

Mapping of entrepreneurial opportunities

A Rapid study of 11 states

June 2021



Foreword

Enhanced competitiveness, progressive strengthening and rapid transformation of the ecosystem is expected to help multiply the contribution of the MSME sector. For India, to emerge as a global value chain leader, strengthening of the enterprise value chain is essential.

MSMEs are the backbone of the Indian economy. The Government of India's vision of a 'Self-Reliant India' and 'Vocal for Local' initiatives are oriented towards achieving USD 5-trillion Indian economy by 2025. This brings forth opportunities to leverage the demographic dividend for which the youth needs guidance to walk the entrepreneurial journey and become job creators as against being job seekers.

Enhanced competitiveness, progressive strengthening and rapid transformation of the ecosystem is expected to help multiply the contribution of the MSME sector. For India, to emerge as a global value chain leader, strengthening of the enterprise value chain is essential. Such transformation also needs an impetus from the dedicated Regional and State level entities for addressing issues related to formalisation of many micro-units in the sector, enhancing access to necessary institutional credit, filling the information and knowledge gaps, addressing critical technical and physical infrastructure constraints for industry, providing access to a range of DigiTech services, twinning with a range of essential Business Service providers, capacity building in facilitator institutions and establishing strong regional governance platforms through the development of vibrant Industry Associations.

The UK Sinha Committee on MSMEs has recommended a more focused engagement of SIDBI with State Governments for which SIDBI has engaged GT Bharat LLP as Project Management Unit (PMU). The PMU through its range of support and facilitation services is working with the respective States to strengthen their enterprise eco system.



SIDBI, through its PMU has specifically carried out a rapid profiling of States in order to assess the reverse migration related challenges being faced in partner States. The PMU after undertaking this exercise has identified trades / services / livelihood options which are in demand in a State and which can be considered by potential reverse migrants as a means of their livelihood.

I am confident that these rapid profile(s) will be quite useful to all stakeholders while devising plans to address the issues of reverse migration. These are also expected to provide useful inputs for decisions on skilling of youth in order for policy formulation in respect of entrepreneurial and livelihood options at a regional level. SIDBI shall onboard these potential areas on its digital platform, Udyamimitra, for facilitating the aspirants in getting the information on nano/micro potentials in the State where they intend to setup their dreams and become job creators.

I believe, the PMUs have become cross-pollination platforms for ideas, inclusive engagements and for replicating learnings faster. When we all shall Standup together and walk alongside, MSEs shall Standout as differentiators. New aspirational seeds shall germinate and blossom. Many GEMS shall flourish. Existing enterprises shall soon evolve into inspirational ones.

Sivasubramanian Ramann
Chairman & Managing Director

Need of the study

In developing countries, it has for long been the trend that only single migrants participate in the extensive rural-urban migration. This exact phenomenon will be elaborated and enlightened in this report. In India, as well as in other countries, migrants play an integral role in the urban workforce. This report tells us the pattern of migration in various states and what are the best government initiatives and entrepreneurship opportunities available for the migrant laborers. It also put emphasis on how low-skilled laborers cope with life in an urban setting. Furthermore, this report throws light on the cognitive pressures and reasons that force people to move, leaving their families behind. It has been observed and found that states are facing challenges with respect to migrant labors and finding it difficult to promote entrepreneurship activities at ground level.

Additionally, during the COVID19 pandemic, India has been in lockdown since March 25, 2020. We have around 40 crore people migrating within the country (from one state to another).

The aftermath of the COVID19 pandemic has demonstrated that migrant workers are arguably the most vulnerable section in the Indian electorate. They are away from their homes and are made to work in unsafe and unhealthy conditions with low or irregular payment. The contractors through whom they are hired and the establishments that employ them are least responsible for supporting them in times of crisis. The

lockdown has severely affected migrants, who have lost their jobs due to shutting of industries and were job less; enormous small businesses were shut due to unavailability of buyers in the market.

SIDBI to address the challenges being faced by these labourers (reverse migrants) and the respective State governments, through Grant Thornton Bharat LLP, placed as PMU agency(ies) in 11 states, carried out rapid profiling of the states to assess the reverse migration related challenges faced in partner states. The PMU has undertaken a rapid profiling exercise and identified trades/services/ livelihood options which are in demand in the state and can be considered by potential reverse migrants as a means of livelihood. It will also be discussed how low-skilled migrants contribute to the economic development witnessed in India.

The paper covers up overall aspects of migrant labors in 11 states of the country – state wise numbers, reason of migration, employment & entrepreneurship options available, key steps taken by the state, vocational training & livelihood schemes available for migrants, departments & stake holders partnering, etc.



Methodology and strategy adopted to carry out this study

The methodology used for collection of information on rapid profiling of states and viable entrepreneurial options was divided into two parts – primary information collection by undertaking meeting and group discussions with the industry associations, MSME units, self-help groups, local NGOs, State and Central govt. officials related to various departments and agencies such as Industries Department, Labour Directorate, Tribal Welfare Department, Cottage Industry department, Skill Development Corporation, Enterprise Development Institutes, Urban Development Department, Handloom & Handicrafts department, Directorate of Training and Employment, Skill Development Mission, State Livelihood Missions, technical institutes, MSME-DI and service providers. These stakeholders gave an overall picture of the challenges faced by the State Government due to sudden increase in number of unemployed workforces owing to lockdown. They also informed the strategy adopted by the State governments by aligning various departments in mitigating the challenges. The officials also told activities already undertaken by the govt. to address it. First and foremost, agenda for almost all the State Government was to provide shelter

and foods. Then data collection and registration of migrant people. Skill assessment and channelizing them as per existing skill to various jobs were next priority. The State and Central govt. officials informed about the existing schemes and procedure to access the scheme benefits. Few financial institutions were also approached informally to get data on status of financial transactions of the MSME sector units which had faced negative consequences of lockdown and reverse migration. Financial institutes also provide information on overall status of financial benefits of various schemes implemented by different State Governments. Service providers informed the services hired by the State Governments for successful implementation of skill training, employment creation etc. Responses obtained from primary survey were compiled, processed and analyzed to arrive at the suggestions on viable entrepreneurial options. In addition to the primary data the secondary data were consulted from various reports published in national newspapers, magazines, websites, explored State Government policies and Schemes, report published by NITI AAYOG etc.



Delhi State

Report Summary

This section of the report considers the pattern of Reverse Migration in Delhi, State Government initiatives & Entrepreneurship opportunities in the state.

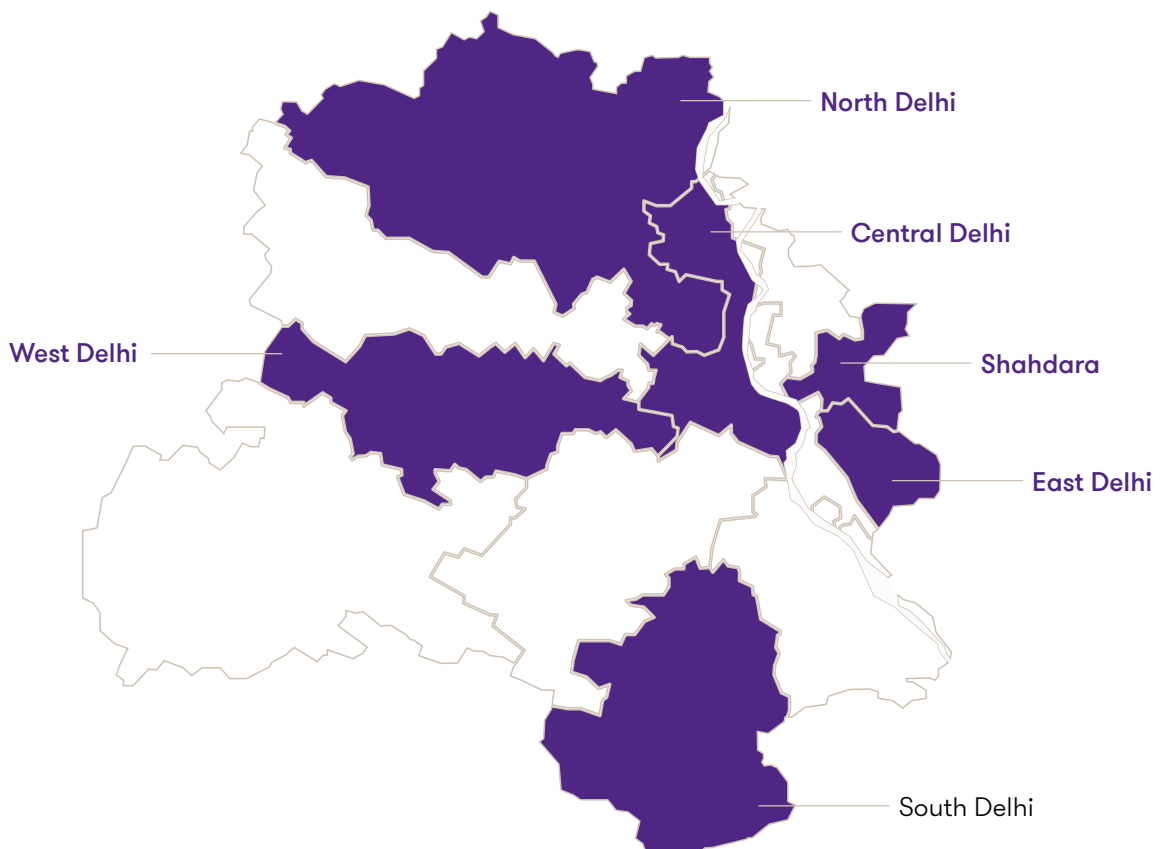


Introduction

The wide spread of the COVID19 pandemic has created a situation where the inbound and outbound migration has seriously affected the lives and livelihoods of the common citizen in the State and Nation. Millions of migrant workers were anticipated to be left unemployed in India due to the lockdown and subsequent fear of recession many of the migrant workers have returned to their villages/hometowns.

Several migrant labourers who had left Delhi, came back to their native place due to increase in number of the COVID19 cases. Most of these migrants were from Uttar Pradesh and Bihar. Most of these migrant workers,

have been working in state's leading industrial districts like Shahdara, North Delhi, Central Delhi, East Delhi, West Delhi, South Delhi.



Migration, its pattern, and reasons

Migration is the movement of people away from their usual place of residence, across either internal (within country) or international (across countries) borders.

Pattern of Migration

Distance	Duration	Other Categories
<ul style="list-style-type: none">• Rural to Rural• Rural to Urban• Urban to Rural• Urban to Urban.	<ul style="list-style-type: none">• Casual-temporary• Periodic- seasonal• Periodic, Casual-temporary• Permanent.	<ul style="list-style-type: none">• Intra-district, Inter-district• Intra-district, Inter-district• Intra-state, Inter-state• National and International



Delhi State and Reverse Migration Status

The COVID19 pandemic has triggered reverse migration from the destination to source in NCT Delhi. Delhiites witnessed thousands of labourers marching back to their villages in order to secure their shelters, foods. It was very hard times for migrant labourers due to unprecedented lockdown, decision of governments on extending of lockdown period due to severity of pandemic spreading, uncertainty of income, unavailability of necessities, and no money in hands.

As per census 2011, Delhi has in-migrants highest from

Uttar Pradesh (29.05 Lakh), followed by Bihar (11.48 Lakh), Rajasthan, Haryana, West Bengal.

Migrant workers from Gorahkpur, Benaras, Lucknow, Sitapur, Agra, and nearby adjoin areas mostly seen working in various industrial areas in Delhi.

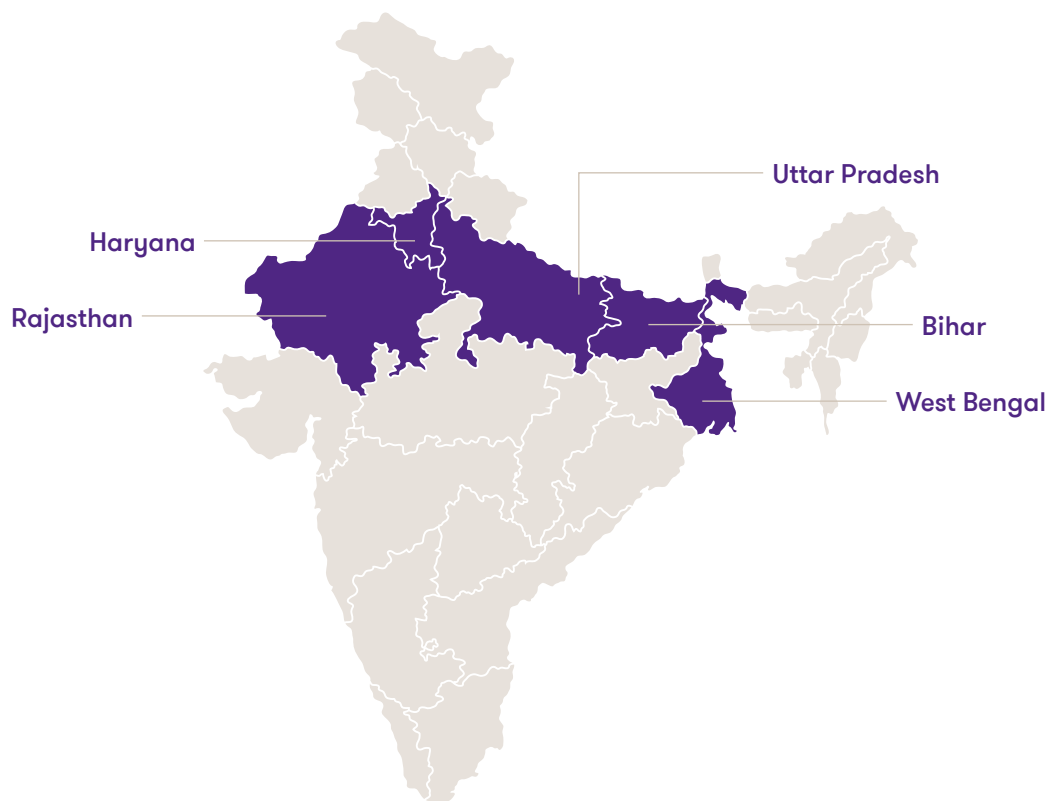
As per census 2001, 22.22 lakh in-migrants to Delhi include

21.73 lakh migrants from rest of the country

and

0.49 lakh migrants from outside India.

Similarly, 4.58 lakh out-migrants from Delhi include 2.36 lakh migrants to rest of the country and 2.22 lakh migrants to rest of the world outside India.



The major area of work where in-migrated labourers engaged are brick kilns, construction sites, low-income services (maids, watchmen, drivers), industrial skill & non-skilled workers, small and tiny roadside businesses (tea shop, dhabas, small eateries, hotels, restaurants etc.). This entire workforce falls under the informal sector. Majority of industries, real estate business (i.e. construction sites) in Delhi are having significant numbers of skilled and non-skilled workers which attracts more unemployed villagers to become migrant workers to Delhi.

Rapid growth and infrastructure development of Delhi results in creating opportunities of livelihood support i.e., work for poor, unskilled/ semiskilled rural population in the secondary and tertiary sector of economy within NCT of Delhi. Other contributory factors are negligible demand of such workers including traditional artisan groups in the rural areas, low wage, etc. – all these people are pulled in the city. A large portion of these populations are forced to settle in extreme unhygienic

temporary shelters called Jhuggi Jhopri. There are good numbers of poor migrants who have made their places of livelihood (work) like Railway Stations, Bus Terminus and Wholesale Market and construction sites etc. as their temporary home/shelter.

During lockdown 65-70% in-migrated people (as per estimation of Industry Associations/ Traders body) went back to their hometown and villages due to uncertainty of livelihood options. As a result, Delhi have faced reverse migration during nationwide lockdown in 2020 and 2021. A report from the Delhi Transport Department suggested that over eight lakh migrant workers left the national capital in the first four weeks of the lockdown imposed in the 2nd wave of the COVID19 pandemic.⁴ Around 30-40% workforce stayed in different shelters provided by the Government and other agencies. In some cases, unit owners also arranged shelter for their labourer and provided food, basic items and 50% monthly wages for the lockdown period.

In-migration is an issue for the last 50years in NCT Delhi. Delhi being the capital of India always undertaking changes in infrastructure, construction of housing societies, establishment of industries etc. attracts working force. For an example -



the population of Delhi has increased from
40.66 lakh in 1971 to 138.5 lakh in 2001.



The immigration during same period has increased from
8.76 lakh in 1971 to 22.22 lakh in 2001.



The share of out-migration from Delhi has slightly increased from
2.42 lakh in 1961-71 to 2.82 lakh during 1981-1991 to 4.58 lakh in 1991-2001.



The net migrants (In-migrants – Outmigrants) to NCT of Delhi have steadily increased from
6.34 lakh during 1961-71 to 17.64 lakh during 1991-2001.

⁴. <https://www.india.com/news/delhi/delhi-lockdown-latest-news-today-22-may-2021-nearly-8-lakh-migrants-left-delhi-in-first-4-weeks-of-shutdown-delhi-transport-department-kejriwal-to-announce-decision-on-lockdown-extension-4683045/>; <https://www.hindustantimes.com/cities/delhi-news/over-800k-migrants-left-delhi-after-lockdown-announced-govt-101621636995573.html>

Delhi State – Existing Clusters of Micro & Small Enterprises

There are 32 industrial areas in Delhi. Industrial areas have various types of manufacturing or services units located in one place. To develop the existing manufacturing units cluster formation would be a viable proposal. A cluster of manufacturing units will be formed by taking similar kind of manufacturing units together. These cluster units will form a Special Purpose Vehicle (SPV) with an objective to undertake joint activities for similar kind of manufacturing units in the area. The SPV will have the opportunity to access MSME schemes from MoMSME, Govt. The SPV could conceptualize various joint activities viz. awareness program, skill upgradation training program, entrepreneurship development training program, lean management activities, consultancy support for zero defect zero effect program, exposure visit to successful

clusters, participation in exhibition etc by consulting its members and undertake scheme implementation. SPV can also educate the financial institutes about its sector performances and facilitate financial linkages to its members.

At present NCT Delhi has only one successful cluster in operation. Okhla Garment and Textile Cluster is in Phase-II, Okhla Industrial Area. It was established having support from the Ministry of Micro, Small & Medium Enterprises and Ministry of Textiles. Long back UNIDO has identified 19 clusters in Delhi based on the functionality of similar kind of units. These clusters are not implemented under Central government cluster development scheme. The state government needs to develop these clusters.



S.no.	District	Location	Product
1	Northwest Delhi	Wazirpur, Badli	Stainless Steel utensils
2	South & West Delhi	Okhla, Mayapuri	Chemicals
3	West & South	Naraina, Okhla	Electrical Engineering Equipment
4	West & South	Naraina, Okhla	Electronic Goods
5	North Delhi	Lawrence Road	Food Products
6	South Delhi	Okhla, Wazirpur Flatted Factory Complex	Leather Goods
7	South, West Delhi	Okhla, Mayapuri, Anand Parbat	Mechanical Engineering Equipment
8	West, South, East Delhi	Naraina, Okhla, Patparganj	Packaging Material
9	West & South	Naraina & Okhla	Paper Products
10	West & South	Naraina Udyog Nagar, Okhla	Plastic Products
11	West, South, Northwest	Naraina, Okhla, Shivaji Marg, Najafgarh Road	Rubber Products
12	Northeast Delhi	Shahdara & Vishwasnagar	Wire Drawing
13	West & Northwest	Mayapuri & Wazirpur	Metal Fabrication
14	West & Northeast	Kiritnagar & Tilak Nagar	Furniture
15	Northwest Delhi	Wazirpur	Electro Plating
16	South, West, Northwest	Okhla, Mayapuri, Badli, Naryana, GT Karnal Road, Wazirpur	Auto Components
17	Northeast Delhi, East Delhi, South	Shahdara, Gandhinagar, Okhla, Maidangari	Hosiery
18	South & Northeast	Okhla & Shahadara	Readymade Garments
19	South Delhi	Okhla	Sanitary Fittings



Skill Development, Training & Entrepreneurship initiatives of the state

There are various initiatives taken by the State Government for Skill development training and to support entrepreneurship. The training have been

provided under various sectors like Apparel, Textile, Electronics, Healthcare, Logistics etc.

S.no.	Name of the Scheme	Details	Implementing Department/ Body
1.	Pradhan Mantri Kaushal Vikas Yojana (PMKVY)	The objective of this Scheme is to enable a youth to take up industry-relevant skill training that will help them in securing a better livelihood.	Delhi Skill Development Mission
2.	Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)	DDU-GKY is uniquely focused on rural youth between the ages of 15 and 35 years from poor families. It aims to skill rural youth who are poor and provide them with jobs having regular monthly wages or above the minimum wages	Delhi Skill Development Mission



Potential Areas for Livelihood Opportunities

Following are the few entrepreneurship opportunities in the state for which training, and support can be availed from schemes mentioned above: -



Coffee /Tea Shop

Being one of the wealthier states of India initiating a coffee/tea shop in one of the most profitable business ideas in Delhi. An entrepreneur passionate and talented about coffee/tea can initiate this business without substantial capital investment.



Mobile Food Van

The mobile food truck business opportunity is different from a natural restaurant operation. The food truck is an emerging business in India for metropolitan cities. A person having minimum experience in the food service industry can initiate this venture on a small-scale basis. From food trucks, you can sell frozen and packaged items like ice cream, soft drinks, sweets, and snacks.



Handyman Business

A metropolitan and industrialized city area is considered as most perfect for the handyman business initiative. The working area of the handyman service business is wide. Generally, this type of works includes maintenance, repair, remodelling, plumbing, refurbishing, and electrical jobs. Apart from the full-time operation, you can initiate this business part-time also.



Tailoring/Embroidery

As a start-up business, tailoring and embroidery have been around for decades, and most are usually home-based businesses that receive and complete orders on behalf of small boutiques. But being a tried and tested idea does improve its chances of emerging as a successful future business especially in larger cities where tailoring services are in high demand. Obviously, one needs to undergo the requisite training and ideally should have sufficient experience in order to improve the chances of succeeding in this small-scale business venture.



Handicrafts Seller

Some of these products include metal ware, paintings, shawls, carpets, wood ware, earthenware, embroidered goods, and bronze and marble sculptures, etc. Resident of Delhi likes to décor home utilizing handicrafts items.



Breakfast Joint/Take-away

Food being one of the three basic necessities of life makes a top choice for people to indulge and open-up business in F&B (Food and Beverage) Industry. One can start with only a few key dishes such as a wholesome traditional breakfast with optional snacks as an add-on.



Juice Points/Shakes Counters

Fresh juices without preservatives are emerging as a popular healthy alternative to cold drinks. Hence this small business ideas list, as a top option for a potentially successful venture. While one is at it, diversification into related drinks especially summer drinks like lemonade, buttermilk and lassi might also work out well for this small business.



Setting up Organic Fields for Organic Fruits and Vegetables

Another attractive idea from the low-cost business ideas for a start-up is an agriculture start-up especially the setting up organic fields for growing of organic fruits and vegetables. This set up can be possible in NCR areas.



Hair Salon and Beauty parlour

Beauty and wellness sector afford viable opportunities to start small-scale ventures that are not fancy and are purely service oriented. A beauty parlour could be started right from home itself.



Artificial Jewellery /Fashion accessories

Another lucrative idea among the low-cost business ideas for start-ups is fashion accessory and Artificial Jewellery business that has a great potential for earning high volumes of income due to high level of accessibility.



Possible Interventions in Skill Development

Cluster entrepreneurship development centre

To develop an integrated approach towards strengthening the entire entrepreneurship value-chain in terms of access to credit, efficient market linkages, skilling of youth in priority & futuristic sectors, entrepreneurial development, long-term enterprise sustenance mechanisms, collaborations with industry & institutions for investments, digital enablement for entrepreneurship development, enabling access to modern technology & techniques to foster entrepreneurs existing and futuristic sectors.

Industry Led Skill Development Centres

There is a need for highly skilled manpower since modern manufacturing technologies use complex technologies which are not currently taught in the skill training /ITIs. This initiative could bridge such gaps by teaching these technologies which will not only increase prospects of high wage job / entrepreneurship opportunities in local, national, and even international market. This could be aligned to priority and focus sectors need to be identified by Delhi Government.



What next.....?

The COVID19 pandemic has a profound and deep impact in the lives and livelihood of the most vulnerable sections of the society. These include the marginalised, poor people of the country, especially the migrant population who had to bear the brunt of the unprecedented lockdowns, which triggered exodus of migrant population to the relative safety of their hometowns, districts of the respective states.

The COVID19 pandemic & labour

The home town migration for some has been a temporary measure to tide over the uncertain situation and return to their workplace when things normalise, for others it is imperative to find a livelihood solution either through self-employment of getting absorbed locally in the existing Industry. In some there is a strong desire to do something of their own at their home town. Many of these displaced are skilled people, even professionals.

Skilling, reskilling and upskilling are important aspects in terms of providing employment and enterprise opportunity to migrant labour. However, along with hard skills, soft skills including attitudinal changes needs to be incorporated in order to make the initiative successful.

Many state governments, followed the way and implemented various schemes, viz. Sewa Mitra Platform in UP, Rajasthan Labour Employment Exchange, Setting up of Kaushalkar.com by Karnataka, Integrated Skill Portal for Migrant Workers, Mukhyamantri Swarojgar Yojana in Uttarakhand, Mahaswayam web portal in Maharashtra, SAMPARKA portal in Assam and many more. Most of these initiatives were focused on either providing employment opportunities or social security. In order to address the issue of self employment (being job creator) which requires handholding and mentoring boosters, many organisation initiated multiple steps to create employment / livelihood opportunities in their (labourers) hometown.

SIDBI, through the GT Bharat LLP (placed as PMU agency in 11 states), conducted a rapid migrant labour profiling and suggested viable enterprise and livelihood options in various states. This was done through consultative means and study of existing measures prevailing in various states. The study documented various options for livelihood available for migrant labourers in their home town.

The value chain actors need to unleash a campaign mission on digitisation as a great democratiser of access to financial and non financial services. Several fintechs have made headways in easing access to aspirants. Digital platforms like mitra portals (standupmitra, udyamimitra, msme Saksham, PSB59). are offering digital delights. A platform which provides access to E Business services for existing enterprises can be trendsetter. Involvement of technical institutions as solution centres for adjoining clusters and or artisanal pockets can be game changers. It is also desirable to have lot of reforms and policy level inputs, including revolutionary – reforming public private partnership.

A national labour database (local and migrant), linked with Aadhaar and Jan Dhan accounts, can help capture and monitor various indicators like wage-trends, skillsets, education, experience etc. In this, a Specific identity no. can be given to each migrant labor. That detail shall be shared with all concerned dept. (SLDC, employment dept. labor dept., KVKs) all Industry associations, major manpower consultancies, skill development institutes, industrial & MSME departments of respective states and with all agencies involved in the livelihood creation. The same may enable them to map suitably as per their orientation, skill set for further employment or livelihood opportunities. Different programmes, schemes, institutions need to marry their mandate for nation good.

Cluster mapping and major cluster-based skill development approach in each district may also be explored for streamlined efforts to address the reverse migration issue. The major clusters present in each district or mandal/block, skill development programs can be taken up for the displaced population to enable them to start the enterprise or enhance their employability as skilled labour for the existing units. In bigger cluster - training and manpower skill development can be done as soft intervention for the migrant labours. OEMs can impart training to the labours of same interest and they can be utilized as their extended units with smaller setups.

Leveraging networks can propel the REVIVE & THRIVE journey, for sure.

Digital Knowledge Bank

- More information about SIDBI visit - www.sidbi.in
- For information and handholding support for aspirant entrepreneurs, please visit - <https://www.udyamimitra.in/>
- More information on bankability kit <https://udyamitra.in/Content/MSEbankabilitykit2.pdf>
- Prospective entrepreneurs may register themselves on <https://site.udyamimitra.in/Login/Register>
- You can register as both buyer or seller on Government e Marketplace (GeM) website at <https://gem.gov.in/>
- SC/ST and women entrepreneurs can borrow loans between Rs. 10 lakh and Rs. 1 Crore to start a manufacturing, trading or service unit under Stand Up India. Details are available at <https://www.standupmitra.in/>
- Women Entrepreneurs visit <https://niti.gov.in/women-entrepreneurshipplatform-web>
- For mentorship support please write to us at pnd_ndo@sidbi.in
- Meet Dhandebaaz at www.sidbi.in/en/swavlambans/meet-mr-dhandebaaz
- Have access to various knowledge series at www.sidbi.in/en/be-an-entrepreneur-knowledge-series
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MISSION 10000 SWAVALAMBI

Dream2Reality Initiative under SIDBI Mission Swavalamban

Making India, Self-Employed

Mission 10000 Swavalambis is an initiative of SIDBI under the umbrella of Mission Swavalamban. This mission is powered by LetsEndorse in association with grassroots NGOs (Swavalamban Connect Kendras) and several key stakeholders. Our collective mission is to transform 10,000 individuals into empowered and confident micro-entrepreneurs.



The mission is actively working in 108 districts across 5 states of India (Uttar Pradesh, Bihar, Jharkhand, Odisha, and Telangana).

360° ENABLEMENT MODEL



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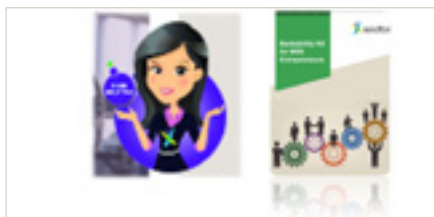
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Small Industries Development Bank of India (SIDBI), established under an Act of Parliament in 1990, acts as the Principal Financial Institution for Promotion, Financing and Development of the Micro, Small and Medium Enterprise (MSME) sector as well as for co-ordination of functions of institutions engaged in similar activities. In the context of the changing MSME lending landscape, the role of SIDBI has been realigned through adoption of SIDBI Vision 2.0 which envisages an integrated credit and development support role of the Bank by being a thought leader, adopting a credit-plus approach, creating a multiplier effect, and serving as an aggregator in MSME space.



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