

Mainstreaming entrepreneurship-led Job Creation: Inclusive entrepreneurship approaches

Despite India's high economic growth, there has yet to be a proportional rise in employment opportunities. With 70% of the population residing in rural areas, promoting micro-entrepreneurship growth is crucial to addressing the unemployment challenge, which affects 32 million people. Micro-enterprises significantly contribute to job creation, employing 108 million of the nation's workforce. These businesses, however, are highly vulnerable to external shocks and require a favourable support system to thrive.

Supporting already-existing businesses while also launching new ones is becoming increasingly important, particularly in India's underserved areas. The social innovation methodology and tools developed by Development Alternatives (DA) are realigning the current economic development and job creation ecosystem and resetting the growth trajectory to make it more inclusive, particularly for those who have been left behind in the "job race." This method serves as a guide as these tools and procedures are tailored to the requirements of stakeholders in particular regions.

"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."¹

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, Colombia and Mozambique.

In India, DA and its W4P partners – Transform Rural India, Rang De, and Gram Vani – have entered the *mainstreaming 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 Bundelkhand, we aim to introduce the *Yatris* to the experience of the above-mentioned social innovation methodology, which includes listening, co-creation, prototyping,

¹ 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

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

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

BACKGROUND

