

## Collaboration for Impact at Scale

### SHIFTS IN LOCAL NARRATIVES

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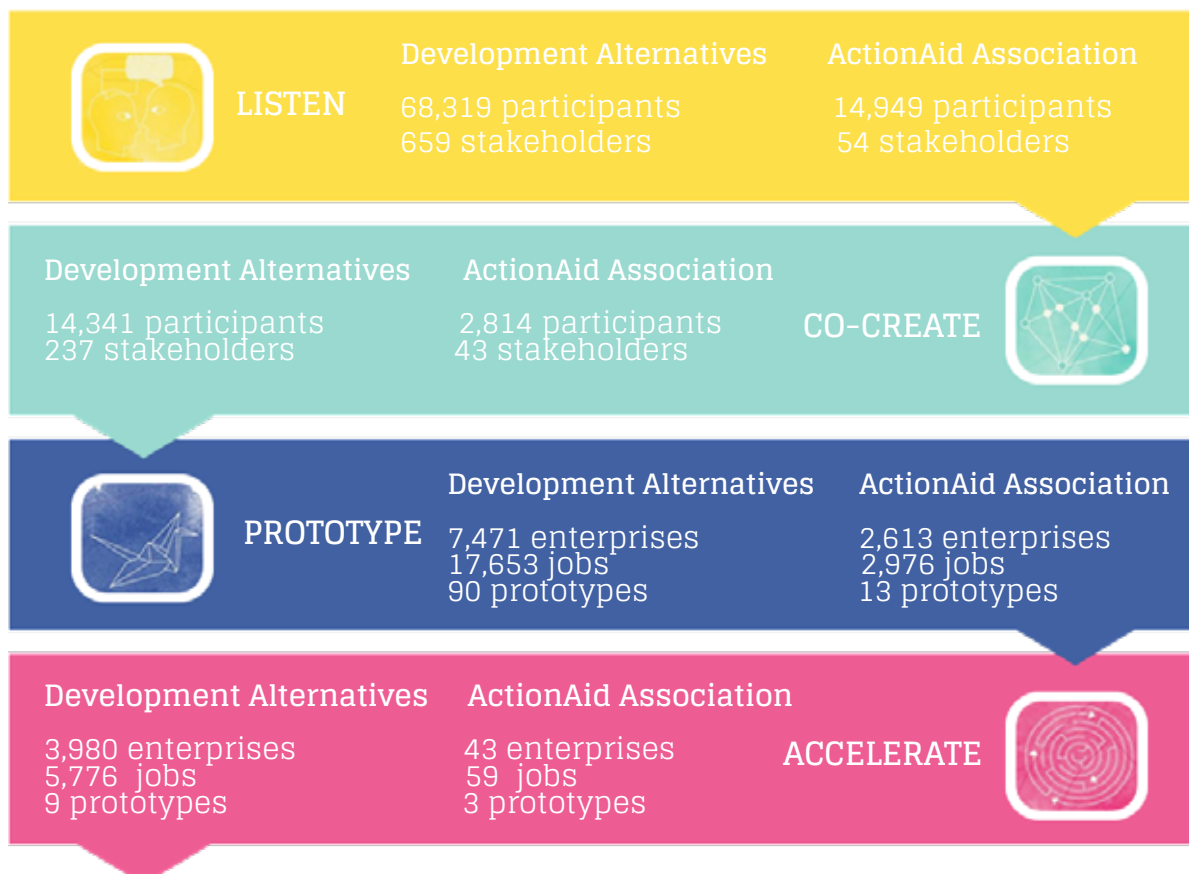
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# THE W4P PLATFORM IN INDIA

The Work4Progress (W4P) programme, launched in India towards the end of 2016 and subsequently in Peru and Mozambique by the "la Caixa" Foundation, seeks to create new employment opportunities. The programme operates as an open platform for social innovation, formed by civil society organizations, financing institutions, research and technology agencies, and public stakeholder institutions. Social innovation is at the core of the W4P approach and brings with it advanced tools and methodologies for key processes of listening, co-creating, prototyping and accelerating. Deep listening lays a solid foundation for community-centredness, innovation, and social change.

In India, the W4P programme has three networks anchored by Development Alternatives (DA), which joined the W4P platform in November 2016, ActionAid Association (AAA) and its partner in Spain, Alianza por la Solidaridad, which joined in March 2020 and ACCESS Development Services that came on board in September 2023. The DA led network entered its third phase in August 2022, focusing on acceleration with implementing partners, including Manviya Dristikon Sewa Sansthan (MDSS) and Swami Vivekanand Shiksha Samiti (SVSS), and new national-level partners, including Transform Rural India (TRI) and Rang De. The Alianza-AAA network entered its second phase in October 2022, focusing on consolidation with new partners – Sai Jyoti Sansthan and Dalit Indian Chamber of Commerce and Industry (DICCI).

Central to the wider application of social innovation are the 115 prototypes developed, representing tested solutions available for replication. 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, which are co-designed with communities and create shifts in the local entrepreneurial ecosystems. The programme is operational in 478 villages in DA's programme across Eastern Uttar Pradesh and Bundelkhand; in 55 villages in Alianza-AAA's programme areas in Bundelkhand and will now be extended to 35 villages in ACCESS programme area in Jaipur and Dausa districts of Rajasthan. The programme works with socially and economically disadvantaged communities, women, and young adults. It has spread to other parts of India through strategic partnerships and transference of social innovation approach, tools, and prototypes.



Ranu Kayastha Bhogal, External Coordinator, W4P India Platform

The past six months have seen some major developments in the W4P India Platform. There are three such developments - one is the deepening of Development Alternatives (DA's) collaboration with SBIF (State Bank of India Foundation) and TRI (Transforming Rural India), the second is grounding of the BASANT Farmer Producer Organisation (FPO) promoted by Action Aid Association (AAA), and the third is the onboarding of ACCESS Development Services as a member of the India platform.

We decided to select the theme of 'Collaboration For Impact at Scale' for this edition of the newsletter. The collaboration is of three types. First is entrepreneurs collaborating among themselves and with other stakeholders for sustainability and scalability of the prototypes. The second is collaboration across different agencies to create a more vibrant ecosystem, so as to take the W4P model to more districts within the State of Uttar Pradesh. The third is of La Caixa welcoming ACCESS to the India Platform to take the W4P model to Rajasthan - a state in the western part of India.

The articles in this newsletter capture some of these endeavours.

Collaboration of DA with Gram Vaani and of AAA with Sai Jyoti that runs Lokwani is using the medium of community radio. This has helped to increase the outreach to a large number of listeners, who in turn are getting inspired to adopt the prototypes developed in the earlier intervention areas. The write ups on collaboration of DA with SBIF (State Bank of India Foundation) and TRI (Transforming Rural India) helps the reader understand the scaling up strategies adopted to accelerate the prototypes in newer districts of UP. The work being done under the systematic prototype of the FPO by the AAA team is truly a remarkable example of empowering women from the most marginalised sections of the intervention villages to become entrepreneurs. The newsletter captures this story as well as the huge potential offered by the three enterprise prototypes that are creating jobs as well demonstrating the seamless weaving together of production, processing and marketing of farm produce. This is the way forward to building more sustainable and locally grounded agri-based enterprises.

The ACCESS team has started its journey in earnest by visiting both DA and AAA intervention areas to understand the W4P approach and the various prototypes. They are all set to start the listening process in their own intervention areas in Rajasthan.

The annual conference in Barcelona, Spain was attended by all the three organisations. The experience was very rewarding and enriching for all where new connections and insights were gained.

We hope you will enjoy going through our offering.

With warm wishes for a joyful holiday season ahead and a very happy and fulfilling 2024.

# LISTEN

Engaging with multi-stakeholder perspectives



## Unearthing Possibilities: Community Engagement Through Deep Listening

Mohd. Ali Faraz and Shalini Perumal (ActionAid Association)

During this reporting period, the listening process under the La Caixa Project took place in new villages in the Bundelkhand region through a comprehensive and inclusive approach. This approach aimed at understanding the community's interests and identifying opportunities for entrepreneurship development in both agriculture (agri) and non-agricultural (non-agri) sectors. The use of various tools ensures a thorough exploration of the community's preferences and potential areas for sustainable development, while better understanding the needs of marginalized populations, particularly women farmer entrepreneurs.

We organized 30 large-scale gatherings involving the entire community to provide a platform where we can address a broader audience with our objective and foster a sense of collective participation. Community leaders and project representatives facilitated discussions, shared information, and gathered feedback on community interests and needs.

Our team members took part in a transect walk through the villages, which involves physically exploring the village and its surroundings to observe existing economic activities, resources, and potential areas for development. Project representatives walk through the community, observing daily transactions, economic practices, and resource utilization to inform project strategies. These walks helped us understand the villages by putting ourselves in the community's shoes and gaining perspective on our shared goals.

We organized in-depth interviews to provide a platform for detailed conversations with key stakeholders, such as local leaders, women farmer entrepreneurs, and experts. Our skilled interviewers conduct structured interviews to gain deeper insights into the community's history, challenges, and potential opportunities. During this key collaborative process, the community also shared their understanding, risks and ideas.

We fostered open dialogue and idea exchange through group discussions, uniting community members to share experiences. Topics like collective collaborations and pursuing initiatives together were explored, aiding in shaping prototypes. These discussions identified common themes and priorities, enhancing our understanding of community dynamics and contributing to effective collaborative intervention strategies.

The combination of these tools ensured a holistic understanding of the community's dynamics, enabling the project supported by La Caixa to tailor its interventions effectively. By actively involving community members in the process, the project promotes collaboration, empowers local entrepreneurs, and fosters sustainable development in both agri and non-agri sectors.



Beneficiaries selection in new villages of project geography.



## udyaME Vaani: Exploring Digital Alternatives for Deep Listening

Rajeshwari Tripathi (Gram Vaani)

“The stories of struggle of entrepreneurs motivated me to think about setting up my own enterprise” says one of our users Anita Kumari from Ghazipur

“I have come across many platforms but udyame Vaani is a platform where I could record my thoughts and it was actually heard by people”, says Rajkumar from Varanasi

These testimonials sum up udyame Vaani, an IVR (Interactive Voice Response) platform providing knowledge and motivation to people aspiring to be entrepreneurs. Its programmes like drama, interviews of stakeholders, stories of established entrepreneurs, quizzes, feedback, opinions and response to queries of listeners enable under-represented groups of youth, women, and persons with disabilities (PwD) to access entrepreneurship opportunities. udyame Vaani is a collaboration of Development Alternatives and Gram Vaani under the Work For Progress (W4P) program covering five districts of Uttar Pradesh- Mirzapur, Bhadohi, Basti, Ghazipur and Varanasi.

The platform facilitates 24/7 exchange of learning, information and services between communities, entrepreneurs, and other stakeholders. It also helps to increase outreach of information on entrepreneurship and training of W4P network partners through the engagement with IVR based audio content. Users have been able to gain perspectives on multiple aspects of entrepreneurship through shared experiences of people from diverse backgrounds along with updates on local news and events. Leveraging on udyame Vaani platform, Kaun Banega Business Leader- KBBL- (Who will be the next business leader) was digitised in partnership with Gram Vaani and piloted in Ghazipur and Varanasi districts of Uttar Pradesh from July to September, 2023. KBBL is a competition that solicits innovative business ideas from youth and women. By digitising the process, the pilot sought to promote sharing of business ideas through digital means.

Several participants shared their business ideas through udyame Vaani, of which 15 ideas were shortlisted along with 4 other aspiring entrepreneurs who shared their detailed business plans of setting up their enterprises. These people were honoured at an event, where they shared their experience of using udyame Vaani and how they were influenced and motivated by it.



Women entrepreneur during the training session by Gram Vaani.

# LISTEN

## Community listening phase in Rajasthan

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The ACCESS team initiated the process of identifying the potential villages by first reviewing and understanding the W4P guides. It then used the community listening toolkits to conduct meetings with key stakeholders such as Listening groups consisting of Smallholder farmer groups, Farmer Producer Organisation (FPO) representatives, and Contrast groups consisting of Agriculture, Animal husbandry, Watershed departments. Based on these discussions, 38 potential villages have been identified to implement the project.

Of the 38 villages, 10 villages have been covered for community listening surveys. The key findings of these surveys are as follows:

- **Goat rearing as potential livelihood activity:** Goat rearing is practiced widely in the villages particularly in communities with limited or no access to water for irrigation during Rabi season.
- **Agro processing enterprises:** Agro processing units (Feed units, cleaning & grading units etc.) can benefit a larger number of smallholder farmers and generate jobs. Such enterprises can be established for both input and output processing.

The ACCESS team met some of the nodal government officials at state, district and block levels. The team held a meeting with Watershed Development & Soil Conservation officials at Jaipur to orient them about the project and understand key interventions of the watershed department in selected project blocks. The team also met the Block level government officials from agriculture and animal husbandry departments to brief them about the project and take their suggestions with respect to relevance of selected blocks and preferred villages. This preliminary engagement with the nodal government departments is helping to build a rapport with them and in incorporating the government. schemes and interventions in selected project geographies. The team hopes to leverage this to build collaborative interventions in the coming months.



Beneficiaries selection in new villages of project geography.



## Shifting Gears for Change: Co-creating Solutions for Strengthening e-Mobility Ecosystem

Shrishti Vyas (Development Alternatives)

The women-led e-rickshaw prototype of Development Alternatives (DA) was co-created with aspiring women entrepreneurs in 2018. During the reflection workshop organised to capture narratives from aspiring and existing women entrepreneurs, they revealed the common challenges faced by them in the e-mobility space.



e-Rickshaw entrepreneur raising her concerns in Aarya Manch

Parvati Devi, an e-rickshaw entrepreneur, expressed that women drivers face isolation and showed interest in knowing other women drivers. Similarly, e-rickshaw driver Chanda Shukla shared her experience of feeling unsafe while driving at night. Additionally, there were other problems at the ecosystem level where the relationships were either non-existent, incidental or purely transactional between different ecosystem actors. For instance, e-rickshaw suppliers do not provide credit services, and financing institutions do not recognise suppliers. Similarly, the Road Transport Office (RTO) does not recognise schemes of government agencies or even training schools. Banks do not disburse government-linked credit and village administrations and communities are uninformed of most government policies and schemes.

In response to cater to the demand from women entrepreneurs to establish a women's group and mitigate the gap between entrepreneurs and local actors, the field team recognised the opportunity of convening these women and local actors in a more formal environment to effectively address their challenges. Using the prototype of a District Entrepreneurship Coalition (DEC), where a group of individuals, organizations, and stakeholders come together to support and promote entrepreneurship in a particular area, DEC for e-mobility, called "Aarya Manch," has been co-created collaboratively with women entrepreneurs and local ecosystem stakeholders like local self government authorities, Regional Transport Office (RTO) officials, police officials and e-rickshaw technology vendors.

The Aarya Manch meeting is held every month. The women e-rickshaw entrepreneurs use this platform to interact with local ecosystem stakeholders. They discuss issues they face at work, share their expertise and help other women entrepreneurs, both existing and aspiring, by offering insights from their experiences. Since its launch in September 2023, the Aarya Manch has successfully arranged two coalition meetings and seen a 60% increase in the number of women e-rickshaw drivers, from 62 to 100, a growth that can be attributed to Aarya Manch.

## Sowing Seeds of Prosperity: The Collective Power of Women Farmers

Mohd. Ali Faraz and Shalini Perumal (ActionAid Association)

The W4P programme is contributing to livelihood solutions for women farmers in Jhansi, Lalitpur and Mahoba districts of Bundelkhand through the operations of the BASANT Farmer Producer Organisation (BASANT FPO).

A key part of building sustainable livelihoods is development of skills. The Rural Sustainable Enterprise Training Institute (RSETI) plays an important role in empowering women farmer entrepreneurs through skill-based training, enabling them to lead and sustain the BASANT Processing Unit. In collaboration with RSETI, these women have mastered pickle and papad making and diversified their products to powdered spices, chickpea flour and pulses. This collaboration creates a chance for sustainable livelihoods for these women and their communities through the Basant Community Farmer Resource Centre (BCFRC) and Agri Junctions. The establishment of BCFRC and Agri Junctions contributes not only to economic development but also significantly impacts community outreach, collaboration, and employment. Over 65 jobs were created in the months of October and November this year. BCFRC serves as a central unit for selling produce and disseminating information across 50 villages, ensuring accessibility to processing facilities and promoting inclusivity by reaching marginalized communities. This model efficiently manages agricultural materials and storage in every village, allowing women farmers to connect with agricultural experts, fostering knowledge-sharing within the community.

The synergy between BCFRC and Agri Junctions forms a holistic support system, encompassing processing, storage, and community engagement. This integrated, collaborative approach contributes to the resilience of the local agricultural ecosystem



RSETI capacity building training organized for women farmer entrepreneurs.

### Case Story

The success of BCFRC and Agri-Junctions can be seen in the story of Kamla Didi, a woman farmer from Durgapur village who faced climate change challenges, impacting her family's livelihood. Limited access to essential agricultural materials further compounded their difficulties, making the BCFRC a valuable resource for Kamla and others facing similar challenges. Initiating processing at BCFRC in September proved transformative; Kamla's business flourished within three months. Her processed products garnered market demand, benefiting Kamla in securing a better livelihood. Kamla Didi's story exemplifies the positive potential of initiatives like BCFRC and Agri-Junction. By providing access to processing facilities and fostering a collaborative environment, such initiatives can contribute to the economic empowerment and resilience of women farmer entrepreneurs like Kamla.





## Empowering Futures: Unleashing Entrepreneurial Potential through District Entrepreneurship Coalition

Pallavi Saini (Development Alternatives)

*Acc Prior to the Coalition, there existed no platform in a region like Mirzapur where women could engage with various stakeholders to discuss their business ideas and access multiple government schemes. The DEC platform serves as a beacon of hope for numerous women, providing an avenue for those, like me, who aspire to embark on entrepreneurial endeavours and achieve financial independence.*

– Arti Devi, CLF ( Cluster Level Federation) President, Mirzapur.

Accelerating Entrepreneurship through Social Innovation (AeSI) approach supported by the State Bank of India Foundation (SBIF) is being implemented by Development Alternatives in Eastern Uttar Pradesh and Bundelkhand region. The collaboration in the replication and strengthening of the District Entrepreneurship Coalition (DEC) prototype under Work4Progress programme. DEC is a multi-stakeholder learning and action platform for co-creating solutions and facilitating convergent action for entrepreneurship-led job creation. So far, two model coalition platforms have been established in Basti and Mirzapur districts where over 900 enterprises have been successfully supported through the DEC prototype.

DEC not only fosters constructive relationships and relevant solutions in the entrepreneurial ecosystem but also helps in making a shift in the mindset amongst the rural communities towards entrepreneurship. It brings together entrepreneurs, Non-Government Organisations (NGOs), financial institutions, market actors, technology and service providers, capacity building institutions, and government agencies.

“I migrated to Delhi for employment in a factory, and like me, numerous local youths sought opportunities in nearby cities for work. When the pandemic struck, I returned home due to job loss. The DEC platform has played a pivotal role in reinstating hope for me and many other youth, instilling the belief that we could become entrepreneurs and get access to skill-building training.

Anil, aspiring entrepreneur, Niwari, Bundelkhand

The partnership with SBIF has been instrumental in fostering resilient and inclusive livelihood models, nurturing entrepreneurial ecosystems, and forging strategic collaborations. These efforts aim to enhance incomes and uplift marginalized communities, working towards breaking the cycle of poverty in these regions.



District Entrepreneurship Coalition conducted in Bhadohi, Uttar Pradesh.

# PROTOTYPE

## Systemic Success: Improved Livelihoods under BASANT FPO

Mohd. Ali Faraz and Shalini Perumal (ActionAid Association)

The first ph The BASANT (Spring) Farmers Producer Organisation (FPO) is a systemic prototype legally registered to empower women entrepreneurs' farmers in the Bundelkhand region, Uttar Pradesh. Initiated in February 2022, this FPO is a unique prototype exclusively led by women, with an all-women Board of Directors. With a membership of 3000+ that continues to grow, the FPO operates as an overarching systemic prototype, orchestrating impactful initiatives through associated enterprise prototypes: Agri Junction, Basant Community Farmers Resource Centre (BCFRC), and the Basant Community Processing Unit. Our vision is encapsulated in the FPO's motto: "Empowering Women Towards Sustainable Livelihood."



Flour making in basant processing unit.



Women Farmers Leading Basant Processing Unit

The Agri Junction, as an enterprise prototype, serves as a crucial link between FPO and farmers. It operates as a focal point for farmers to access vital information, low-cost agri-inputs, and various resources directly within their villages. This prototype addresses the immediate needs of farmers, ensuring a streamlined connection between larger systemic goals and the ground-level realities. BCFRC and Basant Community Processing Unit represent additional enterprise prototypes that complement FPO's vision. BCFRC functions as a decentralized resource centre, disseminating agri-based information at both district and village levels. This prototype facilitates communication and cooperation among farmers while supporting the Basant Community Processing Unit in expanding its market reach.

Collectively, they hold the potential to replicate their success in other districts. AAA aims that FPO expand its influence to new districts with the three enterprise prototypes fuelling the expansion. This strategic expansion will empower more women entrepreneurs and marginalized farmers in Uttar Pradesh. In terms of job creation potential, the prototype generates employment at the grassroots, addressing immediate agricultural needs. BCFRC prototype, through its information dissemination and support functions, creates roles in administration and community engagement. In total, 240 jobs have been created in this period.



## Bundelkhand Blossoms: Resonating Stories of Women's Entrepreneurship

Mohd Ali Faraz & Shalini Perumal (ActionAid Association)

Over the past three years, Action Aid Association (AAA) has conducted listening exercises, directly engaging with over 5,000 individuals and indirectly reaching more than 10,000 in Bundelkhand. Through various mediums such as interactive sessions, community visioning exercises, and diverse activities, including focus group discussions, community meetings, trainings, transect walks, awareness sessions, and participatory rural appraisals, AAA has employed sustainable innovation tools to forge connections with communities and entrepreneurs in the region. These tools and activities are integral in empowering women and enabling them to leverage their talents and skills.



Mankesh Didi

In a strategic move to magnify the program's impact, AAA partnered with Sai Jyoti, managing the Lokwani Kendra in Alapur village, Lalitpur, in September 2023. The Lokwani Kendra serves as a platform for outreach across 120 villages, expanding awareness, and capturing stories of change. Through radio broadcasts featuring audio-based success stories, Lokwani has educated communities about livelihood opportunities, entrepreneurial possibilities, and inspiring journeys. This initiative, rooted in the principles of deep listening, helps promote women-led enterprises and uplift agricultural production.

The story of Mankesh Didi, which was shared through Lokwani Radio broadcast resonated deeply with listeners. Formerly facing challenges as a seasonal laborer and small landholder, Mankesh struggled to provide for her family and educate her children. Under the W4P program she received support for starting a Multi-Layer Farm. The support included raw materials and training. This intervention not only averted the necessity of migration but also transformed Mankesh into a thriving woman farmer entrepreneur. She was able to take care of the needs of her family and pay for the education of her children.

Bhanu, one of 50,000 Lokwani Radio daily listeners, from a Lalitpur village, was inspired by Mankesh's journey. She adopted the Multi-Layer Farming Prototype in her field after hearing Mankesh's story on the radio, indicating the impact of budding women entrepreneurs sharing their accomplishments. Lokwani has the potential to inspire many such women and help unleash their entrepreneurship potential. These are early days but the effectiveness of this tool for accelerating the prototypes and creating more jobs is demonstrated by the story of Mankesh inspiring Bhanu.



# ACCELERATE

## Empowering Communities: Collaboration for Impact at Scale

Rupali Singh (Transform Rural India)

In the heartlands of Uttar Pradesh (UP), a remarkable change is underway as Transform Rural India (TRI) leads the way in establishing an inclusive entrepreneurial ecosystem. At the core of TRI's strategy lies a commitment to community engagement and effective stakeholder management, including both governmental and non-governmental entities.

The W4P programme, undertaken in partnership with Development Alternatives, plays a pivotal role in supporting these endeavors. Under this initiative, various government departments, Civil Society Organisations (CSO), bankers, training institutes, and market players were actively involved during coalition meetings. This has helped to foster a collaborative spirit that serves as the driving force behind entrepreneurship.



Participants from the KBBL competition conducted by TRI in Basti, Uttar Pradesh

To broaden access to entrepreneurship, TRI channels prototypes developed under W4P across UP, strategically leveraging existing government infrastructure. A key collaboration with the Uttar Pradesh State Rural Livelihoods Mission (UPSRLM), an autonomous society under the Rural Development Department, Government of UP, has yielded breakthroughs across action pilot blocks in three districts- Basti, Bahraich and Lakhimpur Kheri.

The outcomes of this collaboration are significantly remarkable. A total of 2,831 enterprises have been set up, generating 6,411 jobs. The initiative has mobilised 28,982 potential entrepreneurs, provided financial support totaling INR 7.47 Crores to 1,951 entrepreneurs, and signified a transition towards a more inclusive and systemic approach. This partnership involves customising and integrating innovative systemic and enterprise prototypes into existing programs. In order to promote non-traditional enterprises among youth and women, TRI has adopted various prototypes from the W4P network. These include Udyame Power+ campaign, Kaun Banega Business Leader (Who will be the next business leader), and the establishment of Kiosks as comprehensive one-stop service centers.

W4P initiative in partnership with Development Alternative stands as a testament to the power of collaboration for impact at scale. By engaging diverse stakeholders, fostering inclusivity, and adopting innovative approaches, TRI has successfully established a thriving entrepreneurial ecosystem in the action pilot blocks of Bankati, Mihinpurwa, and Nighasan. This collaborative model serves as an inspiring example, showcasing the potential of social innovation in rural communities when communities, organisations, and government entities unite for a common cause.



# WORK4PROGRESS ANUAL CONFERENCE

The **Work4Progress (W4P) Annual Conference** took place from October 9th to 11th in Barcelona, Spain, where the headquarters of "la Caixa" Foundation are located. More than 15 organisations, part of the W4P Global Network and other initiatives supported by "la Caixa" Foundation, converged to share insights and experiences. The participants included representatives from W4P Global Network in India, Peru, Mozambique, and Colombia. The W4P India team, including members from Development Alternatives, Alianza por la Solidaridad, ActionAid Association, and ACCESS Development Services, along with the External Coordinator Ranu Bhogal, actively participated in the conference.

The conference offered an opportunity for a dynamic exchange of experiences, results, tools, and lessons learnt in applying the social innovation approach to entrepreneurship-led job creation. The first day of the Conference focused on each country's platform highlighting significant achievements and milestones achieved, along with emerging opportunities and challenges. Additionally, the systemic prototypes developed by each network organisation were also showcased, fostering the exchange of innovative ideas and strategies for replication in diverse contexts. This interactive session was facilitated by Joshua Fisher, Global Evaluation Advisor to the W4P programme. The closing session explored the theme of microfinance for microenterprises, with representatives from "la Caixa" Bank sharing successful financing models implemented by the bank. The rich discussions continued on the second day of the conference, starting off with a dynamic conversation on the shift from grant-based funding to impactful investing using innovative financial models. The spotlight then turned to the Development Alternatives-led network, which presented their ideas for establishing Centre for Social Innovation and Inclusive Entrepreneurship as part of their W4P's mainstreaming phase. The session triggered conversations around sharing of knowledge and best practices within W4P platforms that can help to mainstream social innovation for entrepreneurship. Gorka Espiau, Scientific Director of W4P concluded the day by sharing the theory of social innovation approach in detail and how it has been contextualised for the W4P programme, with a strong focus of learning and adaptive management.

The final day of the Conference had a session with NGOs working in Spain in diverse areas of education, livelihoods, and entrepreneurship. They shared the learnings from the social innovation approach, with an emphasis on co-creation and learning. This was followed by a session led by Kanika Verma who leads Green and Inclusive Entrepreneurship at DA. She shared insights, successful tools and processes they have used in the past five years under the W4P programme.

The Conference provided a unique opportunity to participants to learn from each other's experiences and explore possibilities for collaboration.



# HIGHLIGHTS

## Alianza-AAA led network

+ **Designing and Packaging of Basant Agri-Products.** September saw the finalisation of the designing and packaging of Basant agri-products. The Basant FPO agri-products exemplify a socially responsible brand that leverages its packaging and design not just as a marketing tool but as a medium for storytelling and empowerment of marginalised rural women in Bundelkhand. Through its collaboration with La-Caixa and ActionAid Association, the brand is not only differentiating itself in the market but also making a meaningful contribution to the cause of women's entrepreneurship and rural development.



BASANT FPO is starting its online and offline sale with new packing of spices and other agri-products



BASANT FPO Website.

+ **Basant User Groups.** Before the project, the women in the project area were in goonghat (veiled). They never interacted with outsiders as they were not allowed to go outside without permission of the men in their families. The Basant User Group's transformation, from a group of women who were isolated and had no decision-making power in their families to a group that is now a group of entrepreneurs is a significant achievement. By participating in the project, these women have gained knowledge and skills that have helped them become more self-sufficient and confident. They are now able to make informed decisions about their lives. Additionally, the increased visibility of the group and their participation in community activities has challenged traditional gender roles and stereotypes. It has led to a more equitable sharing of the burden of care work within the family. Overall, the Basant User Group's transformation is a powerful example of how empowering women can lead to positive change in communities.

+ **Visit of Newly Appointed Government Officers** to Understand the Impactful and Innovative Models of Rural Livelihood. Our partner Sai Jyoti Sansthan in collaboration with Indian Institute of Public Administration (IIPA), facilitated five-day village connectedness trainings, #Gramayaan, for 50 newly appointed Assistant Section Officers from various ministries of the Government of India. The training aimed to enhance the participants' understanding of rural life and community dynamics as well as insights into the changes brought about by livelihood projects that contribute to the socio-economic development of rural communities. During this immersive experience, all trainees had the opportunity to visit different villages and explore enterprises established under the La-Caixa supported project, implemented by ActionAid Association.

+ **A Marketing survey** took place in a local market to learn about the local possibilities of creating business. The survey included 30 shops, which have now started selling the products of BASANT FPO.

## Development Alternatives Network

+ A dedicated Coalition for e-mobility, ‘**Aarya Manch,**’ was launched on September 5th 2023, to strengthen the exchange between entrepreneurs and ecosystem stakeholders like local self government authorities, Regional Transport Office (RTO) officials, police officials and e-rickshaw vendors. The second edition on November 3, 2023, drew over 100 participants, featuring discussions, lectures, and a street show to support women in e-mobility, with involvement from diverse stakeholders and e-rickshaw entrepreneurs.



Caption

+ **Fireflies of Social Change**, a compilation of 20 case stories of entrepreneurs associated with the Work4Progress programme, was released by IRMA. To capture these case stories, the IRMA team conducted in-depth interviews with entrepreneurs and stakeholders from diverse sectors, including local NGOs (Srijan, Skilled India Foundation), government agencies (National Rural Livelihoods Mission, Horticulture Department), and microfinance institutions (Sriram Microfinance) in Eastern UP and Bundelkhand.

+ Kanika Verma was invited as a speaker for a session titled “**From a movement of leaders to a leaderful movement:** Building communities, acting as communities, and communities as a core leadership skill of the future” organised by Climate Kic and Sida as part of the Systems Innovation Learning Partnership (SILP) undertaken to strengthen and accelerate learning from e-mobility prototype. The focus of the session was on discussing innovative, systemic approaches to cultivating leadership capacities and collective leadership approaches among women and the youth.

+ Development Alternatives participated in the **India Rural Colloquy 2023**, organised by Transform Rural India, bringing together thought leaders, policymakers, and stakeholders on August 1, 2023, at the India Habitat Centre in New Delhi. Shrashtant Patara, CEO of Development Alternatives and Advisor to the W4P programme, moderated the session titled “Change the Picture: Where You’re Born = What You Can Be”. He emphasised the role of people’s institutions, including women’s institutions, in bridging gaps with support from the government and civil society.



Caption.



# HIGHLIGHTS

## Development Alternatives led network

+ The **Jagriti StartUp G20 2023 Yatra** brought together a diverse group, including 10 women entrepreneurs from 4 districts of Uttar Pradesh, supported by Development Alternatives (DA) and its partners Swami Vivekanand Shiksha Samiti and Transform Rural India. These women, nominated as 'Changemakers' by the Bill and Melinda Gates Foundation (BMGF) and Uttar Pradesh State Rural Livelihood Mission (UPSRLM), had the opportunity to participate in this once-in-a-lifetime tour across India.



Caption



Caption

+ Another chapter of **Kaun Banega Business Leader (KBBL)** has been rolled out in Ghazipur and Varanasi, Uttar Pradesh. KBBL has been digitised for the first time and piloted in partnership with Gram Vaani from July to September 2023, reaching over 15,000 listeners and receiving 133 diverse business ideas from the community. Out of the business ideas received, 15 were shortlisted and top 3 were felicitated at the KBBL final event held in Varanasi on October 20, 2023.

+ Consultation on '**Exploring Pathways to Scale Inclusive Entrepreneurship in Uttar Pradesh**' was co-hosted by the Institute of Rural Management Anand (IRMA) and the Development Alternatives (DA) on 29th November, 2023 in Lucknow, Uttar Pradesh. The workshop brought together stakeholders from government, academia, civil society, financial institutions and the development sector to exchange lessons and learnings from the impact evaluation conducted by IRMA for different phases of the W4P Programme as well as to discuss opportunities and challenges for accelerating micro-entrepreneurship in Uttar Pradesh.

+ '**udyaME Mela**', a fair for promoting entrepreneurship, was organised in Mirzapur on 2nd December, 2023. The fair served as a platform for diverse ecosystem actors, stakeholders, existing and aspiring entrepreneurs to come together and discuss various facets of enterprise development and management. Around 15 Technology, Finance, Marketing and Capacity building (TFMC) partners, five Government departments and several entrepreneurs actively participated in the fair.



## ACCESS Development Services

+ ACCESS Development Services (ACCESS) is the newest partner organization in the W4P India network. It is implementing the W4P Program titled ““Work4Progress India (Greenpreneurship: Mainstreaming Sustainable Livelihoods)” beginning from October 2023 in the two districts of Rajasthan i.e., Jaipur and Dausa. The project will reach out to support acceleration of 5 existing prototypes, 1 new prototype (Greenpreneur), 430 new jobs creation and supporting 2,338 existing jobs within 18 months.



W4P India partners meeting at ACCESS's HQ.



Visit to ActionAid Association and Development Alternatives intervention areas

+ **ACCESS hosted W4P India partners meeting at its HQ in Delhi** on 31st October 2023. The meeting was attended by representatives from LaCaixa Foundation, the India Platform External co-ordinator, the programme teams of Development Alternative, and ActionAid Association along with the ACCESS team. Key agenda of the meeting was centered around briefing W4P approach to ACCESS team, briefing existing prototypes developed by W4P India partners and planning preparatory and community listening phase activities.

+ The ACCESS team focused on understanding the integration process of W4P approaches and tools in project activities and the cost economics and suitability of prototypes for replication in Rajasthan. It also met with **local network partners of ActionAid Association and Development Alternatives**.

**Visit to AAA intervention areas in Jhansi and Lalitpur** district. The team saw all seven prototypes established by Action Aid- Goat rearing, BYP, Horticulture, Multi-layer farming, Biofertilizer & bio pesticide, Seed production, and Kitchen garden. The prototypes suitable for replication in Rajasthan are goat rearing, horticulture, multi-layer farming, Biofertilizer & bio pesticide. **Visit to Development Alternative's (DA's) intervention areas in Mirzapur and Bhadoi** districts. The team met DA's local implementation partner Swami Vivekananda Shiksha Samiti (SVSS) and Manviya Drishtikone Seva Samiti (MDSS) and visited some of the prototype enterprises. Key learnings were drawn from the experience of District Coalition Centre where DA and its partners successfully onboarded nodal government departments and its officials to access relevant government schemes for the project participants for training, credit assistance etc. Collaboration with “Rang De”, a social investing platform to support credit assistance for the participants. Key prototypes and entrepreneurs met during the visit included ice cream processing, e-rickshaw, snacks, tailoring, bakery, vegetable cultivation etc. “community Canvas tool” for the listening phase was also demonstrated during the visit.

# MAP W4P GLOBAL

## INDIA

In India, W4P enables enterprise development opportunities for youth and women in two regions – Bundelkhand and Eastern Uttar Pradesh.

Prototypes Tested: 115



## PERÚ

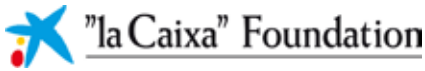
In Peru, W4P co-develops initiatives that create quality jobs for youth and women in indigenous communities of Quispicanchi and Condorcanqui.

Prototypes Tested: 34

## MOZAMBIQUE

In Mozambique, W4P enables decent employment opportunities for vulnerable groups of youth and women in Cabo Delgado, Maputo and Matutine provinces.

Prototypes Tested: 27



The "la Caixa" Foundation of 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. 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. For the W4P program, the network led by DA includes premier organizations as Transform Rural India Foundation, Rang De and Gram Vaani and implementing partners Manviya Drishtikon Seva Samiti and Swami Vivekanand Siksha Samiti.



ActionAid Association is an organization working for social and ecological justice. ActionAid has been engaged with the most marginalized communities in India since 1972. In 2006, ActionAid Association was registered as an Indian organization. Together with supporters, communities, institutions and governments, we strive for equality, fraternity and liberty for all. ActionAid Association works in 24 states and two union territories. Alianza por la Solidaridad is a nongovernmental Spanish organization that currently channels the effort and support of more than 50,000 people, amongst them members, volunteers, supporters and workers in order to fight against inequalities and contribute to protecting Human Rights in more than 19 countries in Latin America, Africa, the Middle East and Europe. Both are part of the global federation ActionAid International, that has presence in over 47 countries worldwide.

For the W4P programme, the network led by Alianza-AAA includes partner organizations – Sai Jyoti Sansthan and Dalit Indian Chamber of Commerce and Industry.



ACCESS Development Services is a global catalyst to achieve the Sustainable Development Goals. By accelerating collaborative action with global, regional, and local stakeholders, ACCESS is driving financial resilience and security as key outcomes. Set up in March 2006, ACCESS is structured uniquely to build evidence, create models, and align thought leadership in collaboration with civil society organizations, governments, the private sector, donors, and multilateral/bilateral agencies. ACCESS has built strong competencies over the years by building a community of practice around inclusive finance, generating evidence, convening regional and global programmes, supporting thought leadership, and building a professional team.

## Editorial Team

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JOIN THE W4P GLOBAL PLATFORM AT [www.work4progress.org](http://www.work4progress.org)