



# Work 4 Progress India

Guided Tour of Resources



## DIALOGUE

Listen to Multi-Stakeholder Perspectives



## CO-CREATE

Develop Relevant Solutions Collaboratively



## PROTOTYPE

Demonstrate Sustainability of Solutions



## ACCELERATE

Mainstream Learning for Impact at Scale





# Overview

The Work 4 Progress (W4P) program is a pioneering initiative of “la Caixa” Foundation to accelerate the creation of meaningful and dignified employment through platforms for innovation, action and continuous learning. Development Alternatives is the lead partner for W4P in India, where it provides enterprise development opportunities for youth and women in two regions – Bundelkhand and Eastern Uttar Pradesh. W4P’s 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, W4P 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 in India have led to the build out of Work 4 Progress in Peru and Mozambique.

W4P has been recognized as a “Good Practice” methodology by UNDP 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”. W4P-supported micro enterprises have also been awarded by the regional government for providing accessible information, inclusive transport services and adopting green manufacturing processes.

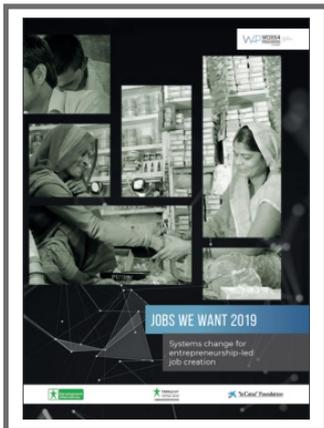
Resources hyperlinked in this guide provide insights into W4P’s systemic approach, socially innovative methodology, human interest stories, breakthroughs and lessons learned.

# APPROACH

W4P 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 and inclusive by design and profitable for the entrepreneur.

Resources in this section describe W4P's social innovation framework and systems thinking approach for enabling entrepreneurship led job creation.





### Jobs We Want 2019: Proceedings

**Abstract:** Jobs We Want (JWW) of Work4Progress 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.devalt.org/images/L2\\_ProjectPdfs/JWW%20proceedings\\_Feb%202020.pdf?Oid=278](https://www.devalt.org/images/L2_ProjectPdfs/JWW%20proceedings_Feb%202020.pdf?Oid=278)



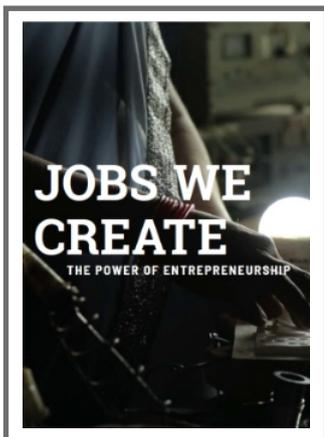
### New Approaches for Entrepreneurship

**Abstract:** Work4Progress (W4P) program of la Caixa foundation and Development Alternatives aims to accelerate the generation of meaningful and dignified employment through enterprise development in Peru, Mozambique and India. 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>



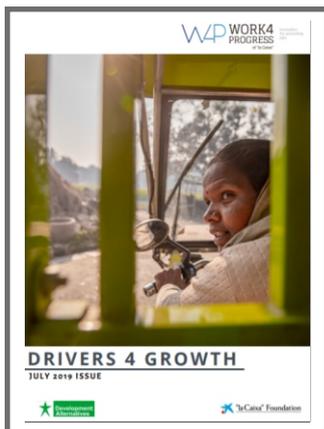
### Jobs We Create

**Abstract:** The Work4Progress (W4P) program of la Caixa foundation and Development Alternatives was born out of the need for a multi-faceted and innovative approach for creating systemic solutions that foster entrepreneurship – not only creating enterprises in the tens of thousands but more importantly, enabling them to 'create' jobs – jobs 'we' want.

**Year of Publication:** 2017

**Pages:** 84p.

**View Here:** [https://www.devalt.org/images/L2\\_ProjectPdfs/JobsWeCreate\\_2019.pdf?Oid=266](https://www.devalt.org/images/L2_ProjectPdfs/JobsWeCreate_2019.pdf?Oid=266)



### Work 4 Progress, July 2019 Bulletin

**Abstract:** The Work 4 Progress (W4P) programme of la Caixa foundation and Development Alternatives aims to provide decent work opportunities for youth and women in three developing countries. The July 2019 bulletin talks about key drivers for growth being adopted by the W4P India platform.

**Year of Publication:** 2019

**Pages:** 15

**View Here:** [https://www.devalt.org/images/L2\\_ProjectPdfs/W4P%20Bulletin\\_July%202019.pdf?Oid=279](https://www.devalt.org/images/L2_ProjectPdfs/W4P%20Bulletin_July%202019.pdf?Oid=279)



### Work 4 Progress, April 2020 Bulletin

**Abstract:** Work 4 Progress (W4P) India aims to provide decent work opportunities for youth and women in three developing countries. W4P's April 2020 bulletin talks about how its prototypes are driving transformative 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.devalt.org/images/L2\\_ProjectPdfs/W4P%20Quarterly%20Bulletin%20April%202020.pdf?Oid=282](https://www.devalt.org/images/L2_ProjectPdfs/W4P%20Quarterly%20Bulletin%20April%202020.pdf?Oid=282)



### Jobs We Want 2019

**Abstract:** A platform to co-create systemic solutions that unleash entrepreneurship to secure sustainable livelihoods at scale

**Duration:** 7:02:46

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



### Module on Co-creation

**Abstract:** Change abstract to "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 Programmes, 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](https://www.youtube.com/watch?v=6Rd_cSfqg84)

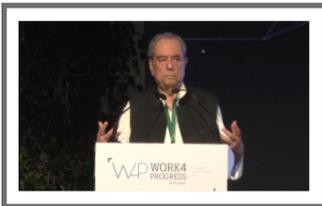


### **An overview of Work4Progress by Kanika Verma**

**Abstract:** Kanika Verma (Program Director, Development Alternatives) shares the evidence created by the Work 4 Progress programme 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 Work4Progress**

**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 platform. It 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 Work 4 Progress programme 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 platform. It aims to co-create systemic solutions that unleash entrepreneurship to secure sustainable livelihoods at scale.

**Duration:** 1:18:15

**View Here:** [https://www.youtube.com/watch?v=\\_ipG3SfkdKc](https://www.youtube.com/watch?v=_ipG3SfkdKc)



### Jobs We Want

**Abstract:** Development Alternatives and "la Caixa" Foundation recognize the complex challenges surrounding entrepreneurship. Work 4 Progress was born out of the need for a multi-faceted and innovative approach to creating systemic solutions that unleash entrepreneurship – not only creating enterprises in the tens of thousands but more importantly, enabling them to create 'dignified' and 'attractive' jobs – the jobs 'we' want. '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

**Abstract:** You can still join Jobs We Want 2019, and 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](http://www.jobswewant.org)

**View Here:** [www.jobswewant.org](http://www.jobswewant.org)



**Website:** [systems play](http://systemsplay.com)

**Abstract:** A collaborative focused in the global south which is dedicated to building a community of praxis that innovates responses to intractable social-ecological challenges. Join [www.systemsplay.com](http://www.systemsplay.com) to view engaging super mini courses, learn with a coach and connect with systems innovators in the global south.

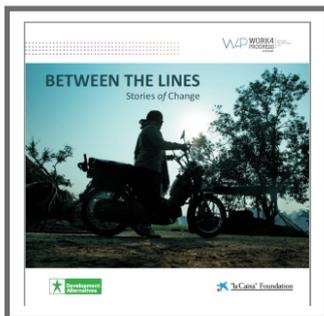
**View Here:** [www.systemsplay.com](http://www.systemsplay.com)

# CASE STUDIES AND STORIES

W4P 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.

W4P 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, W4P has tested 45 prototypes – 15 are systemic in nature which work towards creating a robust entrepreneurial ecosystem, and 34 work towards adding value in existing enterprise models.





### Between the Lines: Stories of Change

**Abstract:** 'Between the Lines' brings these stories to you. Shared amongst the W4P '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>

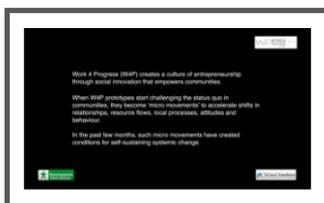


### TARagram Yatra 2019 in Bundelkhand (Coverage by Go News)

**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. Under the Work 4 Progress programme, 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=zflbT8Jy7l>



### 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

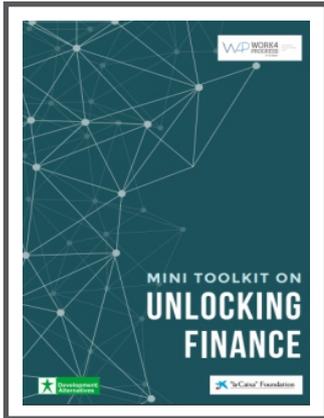
**View Here:** <https://www.youtube.com/watch?v=wOVJJ2-R5T4>

# TOOLKITS AND MANUALS

W4P 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 W4Ps innovative prototypes and processes.





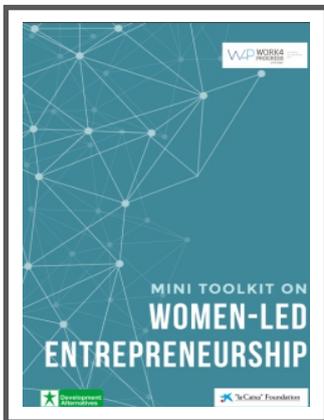
### Mini Toolkit on Unlocking Finance

**Abstract:** Access to finance is one of the key enablers for viable enterprise development. This mini toolkit shares tools and initiatives adopted by the Work 4 Progress (W4P) programme of la Caixa foundation and 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.devalto.org/images/L2\\_ProjectPdfs/Toolkit4-Unlocking-Finance.pdf?Oid=269](https://www.devalto.org/images/L2_ProjectPdfs/Toolkit4-Unlocking-Finance.pdf?Oid=269)



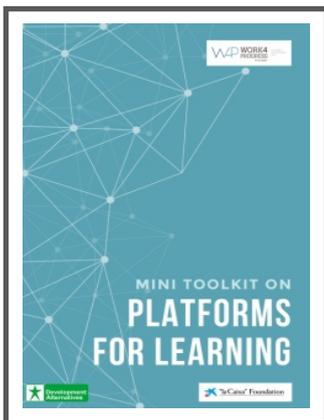
### Mini Toolkit on Women Entrepreneurship

**Abstract:** Central to inclusive and sustainable development is the urgent need to harness the economic potential of women. This mini toolkit shares a few tools and initiatives adopted by the Work 4 Progress (W4P) programme of la Caixa Foundation and 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.devalto.org/images/L2\\_ProjectPdfs/Toolkit2-Women-Entrepreneurship.pdf?Oid=268](https://www.devalto.org/images/L2_ProjectPdfs/Toolkit2-Women-Entrepreneurship.pdf?Oid=268)



### Mini Toolkit on Platforms for Learning

**Abstract:** This mini toolkit shares the adaptive learning framework of the Work 4 Progress (W4P) programme of la Caixa foundation and Development Alternatives along with insights on adopting principles of ethnography for capturing ambiguous narratives.

**Year of Publication:** 2019

**Pages:** 11p.

**View Here:** [https://www.devalto.org/images/L2\\_ProjectPdfs/Toolkit1-PlatformsForLearning.pdf?Oid=267](https://www.devalto.org/images/L2_ProjectPdfs/Toolkit1-PlatformsForLearning.pdf?Oid=267)



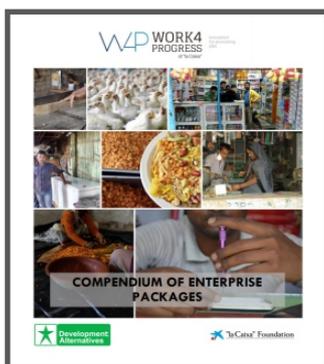
### Mini Toolkit on Collaboration for Ecosystem Building

**Abstract:** The collaboration platforms built under Work 4 Progress (W4P) programme of la Caixa foundation and 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>



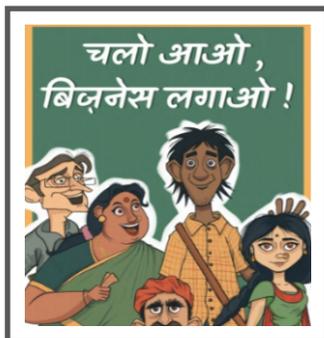
### Enterprise Compendium

**Abstract:** This compendium shares information on setting up over 20 types of enterprises which have been tested by Development Alternatives as part of the Work4Progress (W4P) programme of la Caixa foundation and Development Alternatives. It accelerates the generation of meaningful and dignified employment through enterprise development.

**Year of Publication:** 2019

**View Here:** 47p.

**View Here:** [https://www.devalt.org/images/L2\\_ProjectPdfs/Compendium\\_of\\_Enterprise\\_Packages.pdf?Oid=264](https://www.devalt.org/images/L2_ProjectPdfs/Compendium_of_Enterprise_Packages.pdf?Oid=264)



### Work 4 Progress Information Booklet

**Abstract:** An interactive comic booklet developed with Work 4 Progress communities, 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/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](http://www.obrasociallacaixa.org) to access modules on listening and co-creation, and learn more about lessons from W4P's experience in the global South

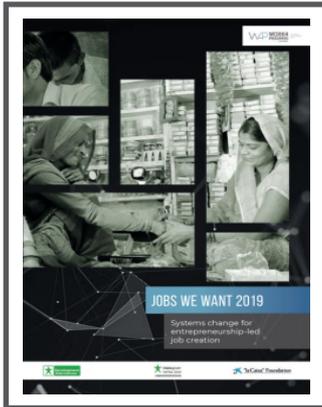
**View Here:** [www.obrasociallacaixa.org](http://www.obrasociallacaixa.org)

# EVALUATIONS, LESSONS, AND STATISTICS

Work 4 Progress 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. W4P 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.





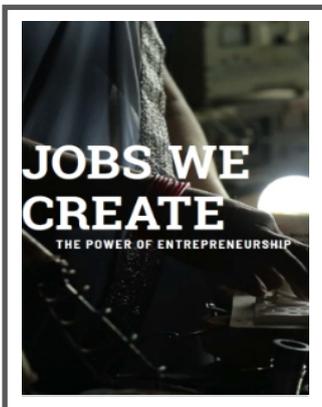
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**Abstract:** Jobs We Want (JWW) of Work 4 Progress India is a platform for learning and exchange of knowledge on entrepreneurship-led, decent and meaningful job creation in India. The JWW platform aims to create a space for connecting voices from the ground with macro and meso level stakeholders. 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](https://www.devalt.org/images/L2_ProjectPdfs/JWW%20proceedings_Feb%202020.pdf?Oid=278)

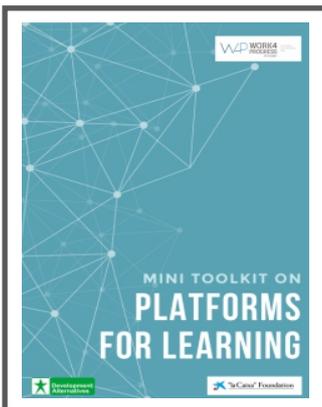


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**Duration:** 02:40

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



### Mini Toolkit on Platforms for Learning

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**Year of Publication:** 2019

**Pages:** 11p.

**View Here:** [https://www.devalt.org/images/L2\\_ProjectPdfs/Toolkit1-PlatformsForLearning.pdf?Oid=267](https://www.devalt.org/images/L2_ProjectPdfs/Toolkit1-PlatformsForLearning.pdf?Oid=267)

# W4P India Platform



WORK 4 PROGRESS



SA 27719

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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. "la Caixa" has worked for more than 110 years in contributing to the advancement of society and the progress of individuals, with a special emphasis on those who need it most. 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 Sustainable Development Goals (SDGs).

Development Alternatives (DA) is a social enterprise with global presence in the fields of green economic development, social empowerment and environmental management. It is credited with numerous innovations in clean technology and delivery systems that help create sustainable livelihoods in the developing world. DA focuses on empowering communities through strengthening people's institutions and facilitating their access to basic needs; enabling economic opportunities through skill development for green jobs and enterprise creation; and promoting low carbon pathways for development through natural resource management models and clean technology solutions.