

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.



Rajasthan State

Report Summary

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



Introduction

The lockdown affected livelihoods of more than 45 crores of migrant workers in India. In Rajasthan, more than 58 Lakh of migrant worker has been affected which is 20% of its total labour force and 0.7% of its total population.

In Rajasthan, 49% of migrant workers belongs to within state only, 51% migrant workers are from other states of India and the rest are from abroad. The inward migration to Rajasthan is from Bihar, Uttar Pradesh, West Bengal, Gujarat, Maharashtra, Delhi, Punjab, Haryana, Tamil Nadu, Karnataka, etc., while the current situation leads to reverse migration of migrant workers from Rajasthan to their home state. These workers are majorly involved in Agriculture, Construction, manufacturing, service sector and textile industry in Rajasthan.

The construction, manufacturing, daily wage, hospitality sectors are the major sectors in which these migrant workers are placed. People from western and southern Rajasthan constitute the largest migrant workforce with districts like Jodhpur, Barmer, Dungarpur, Udaipur, Ajmer and Chittorgarh topping the chart. In addition, major chunk of migrants belongs to the scheduled castes, scheduled tribes and other backward classes. About 80% of migrants move alone while 20% take families along,” says the survey.

The following initiatives and Programs are set to drive the State’s economy in the immediate future:



It emerges from the Employment and Unemployment Survey 2015-16, that only 1.6 percent of the State's working age population has received any sort of vocational training. This, in comparison, is quite lower than the national average of 5.5%.

According to a survey conducted by the Centre for Monitoring Indian Economy (CMIE), Rajasthan's unemployment rate for December 2020 is 28.2 percent, second after Haryana's 32.5 percent and four times the national average. The national unemployment rate is 6.5 percent until January 30, 2021, as per the CMIE. The urban unemployment rate is 8.2 percent and the rural rate is 5.7 percent.

Rajasthan was one of the pioneer states to setup a skills mission by the name of Rajasthan Mission on Livelihoods, in 2004. The Rajasthan Skills and Livelihoods Corporation is executing various schemes and program. In 2015-16 Rajasthan Skill and Livelihoods Development Corporation (RSLDC) set up 300 new skill development centres in private public partnership (PPP) model, with a capacity to train 22,000 candidates, between 2014-17, Department of Skills, Employment and Entrepreneurship of Rajasthan - skilled more than 6 lakh youth.



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• Permanent.	<ul style="list-style-type: none">• Intra-district• Inter-district• Intra-state, Inter-state• National and International

The latest government data on migration comes from the 2011 Census. As per the Census,



India had 45.6 crore migrants in 2011

38%

of the population



Of which,

99%

of total migration was internal



immigrants (international migrants) comprised

1%



Reasons of Migration – Rural Migration

Table 1- Gender wise reasons of migration from rural region.

REASONS OF MIGRATION	MALE		FEMALE	
	N	%	N	%
Work/Employment	1,080,094	37.72	188,667	1.34
Business	27,694	0.97	17,071	0.12
Education	88,084	3.08	50,215	0.36
Marriage	117,032	4.09	12,117,196	86.33
Moved After Birth	484,649	16.92	320,040	2.28
Moved With Household	782,925	27.34	1,023,281	7.29
Others	283,267	9.89	319,949	2.28
Total	2,863,745	100.00	14,036,419	100.00

Secondary Data Source: Office of the Registrar General & Census Commissioner, Ministry of Home Affairs, Government of India.

As far as migration of males from rural region is concerned 37.72% male migrated due to work or employment which is maximum percentage among men, 27.34% second highest migrated with household. 16.92% male moved after birth. Only 4.09% male migrated due to marriage. 3.08% male migrated for education. 0.97% male moved due to business and rest 9.89% moved due to various other reasons. If we see the migration of female in Rajasthan from rural region, maximum 86.33% female migrated due to their marriage, next 7.29% female migrated with their household. Migration of female in search for

work or employment was 1.34%. Only 0.12% female from rural region in Rajasthan migrated for business. 2.28% female moved after birth. Hence, main reason of migration for female in rural region is marriage or moving with household. Migration due to various other reasons is less.

Hence, if migration of male and female is compared – the main reason of migration of male was work or employment then moving with household and then moving after birth. Whereas that main reason of migration for female is marriage.

Reasons of Migration – Urban Migration

Table 2 - Reasons of migration from urban areas according to 2011 census provisional data.

REASONS OF MIGRATION	MALE		FEMALE	
	N	%	N	%
Work/Employment	394,421	32.47	51,581	2.17
Business	21,847	1.80	8,855	0.37
Education	39,866	3.28	25,888	1.09
Marriage	18,787	1.55	1,556,564	65.60
Moved After Birth	251,003	20.66	174,798	7.37
Moved With Household	326,838	26.91	445,654	18.78
Others	162,021	13.34	109,376	4.61
Total	1,214,783	100.00	2,372,716	100.00

Secondary Data Source: Office of the Registrar General & Census Commissioner, India Ministry of Home Affairs, Government of India

As far as migration of male in Rajasthan is concerned in urban region, here also male migrate in search of work or employment (32.47%). Second big reason of migration for male is moving with household (26.91%). 13.34% migrated for various other reasons. 20.66% male moved after birth, 3.28% male migrated for the purpose of education and 1.80% migrated due to business. Only 1.55% male migrated due to marriage.

In case of female migration in Rajasthan in urban region the main reason of migration for female is marriage 65.60% female migrated due to marriage. 18.78% female moved with household. 4.61% migrated due to various reasons. 7.37% female moved after birth. 2.17% female migrated due to work or employment reasons. Only 1.09% female migrated due to education purpose in Rajasthan and 0.37% female migrated for business purpose.

Reasons of Migration – Rural Migration

In the state of Rajasthan as per the data by labour department, “There are 22 lakh migrant labour/ menial entrepreneurs who have returned to state. 6 lakh construction labour whose data is there with the dept. Another 3.5 lakh are registered with Rajasthan State Livelihood Development Corporation, 3.2 lakh are small entrepreneurs registered with the employment exchange and 1.5 lakh with ITIs (Industrial Training Institutes) and another 3 lakh more non-listed migrants have returned home. Besides this, additional 5 lakh people have registered in MGNAREGA scheme – leading to a number of 40 lakh, highest ever since the scheme was launched in year 2005.



Thrust sectors and cluster approach

Thrust Sectors of State

The state has been the trendsetter in promoting Industrial growth and ease of doing business by setting the Industrial Single Window Clearance. The Act made it compulsory for new industries to register with a single window to obtain clearances quickly. It also simplified procedures for getting industrial clearances. The state also has separate policies & schemes for development in sectors such as solar power, electronic hardware, Gems, Minerals and food processing.

Based upon an in-depth analysis of state's position in the value chain, available and potential skill sets, locational advantages and strategic importance in socio-economic context, the State has identified the following eight thrust sectors:



Food Processing



Pharma and Biotechnology



Textiles



Gems & Jewellery



Minerals & Stones



Furniture



Automobile and Components



Handloom & Handicraft



Cluster Development

Since beginning of the industrial growth era, there has been a phenomenon of a group of units producing similar kind of products in close proximity geographical region. Such area is called as a cluster.

A cluster is a group of enterprises located within an identifiable and as far as practicable, contiguous area and producing same/similar products/services. The essential characteristics of enterprises in a cluster are (a) Similarity or complementarity in the methods of production, quality control and testing, energy consumption, pollution control, etc. (b) Similar level of technology and marketing strategies/practices (c) Channels for communication among the members of the cluster (d) Common challenges and opportunities.

#	Name of Cluster	District	Product
1	Kota Doria, Kaithoon, Kota	Kota	Kota doriya Sarees
2	Charm Utpad and Charm Rangai, Bansoor, Alwar	Alwar	Charm utpad
3	Rangai Chapai, Akola, Chittorgarh	Chittorgarh	Rangai Chapai
4	Hathkargha, Dariba, Churu	Churu	Carpets
5	Murtikala, Talwara, Banswara	Banswara	Murti Articles
6	Charm Juti, Bheenmaal, Jalore	Jalore	Charm Juti Utpad
7	Jaisalmer Stone, Jaisalmer	Jaisalmer	Stone Art
8	Gotaloom, Ajmer	Ajmer	Gotal Lace
9	Aari Taari, Naila, Jaipur	Jaipur	Aari taari Work
10	Murtikala, Golakabas, Alwar	Alwar	Murti
11	Tie and Dye, Jodhpur	Jodhpur	Tie & Dye Product
12	Kanch Kasida, Dhanau, Barmer	Barmer	Kashidakari Art Product
13	Honey, Bharatpur	Bharatpur	Honey
14	Potri and Tera Cota, Ramgarh, Alwar	Alwar	Potteries Product
15	Tera Cota, Molela, Rajsamand	Rajsamand	Terracotta Product
16	Tera Cota, Siyava, Sirohi	Sirohi	Terracotta Product
17	Stone, Pindwara, Sirohi	Sirohi	Stone Art Product
18	Abhyaran Utpad, Baran	Baran	Honey, Gum and Forest Products
19	Galicha, Thanagazi, Alwar	Alwar	Galicha Cluster
20	Lakh, Jaipur	Jaipur	Lakh Products
21	Stone Artware, Dungarpur	Dungarpur	Stone Art Products
22	Charm utpad, Jodhpur	Jodhpur	Charm utpad
23	Kashidakari, Shiv, Barmer	Barmer	Kashidakari Art Product
24	Castkala, Bassi, Chittorgarh	Chittorgarh	Wooden Product
25	Kashidakari, Pugal-Aduri, Bikaner	Bikaner	Kasida Product
26	Abhyaran Utpad, Talchapar, Churu	Churu	Forest Products
27	Auto Component, Alwar	Alwar	Auto Components
28	Hathkargha, Rajpurapatalwas, Jaipur	Jaipur	Handloom Products
29	Marble Article, Chittoli, Jaipur	Jaipur	Marble Art

#	Name of Cluster	District	Product
30	Sand Stone, Pichupada, Dausa	Dausa	Sand stone Articles
31	Pital Ke Bartan Per Nakkashi, Balahedi, Dausa	Dausa	Brass Handicrafts
32	Potri and Teracota, Gogunda, Udaipur	Udaipur	Potteries Product
33	Handblock Printing, Bagru, Jaipur	Jaipur	Handblock Printng Product
34	Charm, Kishangarh Rainwal, Jaipur	Jaipur	Charm utpad
35	Kashidakari and Hastshilp, Chohatan, Barmer	Barmer	Kashidakari Art Product
36	Kashidakari and Hastshilp, Shiv, Barmer	Barmer	Kashidakari Art Product
37	Bamboo, Malikheda, Banswara	Banswara	Bamboo Produces
38	Teracota, Sagwada, Dungarpur	Dungarpur	Teracota Produces
39	Charm, Sawarda, Dudu, Jaipur	Jaipur	Charm Produces
40	Kotadoria, Hadoti Region	Kota	Kotadoria Sarees
41	Teracota Pottery, Pokran, Jaisalmer	Jaisalmer	Teracota Produces
42	Leather, Sikar	Sikar	Leather Products
43	Tie and Dye, Shekhawati Region	Sikar	Tie and Dye Works
44	Leather, Dhiroda, Alwar	Alwar	Leather Produces
45	Plastic Bangle, Pali	Pali	Plastic Bangels
46	Applique Embroidary, Barmer	Barmer	Embroidary Works
47	Wooden Handicraft, Jodhpur	Jodhpur	Wooden Handicraft
48	Marble murti, Sikari, Bharatpur	Bharatpur	Murti Articles
49	Ajrakh Block Print, Barmer	Barmer	Ajrakh Print Produces
50	Teracota, Ghatol, Banswara	Banswara	Teracota Produces
51	Bas Tokari, Dungarpur	Dungarpur	Bas tokari Produces
52	Phad Painting, Bhilwara	Bhilwara	Phad Painting
53	Pak Visthapit, Jodhpur	Jodhpur	Embroidary Works
54	Art Metal Craft, Jodhpur	Jodhpur	Metal Works
55	Leather Craft, Barmer	Barmer	Leather Products
56	Hand Embroidery Craft, Jaisalmer	Jaisalmer	Hand Embroidery Produces
57	Leather Juti, Gangrar, Chittorgarh	Chittorgarh	Leather Produces

Education and Skill Development

The State has several Govt. Departments and organizations have already channeled their different Programme through Rajasthan Skill Livelihood Development corporation:-

1. Department of Rural Development.
2. Department of Agriculture
3. Department of Horticulture.
4. Department of Drinking Water & Sanitation – Swachh Bharat Mission.
5. Department of Handlooms and Textile.
6. Central Arid Zone Research Institute – Jodhpur & Bikaner (ICAR) – Dept. of Agriculture Research and Education.
7. Central Sheep & Wool Research Institute Tonk – Dept. of Agriculture Research and Education.

S No	Name of Scheme	Implementing Department/ Body
1	Training & Skill by KVK for livelihoods	Department of Agriculture and Education
2	Plantation – CAMPA Fund	Rural Development/Environment, Forest & climate changes.
3	Mahatma Gandhi NREGS	Rural Development
4	Employment Linked Skill Training Program	Rajasthan Skill and Livelihoods Development Corporation (RSLDC)
5	EDP – Entrepreneurship Development Program	Dept. of Industries, Govt. of Rajasthan
6	Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)	Rajasthan Skill and Livelihoods Development Corporation (RSLDC)
7	Regular Skill Training Program	Rajasthan Skill and Livelihoods Development Corporation (RSLDC)
8	Mukhya Mantri Yuva Kaushal Yojana	Rajasthan Skill and Livelihoods Development Corporation (RSLDC)
9	Rajasthan Skill Development Initiative Society	Rajasthan Skill and Livelihoods Development Corporation (RSLDC)

Ministry wise, Scheme linked activity Interventions

S NO	WORK/ACTIVITY	SCHEME	DEPARTMENT/MINISTRY
1	Community Sanitary Complex	Swachh Bharat Mission-G(ODF+)	Drinking water & Sanitation
2	Gram Panchayat Bhawan	Finance commission Funds/ Mahatma Gandhi NREGS	Panchayati Raj/Rural Development
3	Works under 15th FC Funds	Finance commission Funds	Panchayati Raj
4	National Highway	Bharatmala & others	Road transport & Highways (NHAI)
5	Water conservation & Harvesting works	Mahatma Gandhi NREGS	Rural Development
6	Construction of Wells Construction of Wells	Mahatma Gandhi NREGS	Rural Development
7	Plantation (including through CAMPA funds)	Mahatma Gandhi NREGS/ CAMPA	Rural Development/Environment, Forest & Climate Changes
8	Horticulture	Mahatma Gandhi NREGS	Rural Development
9	Anganwadi Centers	Mahatma Gandhi NREGS/ WCD	Rural Development /DoWCD
10	Rural housings	PMAY-Gramin	Rural Development
11	Rural connectivity Works	PMGSY	Rural Development
12	Railway Work	-	Railways
13	Shyama Prasad Mukherjee Rurban Mission	Shyama Prasad Mukherjee Rurban Mission	Rural Development

Skill Development and Entrepreneurship Efforts by Rajasthan Govt.

Many of the traditional vocations are at the risk of dying out owing to lack of appropriate patronage, documentation and transmission of skills – Like the Ajrakh Print of Barmer, Metal Potteries of Jaisalmer.

RSLDC, in partnership with agencies like the Department of Handlooms and Handicraft, Khadi and Village Industries Commission (KVIC) and other traditional clusters, could implement targeted interventions to promote traditional vocations/occupations. For this purpose, RSLDC could carry out the following:

- Conduct training especially for the migrant population of the traditional communities through a formal process.
- Promote employment or entrepreneurship through relevant programs of the State and central governments.

Along with this, RSLDC has a separate portal (www.rajkaushal.rajasthan.gov.in) for migrant registration and through this, the skill development training are provided to the migrant workers to empower them to get skilled/semiskilled job in different manufacturing industries and start their small enterprises.

Artisans and Handicraft Sector Potential for Revival-

Established artisan organizations & associations / institutes must be consulted for the same.

Community Mobilization – for participation in planning, implementation and monitoring of artisanal interventions.

Community Skill Hubs (skill hubs exclusive to traditional sectors).

Documentation support and Maintenance of database of migrant workers associated with traditional sectors.

Mentoring support for migrant workers to help them entrepreneur and skill as junior and master weaver.

Major State Partners:-

- Department of Handlooms and Handicraft, Rajasthan.
- Khadi and Village Industries Commission
- Department of Agriculture, Rajasthan.
- Rajasthan State Livelihood Development Corporation.



Potential Areas for Livelihood Opportunities

SECTOR	TRADES/ VOCATION	DISTRICTS COVERED
MANUFACTURING SECTOR: (WITH DURATION 15 DAYS TO 6 MONTH)	<ul style="list-style-type: none">• Metal & Wood Furniture making – carpentry.• Ready Made Garments / Stitching.• Fabrication and Welding work• SS & Aluminium Works• Bakery and Bread.• Snacks & Savouries• Handloom & Textile – Block Printing.• Dying• Kota Doria work• Bedsheet stamping & Printing.	Jodhpur, Jaipur, Sanganer,Udaipur, Kota, Banswara, Ajmer, Neemrana, Bhiwadi, Khushkhera, Alwar, Bikaner, Bagru, Barmer



SECTOR	TRADES/ VOCATION	DISTRICTS COVERED
SERVICES SECTOR: (WITH DURATION 15 DAYS TO 6 MONTH)	<ul style="list-style-type: none"> • Courier & Delivery Services. • Cabs & Auto rickshaw Services • Electrician, Plumbing, Fittings. • Service & repairs of household Items. • Hair Dresser & Beauty Salons • vehicle service Technicians (2 -3 wheelers) • Tractor and Farm Equipment mechanics and Servicing • Tailoring and garment alteration work. • Mobile shops including repair and data /sim card related services • Computer printing, photocopying and stationary services • Logistics services for farmers /shopkeepers etc. • Masonry work • Solar Panel installation and Repair • Repair and maintenance of Irrigation and Agri Implements • DTH and Cable network repair men. • Construction & Civil Work. • Cleaning & Sanitary Services, IPM. • BPO's, Customer Services. 	Jaipur, Kota, Chittorgarh, Hanumangarh, Udaipur, Jodhpur, Sahpura, Paota, Ganganagar, Chomu, Bhilwara, Sikar, Jaisalmer, Jhalawar,
AGRIBUSINESS AND ALLIED SECTORS (WITH DURATION 15 DAYS TO 3 MONTH)	<ul style="list-style-type: none"> • Cultivation of Fruits, Vegetables, Flowers. • Preparation of Pickles & Sauces, Marmalade. • Dairy farming • Nursery Raising • Vermicomposting • Organic Farming • Dairy Booths & Milk Supply. 	Jhalawar, Bundi, Swaimadhampur, Tonk, Baran, Eklara, Kota, Dudu, Jaipur, Ajmer.
FORESTRY PRODUCT BASED MICRO ENTERPRISES	<ul style="list-style-type: none"> • Handicraft items from forest produce /various Fibers • Honey processing and bee keeping. • Furniture. • Spices & Herbs 	Udaipur - Medi, Banswara, Jodhpur, Churu, Kota, Mathania, Jhalawar, Baran, Karoli.
GEMS & JEWELRY SECTOR	<ul style="list-style-type: none"> • Stone Cutting • Stone Cleaning & Polishing • Handmade Bracelet & Garland making. 	Jaipur, Udaipur, Jodhpur, Bundi.
TOURISM INDUSTRY	<ul style="list-style-type: none"> • Small Shilpagram development. • Guides – Having Local Area knowledge. • Development of Road Side/Highway side Hats. • Development and promotion of local craft, underdeveloped Durgs, Bawris etc.- to increase the village tourism also. • Promoting specific cousins, Birds, wildlife etc. 	Jaipur, Udaipur, Jodhpur, Jaisalmer, Badmer, Alwar, Swaimadhampur, Bharatpur, Sambhar, Ajmer, Gangapur.

Possible interventions in Skill Development

Cluster mapping and major cluster-based skill development approach in each district

Cluster mapping has already been done by the Department of Industries and MSME DI. Based on the major clusters present in each district or mandal/block, skill development programs can be taken up for the respective migrant labour to enable them to start the enterprise or enhance their employability as skilled labour for the existing units.

Institutionalisation of Traditional Art/Skill

Standardisation and formalisation of existing job roles, recognition of prior learning to certify experienced artisans (as master trainers, assessors, and professionals), training of master trainers, and training support persons and developing formal training programs for next generation members through community skilling hubs will allow traditional sectors to have a systematic skilling ecosystem. Established artisans and organizations can be consulted for the same.



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
- Multiple papers / documents available for potential & growing entrepreneurs available at www.sidbi.in/en/swavalamban-info-series
- To access various schemes available for MSEs / aspirant MSEs, visit - www.startupindia.gov.in/content/sih/en/government-schemes.html



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.



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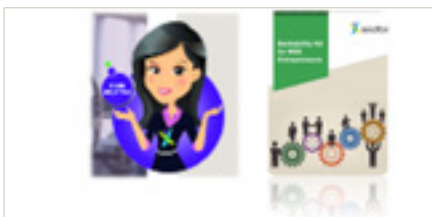
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Small Industries Development Bank of India (SIDBI), established under an Act of Parliament in 1990, acts as the Principal Financial Institution for Promotion, Financing and Development of the Micro, Small and Medium Enterprise (MSME) sector as well 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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