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November 2017
The Claridges, New Delhi

W4P WORK4
PROGRESS
of "la Caixa"

Innovation
for promoting
jobs

JOBS WE WANT

A platform to co-create systemic
solutions that unleash entrepreneurship
to secure sustainable livelihoods at scale

4.85 MILLION
people in India are working
or seeking jobs

INDIA NEEDS TO ADD

15 MILLION
new jobs per year
for the next
15 YEARS

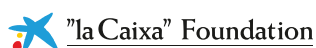
(CII, 2017)



OF INDIA'S
WORKFORCE
65
MILLION

is either underemployed
or openly unemployed

(NIPFP, 2017)



ENTRY BY INVITATION ONLY,
for further details contact work4progress@devalt.org



JOBS WE WANT

BACKGROUND NOTE

Over 30,000 young women and men enter the labor market each day in India, and the economy generates employment for less than half of this rapidly expanding workforce¹. In this race for jobs, only a small fraction find formal sector employment, leaving more than 80 per cent in the informal sector² – many of them either in disguised underemployment or open unemployment. It is estimated that in order to address this challenge, India will need to create decent work opportunities for 15 million people; each year, for the next 15 years³.

A sustainable growth paradigm requires that the future of work not only bridges the current employment gap, but also fulfils aspirations of the growing workforce⁴. Narratives from the ground continue to suggest that, apart from reducing unemployment numbers, the need today is to create equal access to opportunities that provide decent and attractive work for all; work that embeds new economy principles like use of digital technology and process innovations, while simultaneously instilling a sense of dignity, confidence, and ownership.

Micro enterprises play an instrumental role in this transition as they create local jobs in large numbers. Employing 80 million of India's workforce, any impetus to this sector will have significant multiplier effects on economic resilience and social well-being. Further, small businesses also have the ability to adopt innovations and replicate them at scale. The growth of these enterprises in emerging economies is however limited, owing to lack of support services and a conducive ecosystem that nurtures their development. Evidence from Development Alternatives Group initiatives indicates that only 1 out of 15 entrepreneurs are able to access formal credit, while 85% of these entrepreneurs are constrained by poor access to market channels. Less than 5% of potential entrepreneurs know about non-traditional enterprises that can be established in fast-changing urban and rural markets. Such lack of information becomes an impediment to unlocking the entrepreneurial spirit. Keeping in mind the inaccessibility of these services on-ground, the increased need for innovation in the support services ecosystem cannot be emphasized enough.

The "Work 4 Progress" (W4P) program in India is an initiative of la Caixa Banking Foundation and Development Alternatives. The program's principal objective is to promote employment for women and young people facing difficulties in accessing labor markets in underserved areas.

1. Labour Bureau, 2016
2. National Statistical Commission, 2012
3. BCG, CII, 2017
4. IFC, 2012



The program seeks to develop an action and learning platform to foster innovative solutions that unleash entrepreneurship and job-creation at scale. To do so, it aims to create rural enterprise models that act as catalysts in the transformation to a new economic paradigm that is local, green, and equitable. A simultaneous focus on aggregators and group enterprises, also seeks to cause ripple effects that create new business models and vibrant market systems. The platform adopts an operational methodology based on four strategic components as cross-cutting elements: Dialogue, Co-create, Prototype, and Learn. It brings together entrepreneurs, practitioners, and policy makers, hoping to build convergence on enterprise and job creation initiatives.

The "Jobs We Want" event launches the W4P platform. It aims to co-create systemic solutions that unleash entrepreneurship to secure sustainable livelihoods at scale. The event will promote dialogue for creation of synergies, within both the market and policy ecosystems, stimulating trigger points that liberate entrepreneurial energies to create the "jobs we want". This full day event consists of plenary and breakout sessions that will connect voices of rural entrepreneurs and their challenges with development practitioners, businesses, aggregators, and policy makers. With this belief in collaboration, we hope to throw spotlight on the following areas:

- Role of micro and small enterprises as the bridge to changing India's unequal growth trajectory

- Social and economic challenges that must be addressed to create an enabling environment for micro enterprises

- Potential market and finance innovations that can promote entrepreneurship

- Building a support service network that enables enterprise development at scale

- Potential policy interventions that can accelerate enterprise development among rural communities

Entrepreneurship forms the centre-piece of a multipronged strategy that creates decent work opportunities especially for those who have been left behind in the 'jobs race'. It helps fulfil our global commitment to Sustainable Development Goal 8 which lays emphasis on "inclusive and sustainable economic growth, full and productive employment and decent work for all." We look forward to promoting effective solutions that realign the current ecosystem of economic development and job creation, moving towards our collective goals of increasing jobs and sharing the gains of growth inclusively.



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NOVEMBER 2017
THE CLARIDGES
NEW DELHI

JOBS WE WANT

agenda

SESSION 01	1000 – 1030	Tea and Registration
	1030 – 1035	Inaugural Session Welcome Address by George C. Varughese , President, Development Alternatives Group
	1035 – 1040	Inauguration of "Jobs We Want" by H.R.H. the Infanta Cristina of Spain , Director – International Area, "la Caixa" Banking Foundation
	1040 – 1110	Introduction to Work 4 Progress Program <ul style="list-style-type: none"> • Marta Solsona Masana, "la Caixa" Banking Foundation • Shrashtant Patara, Development Alternatives
	1110 – 1130	Inaugural address Dr. Arun K Panda , Secretary, Ministry of Micro, Small, and Medium Enterprises
	1130 – 1240	Plenary Discussion on "New Narratives of Job Creation" <ul style="list-style-type: none"> • Pankaj Pachauri, Eminent Media Personality (Moderator) • Arvind Virmani, President – Chintan, Former Representative at the International Monetary Fund • Rajeev Sethi, Founder, Asian Heritage Foundation • Shyam Sundar Yadav, Weaver, Bhadohi
	1240 – 1245	Vote of Thanks by Dr. Arun Kumar , President, Development Alternatives Group
	1245 – 1330	Lunch & Time to explore market-place of micro entrepreneurs
SESSION 02	1330 – 1430	Post-lunch Plenary on "Systems Innovations for entrepreneurship led job creation" Chaired by: Zeenat Niazi , Vice President, Development Alternatives Panelists <ul style="list-style-type: none"> • Roger Warnock, Program Lead Ireland, The Young Foundation • Rohtash Mal, Chairman and MD, EM3 Agriservices • B. H. Anil Kumar, Joint Secretary-ARI, Ministry of Micro, Small & Medium Enterprises
	1430 – 1630	Parallel break-out sessions DIALOGUE: Bridging the information gap <i>Format: Round table</i> Facilitated by: Parvathi Menon , Managing Director, Innovation Alchemy Discussants: Dr. Kanta Singh , State Project Head - UNDP, Ms. Shriya Sethi , Associate Director - International Innovation Corps, Dr. Meenakshi Mittal , Associate Professor, Delhi University, Ms. Sonia Sharma , Founder - Nature Organic, Mr. Samar Nanda , Director - MSME and Mr. Ashutosh Garg , Founder - Guardian Lifecare Pvt.

CO-CREATE: Innovations for underserved micro-entrepreneurs

Format: Brainstorming

Facilitated by: **Gorka Espiau**, Founding Partner, Social Innovation Laboratory Koop

Discussants: **Mr. Ramakrishna NK**, CEO - Rang De, **Mr. Roger Warnock**, Program Lead, Ireland - Young Foundation, **Mr. Prabhjot Sodhi**, Sr. Program Coordinator - UNDP, **Mr. Manab Chakraborty** - Development Consultant, **Mr. Sharad Marathe**, CEO - Universal Technical Systems

PROTOTYPE: Decent work in changing economies?

Format: Systems thinking design lab

Facilitated by **Vijay Padaki**, Founding Partner – P&P Group

Discussants: **Ms. Vinita Agrawal**, Economic Advisor - MSDE, **Ms Manisha Gupta**, Founder-Startup India, **Mr. Pradeep Bhargav**, Caixa Bank - Country Director of India, **Mr. Rajeev Baruah**, Country Manager, India Better Cotton Initiative and **Mr. Suryamani Roul**, Deputy Director – TechnoServe

LEARN: Demystifying impact

Format: Debate

Facilitated by **Swapnil Shekhar**, COO, Sambodhi Research and Communication

Discussants: **Ms. Aparajita Sarangi**, JS, MGNREGA Division, Ministry of Rural Development, **Mr. M.V. Ashok**, Former Chief General Manager, NABARD, **Mr. K.R. Viswanathan**, International Climate Change Specialist, Practical Action, **Ms. Sharanya Chandran**, Country Director - J-Pal, **Ms. Supriya Kapoor**, Senior Business Consultant, Women on Wings, **Ms. Monica Jain**, Senior Evaluation Specialist - 3ie

1630 – 1700	Break-out Session Reports
1700 – 1710	Concluding remarks by Kanika Verma , Lead – Sustainable Enterprise Program, Development Alternatives Group
1710 – 1800	Tea Break & Time to explore market-place of micro entrepreneurs

SESSION 03

1800 -1915	Talk Show Moderated by: Mr. Nalin Mehta , Executive Editor, ToI Online <ul style="list-style-type: none">• Shri Jayant Sinha, Hon'ble Minister of State, Government of India• H.R.H. The Infanta Cristina of Spain, Director – International Area, "la Caixa" Banking Foundation• Dr Ashok Khosla, Chairman, Development Alternatives Group
1915 – 1935	Launch of monograph: ' Jobs We Create '... narrating stories of micro entrepreneurs
1945 onwards	Cocktails and Dinner