

Pathways to Inclusive Entrepreneurship: Scaling Entrepreneurship-led Job Creation

India's impressive growth trajectory has not translated into a corresponding increase in jobs. For a country with 70 per cent of its population living in rural areas, the development of micro-entrepreneurship is the key to catering to the needs of the 32 million unemployed labour force.¹ Micro-enterprises play a major role in job creation, employing 108 million of the nation's workforce.² However, these enterprises are highly vulnerable to external shocks and require a conducive support system to thrive.

There is a growing need to not only support existing enterprises but also create new ones, especially in underserved regions of India. Development Alternatives' (DA) social innovation methodology and tools are realigning the current ecosystem of economic development and job creation, and resetting the growth trajectory to make it more inclusive – especially for those who have been left behind in the 'jobs race'. Guided by this approach, these tools and processes are customised as per the needs of stakeholders in specific geographies.

"We believe that a movement towards inclusive entrepreneurship will, simply put, bring more people into the ambit of entrepreneurship and create jobs on a scale that cannot be matched by small, medium, and large businesses alone. Thus, we imagine #InclusiveEntrepreneurship or SAMUDYAM to be a phenomenon that is characterised by a systemic change in which millions of 'job seekers' become 'job makers' within their communities, thereby leading to enhanced social inclusion and sustainable economic growth."³

The Work4Progress (W4P) India programme led by DA and supported by "la Caixa" Foundation calls for a new way of working, which involves a network of organisations operating to co-create, test, and develop prototypes that lead to job creation among women and young people. There are **enterprise prototypes**, which are opportunity-driven businesses that cater to existing, emerging, and potential needs and demands of rural economies, and **systemic prototypes** co-designed with communities that create shifts in the local entrepreneurial ecosystems. Building evidence on grassroots entrepreneurship in India, the platform has expanded to Peru and Mozambique.

In India, DA and its W4P partners create entrepreneurship opportunities for the youth and women in two underserved regions – Bundelkhand and eastern Uttar Pradesh. To scale up the enterprises and

BACKGROUND

¹ CMIE. 2022. [Unemployment in India- A Statistical Profile \(January - April 2022\)](https://unemploymentinindia.cmie.com/). Details available at <https://unemploymentinindia.cmie.com/>, last accessed on 23 August, 2022

² MSME. 2022. [MSME Annual Report 2021-22](https://msme.gov.in/sites/default/files/MSMEENGLISHANNUALREPORT2021-22.pdf). Details available at <https://msme.gov.in/sites/default/files/MSMEENGLISHANNUALREPORT2021-22.pdf>

³ Patara, S. 2022. Sam-Udyam: Equity and inclusion in entrepreneurship. Details available at <https://devalt.org/newsletter/may22/Edit.htm>, last accessed on 23 August, 2022

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jobs, the programme engages with a range of stakeholders to build a culture of entrepreneurship and an enterprise support system for a local, diverse range of entrepreneurship-led job creation.

The network led by DA with the programme partners – Transform Rural India, Rang De, and Janastu – has entered the *acceleration phase*, wherein prototypes are being replicated in the programme geography and beginning to witness rapid transference to other regions through strategic alliances with the government, NGOs, corporate sector and financing platforms.

Through the TARAGram Yatra in Mirzapur, we aim to introduce the *Yatris* to the experience of above-mentioned social innovation methodology, which includes listening, co-creation, prototyping, and learning. The key areas where the *Yatris* will work collaboratively to absorb and contribute to the following key objectives:

- a) Understanding and learning the emerging entrepreneurial needs of the youth and women
- b) Building an inclusive ecosystem leading to solutions in the form of systemic prototypes that are creating changes in the local entrepreneurial ecosystem
- c) Identifying leverage points that will accelerate entrepreneurship-led job creation

Come, be a part of the changing narratives of the micro-movements of change that we are co-creating with the community!

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