

Upaya Social Ventures

Dignified Jobs Collaborative Report



Source : DJC

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About the Study

This report is designed to provide you with aggregate insights from the Dignified Jobs Collaborative (DJC). The insights are based on phone interviews with jobholders who work with the seven participating companies of the DJC – Essmart, Frontier Markets, Greenworms, Just Organik, Oorja, Project Hero, and ReCircle.

A total of 989 phone interviews were conducted with jobholders in India. These interviews were conducted by 60 Decibels-trained researchers. We really enjoyed hearing from your jobholders – they had a lot to say!

We employed a random sampling method to select respondents. To learn more about our methodology, head to the [Appendix](#).

About the Dignified Jobs Collaborative (DJC)

The [Dignified Jobs Collaborative](#) is an initiative by [Upaya Social Ventures](#), bringing together impact investors in emerging markets to engage in transparent inquiry across themes of workforce development, dignity, and quality in jobs, thereby leading the movement of investors' accountability for impact transparency. Currently the collaborative has 7 investor members – Acumen, Ankur Capital, Beyond Capital Fund, Elea Foundation, Yunus Social Business, S3IDF, and Upaya Social Ventures. DJC's knowledge partners include Dalberg, Aspen Network of Development Enterprises (ANDE), and Dasra's Social Compact program. 60 Decibels is DJC's data and insights partner.

Profile of the 989 Jobholders Interviewed

48%

are female

34

average # of weekly work hours

66%

are working in their current job for at least a year

76%

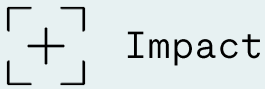
have a written contract of employment for their current job*

“

My life has improved as I learned to go outside of the home to work. That has helped me learn new skills like public speaking, and convincing [the community]. I am earning money and supporting my family.

– Female, Frontier Markets

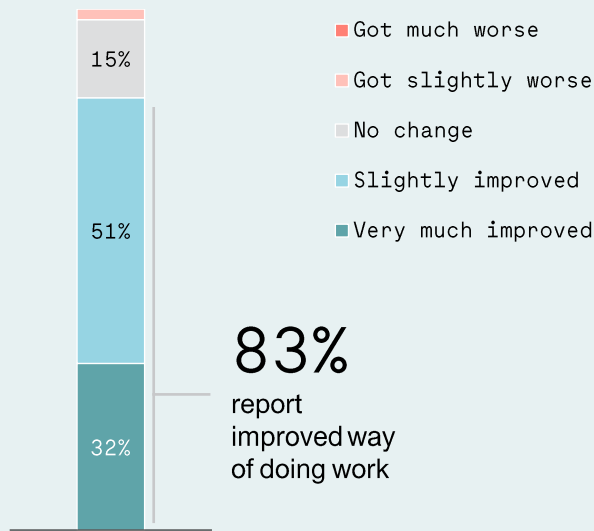
* For Frontier Markets, Essmart and Project Hero, the written contract refers to the Terms of Service / Privacy Policy that jobholders agree to during registration on the respective company's online app/platform.



Over 8 in 10 jobholders report improvements in their way of doing work because of their current job.

Changes in Way of Doing Work

Q: Has your way of doing work changed because of working with [Company]? (n = 989)



“

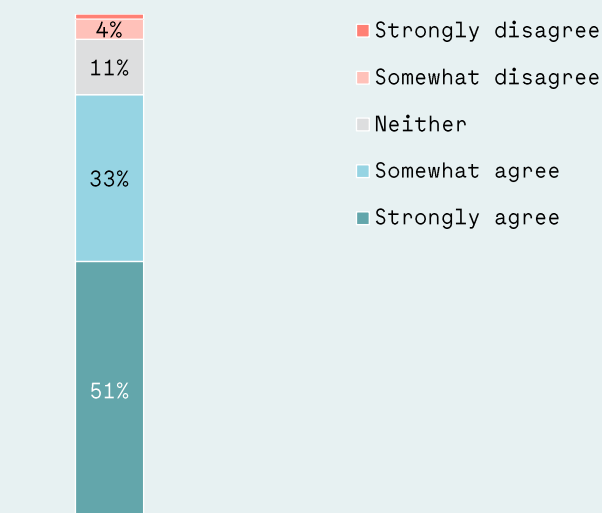
Earlier, work was done manually, but now we simply need to separate the waste; other tasks are handled by machines. It helped us reduce our workload, enabling us to accomplish more in less time.

- Male, Greenworms

About half of the jobholders ‘strongly agree’ to learning relevant skills and having opportunities for advancement in their role.

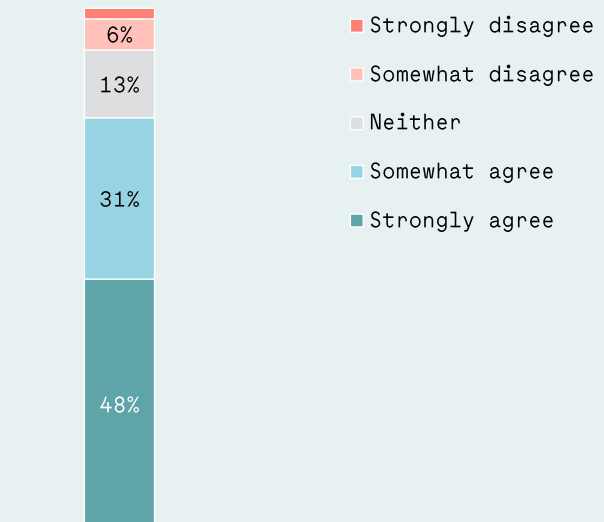
Relevant & Transferrable Professional Skills

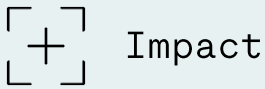
Q: To what extent do you agree or disagree with the following statement: “Since I started working with [Company], I have learned skills that have helped me grow my business or start a new business.” (n = 989)



Opportunities for Advancement

Q: To what extent do you agree or disagree with the following statement: “Since I started working with [Company], I have had opportunities for advancing my business.” (n = 989)

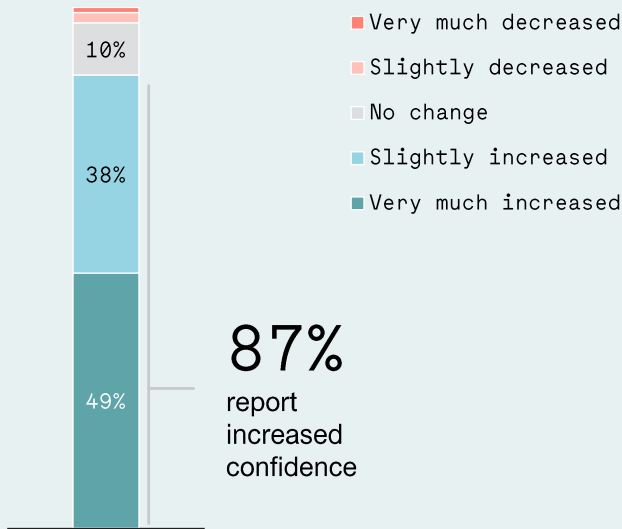




Nearly 9 in 10 jobholders report increased confidence. Half ‘strongly agree’ to having the right level of autonomy at work.

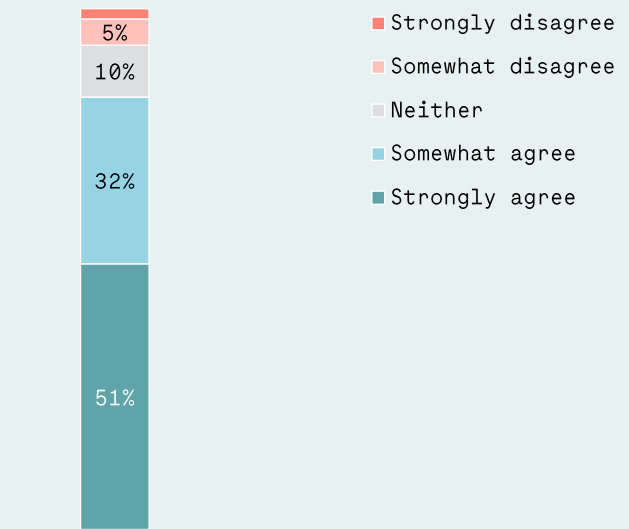
Changes in Confidence

Q: Has your confidence in yourself and your abilities changed because of working with [Company]? (n = 989)



Autonomy at Work

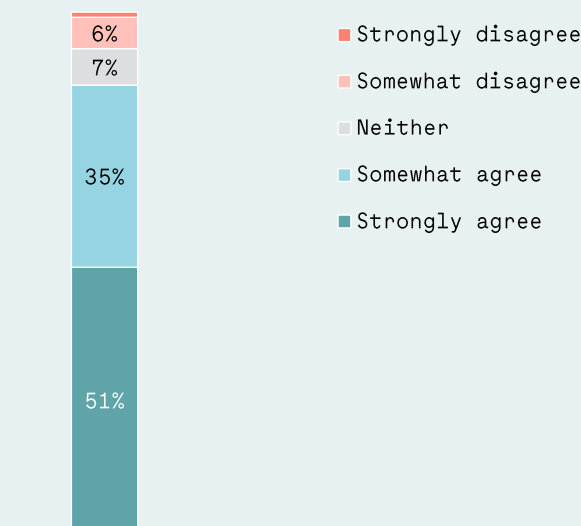
Q: To what extent do you agree or disagree with the following statement: “Since I started working with [Company], I have the level of autonomy that feels right for me right now.” (n = 989)



Half of the jobholders ‘strongly agree’ to find their current work meaningful.

Sense of Purpose - Meaningful Work

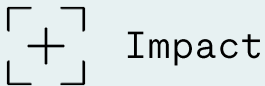
Q: To what extent do you agree or disagree with the following statement: “I find the work that I do with [Company] to be meaningful.” (n = 989)



“

[I] find this work to be a meaningful one because this gives [me] the opportunity to serve rural communities with better quality products, better offers, and reasonable pricing.

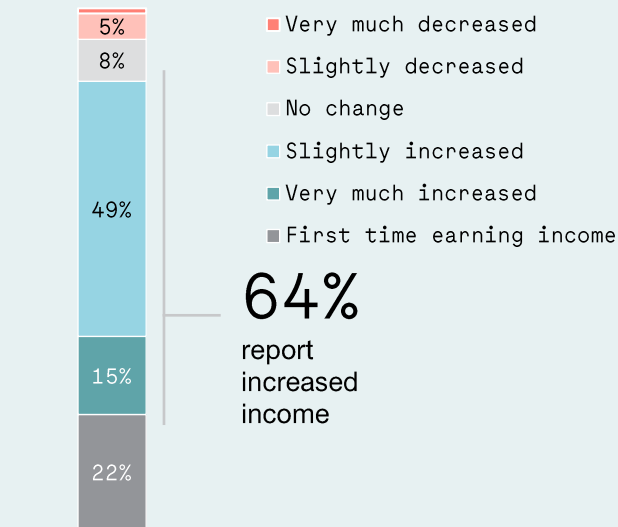
- Male, Essmart



Over 6 in 10 jobholders report increased income. A greater proportion now earns INR 25-35k than before.

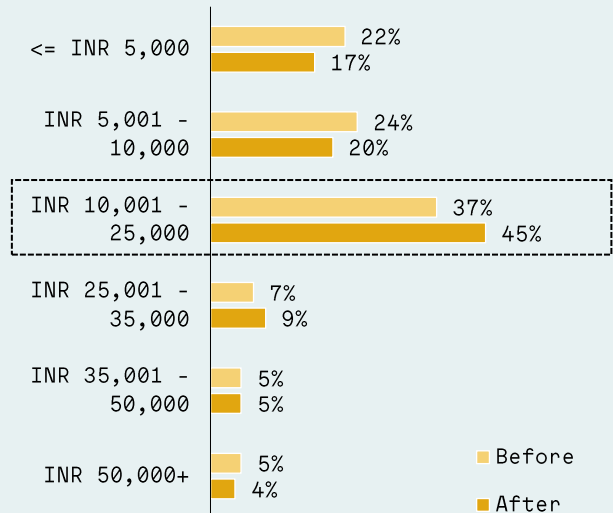
Income Change

Q: Has your income changed since you started working with [Company]? (n = 986)



Income Change (Amount)

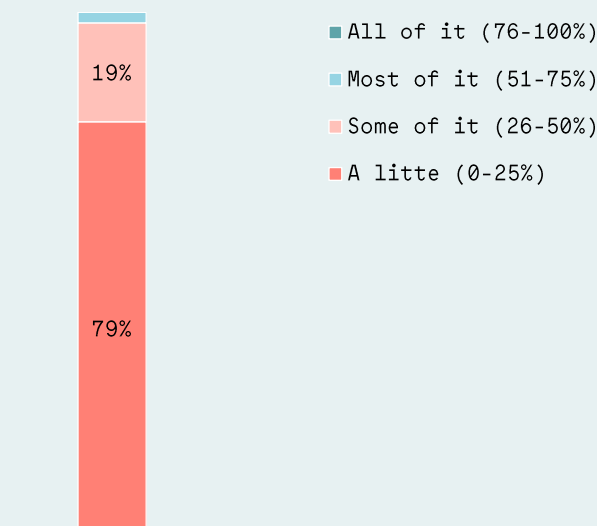
Q: In a typical month, how much do you earn in total from your business, and how much did you earn before you started working with [Company]? (Before = 745, After = 969)



Almost 8 in 10 jobholders are able to save 'a little' (0-25%) of their income. 4 in 10 report no change in their ability to invest in assets.

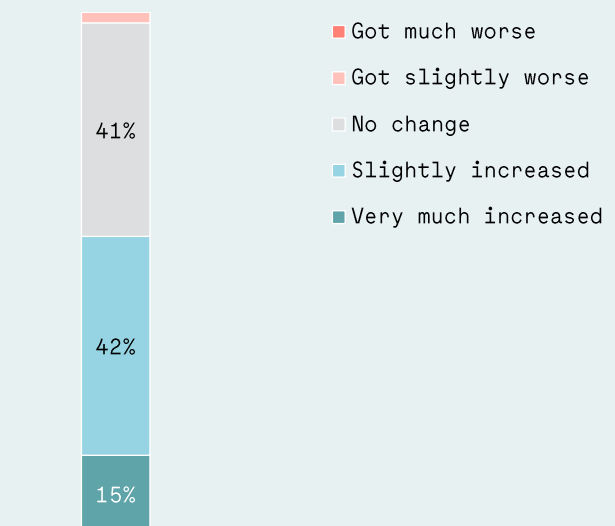
Ability to Save

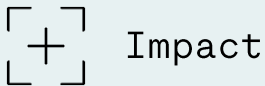
Q: How much of your total monthly income are you able to save because of working with [Company]? (n = 939)



Ability to Invest in Assets

Q: Has your ability to invest in any assets (such as building land, making home improvements, buying assets for business) changed because of [Company]? (n = 984)

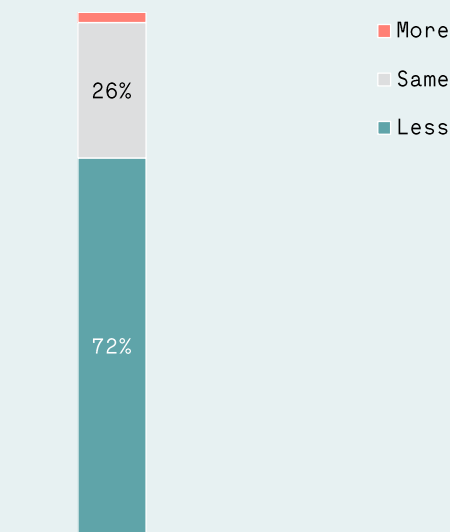




Over 7 in 10 report reduced repayment burden because of their current job. Nearly half report good financial resilience.

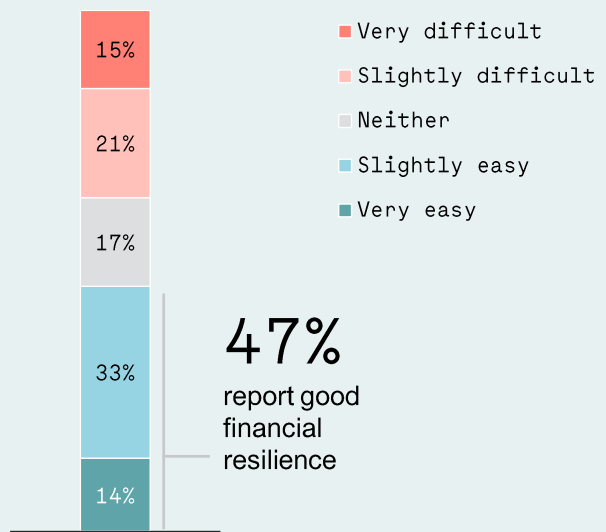
Borrowings Repayment Burden

Q: Thinking about your household's borrowing repayments, do they feel less, same, or more of a burden after you started working with [Company]? (n = 968)



Financial Resilience

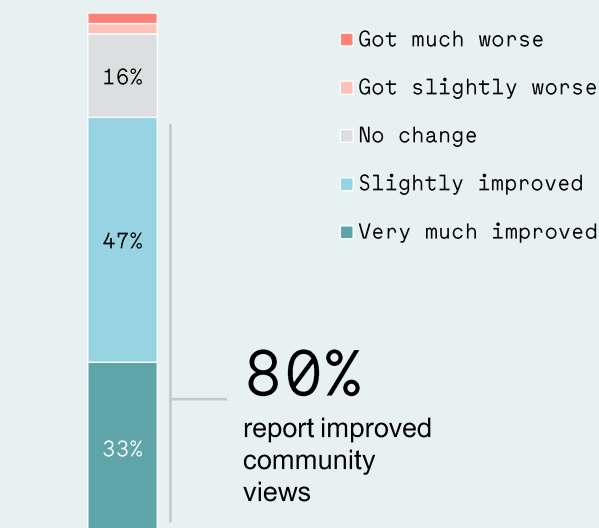
Q: Imagine that tomorrow you have an unexpected emergency and need to come up with 8,280 INR within the next month. How easy or difficult would it be to come up with this money? (n = 988)



8 in 10 jobholders say the way their community views their job has improved.

Social Status - Changes in Community Views

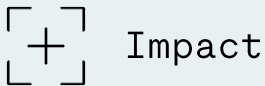
Q: Has the way your community views your job changed because of working with [Company]? (n = 985)



“

No one believed in my capabilities and never respected me. As I started earning and got good opportunities, they started respecting me. Even my fellow women now encourage their children to learn from me.

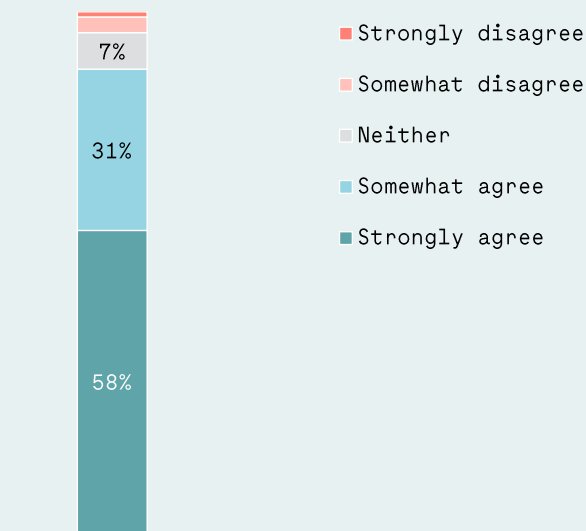
- Female, Just Organik



Nearly 6 in 10 jobholders 'strongly agree' that they feel a sense of accomplishment in their current job.

Sense of Accomplishment

Q: To what extent do you agree or disagree with the following statement: "The work I do with [Company] gives me a feeling of personal accomplishment." (n = 989)



“

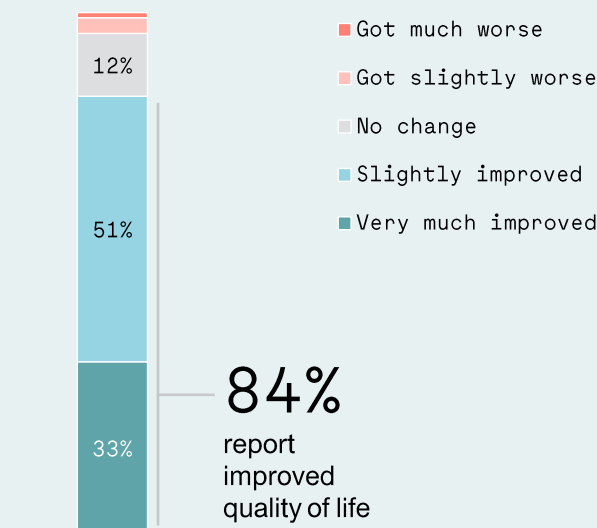
Electricity is essential for everyone, and we can't imagine even a minute without it. [My] work involves fixing electrical issues and this holds great importance to [me].

- Male, Project Hero

Over 8 in 10 jobholders report improvements in their quality of life because of their current job.

Quality of Life

Q: Has your quality of life changed because of working with [Company]? (n = 988)



“

After the death of [my] husband, [my] financial situation worsened. This job has been my lifeline, helping me overcome the situation and providing for [my] domestic expenses as well as [my] children's education thus far.

- Female, Just Organik

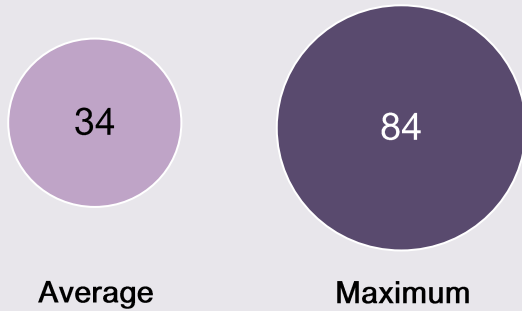


Experience & Satisfaction

On average, a jobholder works 34 hours a week. Nearly three-fourths feel their work hours are reasonable.

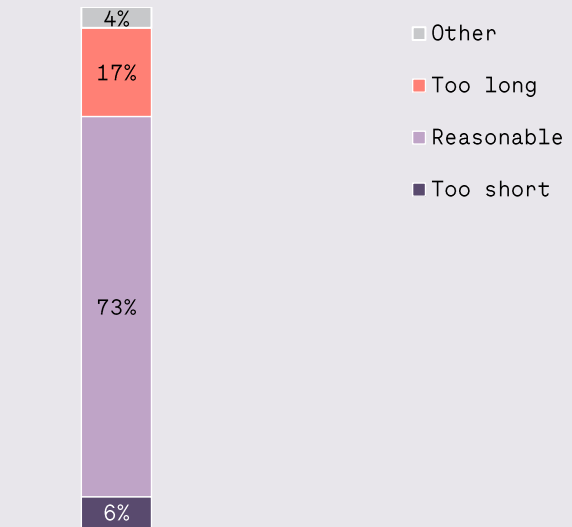
Work Hours

Q: On average, how many hours a week do you spend engaging with [Company]? (n = 989)



Perception of Work Hours

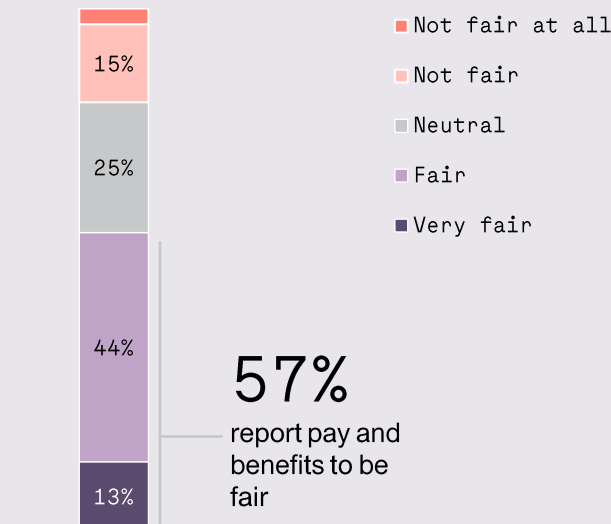
Q: How do you feel about your working hours spent engaging with [Company]? (n = 986)



Nearly 6 in 10 jobholders describe the pay and benefits offered by their current job to be fair, at least to some extent.

Fairness of Pay & Benefits

Q: How would you describe the price and discounts offered by [Company]? (n = 981)



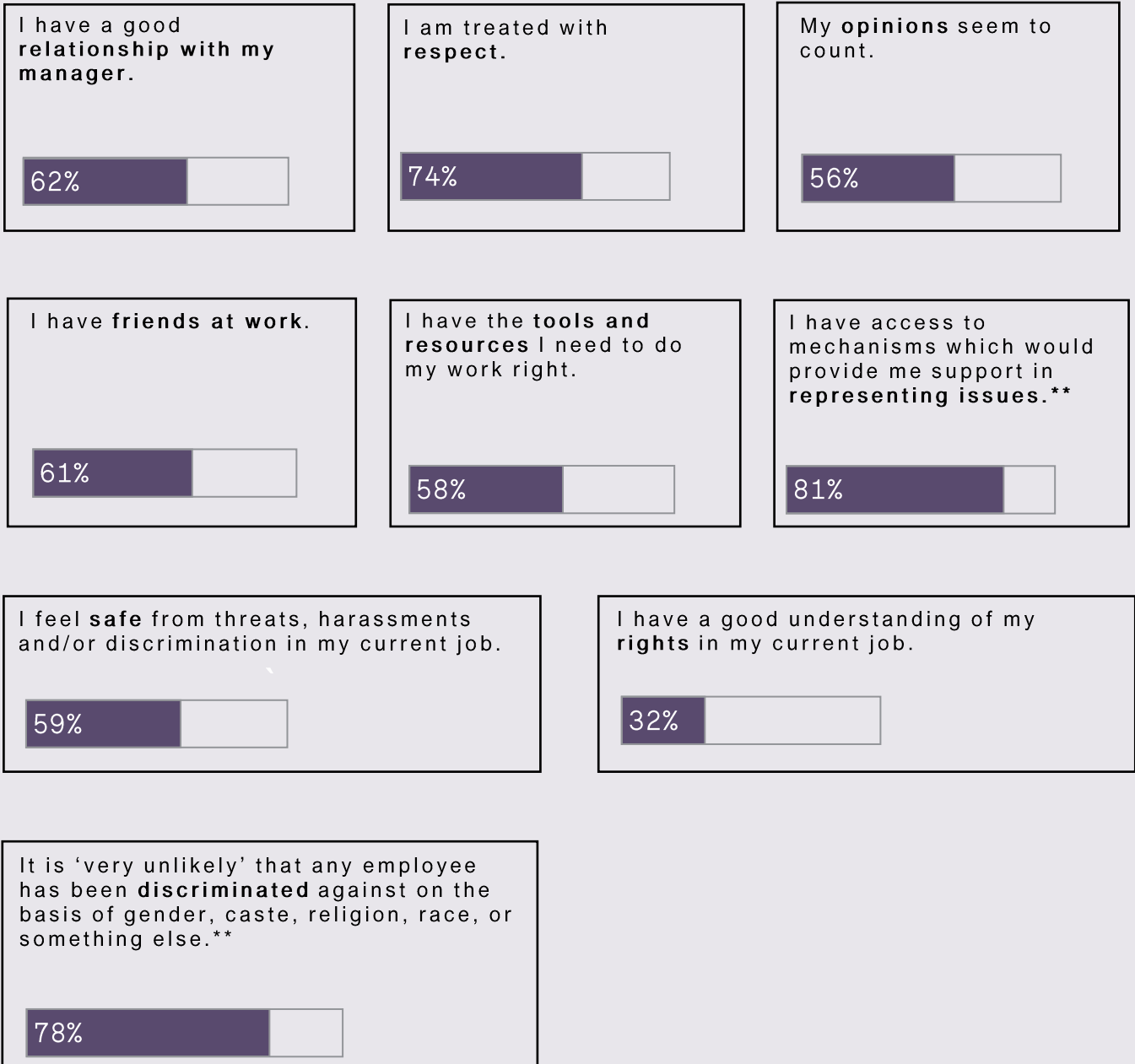


Experience & Satisfaction

While the majority is happy with the work culture, only a third report having a good understanding of their rights at work.

Work Culture, Safety & Rights

Q: To what extent do you agree or disagree with the following statements?*(n = 989)



● % of jobholders who 'strongly agree'

* These questions were asked as 5-point rating scale questions with the following answer options: strongly agree / somewhat agree / neither agree nor disagree / somewhat disagree / strongly disagree

** This was asked as a Y/N question.

Methodology

About the 60dB Methodology

In June - September 2023, 60 Decibels' trained researchers conducted 989 phone interviews with jobholders who work with seven companies participating in the Dignified Jobs Collaborative. The jobholders were randomly selected from a sample of the jobholder database provided by the companies. Here is the breakdown of how we collected this data:

Country	India
Jobholder Population	30,471
Interviews Completed	989
Response Rate	77%
Language	Hindi, Malayalam, Kannada
Average Survey Length	21 mins
Confidence Level	85%
Margin of Error	5%

60 Decibels Benchmarks

The performance column below compares how the results compare to the 60 Decibels Benchmarks in India.

Benchmark Overview

India country focus	96 companies included	22,215 voices listened to
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Performance vs 60dB Benchmarks

- BOTTOM 20%
- BOTTOM 40%
- MIDDLE
- TOP 40%
- TOP 20%

Indicator	Description	DJC Companies (n = 989)	60dB India Benchmark	60dB India Top 20%	Performance Relative to Benchmark
Quality of Life	% whose lives 'very much improved'	33%	23%	39%	●●●●○
Financial Resilience*	% who would find it 'very difficult' to cover an emergency expense	15%	9%	4%	●○○○○

* We have benchmarked the results for financial resilience against companies who work in the financial inclusion sector in India. This benchmark includes data from 20 companies and 5,658 respondents.

60 _decibels

About 60 Decibels

60 Decibels is a global, tech-enabled impact measurement company that brings speed and repeatability to social impact measurement and customer insights. We provide genuine benchmarks of impact performance, enabling organizations to understand impact relative to peers and set performance targets. We have a network of 1,300+ researchers in ~80 countries and have worked with more than 1200 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations. 60 Decibels makes it easy to listen to the people who matter most.

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About Upaya Social Ventures

Upaya Social Ventures is at the forefront of investing in early-stage businesses that are creating dignified employment for the most vulnerable and marginalized, giving them a voice and opportunity to rise in the financial and social system. Impact Investors hold the accountability of not just creating and proving impact through numbers but going in-depth and dismantling the entire value chain of 'Impact' that we claim to produce. This also entails building safeguards to protect the interests of the most vulnerable.

Acknowledgments

The project was generously funded by Upaya Social Ventures. Thank you to Shruti Goel, Shrishti Puri, and the participating companies for their support throughout the project.