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INSTRUMENT FOR DIAG- NOSING AND MEASU- RING THE IMPACT OF THE USE OF FINANCIAL AID FOR MICROENTRE- PRENEURS

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Abstract: As a complement to solve the question “What is the appropriate instrument for the measurement and control of the economic aid given to micro-entrepreneurs?”, a bibliographic review identifies the instrument that aims to: establish through information sources the diagnosis and measurement of the social impact in the use of economic aid by micro-entrepreneurs, ideal in the measurement, evaluation and control of the economic contributions recorded from the organizations and individuals who make donations. Also, it contributes to the objectives of sustainable development, benefiting needy families in their daily struggle to maintain their micro-businesses in the market. In conclusion, it is established that the appropriate tool is the Start and Improve Your Business [IMESUN] program, which is structured in four independent training components: Generate Your Business Idea [GIN], Start Your Business [ISUN], Improve Your Business [MESUN] and Expand Your Business [ESUN], designed to respond to each stage of microbusiness development.

Keywords: sustainable development, entrepreneurs, diagnostic tool, impact measurement, use of financial aid.

INTRODUCTION

In the search for technological tools as a complement to solve the question “What is the appropriate instrument for the measurement and control of the economic aid given to micro-entrepreneurs?”, a bibliographic review was initiated to establish the instrument that has as its objective: to establish through information sources the diagnosis and measurement of the social impact in the use of economic aid by micro-entrepreneurs, ideal in the measurement, evaluation and control of the economic contributions registered by the organizations and individuals who make the donations. The promotion of sustainable

development and support for entrepreneurs are fundamental pillars in the search for equitable and responsible economic growth. In this context, financial aid plays a fundamental role in providing the necessary stimulus to materialize innovative and sustainable projects. However, to ensure the success and effectiveness of these initiatives, it is essential to have a solid instrument for measuring and diagnosing the impact of such aid on the use made by microentrepreneurs.

This work focuses on the relevance of developing a diagnostic tool capable of comprehensively and accurately assessing the impact generated by economic aid provided to entrepreneurs committed to sustainable development. This tool will not only make it possible to quantify the economic results obtained, but will also analyze the social and environmental effects of these investments. Sustainable development, as a vital focus of this research, implies a holistic vision that reconciles economic, social and environmental aspects. In this sense, it is necessary for microentrepreneurs to adopt responsible and environmentally friendly practices, while contributing to the well-being of society as a whole. Likewise, the economic aid offered to these entrepreneurs should be linked to these principles, seeking to promote projects that contribute to sustainable and equitable growth.

In order to ensure that this economic assistance fulfills its purpose, it is necessary to have an impact measurement instrument that allows for an objective and systematic evaluation of the performance of the beneficiary enterprises. This instrument will not only focus on economic indicators, such as increased income or profitability, but will also estimate social factors, such as employment generation and improvement in the quality of life of the communities involved. This research will address the design and development of an

innovative diagnostic instrument that reflects the complexity and multidimensionality of the impact generated by economic assistance in the micro-entrepreneurial field. In addition, the bibliographic review that allowed establishing the technological tool and the appropriate intangible asset is described.

The purpose of this research revolves around the establishment, through information sources, of an instrument for diagnosing and measuring the social impact of the use of financial aid for micro-entrepreneurs, with the kindness established in the principles of corporate social responsibility. At the same time, an instrument is proposed to facilitate the process of control, evaluation and follow-up of the aid given to micro-entrepreneurs by donors. In addition, the social impact generated by the delivery of financial aid to micro-entrepreneurs is evaluated. In the same line, numerical, statistical and graphic analysis of all records obtained in databases and information matrices are generated.

In the course of this research, the deductive type of research and the quantitative approach were used. Within the non-probabilistic method, the requirements of selection of cases by purpose and those statistically representative of the micro-entrepreneurial population were followed. The techniques used were literature review and observation, with the use of various instruments such as: content analysis, inventories, data from other researchers and statistics. The purpose is to establish, by means of information sources, the instrument for diagnosing and measuring the social impact of the use of economic aid for microentrepreneurs.

The main conclusion is that the most appropriate tool is the Start and Improve Your Business [IMESUN] program, which is structured in four independent training components: Generate Your Business Idea [GIN], Start Your Business [ISUN], Improve

Your Business [MESUN] and Expand Your Business [ESUN], designed to respond to each stage of microbusiness development (International Labour Organization [ILO], 2023, p. 2).

The IMESUN program grew out of another training book entitled "Take Care of Your Business," developed in the late 1970s by the Swedish Employers' Federation for Small and Medium-Sized Enterprises. In 1977, the Swedish International Development Cooperation Agency [SIDA] funded an International Labour Organization [ILO] project to adapt the materials to the needs and situations of entrepreneurs in developing countries. The training tools component was called the "Improve Your Business" (MESUN) program. In the early 1990s, an ILO technical cooperation project in Fiji applied the "Start Your Business" (ISUN) training component to address the needs of potential entrepreneurs.

After an initial development stage, the program quickly spread worldwide. The product range grew further with the "Generate Your Business Idea" (GIN) program. All these training components use the "IMESUN Business Game", which, by simulating real-life business situations, motivates and facilitates learning. As all the programs were similar in design, in the late 1990s, the ILO decided to group the GIN, ISUN and MESUN components and associated management tools into a common framework, which it called the "Start and Improve Your Business" (IMESUN) program. In the early 2000s, the ILO developed a new generation of training modules and interventions for small business growth, which it called "Expand Your Business" (ESUN), which also became part of the IMESUN program. (ILO, 2023, p. 2).

Finally, it is expected that the findings of this research will contribute to improve decision-making in the allocation of economic aid, promoting the strengthening of enterprises committed to sustainable development and

generating a positive impact on society and the environment. It also seeks to discuss the importance of the implementation of impact measurement instruments in public administration and support programs for micro-entrepreneurs, with the aim of building a more resilient, inclusive and sustainable economy where the penetration in the popular masses is achieved for the social impact of reducing extreme poverty rates with real aid and used in the right way.

OBJECTIVES

GENERAL OBJECTIVE

Establish, through information sources, the instrument for diagnosing and measuring the social impact of the use of economic aid for micro-entrepreneurs, ideal for measuring, evaluating and controlling the economic contributions recorded by the organizations and individuals who make donations with the kindness established in the principles of corporate social responsibility.

SPECIFIC OBJECTIVES

Propose an instrument to facilitate the process of control, evaluation and follow-up of the aid provided to micro-entrepreneurs by donors, which will make it possible to record movements in real time and in turn generate publications to ensure transparency and real and shared information.

Evaluate the social impact generated by the delivery of financial aid to entrepreneurs, leaving evidence of delivery and use with the appropriate support in databases, through the use of the selected instrument.

Generate numerical, statistical and graphic analyses of all the records obtained in databases and information matrices, with respect to the financial aid received and the effectiveness of its use by the micro-entrepreneurs, with the support of the delegated organization.

BIBLIOGRAPHIC REVIEW

SUSTAINABLE DEVELOPMENT AND THE DIAGNOSTIC AND MEASUREMENT TOOL

To begin with, the sustainable development of the communities is framed in the micro enterprises that allow the sustenance of families in all the cities of each country. Of equal importance, the production of micro, small and large enterprises in all regions is denoted, which are visualized through tourism and commercial relations that generate jobs and market movement on a constant basis, in the midst of technological changes and advances. "Sustainable development drives, as it is logical to assume, sustainable tourism that combines on equal terms economic growth with the requirements of social justice, equity, human rights and environmental balance, in tune with the objectives." (Verkhovod et al, 2022, p. 23).

Likewise, the implications of sustainable development are noticeable in the imbalance that exists in the social classes, where the majority are people in extreme poverty, as if they had just come out of slavery. Thus, the struggle that micro-entrepreneurs have to face is for their own survival and that of their families, in independent work that helps sustainability without acquiring great wealth or progress in unitary development, "the process of globalization, from institutional educational policies, is understood and evaluated under different perspectives that highlight the complexities of sustainable development". (Rentería et al, 2023, p. 239).

On the other hand, the authors Salazar et al (2021), in their research say that: territorial sustainable development is a constant positive change in the main economic and social indicators of the territory, compliance with the main governmental parameters and global trends in development (p. 12). For this

reason, the development of public policies that promote, train and provide support to microenterprises generates a transformation in the improvement of the capabilities of people in vulnerable conditions, ensuring that everyone enjoys more opportunities and reducing inequality gaps in the territories.

Microbusinesses in the economy and social development in Latin America, particularly in Colombia. These small economic units are generators of employment, inclusion and reduction of inequality. Their ability to adapt to local needs and offer customized solutions creates a close bond with their communities, fostering trust and loyalty. Microbusinesses represent a fundamental part of the economy, both in Colombia and in several countries in the region, because they provide sources of employment and livelihoods for millions of people. Despite the importance of these productive units, there are numerous challenges in areas such as commercial, accounting, financial and even labor management, as well as the adoption of innovative and sustainable business models (Paz M, 2023, p 15).

Continuing with the topic of sustainable development, it is important to mention the research of the authors Fernández & Rodríguez (2022), who indicate that:

The challenges of sustainable development in Colombia are at all levels, from large urban agglomerations to the rural sector. All the administrative decisions and norms that have been issued up to now and those that in the future will be configured must achieve a solid articulation with those local communities that contribute significantly to the development of sustainable and sustainable practices from their different and authentic practices (p. 96). Many of these social groups usually start microenterprises that allow them to support their families. However, they have no control or evaluation of their productivity, through measuring instruments to be taken into account in financing and economic aid.

Similarly, and reiterating the impact of sustainable development, the authors Cárdenas et al (2020) state that: sustainable development focuses on balancing economic, social and environmental aspects in business decision making. In the context of entrepreneurs, sustainable development implies ensuring compliance with resource regulations and managing the needs and expectations of stakeholders. This allows a strong link to be established with the objectives proposed in national sustainable development projects.

Ethical challenges in social impact measurement are a significant concern, as they involve data integrity, respect for the privacy of individuals, and transparency in the communication of results. To address these challenges, it is critical to adopt a comprehensive ethical approach that guides all phases of the measurement process. First, informed consent must be obtained from all participants, ensuring that they understand the purpose of the measurement and how their data will be used. This includes a clear explanation of the potential benefits and risks involved. In addition, it is crucial to ensure the confidentiality and security of the information collected, using data protection protocols that comply with current regulations. Data should be anonymized whenever possible to protect the identity of individuals. In terms of transparency, measurement results should be openly shared with all stakeholders, including participants and the community at large, allowing for external scrutiny and validation.

Another important aspect is equity in the measurement of social impact. Special attention should be paid to avoid bias in the selection of participants, in the interpretation of data and in the presentation of results. This implies critical reflection on the methodologies themselves and the active search for diverse perspectives that can provide a more complete view of social impact. Collaboration with ethics experts and organizations that have

experience in measuring social impact can provide valuable guidance and help establish sound ethical standards. In addition, the implementation of ethics committees or review panels can serve as an oversight mechanism to ensure that ethical principles are maintained throughout the process.

Finally, it is essential that there be a continuous commitment to improving and adapting social impact measurement practices. This includes a willingness to learn from mistakes, to adjust methods in response to ethical challenges as they arise, and to incorporate advances in understanding the ethical implications of social impact measurement. By addressing these challenges diligently and responsibly, confidence in the results of social impact measurement can be strengthened and ultimately enhance the contribution of microenterprises to the well-being of society.

ENTREPRENEURS AND THEIR IMPORTANCE IN THE PROJECT

On the other hand, Corzo & Rey (2020), in their research state that: In countries with high poverty rates, such as Colombia, ventures often arise from needs rather than opportunities. It is important that successful ventures generate business models that have a long-term social and economic impact, rather than simply satisfying immediate needs. We could say that these ventures are the opportunity to carry out business ideas that not only contribute to the improvement of the quality of life of individuals, but also to consolidation in the economic market (p. 81).

Continuing with the topic of entrepreneurs and its importance in the project, it is necessary to mention the research of the author Cajigas Romero, M, (2019) in which he states that: Colombia has a business financing scheme oriented from public policy, which is in accordance with domestic regulations

and international guidelines that advise supporting business entrepreneurship as a path towards economic growth in nations. Financial support is directed on two fronts: the creation of new companies and financial support to companies already established in different sectors (p. 230). By virtue of this, it should be noted that, through the creation and promotion of environments for the development and growth of enterprises, it contributes to the increase of productivity in the country, thus improving the living conditions of each person.

Similarly, it is necessary that young people develop an entrepreneurial spirit since they are developing their higher education, which allows them to have knowledge that helps them to lay the foundations for their ventures, as stated in their research by the authors Álvarez et al, (2020):

The main contribution was the finding that young people who undertake an active transformation of their profession are able to overcome the difficulties encountered in their entrepreneurship, so it is argued that entrepreneurship is global, in other words, the young person who is educated at the higher level of studies and undertakes through certain economic investment generates a more powerful and lasting vision as part of their society (p, 11). (p, 11). By strengthening the review, effective forms of occupation are identified in which income is generated to sustain either personally or family, with independence and in many cases, generating other informal jobs for people in need.

Having said the above, it is necessary to mention the research of the authors Torres et al (2021) who say that: The results suggest a significant and positive relationship between the rate of youth entrepreneurship and self-confidence, reference models and the perception of opportunities, a fact that evidences that these informal conditioning factors expressed by Douglas North, are

key to influence entrepreneurship by young people in Colombia. The education variable was not a determining factor in explaining the decision to create a company, which is explained by the failures of the educational sector, where training is focused on training employees and not generators of employment and income. Nowadays, new entrepreneurs have a series of characteristics that are in line with the current dynamics of the business ecosystem and therefore it is necessary that the strategies formulated from the strategic axis of the organizations respond to this context of entrepreneurs and types of enterprises, in which new market niches and sub-niches are created every day. (Redondo, Hernández & Sierra 2020, P.10).

On the other hand, the authors Mera et al (2022) in their research say that: business entrepreneurs must adapt to the technologies that are present today and social networks are the most influential channel to which they can take advantage to study the profiles and needs of customers, so it is important to promote the efficient use of digital marketing and social networks in order to achieve business success and boost economic development in our country (p, 6). This is why it is essential to train entrepreneurs in the management of economic resources provided by sponsors, understanding that the business world is constantly changing, and therefore, microenterprises must have the ability to adapt to them, implementing strategies that allow them to consolidate in the market and contribute to sustainable development by generating a positive social impact.

That said, business ideas carried out by entrepreneurs become a fundamental part of the economy of a society, since they help to reduce existing inequality gaps. Thus, as indicated in their research, the authors Mera & Robinzon (2020):

Entrepreneurs are very important in the socioeconomic activities of a country, due to the yields of their businesses and the jobs they generate, so they must keep a minimum accounting control adjusted to the current processes of this discipline, supported by the source documents that produce their commercial transactions (p, 20). In addition, they generate economic opportunities that contribute to closing the gaps generated by extreme poverty, inequalities and lack of opportunities, which derive from the selfishness and arrogance of the fortunate who squander wealth and natural resources.

In general, the classification of entrepreneurs is based on those factors which, when ranked, represent the best way to reveal success, survival or failure. Thanks to this, it could help any entrepreneurship support agency wishing to mark the schemes organized according to priorities that should follow the objectives, strategies, plans and actions of entrepreneurs, as well as to establish a battery of indicators that can optimally measure the evolution of projects, in order to control and monitor them (Chavez & Fedriani, 2023, p. 19).

Measuring social impacts in microenterprises is a process that requires a meticulous and multifaceted approach. To begin with, it is essential to establish a logical framework that clearly defines the objectives and expectations of the desired social impact. This may include improving community well-being, creating jobs, or fostering sustainable practices. Once this framework is established, specific indicators can be identified to assess progress toward these objectives. These indicators should be both quantitative and qualitative to capture the breadth and depth of social impact. Quantitative methods can include the analysis of financial data, such as social return on investment (SROI), which calculates the monetary value of the social impact generated in relation to the investment made. Surveys and questionnaires can also be used to collect data on the perception of

beneficiaries and the community at large. On the other hand, qualitative methods can involve case studies, in-depth interviews and focus groups that provide a richer and more detailed understanding of the social changes taking place.

It is crucial that social impact measurement is an ongoing process rather than a one-time exercise. This allows impact to be tracked over time and strategies to be adapted as needed. Transparency and stakeholder participation in the measurement process are also critical to ensure the validity and acceptability of the results. In addition, the use of technological tools can facilitate data collection and analysis, as well as the communication of results. To ensure consistency and comparability of data, it is advisable to adhere to recognized standards and methodologies, such as those proposed by the European Commission and the European Venture Philanthropy Association (EVPA). These standards offer a set of practices and tools that have been validated and can be applied to a variety of contexts and projects.

DIAGNOSTIC INSTRUMENT

On the other hand, an adequate diagnostic tool is essential to evaluate the use of economic aid in entrepreneurship. This instrument must take into account the different aspects related to the enterprise, such as the implementation of the Industry 4.0 paradigm and the sustainable evaluation of the business environment (Ramirez, 2020, p. 146). Similarly, the authors Toirkens & Perez (2019), say that: Knowing the entry characteristics of students who start higher education, allows to have a first image of them in order to make institutional decisions that respond to their needs (p, 1200). In this way, strategies that encourage entrepreneurship can be carried out and, they can constitute the knowledge and tools to carry out profitable business ideas.

Likewise, the authors García M, E., Mapén, F., & Berttolini, G. (2019), say that: the diagnostic and measurement instrument, strategic and financial planning, adequate accounting and control systems are key factors in decision making to face the various social economic problems of the context in which they are immersed. As their competitive determinants are managed, the PES will generate strategies for their consolidation in the local market with the possibility of extending to external markets, providing satisfactory profitability levels for their owners (p. 10). That said, the entry of this measurement and diagnostic instrument, based on the Start and Improve Your Business (IMESUN) tool, makes a difference in decision making and effective organization.

Likewise, a firm accompaniment is given so that the micro-merchants can carry out their activities, with the necessary motivation to support themselves and their families, with a detailed record of their movements through the use of the instrument established in this work, the contributions to micro-entrepreneurs for the strengthening of their business ideas require social work as a whole, which allows identifying the needs of these enterprises. Thus, the central objective of this text is to know the key elements and methodology of social work diagnosis in order to strengthen it in institutional practice (Cedillo, 2021, p. 1). Likewise, the authors Zuleta & Aguirre (2020) in their research indicate that: The diagnosis confirmed that the political and institutional component is transversal to all dimensions of sustainability (p. 64). Therefore, in order to comply with the objectives of Sustainable Development, the support of governmental entities is necessary.

Consequently, the diagnostic and impact measurement instrument is intended to be a guide through the implementation of the start and improve your business tool (IMESUN) for micro-businesses with the purpose of a correct use of economic resources, based on an evaluation and control of the processes

involved to achieve the sustainability of these business ideas. Thus, as indicated in their research by the authors Alemán & Marín, (2022): The proposed instrument aligns social performance with cooperative principles and the SDGs. To that extent, it constitutes an advance by incorporating indicators for measuring and evaluating the contribution to the SDGs, an aspect not contemplated in its conception. For its part, the approach facilitates the implementation of the indicators in the diagnostic phase to constitute a truly meaningful process for the cooperative members, to the extent that their reference is the context in which they carry out their activity, as well as what they want and are able to achieve. Due to the characteristics of the indicators, they can also be integrated into the management of the cooperative. Thus, the instrument and the methodology proposed make it easier for them to face the challenge of evaluating their contribution to the SDGs, but may also constitute an impulse to initiate an organizational change, which seems especially necessary in those that do not yet plan or evaluate their social performance.(p, 23).

The creation of an instrument for diagnosing and measuring the impact of the use of financial support for microentrepreneurs is a complex process that involves the consideration of multiple factors and variables. This type of tool is essential to evaluate the effectiveness of financial support programs and to ensure that resources are allocated in a way that maximizes social and economic benefit. An effective approach to developing such a tool could include the identification of key performance indicators that reflect both the financial outcomes and social impacts of support. These indicators could cover increased income, job creation, improved quality of life for entrepreneurs and their communities, and the long-term sustainability of funded projects.

In addition, it is important that the tool is adaptable to different contexts and types of microenterprises, and that it allows comparison between different programs and time periods. The methodology should be transparent and replicable, to facilitate third-party evaluation and continuous improvement of the tool. The participation of microentrepreneurs in the development of the tool is also crucial, as their direct experience can provide valuable information on which factors contribute most significantly to the success of their businesses. The integration of information technologies can improve data collection and analysis, allowing for real-time monitoring and rapid response to emerging trends. In addition, collaboration with academic institutions and organizations specializing in social impact measurement can enrich the development of the tool with best practices and the latest research in the field.

Figure 1 clearly specifies the components of IMESUN, which refer to the initiation and improvement of your business. Generate your Business Idea (GIN) is aimed at people who want to start a microenterprise. Start Your Business (ISUN) is for potential entrepreneurs who want to start and already have a concrete idea. Improve your Business (MESUN) teaches good business management practices to microentrepreneurs. Its six modules (marketing, costing, purchasing and inventory control, accounting records, business planning, human resources and productivity) can be used individually or in a single cycle. Expand Your Business (ESUN) is aimed at small and medium-sized enterprises (SMEs) in expansion. It provides companies with practical tools for growth and supports them with training and focused interventions on business expansion strategy. The result is an enterprise growth plan, with marketing, operations, human resources, strategic and financial management (ILO, 2023, p.3).

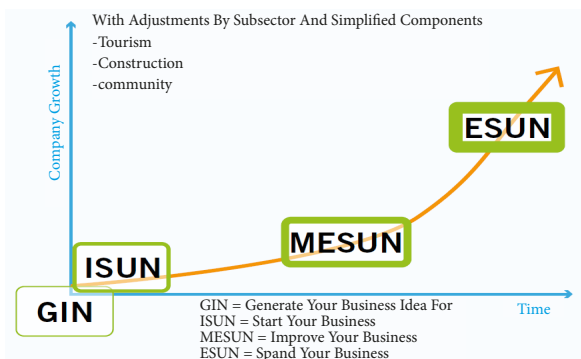


Figure 1. Illustration of IMESUN components

Note: The IMESUN components are based on the program designed by the ILO since 1970, with its updates and publications. Taken from International Labor Organization [ILO] (p.2) [Graphic], by S.E. Ballesteros, 2023, https://www.ilo.org/wcmsp5/groups/public/---ed_emp/documents/publication/wcms_544105.pdf

MEASURING SOCIAL IMPACT

Measuring impact is essential to understand the results and effects generated by financial assistance to the enterprises. Through surveys and interviews, the effectiveness of the use of financial, accounting and management tools in the enterprises can be determined. Those managers who have not implemented these tools can benefit from introductory seminars or talks that promote continuous training and highlight the advantages of their application (Ávila & Velásquez, 2022).

Similarly, the authors Cachan et al, (2020), in their research state that: social enterprises are born to meet a need and that through these can obtain a benefit to be sustainable, there are many ways to measure them because they vary depending on the type of venture and are measured to know if what is being proposed is on the right track and is the best way to carry it out, so it is vital to know them thoroughly to achieve the objective of measurement that is required, Colombia day by day is experiencing and being an example of ventures that undoubtedly change lives.(p, 13). Thus, the implementation of this diagnostic and

impact measurement instrument will allow microentrepreneurs to understand and use the economic resources provided by sponsors in an effective and sustainable manner.

Continuing with the topic of Impact Measurement, it is essential to mention the research of the author Rincón, E (2022), who mentions that: When wanting to show Colombian companies that success can be achieved in a project with the right foundations and the correct execution of innovation in their business model, it is necessary to use the mentioned indicators and have full clarity on what you want to achieve with this creative process so that the value generated brings the greatest benefits for entrepreneurs and legal entities in Colombia, Therefore, it is concluded that well done and measured, innovation facilitates obtaining high profits and that in terms of risks or losses, the probabilities are lower when facing a market that receives innovators in the best way. (p, 12).

Thus, impact measurement, in addition to allowing us to establish indicators for the analysis and evaluation of results, also enables us to know the situation of each microenterprise. Thus, as indicated in their research by the authors MOGOLLÓN SALAS, J & CRISTANCHO DUARTE, Z. (2020): In the evaluation and measurement of the impact of the social projection projects, it was possible to know the real conditions of the projects, these results were compared with the guidelines and/or corresponding requirements, finding very favorable projects in terms of their impact (p, 116).

On the other hand, the governments of the different countries have become involved since the digital transformation, allowing them to carry out studies with more assertive results when evaluating different criteria, an example is the measurement of the impact that entrepreneurship projects have on the reduction of the high poverty rates in the population. It could be said, then, that impact measurement is essential to

understand the results and effects generated by economic aid in entrepreneurship. “The development of digital transformation in the countries as a result of e-government policies and how these policies have motivated the implementation of EC projects within the entities was investigated. Based on this analysis, a methodological review was made of how an impact evaluation is carried out and some criteria were defined to qualify, from which a survey was defined with indicators oriented to measure the expected results of the implementation of EC” (Molina & Ortiz, 20). (Molina & Ortiz, 2022, p. 61)

Measuring social impact is a critical component in the evaluation of financial assistance programs for microentrepreneurs, as it provides a detailed understanding of how these initiatives affect communities and contribute to sustainable development. A systematic and rigorous approach to measuring social impact can reveal the effectiveness of financial assistance, allowing for adjustments and improvements in the implementation of future programs. In addition, measuring social impact helps ensure transparency and accountability, essential elements for maintaining investor and beneficiary confidence. The implementation of appropriate diagnostic tools is essential to capture accurate and relevant data that reflect the social and economic changes generated by microenterprise support.

These tools must be capable of assessing both immediate results and long-term effects, including the economic empowerment of individuals and the strengthening of local communities. Stakeholder participation in the measurement process is also crucial, as their perspectives and experiences can provide valuable information for data interpretation and strategic decision making. Ultimately, well-executed social impact measurement not only demonstrates the value of financial support, but also informs best practices and guides public policy toward more effective and efficient interventions.

Calculating the Social Return on Investment (SROI) is a process that involves several steps to assess the social, environmental and economic value generated by an intervention. It begins with identifying stakeholders and understanding how they are affected by the activities in question. Then, the expected results are mapped and evidenced, assigning them a monetary value where possible. This value is compared to the initial investment to obtain an SROI ratio.

For example, if \$100,000 is invested in a program and a social impact valued at \$300,000 is generated, the SROI ratio would be 3:1, indicating that for every dollar invested, three dollars of social value is created. It is important to involve stakeholders in this process to identify relevant outcomes and ensure that the measurement is comprehensive and representative of the actual impact. In addition, factors such as dead weights, external attributions and value depreciation over time must be considered. SROI not only provides a quantitative measure of impact, but also provides a narrative that explains how and why social value is created, which is essential for strategic decision making and continuous improvement of social interventions.

USE OF FINANCIAL ASSISTANCE.

According to the authors Marzi, Hintze & Vázquez (2020), in their research they say that: the already widespread inequality in the protection of their workers, who do not have access to “full rights” and do not have a system that protects them against unemployment, accidents at work, illnesses, etc., is added to the fact that at this stage the main support programs for work and production are focused on salaried workers and their productive units (p. 214). Consequently, it is in these circumstances that these support programs encourage workers to create and materialize business ideas that are profitable and have a positive impact on society.

Continuing with the topic of the use of economic aid, it is worth mentioning the research of the authors Carreras et al (2021), who indicate that: It is recommended to the entrepreneur, to look for new alternatives of business management where the key is the strategy of reinventing itself as a business, realizing that it is time to generate a change. The challenges are enormous and many times the solutions do not come from the traditional way of doing things, new ideas must be sought or new ways of doing business must be created, with a good management structure capable of facing any crisis situation, always aware of being prepared for the worst scenario. However, it is essential that the resources granted in order to promote and/or strengthen microenterprises are used with a forward-looking approach, and in turn, generate a social impact. With the capacity to adapt to new technologies and business strategies.

Likewise, the authors Ávila & Velázquez (2022), in their research indicate that: by analyzing the surveys and interviews, the effectiveness of the use of financial, accounting and management tools in the enterprises has been determined, because it has allowed them to achieve their objectives, demonstrating results in the short term. In turn, for those managers who have not implemented the use of tools in their businesses, a seminar or talk has been proposed as an introduction and motivation for continuous training, where they can learn about the benefits of applying the tools in their enterprises (p. 79). Therefore, it is necessary to implement mechanisms that allow adequate control and monitoring of the resources of these enterprises in order to achieve efficiency, make the right decisions and achieve the proposed goals.

Equally important, it is important that microenterprises maintain a commitment to continuous improvement, establishing robust controls that allow the establishment of corrective measures to achieve the

objectives. As indicated in his research by the author Graneros Segovia, J. (2020): SMEs have been vulnerable and their lack of innovation is often due to the lack of knowledge of information technologies and it was possible to link through the collection of different sources, web pages and other articles that shed light and open reflections that involve optics, diverse positions, where it is concluded that part of a society with a reactive and not proactive cyclical culture, the biggest challenge is also financial, is the lack of liquidity resulting from the paralysis of the business activity since it has generated the default of debts, payments to employees, suppliers, banks, Sunat.(p. 22).

In fact, in order to carry out micro business ideas, it is essential for entrepreneurs to have basic financial and accounting knowledge that allows them to make assertive decisions in the execution of strategic plans, guaranteeing an adequate management of the economic aid given to the entrepreneurs.

This study made it possible to propose a new business plan structure adapted to the needs and requirements of the enterprises of popular and solidarity economy actors and organizations in the province of Los Ríos. The main elements that compose it were contemplated: executive summary, description of the enterprise, strategic plan, marketing plan, administrative and operations plan and financial plan (Baque et al. 2020, p. 5).

On the other hand, the authors Quijije, et al, (2021), in their research establish that: It is evident that there is a responsibility of the State for the care of this group of vulnerable people (p, 73). Therefore, one of the challenges within the objectives of sustainable development is the narrowing of existing social gaps, which commits not only the state, but also the different entities that make up a society.

CONCLUSIONS

Based on the analysis carried out through the Instrument for Measuring and Diagnosing the Impact of the Use of Financial Aid for Entrepreneurs, it is evident that sustainable development and the promotion of micro-entrepreneurs are crucial aspects for the economic and social development of a society. This diagnostic tool has proven its value by providing a comprehensive and detailed perspective on how financial aid motivates entrepreneurs and its impact on sustainable development. Impact measurement has proven to be a vital tool for understanding the real scope of these subsidies and their ability to promote responsible and sustainable business practices.

The forecasts obtained through the instrument highlight the importance of ensuring that financial aid is granted in an effective and appropriate manner, focusing on supporting projects that contribute to environmental sustainability, social equity and inclusive economic growth. The Instrument for Measuring and Diagnosing the Impact of the Use of Financial Aid for Microentrepreneurs is presented as a valuable tool for government policies and organizations dedicated to promoting sustainable development. Its implementation provides important information to make informed decisions, optimize the use of resources and ensure that financial assistance translates into positive and lasting results to close the extreme poverty gap.

The most appropriate tool selected from the literature review as an instrument for diagnosing and measuring the impact of the

use of financial assistance for microentrepreneurs is the Start and Improve Your Business [IMESUN] program, which is structured into four independent training components: Generate your Business Idea [GIN], Start your Business [ISUN], Improve your Business [MESUN] and Expand your Business [ESUN], designed to respond to each stage of micro business development, published and socialized by the International Labor Organization with their respective updates, because it contains all the materials and steps to carry out this very important activity in contributing to the achievement of the Sustainable Development Goals that has to do with extreme poverty and inequalities. In summary, measuring social impacts requires a holistic approach that combines quantitative and qualitative methods, stakeholder participation, the use of technology and adherence to recognized standards. In doing so, microenterprises can not only demonstrate their social value, but also continuously improve their contribution to the well-being of society.

Finally, the implementation of the instrument must be accompanied by an effective communication plan that ensures that the measurement results are accessible and understandable to all stakeholders, including microentrepreneurs, funders, and policymakers. This not only increases transparency, but also promotes accountability and collective learning. Impact measurement is therefore not only an evaluation tool, but also a means to foster a more dynamic and sustainable micro-entrepreneurship ecosystem.

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