WORK4PROGRESS INDIA

The innovation platform for employment generation Work4Progress in India focuses its efforts on the Bundelkhand and Eastern Uttar Pradesh regions.

It was launched in 2017, with a network led by Development Alternatives, with the aim of enhancing and channelling the entrepreneurial and business concerns of women and youth, create sustainable companies and scale those that are most successful. The Development Alternatives network currently includes the following partners: Janastu, Transforming Rural India Foundation (TRIF), Rangde and two grassroots organizations: MDSS and SVSS.

The Development Alternatives network has designed and launched 11 systemic prototypes, which offer support to the entrepreneurial ecosystem in the 2 regions of action, as well as 67 prototypes of microenterprises in sectors such as retail, services, communication technologies, transport, etc. In addition, the Development Alternatives network has put a lot of focus on the systematization of all the knowledge generated, through publications and organization of events.

As of 2020, a new network of organizations led by Alianza por la Solidaridad and Action Aid Association was incorporated in the Bundelkhand region, including among its partners Gramonnati Sansthan, PAHCHAN Farmers Producer Company and Sai Jyoti Gramodoyog Samaj Sewa Samiti. This network is implementing 7 prototypes aimed at fostering rural development in very vulnerable communities.

W4P India’s platform is supported by an external evaluator who coordinates the monitoring and developmental evaluation processes. In addition, the Institute of Rural Management Anand (IRMA) and VikasAnvesh Foundation (VAF) are conducting an experimental impact assessment.

Below are the most relevant prototypes developed by W4P India.
### Micro Credit Facility

1. **Area of intervention**  
   Jhansi, Niwari (Bundelkhand region)

2. **Promoting organization** - Development Alternatives

3. **Partners** - Sankalp Swashakti Mahila Mandal, Sahyogini Mahila Mandal (Women Self-Help Group Federations)

4. **Thematic** - (Agriculture, public service, manufacturing, training, etc) - Finance

5. **Description of the activity/business model**  
   Work4Progress program leveraged the power of ‘community influence’ to develop Micro-credit facilities (MCF). These micro-credit facilities are run by a women-led federation that leverages existing credit lines that every self-help group has from the local lead bank. The MCF provides micro-loans (up to EUR 550) to micro-enterprise projects that are technically feasible and financially viable as per the application submitted. The micro-credit facility offered by the federation disburses microloans ranging from 100 Euro to 550 Euro at a 1% interest rate (per month) for a maximum of 12 months. The repayment rate of the facility, which is close to 98% shows its effectiveness.

6. **Situation** - In gestation, implementation or completed  
   The prototype is in the implementation stage. Currently, more than 212 enterprises are supported by MCF in Bundelkhand geography with a repayment rate of 98%. EUR 95,000 have been revolved by the self-help group federations for enterprise set up, of which support was provided to 45% women-led enterprises.

7. **Needs for scaling up (financing, training, technology, etc)**  
   The prototype has the potential to shift the current financial system in the form of an alternative credit channel for micro loans especially for the entrepreneurs who are considered ‘non viable’ by mainstream banks due to lack of collaterals, documentation etc.  
   - Capacity building of the members of the micro-credit facility on operational aspects of running a non-banking financial company

8. **Difficulties/obstacles** - (regulation, context, etc)  
   - Limited understanding of technical aspects of finance by the Governing Board of the micro-credit facility on Legal Compliance.  
   - Ongoing dynamic ecosystem, wherein lockdowns are hampering the loan recovery processes, there is a need to integrate online processes  
   - Strengthen financial literacy amongst the borrower to ensure financial discipline (relevant during this time of COVID pandemic)

9. **Opportunities for other prototypes** - (knowledge, technology, ...)  
   Integration with the digital platforms can be leveraged and can be an asset for financial access to entrepreneurs
1. **Name of the prototype and area of intervention** - Jhansi, Niwari (Bundelkhand region), Mirzapur and Bhadohi (Eastern Uttar Pradesh region)

2. **Promoting organization** - Development Alternatives

3. **Partners**
   - Channel Partners - udyaME kiosk, Service Partners (RangDe - partner providing access to finance from its innovative platform, DocGenie - partner providing telemedicine services, Leading Dots-partner providing technical support to udyaME platform)

4. **Thematic. (Agriculture, public service, manufacturing, training, etc)** - Digital platform providing access of enterprise support services

5. **Description of the activity/business model.** - udyaME (https://udyame.in/) is an online single window digital platform that converges on the unmet needs of the entrepreneur. It aims to promote, empower and develop entrepreneurial micro-movement across the country by servicing entrepreneurial needs & requirements.
   - Bridging the information gap through CAMPUS
   - Creating a network among entrepreneurs and service providers through CHAUPAL [discussion forum]
   - Proving backward linkages (technology and financial) and forward linkages (market) to the customer through BAZAAR [market]

6. **Situation. In gestation, implementation or completed** - More than 2755 individuals have registered on the platform. The platform is currently operational in both Hindi and English. The website and mobile application of the platform, both are live and running. Upon registration, the platform walks an individual through a set of questions to deliver customised package (beginner, intermediate or advanced) based on their current understanding of entrepreneurship. As part of the chaupal function, the platform is also connected to other platforms that provide services to enterprises such as RangDe and DocGenie. Campus is currently the most developed section of the platform and offers various courses, a live FAQ section (udyameSaathi), information center, business plans and a do it yourself for developing one’s own custom plan.

7. **Needs for scaling up (financing, training, technology, etc)** - This prototype has a strong potential for scaling across different geographies due to its ability to transcend contexts and help entrepreneurs become digitally connected to each other. It also enables interconnections between various systemic prototypes such as Info kiosks. This platform is also critical in ensuring sustainability by continuing to provide enterprise support beyond the project. The access to the critical mass of entrepreneurs can also enable us to continue to learn about changing entrepreneurial aspirations and improve the support system. The needs for scaling up are as follows:
- Integration of financial products to the platform
- Onboarding of technology and marketing partners
- Collaboration with market players in different domains like technology, marketing, insurance, and healthcare
- Greater outreach to many potential and existing micro-entrepreneurs, accessible, digitally
- Replication through meso level partners and through the information kiosks to bridge the digital gap

8. Difficulties/obstacles. (Regulation, context, etc) -
- Technical expertise to improve the platform and build new features, preferably in real-time so as to cater to the growing demand of the entrepreneurs
- Ensure the development of a sense of community amongst the users and create a virtual space for dialogue and exchange of information
- Develop strategic partnerships with stakeholders who can benefit from the community of rural entrepreneurs e.g. Technology vendors, market aggregators, etc.
- Adoption to tech by rural enterprises

9. Opportunities for other prototypes. (knowledge, technology, ...) -
- Integration of listening prototypes like ASpi and access to more credit products such as the ones available through RangDe
- Strengthening peer-to-peer linkage
- Embedding training materials to the platform
- Leveraging synergies with other prototypes like micro-credit facility, regional enterprise coalitions, information kiosks, etc.

10. Other relevant information -
**Information Kiosks network**

1. **Area of intervention**- Jhansí, Niwari (Bundelkhand region), Mirzapur and Bhadohi (Eastern Uttar Pradesh)

2. **Promoting organization**- Development Alternatives

3. **Partners**- Implementing partners [Manviya Dristikone Sewa Samiti (MDSS) and Swami Vivekanand Siksha Samiti (SVSS)], Information Kiosk entrepreneurs, Service Partners (RangDe - partner providing access to finance from its innovative platform, DocGenie - partner providing telemedicine services)

4. **Thematic. (Agriculture, public service, manufacturing, training, etc)**- Digital Services and Banking Services

5. **Description of the activity/business model**- W4P co-created decentralised “information kiosks” with Common Service Centres (CSCs) in the program geography that act as local platforms to enable **access to enterprise development solutions** and other digital services for improved access to livelihood development solutions. These kiosks have strong connections with other local entrepreneurs, individuals interested in setting up enterprises, and the Work4Progress partners, which enables them to serve as a **powerful marketing tool and a cost-effective gateway to market enterprise support services** (ESS).

6. **Situation. In gestation, implementation or completed**- The prototype is completed and is being replicated across other geographies such as Delhi, Uttarakhand, and Haryana. In the W4P geographies, there are around 67 Info Kiosks set up. Information Kiosks are key systemic prototypes for driving technology-driven entrepreneurship and the entrepreneurs are driven to effect change in their nearby villages. The information kiosks entrepreneurs are increasingly emerging as influencers for the community. In addition to providing enterprise support services to entrepreneurs, the information kiosk has also become delivery points for strategic services with partners such as access to credit services with RangDe and Telemedicine services with DocGenie.

7. **Needs for scaling up (financing, training, technology, etc)**- In order to leverage the local infrastructure of community service centers that already exist in most villages and enables it to provide entrepreneurship support as well as other enhanced services in the post COVID scenario, the following needs have arisen for scaling up the prototype:  
   -Branding of the infrastructure for positioning of the initiative as well as increased visibility within the community. This will require the development of collateral, marketing material  
   -Development of products for increasing the revenue stream of the information kiosks from enterprise support services. In line with this, connecting to a digital platform prototype will be helpful in revenue and customer management for the information kiosk  
   -Linkages to third-party strategic websites for financial, marketing, technology acquisition, etc. which will further increase the revenue of the information kiosks as well as position it as entry points for business entities for rural services and products. This will require training and financial support for expansion
8. Difficulties/obstacles. (regulation, context, etc)
- Understand and link information kiosks with other systemic prototypes which is effective for the community and assists in building robust processes with local village level stakeholders
- Standardise offerings - between CSC, rural bank outreach centres, digital literacy centres, and ESS service delivery - for all kiosks to offer all services under a common ‘udyaME’ (meaning ‘I am an entrepreneur’) brand
- Development of onboarding modules, SoPs, etc. for the transference of this prototype beyond W4P geographies and in programs of partners such as HSBC, PRADAN, TRIF to enable accelerated expansion of pan-India information kiosk network
- Despite the development of relevant IEC material, its uptake in rural areas has been slow. Co-create new communication methods to help kiosks become dialogue hubs for youth
- Info kiosks are mainly seen as a centre for Government to Customer (G2C) services which is mostly a top-down service. Enterprises services can create a pull factor and increase the business of these enterprises

9. Opportunities for other prototypes. (knowledge, technology)
- Information kiosks have already been linked to other systemic prototypes such as the micro-credit facility, regional enterprise coalition, and the digital platform.
- With the micro-credit facility, the information kiosks are supporting in documentation services required for the loan processes involved thus reducing the operational costs of the micro-credit facility as well as ensuring outreach to a broader category of entrepreneurs
- The information kiosk act as the physical point of access to the services provided through the digital platform by overcoming the challenge of connectivity
- The information kiosks also act as access of information as well as a connection for other enterprise packages as well as a hub for cross-exchange of information within the local networks on entrepreneurship thus facilitating peer to peer connections

10. Other relevant information.
E-Rickshaw microcompanies

1. Name of the prototype and area of intervention-
   Jhansi, Niwari (Bundelkhand region), Mirzapur and Bhadohi (Eastern Uttar Pradesh).

2. Promoting organization- Development Alternatives

3. Partners- Implementing partners [Manviya Dristikone Sewa Samiti (MDSS) and Swami Vivekanand Siksha Samiti (SVSS)], SAARTHI E- Rickshaw Company (Technology vendor) and entrepreneurs

4. Thematic. (Agriculture, public service, manufacturing, training, etc)- Public service, e-mobility, logistics, inclusivity

5. Description of the activity/business model.- W4P India co-created ‘e-rickshaw enterprises’ that cater to the challenges of mobility for women. These enterprises don’t work in silos and have a systemic impact on the local ecosystem and society. E- rickshaws provide:
   -Safe commuting services to community members including girls and women
   -Pick and drop services to school-going girls
   -E-rickshaw entrepreneurs are local role models for women
   -Potential for linkages with other systemic and enterprise prototypes to unleash entrepreneurial energies

6. Situation. In gestation, implementation or completed- The prototype is at the implementation stage. Currently, 12 such enterprise models are active in the Bundelkhand and Eastern Uttar Pradesh geographies of the program and have been transformational since COVID19.

   During the nationwide lockdown, the prototype was modified by the entrepreneurs to provide essential services like Door-to-door delivery of essential items, emergency transportation facilities to community members. Instrumental in all this has been the role of the women e-rickshaw entrepreneurs who are coming up as influencers in their communities by inspiring their peers to pursue entrepreneurship and making it more acceptable in rural geographies. We are also working towards identifying better technology that is more user-friendly, economical, and environmentally friendly.

7. Needs for scaling up (financing, training, technology, etc)- For scaling up the e-rickshaw systemic prototype, there is a need to look at the ecosystem of e-mobility as well as increasing inclusivity:
   -develop ancillary businesses such as vehicle repairing, battery charging centres, vehicle training, etc.
   -training of female drivers and provision of getting a driving license to increase the availability of skilled women entrepreneurs
   -integrating e-rickshaw in supply chains such as agriculture, livestock, home delivery, logistics etc.
   -special marketing drives to promote women-driven e-rickshaw and safe transportation of young school-going girls and working women
- Connect e-rickshaw with the growing demand for transitioning to green energy such as solar energy

8. **Difficulties/obstacles. (regulation, context, etc)**
   - Societal barriers to women drivers include stigma around riding an e-rickshaw which is perceived primarily as a male-dominated industry
   - Working towards ensuring online connectivity of the entrepreneurs to increase client base
   - Capturing of relevant impact data to build evidence from the aspects of triple bottom line impact
   - Discussion with stakeholders to co-create new hybrid financial tools to facilitate access to e-rickshaws for women and other minorities

9. **Opportunities for other prototypes. (knowledge, technology)**
   - E-rickshaw helps in overcoming the connectivity and mobility challenges of the marginalised groups
   - Leverage coalition platform for the replication of this prototype in other villages of
   - Supporting more women-led e-rickshaw models by increasing access to finance through MCF and RangDe
   - Co-creation of new enterprise prototypes for sporting the e-rickshaw model such as charging and repair services
   - Use e-rickshaw in doorstep delivery and growing supply chains for daily use necessities such as dairy products, grocery, and vegetables

10. **Other relevant information.**
### Regional Enterprise Development Coalition

1. **Name of the prototype and area of intervention** - Jhansi, Niwari (Bundelkhand region), Mirzapur, and Bhadohi (Eastern Uttar Pradesh)

2. **Promoting organization** - Development Alternatives

3. **Partners** - Entrepreneurs, District level stakeholders: Government Departments, Financial Institutions (Banks, Micro Finance Institutions, Non-Banking Financial Companies), Market Aggregators, Civil Society Organisations, Implementation Partners [Manviya Dristikone Sewa Samiti (MDSS) and Swami Vivekanand Siksha Samiti (SVSS)]

4. **Thematic** - Connecting systemic level stakeholders to support entrepreneurship ecosystem (between stakeholders)

5. **Description of the activity/business model** - Regional enterprise coalition is a Meso-level (district or zonal level) platform where stakeholders working on enterprise development and livelihood creation co-create collaborative solutions to build a **robust entrepreneurship ecosystem** in the region. It was initiated with the **objective** of channeling and optimizing the efforts and resources of multiple stakeholders towards the common goal of enterprise development and establishing linkages among them to strengthen a robust entrepreneurial ecosystem in the field with stakeholders like Government agencies, financial institutions (Banks, Micro Finance Institutions, Non Banking Financial Companies), training institutes (Rural Self Employment Training Institutes) etc.

6. **Situation (In gestation, implementation or completed)** - The regional enterprise coalition is currently at the implementation stage and currently active in 4 districts i.e. Jhansi, Niwari (Bundelkhand region), Mirzapur, and Bhadohi (Eastern Uttar Pradesh region). Where stakeholders like banks, microfinance institutions, government departments (like training institutions), market aggregators participate and take leads actively to support enterprises set up in the area. The coalition has enabled the set-up of 72 enterprises and leveraged more than 7,100 Euro for enterprise setup (till date). The number of stakeholders has also been increasing steadily from 34+ members in 2018 to 56+ members (currently) and many Government stakeholders are taking interest in this platform as it gives them a direct connection to the entrepreneurs. More than 35+ dialogue sessions have been conducted across all 4 districts.

7. **Needs for scaling up (financing, training, technology, etc).**

The W4P India team is working on fundraising to scale this prototype in other geographies with agencies like SBI Foundation, Transforming India Foundation (TRIF). This systemic prototype is being replicated in 8 more geographies in India with partners like HSBC, PRADAN and Transform Rural India Foundation (TRIF). Regional entrepreneurship is one of the most replicable and scalable prototypes as it enables stakeholders working in enterprise development at the ‘district’ (meso level) to work collaboratively and break the existing silos. There is also potential for enterprises to provide their concerns and place them in the coalition in a constructive manner.
- There are multiple benefits due to its ability to bring efficiency in the entire support system and cross-leverage resources
- This systemic prototype is also a platform for stakeholders to co-create new prototypes
- This ‘shared infrastructure’ not only builds a space for constructive dialogue, learning but for addressing gaps in the smaller subsystems of the business and community ecosystem such as the financial system
- The prototype can be replicated by large government initiatives to integrate it into the mainstream enterprise development processes and schemes
- This prototype can also prevent duplication of effort by multiple stakeholders at the meso level and improve resource optimisation through better coordination
- This prototype is envisioned to be adopted at the government program level addressing the above-listed concerns

8- Difficulties/obstacles. (regulation, context, etc)- While scaling the prototype in the new geographies and with new partners:

- capturing the results (negative as well as positive) and insights ensuring effective communication to the partners while following the processes and methodology
- The evidence created while implementing the prototype needs to be converted in the form of communication tools, SoPs, modules before transference of the prototype
- Increase the facilitation process to improve dialogue, co-creation activities resulting in concrete outputs and ownership among the stakeholders

9- Opportunities for other prototypes. (knowledge, technology, ...)

Regional Enterprise Coalition as a prototype is planned to be replicated in new geography with SBI Foundation and similar partners. This prototype is implemented to build synergies between multiple stakeholders leading to the collaboration of resources to build an ecosystem supporting enterprises. The traction built on the ground will be an opportunity to introduce other systemic as well as enterprise prototypes.

10- Other relevant information.
<table>
<thead>
<tr>
<th>Locally Operated Community Owned models for delivery of safe water</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Area of intervention - Orchha, Niwari (Bundelkhand region)</td>
</tr>
<tr>
<td>2. Promoting organization - Development Alternatives</td>
</tr>
<tr>
<td>3. Partners - Siddha Baba Jal Pradaya Samuha (Water collection committee)</td>
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<tr>
<td>4. Thematic (Agriculture, public service, manufacturing, training, etc) - Water delivery services</td>
</tr>
<tr>
<td>5. Description of the activity/business model. - Work 4 Progress is testing ‘Locally Owned and Community Operated (LOCO)’ enterprise models for delivery of safe water supply in drought-prone regions of Bundelkhand. The model has been co-created with the community’s equity to ensure ownership and is managed by a committee, led by women from the village. The committee is linked with technology providers who supply and maintain a solar-powered motor pump, especially in regions i.e. higher in altitude. The idea behind this model is to build community-owned enterprises that solve the systemic challenges of a mass in an inclusively, economically, and sustainably manner.</td>
</tr>
<tr>
<td>6. Situation. In gestation, implementation, or completed. - In gestation. The committee monitors the supply of water and has allocated a water tap between three households each, outreaching 52 households in Orchha. Members of the community who cannot afford to contribute to the development of the model also have access to safe water. Since the set-up of the first model, there has been an increase in demand for LOCO from nearby communities. The members of the water committee collect a monthly fee for the regular upkeep and maintenance of the water delivery system there by employing 2 people from the village.</td>
</tr>
</tbody>
</table>
| 7. Needs for scaling up (financing, training, technology, etc) - There is a growing scope to recognise how these LOCO models can address other basic needs, as well as connect with state-run infrastructure. The need is to work at multiple scales of the micro, meso, and macro:  
- At the micro-level replication of the models can ensure inclusive participation, especially of women, and community ownership to generate local wealth.  
- At the meso scale, partnerships and collaborations are necessary to adapt systems based on local experiences and new contexts.  
- At the macro-level, it is pertinent to draw out lessons and learnings, so that the broader systems of development policy and practice begin to respond to local nuances. A few sectors in which the potential of this model is being explored are cold storage (of farm products), community toilets (especially for women), community halls etc. |
| 8. Difficulties/obstacles. (regulation, context, etc) - Lack of local governance structures for maintaining infrastructure in communities and monitoring the equitable distribution of resources.  
- In economically, socially, and environmentally underserved areas, access to basic needs such as electricity and safe water can be a driver of this model |
9. Opportunities for other prototypes. (knowledge, technology, …)
- Strengthening of enterprise prototypes, as this prototype addresses the basic need (availability of water) of the community and women are able to get leisure time and are able to work on an economic development activities or a new enterprise prototypes
- LOCO as a model can be explored to replicated while addressing any other basic needs
- Business viability of the model can be improved through hybrid financing, volunteer services by the community, etc.

10.- Other relevant information.
Kaun Banega Business Leader / Kaun Banega Market Leader (KBBL/KBML)

1. **Area of intervention** - Jhansi, Niwari (Bundelkhand region), Mirzapur and Bhadohi (Eastern Uttar Pradesh region)

2. **Promoting organization** - Development Alternatives

3. **Partners** - Implementing partners [Manviya Dristikone Sewa Samiti (MDSS) and Swami Vivekanand Siksha Samiti (SVSS)], Scale-out Partner [Transforming Rural India Foundation (TRIF)]

4. **Thematic. (Agriculture, public service, manufacturing, training, etc)** - Public Awareness and ideation prototype

5. **Description of the activity/business model.** - Kaun Banega Business Leader (Who will become next business leader?) and Kaun Banega Business Leader (Who will become next market leader?) aim at deepening dialogue and initiating the processes of co-creation with the community. KBBL competition deploys social innovation principles of neutral participation, creativity and collective decision-making, to deepen dialogue and initiate processes of co-creation with the community. The competition solicits innovative business ideas from youth and women (18-45 years) and focuses on breaking myths of pursuing entrepreneurship by facilitating participation from marginalized communities through different sources of communication tools like street plays, radio shows, narrowcasting and interactive games.

6. **Situation. In gestation, implementation or completed** - KBBL as a prototype is in implementation stage and currently been scaled/ tried in new geographies and new partners.

   - First launched in the year 2018, the prototype showed great potential and through its engagement activities, was able to reach out to more than 1500 individuals and received 800+ application forms, thereby generating a pipeline of over 300 potential entrepreneurs.

   - Version 2 of the competition was launched in early 2020, and this time it showed an even larger outreach of over 5000 individuals and received 1600+ applications from aspiring women and youth entrepreneurs.

   - The prototype is now being constantly modified to meet the rising aspirations of rural communities. For instance, in mid-2020 with coalition partners, it was co-transformed into Kaun Banega Market Leader (Who will become next market leader?) or KBML to overcome the barriers of access to market for rural entrepreneurs and unlock opportunities for expansion of their enterprises.

   - With partners like PRADAN and Transforming Rural India Foundation (TRIF) the tool is being constantly innovated to unleash the latent entrepreneurial energies of the rural communities and accommodate changes in the external ecosystem like COVID19.

7. **Needs for scaling up (financing, training, technology, etc).**

   KBBL/KBML is a systemic prototype that enables communities to internalise entrepreneurship, understand its potential, and unleash the latent energies. Through many embedded games and campaigns, KBBL can break through the existing narratives...
of ‘traditional’ enterprises and in the true spirit of social innovation, become the space for co-creation of many enterprise prototypes with entrepreneurs based on local issues. It is also designed for women and youth leaders to emerge in order to level the playing field in entrepreneurship. Peer-to-peer driven tools inspire solidarity among the emerging entrepreneurs, help break myths around entrepreneurship as well as concerns around risks associated with it. This model is extremely replicable and has the following needs for scaling up:

- Building capacities of trainers who can replicate the model across geographies
- Digitise the content so that it can be facilitated in the rural context
- Experiment pr innovation for scaling up using different media

Replicated in different contexts with partners such a TRIF and PRADAN, it is now helping
- Create a large cohort of aspiring entrepreneurs with innovative business ideas
- Identify business leaders from communities who are focused on growing rural economies by solving issues of unemployment and migration
- Enable co-creation of large-scale enterprise

8.- Difficulties/obstacles. (regulation, context, etc)
- Modifying the tool to external disruptions like COVID19
- Developing more communication tools and delivery channels to cover a larger pool of aspirants
- Streamlining the models and development of geography-specifics Standard Operating Procedures can also help in scaling the impact of this prototype
- Strengthening the model in terms of building a brand in the community so as to make this more into an aspirational competition and in the process leverage support from the stakeholders

9.- Opportunities for other prototypes. (knowledge, technology, ...)
- Integration with Information kiosk for creating awareness, e-rickshaw, and ASpi as a communication tool
- Engaging stakeholders for increasing visibility

10.- Other relevant information.
## Aspiration Pi (AsPi) technologies for Digital co-working space for women

<table>
<thead>
<tr>
<th>1. <strong>Area of intervention</strong> -</th>
<th>East Uttar Pradesh (EUP)</th>
</tr>
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<tbody>
<tr>
<td>2. <strong>Promoting organization</strong> -</td>
<td>Development Alternatives</td>
</tr>
<tr>
<td>3. <strong>Partners</strong> -</td>
<td>Janastu – Technical Support, Medha Learning Foundation - Implementation Support, Young women part of the GARIMA group</td>
</tr>
<tr>
<td>4. <strong>Thematic</strong> (Agriculture, public service, manufacturing, training, etc) -</td>
<td>Listening prototype – Digital/ Gig Economy, Training</td>
</tr>
<tr>
<td>5. <strong>Description of the activity/business model.</strong> -</td>
<td>AsPi is a digital prototype technology that records audio/ visual messages, and transmits them over a wider network. The technology began with the vision to unleash innate aspirations and abilities of young girls who face intergenerational and socio-economic pressures. By expressing their opinions, and listening to the stories of each other, the young girls develop organic interconnections without much disruption to their daily activities to understand the technology and to co-shape the virtual co-working space.</td>
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<tr>
<td>6. <strong>Situation. In gestation, implementation or completed</strong> -</td>
<td>This technology platform has been piloted and implemented in Mirzapur block, outreaching 168 young women and connecting 49 of them to the gig economy. The prototype has supported more than 87 women to unleash their innate strength and develop capability to engage in new age livelihood opportunities.</td>
</tr>
</tbody>
</table>
| 7. **Needs for scaling up (financing, training, technology, etc)** - | Although the technology is affordable by individuals, to unleash true entrepreneurial potentials, a sense of healthy competition and co-working can be provided to individuals when engaged in a group/team. Hence, a community-based financing mechanism is needed for the technology to be scaled.  
-To deepen the ability of the AsPi platform in order to generate more local conversations and form an organic network of ideas, creating tools, applications, and mechanisms that increase the efficiency of annotation, connectivity with other digital devices/platforms and facilitate activities over inclusive virtual networks while promoting the digitisation of businesses is required.  
-To enhance the inclusiveness of digital technology and other prototypes, customisation of AsPi technology according to the local context is needed.  
-Training of the community, partners, entrepreneurs, and stakeholders on the use of the digital listening device and digital skills is needed |
| 8. **Difficulties/obstacles. (regulation, context, etc)** - | - Engagement of young women belonging to different social, traditional, economic, caste, etc. in groups  
- Creation of an intranet-server within communities/ villages in consensus with existing networking policies and regulations from the government of India  
- Limited knowledge of digital literacy within communities and entrepreneurs  
- Ownership of the platform/ device within groups or communities |
- Making sense of large data being generated over the AsPi platform

9. Opportunities for other prototypes. (knowledge, technology, ...)
- udyaME digital platform: Upon integrating with the AsPi platform, the udyaME prototype will have enhanced outreach and access to a consumer base of more than 20,000 potentials, new and existing entrepreneurs who would need products and services offered by the udyaME platform to develop their enterprises and entrepreneurial abilities.
- Peer 2 Peer Linkage prototype: P2P linkage prototype can access entrepreneurs’ base from the AsPi prototype to increase the exchange of knowledge and resources between peers and mentors.

10. Other relevant information -
### Retail Micro-companies

1. **Area of intervention** - Jhansi, Niwari (Bundelkhand region), Mirzapur and Bhadohi (Eastern Uttar Pradesh region)

2. **Promoting organization** - Development Alternatives

3. **Partners** - Implementing partners [Manviya Dristikone Sewa Samiti (MDSS) and Swami Vivekanand Siksha Samiti (SVSS)]

4. **Thematic** - (Agriculture, public service, manufacturing, training, etc). - Retail

5. **Description of the activity/business model.** - Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10% of the country’s gross domestic product (GDP) and around 8% of employment. In W4P, the program has a broad range of retail-based enterprises (22 enterprise prototypes) such as retail of cattle feed, cosmetics, electronics, electrical, etc. They are typically able to generate 2-3 jobs on an average, given the need for employees beyond the entrepreneur to engage with and service customers.

6. **Situation. In gestation, implementation, or completed** - Between 2010 and 2015, retail units in the micro-enterprises sector had the largest share of firms and workers (30%) in rural and urban India. While there is growth for large corporations and retail chains to open their brick and mortar stores in semi-urban parts of India and thereby grow sales of big brands, local products still do not witness a proportionate uptake.

7. **Needs for scaling up (financing, training, technology, etc)** - With rising income levels and improving the lifestyle of consumers, the retail sector promises growth in India’s economic recovery post COVID. Partnerships of local micro-enterprises and retailers to become outlets for e-commerce companies or large retail corporations can ensure greater diversity of product range, assistance in credit for working capital, and improved sales. Partnerships between local entrepreneurs, governments, and the private sector will be the key.

8. **Difficulties/obstacles. (regulation, context, etc)** - With the growing penetration of e-commerce in India’s villages, large retail companies such as Amazon and Flipkart are increasingly able to reach the doorstep of customers in rural areas. This makes the market and sector extremely competitive for micro-enterprises, especially those in the informal sector.

9. **Opportunities for other prototypes. (knowledge, technology, ...)** - Innovating local business models such as through the Kaun Banega Market Leader competition is intended to create local market aggregators who retain value created within local economies.
<table>
<thead>
<tr>
<th>Name of enterprise</th>
<th># of enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building Material Retail</td>
<td>14</td>
</tr>
<tr>
<td>Cattle Feed Retail</td>
<td>8</td>
</tr>
<tr>
<td>Cosmetics Retail</td>
<td>64</td>
</tr>
<tr>
<td>Devotional Offering Retail</td>
<td>6</td>
</tr>
<tr>
<td>Egg wholesale</td>
<td>26</td>
</tr>
<tr>
<td>Electronics Retail</td>
<td>11</td>
</tr>
<tr>
<td>Fertilizer Retail</td>
<td>5</td>
</tr>
<tr>
<td>Food Stall</td>
<td>85</td>
</tr>
<tr>
<td>Footwear Retail</td>
<td>4</td>
</tr>
<tr>
<td>Fruits &amp; Vegetables Shop</td>
<td>13</td>
</tr>
<tr>
<td>Furniture Store</td>
<td>9</td>
</tr>
<tr>
<td>Garments Retail</td>
<td>33</td>
</tr>
<tr>
<td>Grocery Store</td>
<td>229</td>
</tr>
<tr>
<td>Hardware Retail</td>
<td>4</td>
</tr>
<tr>
<td>Jewellery Store</td>
<td>1</td>
</tr>
<tr>
<td>Mobile Store</td>
<td>14</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>5</td>
</tr>
<tr>
<td>Roadside Café/Dhaba</td>
<td>45</td>
</tr>
<tr>
<td>Sanitary Napkin Retail</td>
<td>2</td>
</tr>
<tr>
<td>Sports Goods Retail</td>
<td>1</td>
</tr>
<tr>
<td>Stationary/Gift Store</td>
<td>8</td>
</tr>
<tr>
<td>Utensil Retail</td>
<td>13</td>
</tr>
</tbody>
</table>
Service Microcompanies

1. **Name of the prototype and area of intervention.**- Jhansi, Niwari (Bundelkhand), Mirzapur and Bhadohi (Eastern Uttar Pradesh region)

2. **Promoting organization**- Development Alternatives

3. **Partners**- Implementing partners [Manviya Dristikone Sewa Samiti (MDSS) and Swami Vivekanand Siksha Samiti (SVSS)]

4. **Thematic. (Agriculture, public service, manufacturing, training, etc).** - Service

5. **Description of the activity/business model. (3 lines)** - This sector consists of all enterprises which provide a variety of services to rural consumers. In W4P India, there are 9 types of enterprises in this category. At a macro level as well, this sector is increasingly contributing to the local economy in the Indian context. These enterprises require investment as low as ~Euro 100 to ~Euro 2500 and can generate 3+ jobs per enterprise on average.

6. **Situation. In gestation, implementation, or completed**- The enterprises in this broad category sector are mainly the ones that provide intangible output like grooming, teaching services etc. Examples like e-rickshaw which can also be considered as green are also covered under this theme. Some of these services like e-rickshaw (transportation of essential goods), plumbing services were termed as essential during the time of COVID so these enterprises thrived. Mostly, post COVID, this sector has recuperated but still remains vulnerable due to lack of innovations, poor business management, and lack of product diversification.

7. **Needs for scaling up (financing, training, technology, etc)**- This sector caters to a large segment of rural entrepreneurs who are leveraging their skills and aspirations to create a business. This sector has the potential to generate a market for all other sectors like manufacturing, handicrafts, and also in the process create jobs. The variety of enterprises in this category also contributes to nurturing local economies. With digital innovation and new financial tools, there is a lot of potential for women and youth to begin their entrepreneurial journey.

8. **Difficulties/obstacles. (regulation, context, etc)**- There is a strong need for process innovation using technology. Enterprises need resources (including information) to constantly innovate and cater to ever-changing local needs.

9. **Opportunities for other prototypes. (knowledge, technology, ...)**
This particular sector covers enterprises providing a gamut of services while there is a need for the theme to be further narrowed down. This is currently a thriving sector in the country and with innovations in the delivery models has a lot of scope to develop.
Enterprise prototypes included:

<table>
<thead>
<tr>
<th>Name of enterprise</th>
<th># of enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beauty Parlour</td>
<td>54</td>
</tr>
<tr>
<td>Coaching Center</td>
<td>5</td>
</tr>
<tr>
<td>Dry Cleaners</td>
<td>1</td>
</tr>
<tr>
<td>e-rickshaw</td>
<td>12</td>
</tr>
<tr>
<td>Plumbing</td>
<td>1</td>
</tr>
<tr>
<td>Salon</td>
<td>31</td>
</tr>
<tr>
<td>Sound Systems Service</td>
<td>4</td>
</tr>
<tr>
<td>Tailoring Service</td>
<td>100</td>
</tr>
<tr>
<td>Tenting Service</td>
<td>17</td>
</tr>
</tbody>
</table>
1. **Area of intervention** - Jhansi, Niwari (Bundelkhand region), Mirzapur and Bhadohi (Eastern Uttar Pradesh region)

2. **Promoting organization** - Development Alternatives

3. **Partners** - Implementing partners [Manviya Dristikone Sewa Samiti (MDSS) and Swami Vivekanand Siksha Samiti (SVSS)]

4. **Thematic. (Agriculture, public service, manufacturing, training, etc).** - Digital, information, and communication

5. **Description of the activity/business model. (3 lines)** - This sector comprises enterprises that are engaged in providing digital and banking services to fulfill enterprise needs of documentation, finance, training, and government schemes. Currently this particular theme has 3 types of enterprises and it’s currently a fast growing category.

6. **Situation. In gestation, implementation or completed** - This particular market has grown 7.3% in the first half of 2021 compared to a growth of 5.7% in the same period of 2020. With increasing digital reach and push to financial access, there is a growth of digital-based services enterprises. This particular sector has thrived even during COVID lockdowns and supported the community in accessing necessary documentation, govt. schemes and banking services. This particular market will witness an increased momentum in the upcoming cycles due to the revival of the economy.

7. **Needs for scaling up (financing, training, technology, etc).** -
   - The digital services penetration has increased to 38% in the last few years but it still has a lot of ground to cover.
   - Training of potential entrepreneurs for setting up enterprises providing services like banking, insurance, legal, and documentation
   - Linkage with banks to set-up MicroATMs and doorstep delivery of banking services

8. **Difficulties/obstacles. (regulation, context, etc)**
   - Lack of the quality infrastructure in rural areas to access digital services
   - Lack of awareness about enterprise development services
   - Sector being technology intensive needs further awareness and capacity building of the target users

9. **Opportunities for other prototypes. (knowledge, technology, ...)**
   - The untapped market of digital services in rural parts of the country provides an opportunity to enhance accessibility and usability of services
   - Enterprise packages as knowledge products can be scaled out in other geographies and with new partners
   - Driving the theme from enterprise support services in the form of technology packages
Enterprise prototypes included:

<table>
<thead>
<tr>
<th>Name of enterprise</th>
<th># of enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC Sakhi</td>
<td>2</td>
</tr>
<tr>
<td>Information Kiosk</td>
<td>67</td>
</tr>
<tr>
<td>Videography/Photo Studio</td>
<td>16</td>
</tr>
</tbody>
</table>
**Food Processing Microcompanies**

1. **Area of intervention** - Jhansi, Niwari (Bundelkhand region), Mirzapur and Bhadohi (Eastern Uttar Pradesh region)

2. **Promoting organization** - Development Alternatives

3. **Partners** - Implementing partners [Manviya Dristikone Sewa Samiti (MDSS) and Swami Vivekanand Siksha Samiti (SVSS)]

4. **Thematic. (Agriculture, public service, manufacturing, training, etc)** - Food Processing

5. **Description of the activity/business model.** Food processing sector includes all the enterprise prototypes which involve the value addition of farm products through technology. In the context of W4P India, there are 7 types of enterprises in this category, which generate an average revenue of ~Euro 950 to Euro 4000 and employs 4+ people per enterprise. These enterprises cater mostly to the local consumer demands and use raw materials from local sources.

6. **Situation. In gestation, implementation or completed** - With increasing living standards in the project geography as well as exposure to modern culinary dishes, the local demand for processed food has been increasing. Post-COVID, when the supply chain of big FMCG companies were struggling, these local processing units ensured continued supply.

7. **Needs for scaling up (financing, training, technology, etc).** - With migrants returning, they have brought their expertise and technical know-how which is also helping this sector to grow faster. There is also a boost in terms of public procurement as there are Govt. schemes that need quality food for afternoon meals in schools. With the motive of doubling farmers’ income, the Government of India is also actively promoting local processing of foods and launching multiple schemes at state and national levels

8. **Difficulties/obstacles. (regulation, context, etc)** - Availability and access to technology customised as per the need of the entrepreneurs -Linkage to backward markets. -Ease of getting registrations or certifications for operation. -Elements to improve: Quality assurance of the products, product and process innovations, strengthen existing linkages with raw material suppliers i.e. farmers

9. **Opportunities for other prototypes. (knowledge, technology, …)** - For this particular sector multiple schemes of government stakeholders are available for the entrepreneurs who wants to setup or expand such enterprise, which can be leveraged through platform like regional enterprise coalition
Enterprise prototypes included:

<table>
<thead>
<tr>
<th>Name of enterprise</th>
<th># of enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flour Mill</td>
<td>34</td>
</tr>
<tr>
<td>Fulki Making (Fast Food Manufacturing)</td>
<td>2</td>
</tr>
<tr>
<td>Ice-cream manufacturing</td>
<td>3</td>
</tr>
<tr>
<td>Papad Making</td>
<td>12</td>
</tr>
<tr>
<td>Pulse Processing</td>
<td>1</td>
</tr>
<tr>
<td>Spice Processing</td>
<td>6</td>
</tr>
<tr>
<td>Sweet Shop</td>
<td>13</td>
</tr>
<tr>
<td>Area of intervention</td>
<td>Jhansi, Niwari (Bundelkhand region), Mirzapur and Bhadohi</td>
</tr>
<tr>
<td>----------------------</td>
<td>----------------------------------------------------------</td>
</tr>
<tr>
<td>Promoting organization</td>
<td>Development Alternatives</td>
</tr>
<tr>
<td>Partners</td>
<td>Implementing partners [Manviya Dristikone Sewa Samiti (MDSS) and Swami Vivekanand Siksha Samiti (SVSS)]</td>
</tr>
<tr>
<td>Thematic. (Agriculture, public service, manufacturing, training, etc)</td>
<td>Agriculture, animal husbandry</td>
</tr>
<tr>
<td>Description of the activity/business model</td>
<td>This sector comprises establishments engaged in nursery, vegetable farming, vermicompost manufacturing, animal husbandry, etc. The allied sector involves the entire value chain of production. It also includes all enterprises which involve livestock rearing and deriving animal-based products. These enterprises require an average investment between Euro 500 to Euro 1600 and can generate 2+ jobs per enterprise.</td>
</tr>
<tr>
<td>Situation. In gestation, implementation or completed</td>
<td>During the 2019-20 crop year, food grain production was estimated to reach a record 295.67 million tonnes (MT). In 2020-21, the Government of India targeted a food grain production of 298 MT. Production of horticulture crops was estimated at a record 320.48 million metric tonnes (MMT) in FY20. The Indian food processing industry has cumulatively attracted Foreign Direct Investment equity inflow of about 8.5 billion Euro between April 2000 and September 2020.</td>
</tr>
<tr>
<td>Needs for scaling up (financing, training, technology, etc)</td>
<td>The agriculture sector in India is expected to generate better momentum in the next few years due to increased investment in agricultural infrastructure such as irrigation facilities, warehousing, and cold storage. India is expected to be self-sufficient in pulses in the coming few years due to the concerted effort of scientists to get early maturing varieties of pulses and the increase in minimum support price. The Farm Bills launched in 2020 intended to encourage investment from private corporations has faced significant resistance from those employed in the sector, and the farmer community. Whether it will aid the growth of more microenterprises or hurt their economic prospects by set-up of large corporation warehouses is to be ascertained in the future</td>
</tr>
<tr>
<td>Difficulties/obstacles. (regulation, context, etc)</td>
<td>The heavy dependence on Monsoon, low per area productivity, the declining average size of land holdings leading to increased demographic pressure, lack of latest technology, lack of easy access to credit, and dependence on money lenders are some of the challenges faced in this sector. Improved use of technology to reduce “yield gaps”, better water-use efficiency, consolidation of land holdings can boost production in an ecologically sound way.</td>
</tr>
<tr>
<td>Opportunities for other prototypes. (knowledge, technology, ...)</td>
<td></td>
</tr>
</tbody>
</table>
- For this particular sector multiple schemes of government stakeholders are promoted and are available for the entrepreneurs who wants to setup such enterprises, which can be leveraged through platform like regional enterprise coalition

Enterprise prototypes included:

<table>
<thead>
<tr>
<th>Name of enterprise</th>
<th># of enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fisheries</td>
<td>16</td>
</tr>
<tr>
<td>Flower Farming/Retail</td>
<td>1</td>
</tr>
<tr>
<td>Livestock Rearing/Dairy</td>
<td>29</td>
</tr>
<tr>
<td>Nursery</td>
<td>3</td>
</tr>
<tr>
<td>Poultry Farm</td>
<td>25</td>
</tr>
<tr>
<td>Vegetable Farming</td>
<td>29</td>
</tr>
</tbody>
</table>
Handicraft Microcompanies

1. **Area of intervention** - Jhansi, Niwari (Bundelkhand region), Mirzapur and Bhadohi (Eastern Uttar Pradesh region)

2. **Promoting organization** - Development Alternatives

3. **Partners** - Implementing partners [Manviya Dristikone Sewa Samiti (MDSS) and Swami Vivekanand Siksha Samiti (SVSS)]

4. **Thematic. (Agriculture, public service, manufacturing, training, etc)** - Handicraft

5. **Description of the activity/business model (3 lines)** - This sector covers all the enterprises which include manufacturing of traditional or crafts items manually by artisans or experts. In the W4P India context, this sector consists of 6 types of enterprises namely bamboo craft, carpet weaving, carpet ancillary, doormat weaving, pottery and soft toys making (teddy bear). These enterprises vary in terms of size and revenue. Smaller enterprises like soft toys making, bamboo craft and pottery, require an investment of ~Euro 150 and generate 1-2 jobs. Whereas, for the carpet enterprise and doormat enterprises, the investment can range from between ~ Euro 750 to ~ Euro 1900 and can generate an average of 5-7 jobs per enterprise.

6. **Situation. In gestation, implementation or completed** - This sector has been struggling to sustain due to high operational cost, intensive labor costs and low profit margin due to the lack of market access. During COVID almost all these enterprises were shut down. Post lockdown, their operations have been increasing. In one sector i.e., pottery, when technology was upgraded, there was considerable increase in the efficiency of production.

7. **Needs for scaling up (financing, training, technology, etc)** - This sector has huge potential in promoting local green enterprises and creating jobs. There is also a growing market for green products but it has been limited to big cities. Online markets have also been promoting markets for such handicraft products.

8. **Difficulties/obstacles. (regulation, context, etc)** - These enterprises mainly focus on premium products, whose demand has been low owing to the lockdown woes. Although many artisans have innovated to create products for regular usages, lack of technology integration and process innovation still remains.

9. **Opportunities for other prototypes. (knowledge, technology, ...)**
   - Similar packages of handicraft in new geographies and new partners can be explored based on the local context and can be used as knowledge products
   - Further these packages can help to strengthen enterprise support services in the form of TFMC (capacity building modules developed by artisans)
Enterprise prototypes included:

<table>
<thead>
<tr>
<th>Name of enterprise</th>
<th># of enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bamboo Craft</td>
<td>8</td>
</tr>
<tr>
<td>Carpet Weaving</td>
<td>28</td>
</tr>
<tr>
<td>Carpet Ancillary</td>
<td>7</td>
</tr>
<tr>
<td>Doormat Weaving</td>
<td>4</td>
</tr>
<tr>
<td>Pottery</td>
<td>42</td>
</tr>
<tr>
<td>Teddy Bear Making</td>
<td>1</td>
</tr>
</tbody>
</table>
Manufacturing and Repair Microcompanies

1. **Area of intervention** - Jhansi, Niwari (Bundelkhand region), Mirzapur and Bhadohi (Eastern Uttar Pradesh region)

2. **Promoting organization** - Development Alternatives

3. **Partners** - Implementing partners Manviya Dristikone Sewa Samiti (MDSS) and Swami Vivekanand Siksha Samiti (SVSS)

4. **Thematic** - (Agriculture, public service, manufacturing, training, etc). - Manufacturing

5. **Description of the activity/business model.** - In the context of W4P India geographies, these units were set up with an investment between Euro 900 to Euro 5000 and generated an average monthly revenue in the range of ~Euro 500-1000. There are 13 types of enterprises in this category in W4P India which includes enterprises like ice-cream manufacturing, printing press, welding and fabrications, footwear manufacturing, cycle repair etc. These enterprises create 3-4 jobs on average.

6. **Situation. In gestation, implementation or completed** - With the increasing market penetration of larger conglomerates, the rural manufacturer has to struggle with market competition. However, they are still preferred by locals because of word-of-mouth recommendations by the users. The situation for rural manufacturers was deteriorating prior to the COVID as they lacked proper branding, lower customer reach, etc.

7. **Needs for scaling up (financing, training, technology, etc)** - In the national context as well, this sector is very relevant for macro economy and local job creation. In context to W4P India, post-COVID, when supply chains shattered, local manufacturing units were useful. With an increasing push from Govt. on infrastructure development. Many migrants who returned from cities with technical skills have shown interest in setting up manufacturing units. The areas in which there is an increasing demand are daily utility products, construction-based industries etc.

8. **Difficulties/obstacles. (regulation, context, etc)** - Lack of the right information (both technical and regulatory) inhibits entrepreneurs from investing significantly in technology. Lack of skilled labours, competition from urban counterparts and lack of business strategy skills like pricing, marketing and sales etc. are the elements to improve. Support system required for entrepreneurs is to innovate (and thus take more risk), development of supply chains through peer networks and quality assurance, and pursue safety protocols

9. **Opportunities for other prototypes. (knowledge, technology, ...)** - These enterprise packages as knowledge products can be taken up to scale out in new geographies and with new partners - These packages will further help in strengthening the enterprise support services in the form of TFMC
Enterprise prototypes included

<table>
<thead>
<tr>
<th>Name of enterprise</th>
<th># of enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electrical/Electronic Repair</td>
<td>42</td>
</tr>
<tr>
<td>Furniture Manufacturing</td>
<td>5</td>
</tr>
<tr>
<td>Mobile Repairing</td>
<td>24</td>
</tr>
<tr>
<td>Oil Expelling Unit</td>
<td>8</td>
</tr>
<tr>
<td>Paper Product Manufacturing</td>
<td>8</td>
</tr>
<tr>
<td>Packaging box manufacturing</td>
<td>1</td>
</tr>
<tr>
<td>Printing Press</td>
<td>5</td>
</tr>
<tr>
<td>Shuttering Service</td>
<td>16</td>
</tr>
<tr>
<td>Sweet Box Manufacturing</td>
<td>2</td>
</tr>
<tr>
<td>Vehicle Repair</td>
<td>18</td>
</tr>
<tr>
<td>Vermicompost Manufacturing</td>
<td>22</td>
</tr>
<tr>
<td>Water Filtration &amp; Delivery</td>
<td>2</td>
</tr>
<tr>
<td>Welding</td>
<td>16</td>
</tr>
</tbody>
</table>
Goat rearing

1.- Area of intervention.
Bundelkhand, Uttar Pradesh, India

2.- Promoting organization.
ActionAid Association India

3.- Partners.
Alianza por la Solidaridad

4.- Thematic. (Agriculture, public service, manufacturing, training, etc).
Farming

5.- Description of the activity/business model.
The model is designed for landless women, who are provided with goats, equipment and training for their raising and care. These goats can reproduce and the products or the animals themselves can be used for self-consumption or sold to generate income.

6.- Situation. In gestation, implementation or completed.
Under implementation

7.- Needs for scaling up (financing, training, technology, etc).
Scaling up would require equipment and further training. Technology may be needed in case of advancing in the chain of value (i.e. diary, cheese production)

8.- Difficulties/obstacles. (regulation, context, etc)
Vulnerability of goats to diseases and the need to invest in insurances for the goats (while it is hard to claim to the insurance company if the case arises).

9.- Opportunities for other prototypes. (knowledge, technology, ...)
Other prototypes may be involved in the production of fodder for goats. Goat excrements may be used for manure.

10.- Other relevant information.
The weather in the area is favourable for goat rearing. Income starts within 6 month since the implementation.
Seasonal Agricultural Model

1.- Area of intervention.
Bundelkhand, Uttar Pradesh, India

2.- Promoting organization.
ActionAid Association India

3.- Partners.
Alianza por la Solidaridad

4.- Thematic. (Agriculture, public service, manufacturing, training, etc).
Agriculture

5.- Description of the activity/business model.
Through this model breeder and foundation seeds will be produced. The seeds are more resistant to lack of water and local conditions. These are used for crop production by the same prototype owners and for selling.

6.- Situation. In gestation, implementation or completed.
Under implementation

7.- Needs for scaling up (financing, training, technology, etc).
Need for a certifying authority to certify the seeds produced under each model. Technology and training for proper storage and packaging of seeds.

8.- Difficulties/obstacles. (regulation, context, etc)
Unpredictable seasonal conditions and unseasonal rains. Attack of pests during harvesting.

9.- Opportunities for other prototypes. (knowledge, technology, ...)
The seeds are an input for other agricultural prototypes. Different prototypes can be created around seeds certification and marketing.

10.- Other relevant information.
There is a high demand for high quality local seeds. The availability of local seeds reduces the costs of production and the dependency on big companies. Also, these seeds are more resistant to local climate.
## Horticulture model

1. **Area of intervention.**
   Bundelkhand, Uttar Pradesh, India

2. **Promoting organization.**
   ActionAid Association India

3. **Partners.**
   Alianza por la Solidaridad

4. **Thematic.** (Agriculture, public service, manufacturing, training, etc).
   Agriculture

5. **Description of the activity/business model.**
   Thanks to the provision of plants, seeds, equipment (fencing) and training, this prototype is able to produce fruits, medicinal plants and spices. This prototype is feasible in cases where an irrigation facilities are regularly available.

6. **Situation.** In gestation, implementation or completed.
   Under implementation

7. **Needs for scaling up (financing, training, technology, etc).**
   Resources for follow-up and technical assistance during the first 2 to 3 years.

8. **Difficulties/obstacles.** (regulation, context, etc)
   Potential damage by animals. It takes minimum two to three years to get good production of fruits. This model is not possible for small land-holding farmers.

9. **Opportunities for other prototypes.** (knowledge, technology, ...)
   Marketing and selling.

10. **Other relevant information.**
    Fruit cultivation is something innovative in the zone. High potential for income generation but this starts only after 3 to 4 years in the case of fruits.
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
</table>
| **1.-** | **Area of intervention.**  
Bundelkhand, Uttar Pradesh, India |
| **2.-** | **Promoting organization.**  
ActionAid Association India |
| **3.-** | **Partners.**  
Alianza por la Solidaridad |
| **4.-** | **Thematic.** (Agriculture, public service, manufacturing, training, etc).  
Network/linkages creation and support |
| **5.-** | **Description of the activity/business model.**  
The FPO would be composed by women owners of the other prototypes under the project in order to create linkages among them, support in marketing activities, socialise resources, gain power and space in the market, support in seeds certification, etc. |
| **6.-** | **Situation.** In gestation, implementation or completed.  
Under implementation |
| **7.-** | **Needs for scaling up (financing, training, technology, etc).**  
Financing is a key issue for scaling up, due to the existing fees for the registered organisations. |
| **8.-** | **Difficulties/obstacles.** (regulation, context, etc)  
The fees for registered organisations are high, so mechanisms for sustainability must be out in place. The fact of being composed 100% by women makes it also challenging to get the formalisation. |
| **9.-** | **Opportunities for other prototypes.** (knowledge, technology, ...)  
This FPO would support agricultural and farming prototypes for their marketing and scaling up. |
| **10.-** | **Other relevant information.**  
Still under study the possibility of generating new jobs |
Backyard poultry

1.- Area of intervention.
Bundelkhand, Uttar Pradesh, India

2.- Promoting organization.
ActionAid Association India

3.- Partners.
Alianza por la Solidaridad

4.- Thematic. (Agriculture, public service, manufacturing, training, etc).
Farming

5.- Description of the activity/business model.
This prototype is an option for landless women who have a small space at their backyards. Thanks to the provision of 50 chicks, equipment and training, these animals can be grown to be sold in local markets, as well as eggs.

6.- Situation. In gestation, implementation or completed.
Under implementation

7.- Needs for scaling up (financing, training, technology, etc).
With equipment and financing, the size of the farms can be enlarged and the conditions for eggs packaging and control can be improved.

8.- Difficulties/obstacles. (regulation, context, etc)
Flu and other diseases which can attack the animals, specially during the rainy season.

9.- Opportunities for other prototypes. (knowledge, technology, ...)
This type of products can complement the availability of nutritious products in the communities. Other prototypes may be related to the feed for the animals, their transport and commercialisation.

10.- Other relevant information.
Profit is high and the possibility of loss is very low. Income can start within 3 months from implementation.
Vegetable cultivation using scaffolding (multi-layer)

1. Area of intervention.
Bundelkhand, Uttar Pradesh, India

2. Promoting organization.
ActionAid Association India

3. Partners.
Alianza por la Solidaridad

4. Thematic. (Agriculture, public service, manufacturing, training, etc).
Agriculture

5. Description of the activity/business model.
With this prototype, the conditions are set to put into production small plots on land for growing different vegetable crops simultaneously. These crops are complementary and support soil nutrition and fertility.

6. Situation. In gestation, implementation or completed.
Under implementation

7. Needs for scaling up (financing, training, technology, etc).
Training and technology for appropriate transportation and storage of vegetables that are going to be sold.

8. Difficulties/obstacles. (regulation, context, etc)
Summer season is challenging due to the decrease in water availability. Nearby sources of irrigation are necessary. Potential damages by animals.

9. Opportunities for other prototypes. (knowledge, technology, ...)
This can provide seeds for other prototypes. Leftovers can be used as fodder for animals in nearby farming prototypes. Other prototypes may be involved in transportation and marketing of the products.

10. Other relevant information.
Easily adaptable for small farmers. It serves to improve nutrition in the households and the zone.
Compost production

1. Area of intervention.
   Bundelkhand, Uttar Pradesh, India

2. Promoting organization.
   ActionAid India

3. Partners.
   Alianza por la Solidaridad

4. Thematic. (Agriculture, public service, manufacturing, training, etc).
   Agriculture

5. Description of the activity/business model.
   The model consists of bringing the equipment and know-how to produce vermi compost out of agricultural and animal waste, which can be used for fertilizers, reducing the costs of agricultural inputs and the dependency from big companies.

6. Situation. In gestation, implementation or completed.
   Under implementation

7. Needs for scaling up (financing, training, technology, etc).
   Financing, training and technology

8. Difficulties/obstacles. (regulation, context, etc)

9. Opportunities for other prototypes. (knowledge, technology, ...)
   The fertilizer is an input needed for other agricultural prototypes

10. Other relevant information.
    Environmentally friendly. Easy maintenance of the pit
<table>
<thead>
<tr>
<th></th>
<th>Nutrition gardens (Poshan Vatika)</th>
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<tbody>
<tr>
<td>1.</td>
<td>Area of intervention. Bundelkhand, Uttar Pradesh, India</td>
</tr>
<tr>
<td>2.</td>
<td>Promoting organization. ActionAid Association India</td>
</tr>
<tr>
<td>3.</td>
<td>Partners. Alianza por la Solidaridad</td>
</tr>
<tr>
<td>4.</td>
<td>Thematic. (Agriculture, public service, manufacturing, training, etc). Agriculture</td>
</tr>
<tr>
<td>5.</td>
<td>Description of the activity/business model. This is an easy and cheap model, very suitable for specially deprived families who have a small garden next to the household (backyard). This land produces highly nutritious and chemical-free vegetables that could also be sold in the local markets.</td>
</tr>
<tr>
<td>6.</td>
<td>Situation. In gestation, implementation or completed. Under implementations</td>
</tr>
<tr>
<td>7.</td>
<td>Needs for scaling up (financing, training, technology, etc). As this prototype is in its origins of small size, networking/association among the different households is necessary for scaling up.</td>
</tr>
<tr>
<td>8.</td>
<td>Difficulties/obstacles. (regulation, context, etc) Unpredictable weather conditions and drought. Potential damages by animals.</td>
</tr>
<tr>
<td>9.</td>
<td>Opportunities for other prototypes. (knowledge, technology, ...) Other prototypes' products (fertilizer, seeds...) can be used in this one.</td>
</tr>
<tr>
<td>10.</td>
<td>Other relevant information. It doesn't need a lot of inputs. Even the household waste-water could be able the water needed requirements. This is very important to improve food security and nutrition of the involved households.</td>
</tr>
</tbody>
</table>