



JOBS WE WANT 2019

BACKGROUND NOTE

Power of entrepreneurship

Micro, small and medium enterprises (MSME) are the second largest employer after agriculture in India. Since 2014, Indian MSMEs have created an average of 3 million jobs per year¹. Among MSMEs, Micro Enterprises have the potential to deliver maximum gains in terms of creating productive jobs at low costs, given that they comprise majority of the sector at 63.05 million microenterprises, compared to 0.33 million small enterprises and only 5000 medium sized enterprises.

Micro enterprises are therefore crucial to India's inclusive growth, and the creation of dignified jobs. These dynamic businesses contribute to 37% of the GDP, and can be further developed to increase overall economic well-being. Gains at the societal level are significant in terms of better gender equality, skill development of youth and women, and improved access to basic facilities such as education and safe water. The function of viable micro enterprises in energising local economies and empowering people is in fact most evident in socially, economically and environmentally backward communities. But the full potential of micro enterprises continues to remain unrealised as a result of a fragmented support system. The complexity and interconnected nature of micro-enterprise development, in short, reflects its 'wicked' nature.

'Wicked' problems need 'systemic' solutions and they can be addressed by adopting a social innovation approach that deals with underlying causes of the problems and not just their immediate symptoms. Such a response has the potential to realign the local entrepreneurship ecosystem towards inclusive growth, transformation and job creation, especially for those who have been left behind in the 'jobs race'.

The Work4Progress (W4P) programme of 'la Caixa' Banking foundation employs a socially innovative and systemic approach to develop sustainable and viable microenterprises, to create dignified and attractive jobs – the "Jobs We Want".

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SEPTEMBER 2019

¹ Unemployment in India, August 2018, Centre for Monitoring the Indian Economy



Open Innovation Platform for Enterprise Development

W4P accelerates the creation of decent work opportunities in three developing countries – India, Mozambique and Peru. In India, W4P aims to create sustainable livelihoods for youth and women through enterprise development solutions in backward regions of Bundelkhand and Eastern Uttar Pradesh. Development Alternatives is the lead partner for W4P India.

Recognizing that interconnected approaches to address deep systemic development issues are necessary to achieve the Sustainable Development Goals, W4P adopts a social innovation methodology based on principles of collaboration, learning, community-led and bottom up action. These principles continuously strengthen W4P to function as an open innovation platform – with the objective of creating a system of collaboration between each level and component of the enterprise development ecosystem.

In just 40 villages, W4P has setup 288 enterprises and created 635 jobs. It has created evidence of accelerated growth in micro enterprise development; a growing culture of entrepreneurship in W4P geographies; the power of converging resources and action from diverse organizations; sustainability through community ownership; and the potential of replicating interconnected solutions for addressing multiple challenges.

Jobs We Want 2019

The W4P platform has seen growing participation of enterprise development stakeholders from government programs, financial institutions, technology providers, market aggregators, training institutions, academia and international agencies. W4P platform seeks to expand its network and build more partnerships through this event.

Jobs We Want 2017 connected voices of rural entrepreneurs and their challenges, with development practitioners, businesses, aggregators, and policy makers. It initiated the processes of knowledge-sharing and collaboration, building synergies among stakeholders and discussed the potential of systemic approaches to job-creation.

Jobs We Want 2019 is envisioned as a space for sharing and discovering knowledge on systems change for entrepreneurship led job creation. We seek to gain diverse perspectives that will provide insights on:

- [Apply and adapt social innovation tools and systems change approach for viable enterprise development](#)
- [Unlock support services such as finance and marketing to enable a local culture of entrepreneurship](#)
- [Empower women and youth led enterprises for greater participation and inclusivity](#)
- [Collaborations for strengthening the enterprise development ecosystem](#)
- [Platforms for exchanging learnings and knowledge](#)