This compendium shares information on setting up over 65 types of enterprises which have been tested by Development Alternatives as part of the W4P India program. This compendium is intended mainly for aspiring entrepreneurs who seek to expand or start a new business and thus require basic information.

Year of Publication: 2022

Pages: 160 p.

View Here: https://drive.google.com/file/d/1jw_6WbX40jK6mLpst1a-oi8UnDME2MdO/view?usp=sharing



Enterprise Compendium

Abstract: This compendium shares information on setting up over 20 types of enterprises which have been tested by Development Alternatives as part of the W4P India program. It accelerates the generation of meaningful and dignified employment through enterprise development.

Year of Publication: 2019

Pages: 47p.

View Here: https://www.devalt.org/images/L2_ProjectPdfs/Compendium_of_Enterprise_Packages.pdf?Oid=264



Work 4 Progress Information Booklet

Abstract: An interactive booklet co-developed with communities by Development Alternatives, to give the reader information on the processes and resources required for setting up a viable enterprise.

Year of Publication: 2018

Pages: 36p.

View Here: [https://www.devalt.org/images/L2_ProjectPdfs/](https://www.devalt.org/images/L2_ProjectPdfs/W4PInformationBooklet.pdf?Oid=257)

[W4PInformationBooklet.pdf?Oid=257](https://www.devalt.org/images/L2_ProjectPdfs/W4PInformationBooklet.pdf?Oid=257)



Work 4 Progress Global

Description: Work 4 Progress creates decent livelihoods through social innovation platforms in three countries – India, Mozambique, and Peru.

Visit www.obrasociallacaixa.org to access modules on listening and co-creation, and learn more about lessons from W4P's experience in the global South

View Here: www.obrasociallacaixa.org

EVALUATIONS, LESSONS, AND STATISTICS

Development Alternatives implements an adaptive learning system, which informs the program strategy and decision making. W4P's learning system is based on principles and techniques of Developmental Evaluation (DE), which aims to understand interconnected factors that enable and impede the desired goal. DA is developing and testing tools for continuously improving its processes and solutions.

Resources in this section summarise findings on the state of rural unemployment and lessons learned from W4P's journey in India, which can guide the path ahead for creating decent and meaningful jobs.





Jobs We Want 2019: Proceedings

Abstract: Jobs We Want (JWW) of Development Alternatives is a platform for learning and exchange of knowledge on entrepreneurship-led, decent and meaningful job creation in India. The JWW platform aims to create a space for connecting voices from the ground with macro and meso level stakeholders. This document presents key learning on processes, solutions and approaches for enabling entrepreneurship-led job creation.

Year of Publication: 2019

Pages: 72p.

View Here: https://www.devalt.org/images/L2_ProjectPdfs/JWW%20proceedings_Feb%202020.pdf?Oid=278



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Duration: 02:40

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Pages: 11p.

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Core Partners

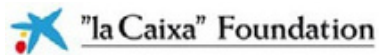
Implementation Partners



W4P India- Partners and Collaborators







The "la Caixa" Foundation from Spain, the third largest foundation in the world, 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, particularly women and youth, 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.

Janastu is an open-source collective working to enable community storytelling by the people and for the people. Its mission is to build decentralized community owned networks to provision local connectivity in remote areas and to facilitate Internet, technology and crafts literacy.



Join our social media campaign #JobsWeMake on

