

Shifting Systems for Entrepreneurship

7th December, 2023

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GLOBAL CONTEXT

Reality Today

190+ million unemployed globally

73+ million youth unemployed

Over 70% of employed youth in the informal sector

90% of businesses are Micro Small and Medium Enterprises (MSMEs)

1.8 billion educated youth

Possibility Tomorrow

600 million jobs by 2030

Full youth employment by 2030

60% of youth-led enterprises



Completely Unemployed	Sporadic Unemployment	Disguised Unemployment	Sporadic Self-employment	Steady Self-employment	Inclusive Entrepreneurship
Seeking employment but unable to find a job	More work opportunities during certain seasons	Many workers filling a few jobs with no effect on productivity	Self employment during lean seasons of work opportunities	Business owned and operated by themselves	Aspirational with a desire of achievement leading to novel ideas and challenging existing systems of production

Sources: ILO 2022; United Nations 2022; World Bank 2022; Junior Achievement USA Survey 2022; Peace Child International 2023

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TACKLING UNEMPLOYMENT CHALLENGES THROUGH INCLUSIVE ENTREPRENEURSHIP



Faiz Ahmed, 26, Bankati worked at a private company in Dubai before setting up his furniture manufacturing enterprise -Employs 5 residents of his village

"A systemic change in which millions of 'job seekers' become 'job makers' in their communities, thereby leading to enhanced social inclusion and sustainable economic growth"



"I named my business, Amrita Ice Cream, after my daughter because I want her to have an even brighter future"

- Mamta, Ice cream manufacturer, employing 15 people in Mirzapur district, Uttar Pradesh

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DEEP LISTENING AND SOCIAL INNOVATION

Listen: Seek to understand, empathize, build trust



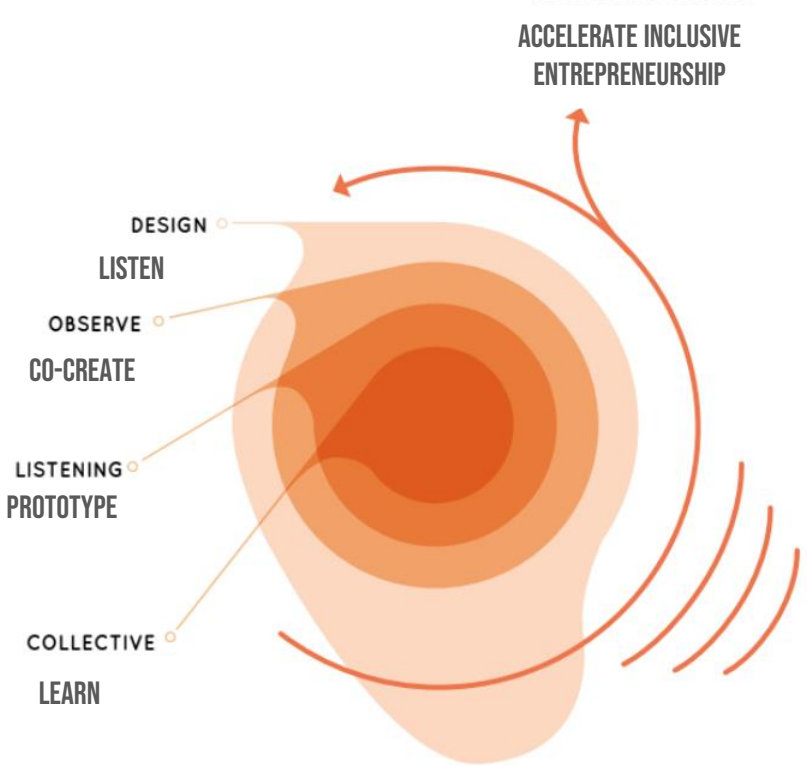
Co-create: Dig deeper, build insight



Prototype: Understanding the fundamentals of the solution



Accelerate: Connecting insights with wider frame and changes



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APPROACHES FOR ENTREPRENEURSHIP

PACKAGE DEVELOPMENT

COMMUNITY MOBILISATION

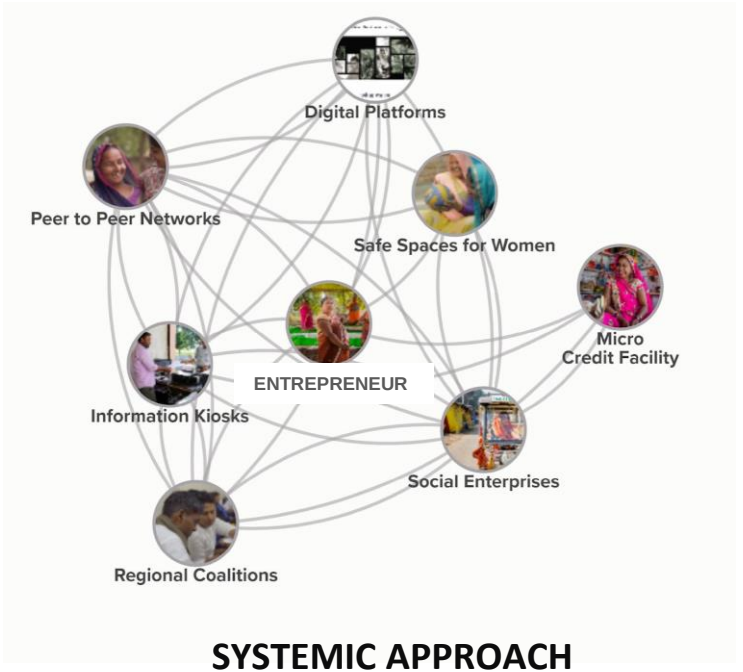
ENGAGEMENT WITH STAKEHOLDERS

IDENTIFICATION OF ENTREPRENEUR

TRAINING AND CAPACITY BUILDING

ENTERPRISE SET UP

ENTREPRENEUR HAND HOLDING



LINEAR APPROACH

▪ LINEAR ▪ LOW SUSTAINABILITY ▪ HIGH DEPENDENCE

SYSTEMIC APPROACH

▪ BEHAVIOUR ▪ ECOSYSTEM ▪ POLICY

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USING SOCIAL INNOVATION TOOLS IN ENTREPRENEURIAL SPACE

LISTEN









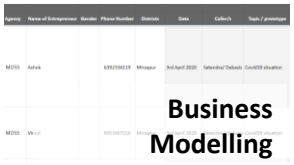


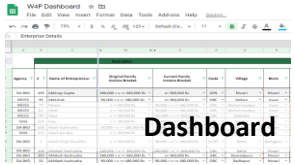
CO-CREATE











PROTOTYPE









ACCELERATE







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Identifying BARRIERS

- Barriers in unleashing entrepreneurial energy among youth and women- inclination towards govt. jobs
- Patriarchal norms and lack of agency for women
- Lack of collaboration among ecosystem stakeholders in the entrepreneurial space
- Lack of information about entrepreneurship
- Difficulty in accessing affordable finance for youth and women
- Lack of safe mobility limiting women's aspirations

UNDERSTANDING THE 'WHY'

Unfolding ENABLERS

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SYSTEMIC PROTOTYPES

Kaun Banega Business Leader (KBBL)	Competition, followed by street plays and interactive games, that solicits innovative business ideas from youth and women
Brave Spaces	Brave Spaces empower women to talk, share, learn and grow to create a self-sustaining platform that builds solidarity
District Entrepreneurship Coalition (DEC)	District-level platform where entrepreneurs and stakeholders co-create collaborative solutions to build a robust entrepreneurship ecosystem
udyaME Kiosk	Enables access to entrepreneurial opportunities & digital services for enhanced livelihood development solutions
Peer to Peer Lending	Ensures availability of credit to unbanked communities at affordable rates
Safe Mobility	Caters to the challenges of safety and mobility for women








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Tailoring solutions for lasting impact, resonating with diverse communities



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KAUN BANEGA BUSINESS LEADER



- **Digital Kaun Banega Business Leader** competition held, leveraging on the digital infrastructure and access to the last mile
- Replicated in Jhajjar, Haryana, as **Grassroots Innovation Challenge**, customised based on the needs emerged from the geography
- Modified as **Kaun Banega Market Leader (KBML)** to foster entrepreneurship by solving market challenges

Digitised Kaun Banega Business Leader Competition outreaching 15,000+ individuals, with innovative business ideas such as women-led bike repairing shop

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DISTRICT ENTREPRENEURSHIP COALITIONS



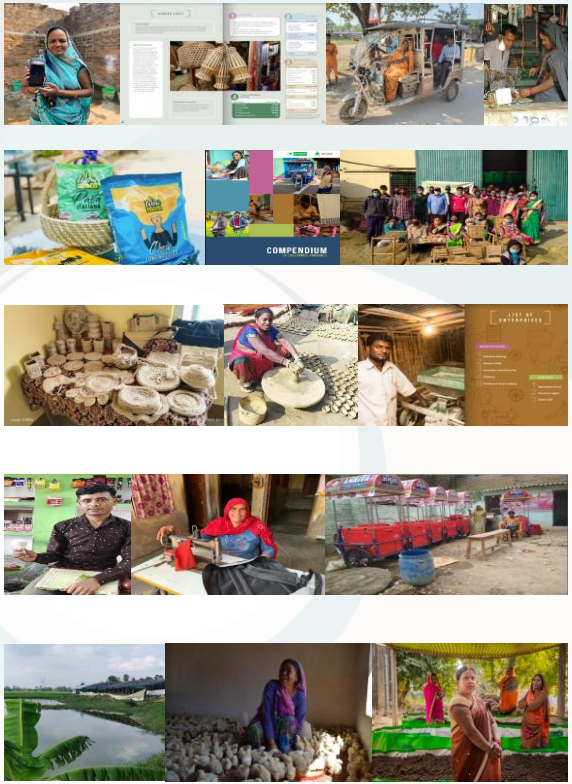
- A dedicated Coalition for e-mobility, '**Aarya Manch'** launched with diverse stakeholders to support network of 100+ women e-rickshaw entrepreneurs
- Coalition as a **launch pad for entrepreneurship** in new geographies and as a **node for listening** to develop new enterprise support services
- **Contextualisation and customisation** – thematic coalitions on women-led entrepreneurship and energy

3,000+ enterprises set up and 6,200+ jobs created across 7 districts in the last 2 years

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120+ ENTERPRISE PROTOTYPES

Job Creating Enterprises	Goods Transport Agency, T-shirt Printing, Market Aggregation, Camphor Manufacturing, Packaging Unit
Social Good Enterprises	Computer Training Centre, Mini Bank, Food Delivery Services
Enterprises Regenerating Resources & Leveraging Local Skills	Millet Food Products, Tussar Silk, Rope Weaving, Aromatic Products, LED Bulb, Solar Dryer Units
Enterprises Enhancing Access to Local Services & Utilities	Home Interior and Decor, Mushroom Farming, Organic Pesticide Management, Homestay
Enterprises Strengthening Local Economy	Integrated Fishery and Poultry, Multilayer Farming and Vermicompost



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MICROMOVEMENTS OF CHANGE





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HIGHLIGHTS

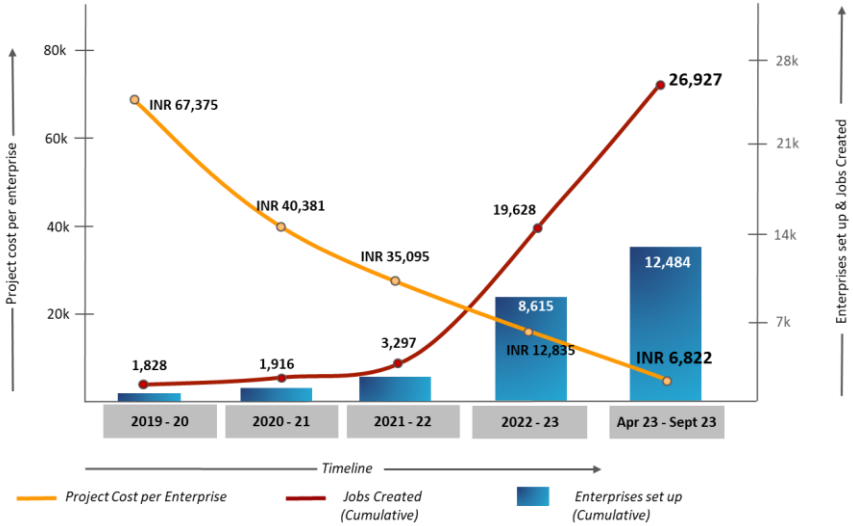
98% of enterprises continue to **sustain**, even after Covid -19 disruptions

65% increase in **income** of entrepreneurs

90% of entrepreneurs from **marginalised communities**

49% of enterprises are women-led

44% of enterprises are youth-led



Increased rate of job creation and declining project costs

12,484 enterprises | 26,927 jobs*

*data till September, 2023

Work4Progress "la Caixa" Foundation

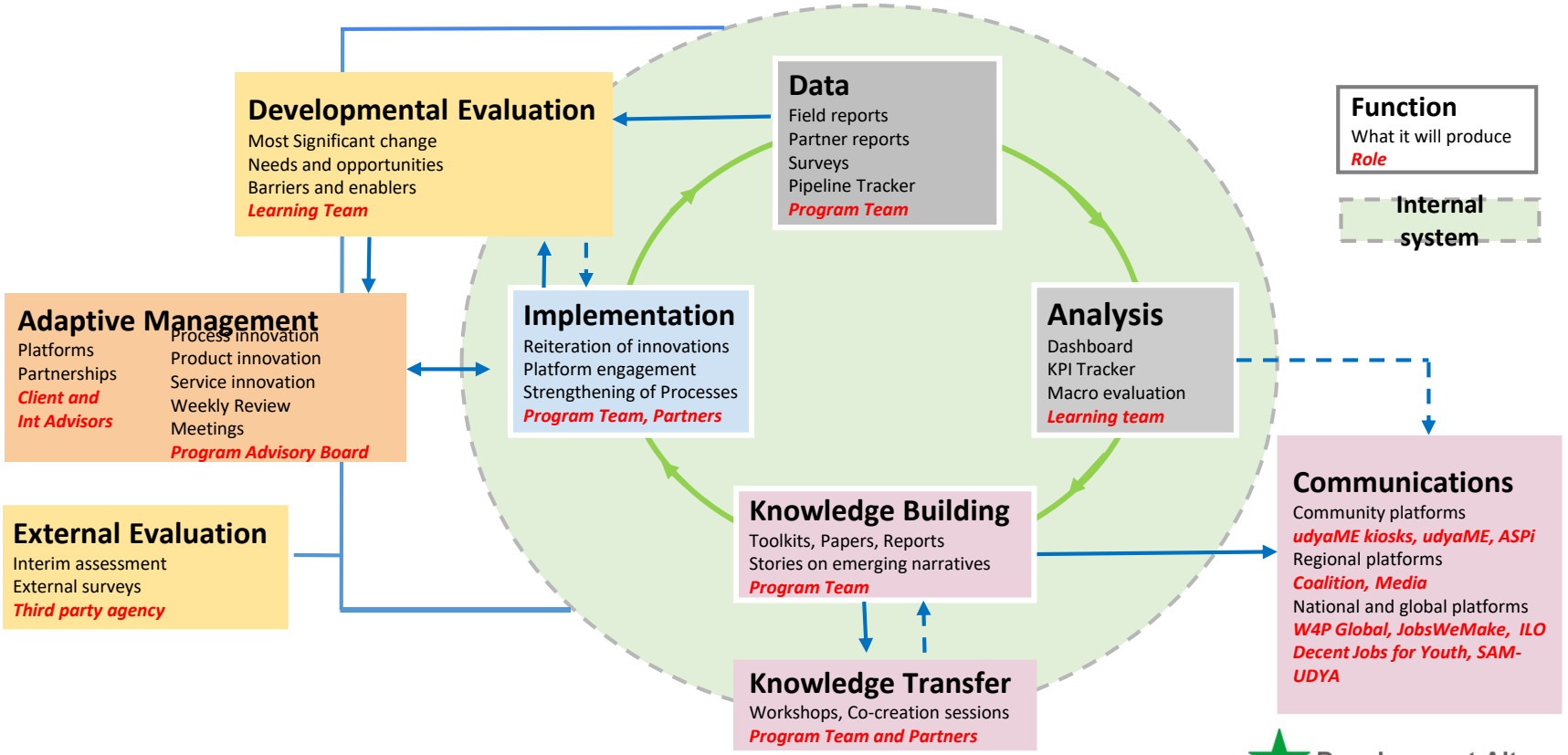
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KNOWLEDGE AND LEARNING



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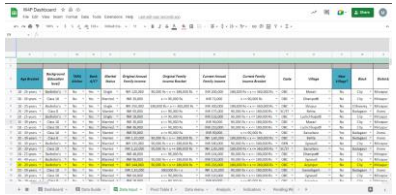
LEARNING SYSTEM



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COMPONENTS OF LEARNING PROCESS



DATA MANAGEMENT

- Data about entrepreneurs collected and updated in excel based dashboard
- Data analysed and reviewed for adaptive management



DEVELOPMENTAL EVALUATION

- To understand and evaluate the needs, opportunities, barriers and enablers in the entrepreneurial ecosystem for adjusting social innovation tools, processes and activities.



THIRD PARTY IMPACT ASSESSMENT

- Third-party Impact Assessment by Indian Institute of Rural Management, Anand (IRMA) team by undertaking baseline, midline and endline surveys
- Quantitative and qualitative impact studied

ADAPTIVE MANAGEMENT

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DYNAMIC LEARNING AND ADAPTIVE MANAGEMENT

udyaME Vaani



udyaME Vaani, an IVRS based platform, for the last mile delivery of enterprise support services

udyaME Power+ Campaign



Encouraging aspiring women and youth entrepreneurs to set up non-traditional businesses

Persona-based Credit Delivery



Persona-based credit products developed for catering to the varying needs of diverse enterprises

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KNOWLEDGE BUILDING AND TRANSFERENCE

- **Development of a strong knowledge base** through evidence-based knowledge building and its packaging in the form of toolkits, modules, webinars and research papers
- **Customisation of social innovation tools and processes** for transference to cater to region specific needs of entrepreneurship development programmes
- **Replication of enterprise and systemic prototypes** developed in the Work4Progress programme in other programmes and geographies
- **Equipping like-minded organisations with social innovation approach** to enable them to find innovative solutions



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