

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.



Tamil Nadu State

Report Summary

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



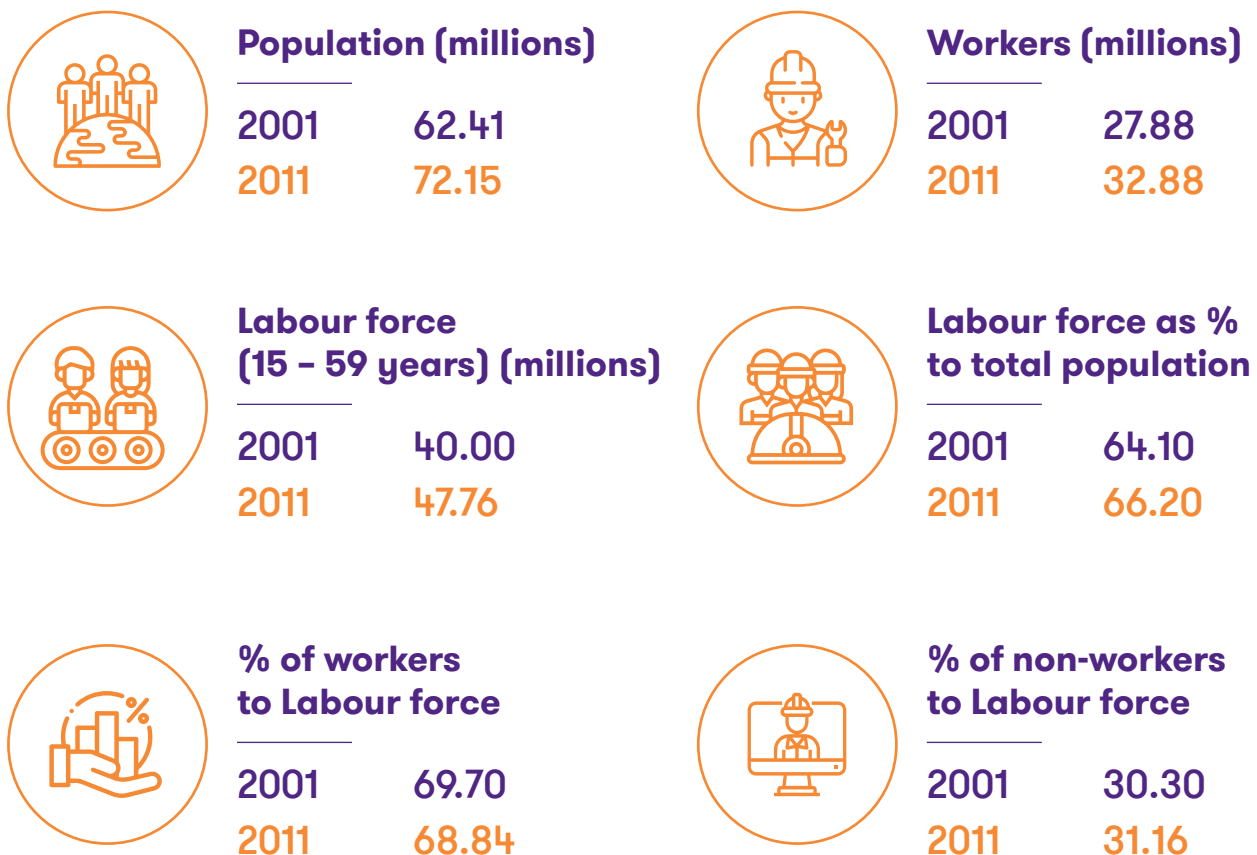
Introduction

The lockdown affected livelihoods of more than 45 crores of migrant workers in India.

In Chennai, more than 25 Lakh of migrant worker has been affected which is 71.44% of its total labour force and 23% of its total population. In Chennai, 74% of migrant workers belongs to with-in state only, 24% migrant workers are from other states of India and the rest are from abroad. The inward migration to Chennai

is basically from northern parts of India, north-east and eastern India, while the current situation leads to reverse migration of migrant workers from Chennai to their home state. These workers are majorly involved in Construction, manufacturing, service sector and textile industry in Chennai.

Population and Potential Labour force in Tamil Nadu



Source: Directorate of Census Operation, Tamil Nadu

District wise Work Participation Rate (WPR) - 2011 Census (%)

Category	Overall	Rural	Urban	Males	Females
State	45.6	50.7	40.2	59.3	31.8
Category	Overall	Rural	Urban	Males	Females
Highest	Erode (53.1)	Erode (58.1)	Erode (48.4)	Tiruppur (65.8)	Perambalur (48.4)
Lowest	Kanniyakumari (36.3)	Kanniyakumari (37.9)	Thiruvarur (34.6)	Cuddalore (57.1)	Kanniyakumari (16.4)

Source: Directorate of Census Operation, Tamil Nadu

The construction and manufacturing sector are the two major sectors in which these migrant workers are placed. According to researchers, about 50 per cent of migrant workers are working and residing in

Chennai, Kanchipuram and Tiruvallur districts, while 17% of workers are in Coimbatore, Tiruppur and Erode districts.



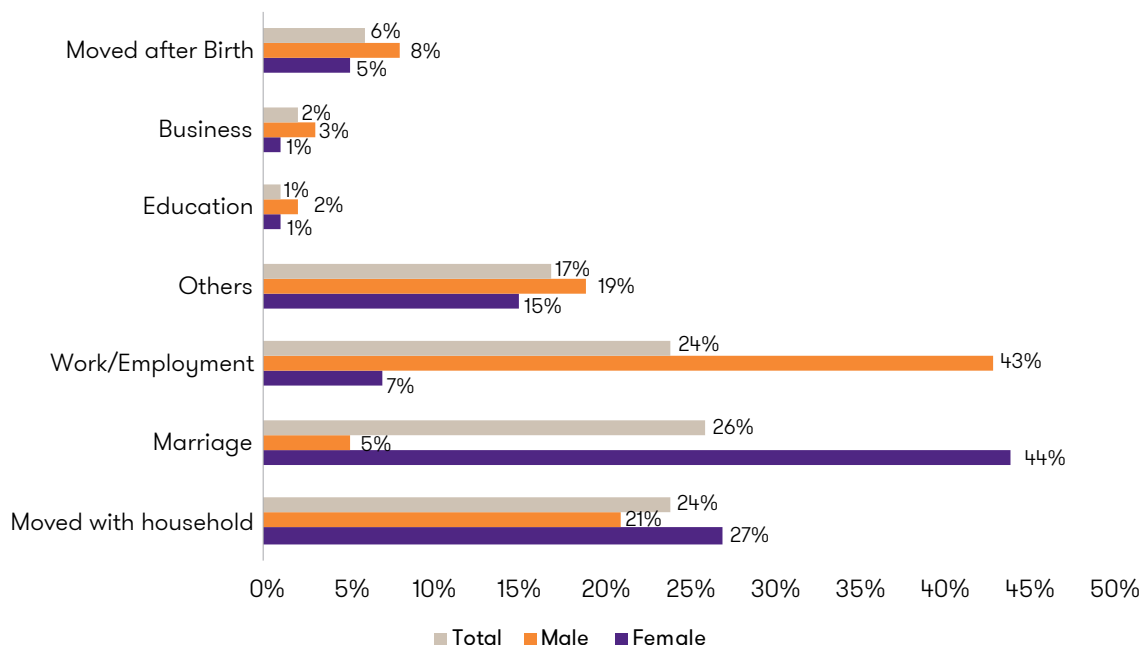
Migration Data

According to the Census 2011, about 20 Lakh people migrated from Tamil Nadu as per the definition of the place of last residence. Overall, about one-fourth of the total migrants left the State for the livelihood opportunities and another one-fourth migrated because of marriage. A gender specific analysis of reasons for moving from the State indicates that 'livelihood opportunities' was the main reason for the migration among the males while 'marriage' for the females.¹⁴



Women constituted
53%
of the migrated population.

Reasons for Migration



Karnataka was preferred the most, followed by Kerala, Puducherry and Andhra Pradesh. These four southern States accounted for 80% of the total migration from Tamil Nadu. After these States, Maharashtra received highest number of migrants from Tamil Nadu.

The minimally skilled worker requirements are largely filled-up through migrant workers, ranging between 10-15 lakh people. They are sourced from Eastern and Northern parts of India especially Odisha, Assam, West Bengal, and Bihar. Though they possess minimal skills,

they have the tendency to acquire the skills on the job after 6 months to one year in the same organisation. Many migrant workers move with their families enabling a longer association with the firms. The major employers of migrant workers are Construction, Textiles and Tourism & Hospitality sectors. In specific pockets like Chennai, Kanchipuram and Tiruvallur, migrants are employed even in the skilled workers category including in job roles in the Engineering, and Tourism & Hospitality sectors.

¹⁴. Skilling for the future, Tamil Nadu Skill Development Corporation, Nov 2019

Education and Skill Development

The recently announced policy initiatives, specifically in Aerospace and Defence, Textiles, Food Processing, Auto and Auto-component industries, and others will drive the industrial growth in the upcoming years.

Currently, training service providers are largely catering to entry-level mass jobs like Tailoring or Embroidery, BPO/Call centre operations, etc. Majority of training courses offered at present are in the Apparel & Textile, Telecom and Electronics industries. There is requirement for skilled workers with higher competency levels, in the Engineering and Food Processing industries, among others.

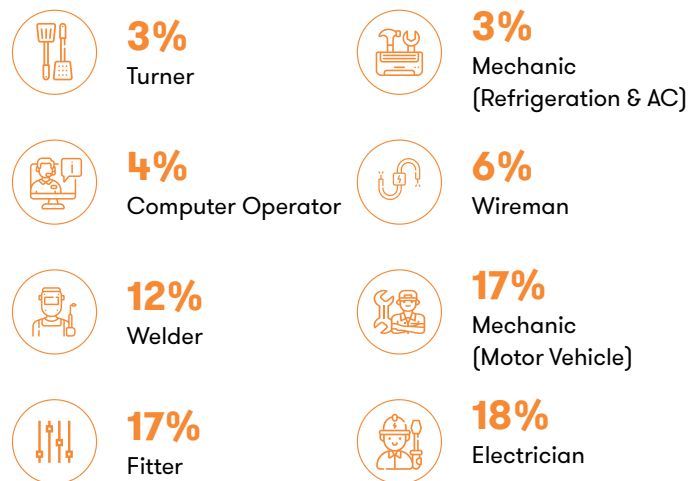
There is a requirement for strengthening the availability of labour market information and counselling services. As per an estimate, nearly 32.8 Lakh of additional skilled and semi-skilled workforce would be in demand over the next 6 years. Key sub-sectors driving the demand are Manufacturing, Education & Healthcare Construction, Communication- IT/ ITES, Trade, BFSI, Real Estate & Business Services, Logistics and Allied sectors of agriculture.

The key industries aspired by the youth include Auto and Auto-ancillary, Food Processing, Agri-business, handicrafts, and handlooms. These sectors are witnessing concerted efforts from the Govt. and investments from the private sector. They also hold potential for considerable self-employment, especially among females.

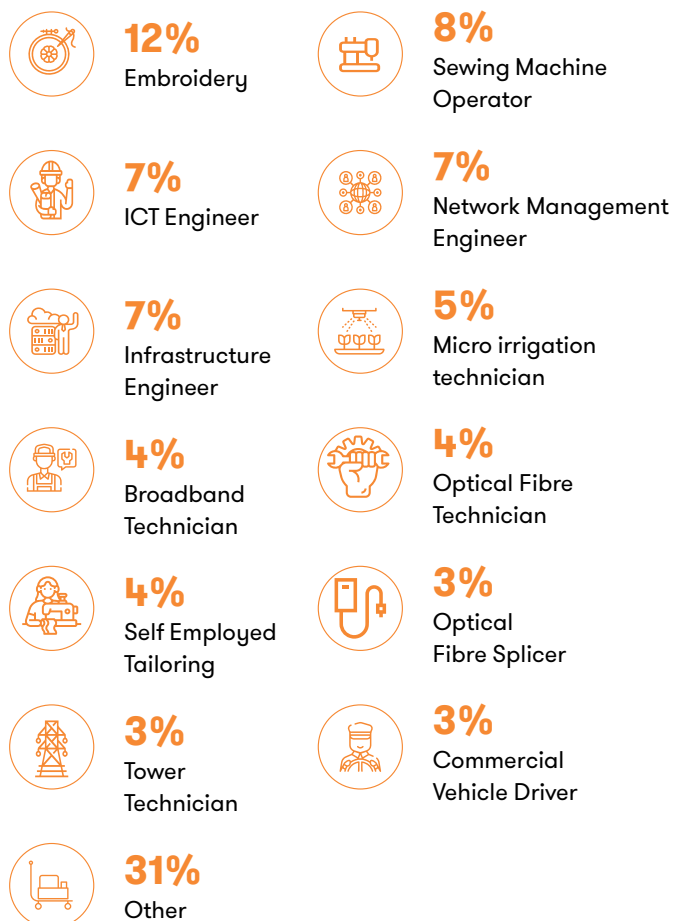
Vocational Courses and popular trades in the state

There are 335 ITIs in the State affiliated with the National Council for Vocational Training (NCVT), with an approved capacity of 51,890 seats spread across 73 trades, but there is concentration of capacity in ITIs across a few trades. 80% of the approved seats are concentrated between the following nine trades.

Trades in ITI by share of capacity (%)



A similar trend was also observed in the training provided by The Tamil Nadu Skill Development Corporation (TNSDC) which provides short-term skill development programs ranging from 1 month to 6 months duration. Out of the total 400 courses offered, over 69% of the training were spread between the following 12 courses:



This proves that the demand for such jobs is more by both the industry and the working age population. This warrants a concentrated effort to train the migrant labour in the above trades.



Training Programmes/Schemes

S No	Name of Scheme	Implementing Department/ Body
1.	Short- and Medium-term Skill Training Courses	Tamil Nadu Skill Development Corporation
2.	Skill Development Training (Mahalir Thittam)	Tamil Nadu Corporation for Development of Women, Rural Development and Panchayat Raj
3.	Tamil Nadu Rural Transformation Project	Micro, Small and Medium Enterprises
4.	Entrepreneurship Development & Innovation Training	

Under the IFAD funded Post Tsunami Sustainable Livelihood Programs with poultry, vegetable and mushrooms cultivation, Dry fish production, coir products, Floriculture, toys making, cashew nut processing, beauty parlour, saree printing, etc. 3,477 Joint Liability groups have been supported through skill training. In addition, sponsored Vocational training was provided to 5,216 unemployed youth.

Based on the employment opportunities available in each district and nearby areas short term skill training is being imparted to candidates in various sectors for the year 2019-2020 by Department of Employment and training.

Trained Candidate details (District wise)

S No	District	Trained
1	Ariyalur	1430
2	Chennai	23793
3	Coimbatore	5552
4	Cuddalore	2987
5	Dharmapuri	2927
6	Dindigul	6359
7	Erode	4225
8	Kancheepuram	10682
9	Kanniyakumari	1576
10	Karur	2635
11	Krishnagiri	1737

S No	District	Trained
12	Madurai	3712
13	Nagapattinam	4175
14	Namakkal	3403
15	The Nilgiris	617
16	Perambalur	1019

Trained Candidate details (Sector-wise)

S No	Sector	Trained
1	Agriculture	3429
2	Apparel	34338
3	Automotive	11042
4	Beauty & Wellness	2305
5	Banking, Financial Services & Insurance (BFSI)	684
6	Capital Goods	8802
7	Construction	5591
8	Electronics & Hardware	7261
9	Food Processing	129
10	Furniture & Fittings	149
11	Gem & Jewellery	2080
12	Green Jobs	175
13	Handicrafts & Carpets	198
14	Healthcare	2629
15	IT-ITeS	9220
16	Infrastructure Equipment	60
17	Instrumentation & Automation	978
18	Leather and Leather Goods	4435

The Dept. of MSME also runs the following training institutes:

1. Government Technical Training Centre, Guindy, Chennai
2. Institute of Tool Engineering, Dindigul
3. Institute of Ceramic Technology, Virudhachalam
4. Government Scientific Glass Training Centre, Coimbatore

NULM Employment through Skill Training & Placement (EST&P) – Targeted at urban youth (BPL category), implemented by TNCDW. 12,000 urban poor youth trained in 2018–2019, and 9,000 during 2019–20 period.

In addition, several Govt. Departments and organizations have already channelled their skill training programs through the Tamil Nadu Skill Development Corporation including:

1. Dept. of Information Technology,
2. Dept. of Horticulture / Agriculture,
3. Tamil Nadu Adi Dravidar Housing & Development Corporation
4. Tamil Nadu Slum Clearance Board,
5. Directorate of Technical Education,
6. Department of Transport



Potential Areas for Livelihood Opportunities

Tamil Nadu is home to several traditions of handicrafts, handlooms, and arts. Bronze statues & statuettes, Stone Sculptures, handicrafts, and handloom traditions originate from several areas in the state. Traditional sectors have a long and

vibrant history, and are currently supported by independent artisans, state and central government bodies, private players and non-governmental organizations. The traditional sectors can be mapped regionally as below:

Traditional Sectors	Sub-Category	Districts
Handlooms	Hand-printed textiles, Khadi, Applique, Batik, Tie and Dye, Silk Textiles	Madurai, Dindigul, Kanchipuram, Villupuram, Nilgiris, Erode, Kanniyakumari, Tiruchirappalli,
Handicrafts/ Artwork	Paintings, palm handicrafts, reed, coconut fibre handicrafts, Tribal art and handicrafts	Thanjavur, Tiruvallur, Vellore, Erode, Nilgiris, Dindigul, Tiruchirappalli, Karur, Namakkal, Tirunelveli, Kanniyakumari, Thiruvallur, Nagapattinam, Krishnagiri
	Coast-based handicrafts (seashell products)	Cuddalore, Kancheepuram, Nagapattinam, Pudukkottai, Ramanathapuram, Thanjavur, Thiruvallur, Thoothukkudi, Tirunelveli, Nagapattinam
Woodworking	Woodworking Ornamental carvings, temple carvings, home décor	Villupuram, Sivagangai, Salem, Perambalur, Madurai, Tirunelveli, Tiruppur
Stone and Clay work	Stone sculptures, ornamental figures, soapstone vessels, handmade bricks, clay vessels and toys	Thanjavur, Namakkal, Villupuram, Kanniyakumari, Tiruvannamalai, Madurai, Salem, Virudhunagar, Cuddalore, Erode, Sivagangai, Nagapattinam
Metal Based Industry	Brass lamps, metal vessels, home décor items, sculptures, jewellery	Tiruvannamalai, Cuddalore, Erode, Tiruchirappalli, Nagapattinam, Cuddalore, Tirunelveli, Thanjavur,



Priority Sector Profile



Textiles

The Apparel and Textile Sector is the largest employer, after agriculture, and the second largest by Industrial output in the State and the State holds 1/3rd of entire textile business in the country. The dyeing sub-sector faces an acute shortage of labour with an average age of workers exceeding 40 years, owing to disinterest among the youth.

Trends & Migration: The sector experiences high attrition from the female dominated workforce, as women tend to quit the labour force after marriage / maternity. The labour shortage is forcing the industrial units to look for workers from across the state and other parts of the country. Thus, this sector is heavily reliant on the migrant workers from across the country, especially from the eastern India and southern Tamil Nadu. However, they are largely unskilled or minimally skilled who acquire the required skills on the job.

Focus Districts: Coimbatore (Textile), Tiruppur (Apparel) & Karur (Home Textiles)

Emerging Districts: Thoothukudi, Namakkal, Dindigul, Virudhunagar, and Madurai

Key Skill Requirements: Supervisory roles including Quality Control, Machine Operators, Machinists, and Designers, are key job roles. There is requirement for upskilling existing workers with better equipment and technology including Sewing Machine operators and embroidery. The intended technological upgradations and “Zero Effect, Zero Defect” policy would require much greater absorption of skilled workers in the coming years. Though there exists a considerable infrastructure for training, majority cater to entry-level skills. These do not meet industry standards and require re-skilling at the time deployment on work.

Expected Potential Employment & Upskilling:
4,00,000-6,00,000.



Engineering, Automotive and Metals¹⁵

The engineering and allied sectors contribute to 40% of the State's Industrial output with Auto and Auto-components contributing to nearly 19%. The State has a long history in fabrication, machinery and components especially in the MSME sector due to extensive Ancillarisation. The State contributes to more than 35% of the national auto component output and 21% of the exports in automobiles. The sectors employ 30% of the industrial workforce. This sector is expected to be further boosted by the development of the Defence Corridor project.

Trends & Migration: Investments of around INR 25,250 crores are expected in the State with potentially a direct employment of more than 25,000 over the upcoming years. The sector has also potential to develop entrepreneurship with further Ancillarisation. The MSME industries in these sectors are extremely labour intensive and must compete with the larger customers for the same pool of skilled workers. The MSME units fail to get placements or apprenticeships from the local ITIs as the students are often placed in larger industries as trainees in the major cities of the state. This results in lack of resources at the skilled level. In pockets of North Tamil Nadu, this has forced the industries to employ migrant workers.

Focus Districts: Chennai, Tiruvallur, Kancheepuram, Krishnagiri (Hosur), Coimbatore, and Namakkal

Key Skill Requirements: Supervisory roles including CNC Operators, Welders, Injection Moulding, Fitters, Diploma in Mechanical Engineering, Heavy Motor Vehicle Repair, and the intended technological upgradations EV policy would require much greater upskilled workers in the coming years. Multinational companies and their ancillary units require high levels of soft skills including adhering to timelines, communication, and teamwork among others which are reported to be lacking among recruits. There is a general lack of skill in working on assembly lines.

Expected Potential Employment & Upskilling:
1,50,000

15. Skilling for the future, Tamil Nadu Skill Development Corporation, Nov 2019



Agri & Food processing¹⁶

The food processing and allied sectors contributes 7% to the state's industrial output and 10% to the employment. The State contributes 7% to India's output in the sector. The sector holds the highest potential to employ workers transitioning from agriculture sector, especially women.

Trends & Migration: Investment of around INR 1,300 crores is expected in the State and has 24,000 food-processing firms registered as Small and Micro Enterprises and another 1,100 as large units. The sector is set to witness considerable growth with thrust from the State's food processing policy of 2018. The Govt. of Tamil Nadu is developing Mega and Ultra Mega food parks in 11 districts, Dairy Plants across 6 districts and Fish Processing across 2 districts in the state. These will provide a major fillip to the development of the sector and drive employment. The food-processing sector is labour intensive with potential for Entrepreneurship. There is a lack of training infrastructure oriented towards this sector, especially catering to the local clusters and requires high level of skills.

Focus Districts: State-wide

Key Skill Requirements: Lab Technicians, Quality Control, Chemists (Salt Industry), Refrigeration Technicians, are key skills required in the highly skilled categories. Food Entrepreneurs, Helpers and Logistic related job roles in Packing, Warehousing and Supply Chain management are also expected to be in demand.

Expected Potential Employment & Upskilling:

4,00,000 – 6,00,000.



16. Skilling for the future, Tamil Nadu Skill Development Corporation, Nov 2019

Possible Interventions



Promotion of traditional skill-based occupation

Income augmentation for artisanal/migration families, credit support and entrepreneurship support will allow more families to continue the livelihood. Possible interventions can include Marketing support in the form of exhibitions, public-private partnerships for marketing and brand development, and promotion of traditional products among designers, architects, decorators, and other such players who can enhance visibility among a larger population.



Formalization of traditional skills

Development of qualification packs and national occupation standards for 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.

The process would largely comprise of following stages:

1. Community Mobilization – for participation in planning, implementation, and monitoring of interventions
2. Community Skill Hubs (skill hubs exclusive to traditional sectors)
3. Documentation support and Maintenance of database of migrant workers associated with traditional sectors.
4. Mentoring support for migrant workers to help them become entrepreneurs.

Possible Partners

- Tamil Nadu Handicrafts Development Corporation
- Khadi and Village Industries Commission
- NGOs such as Crafts Council of India
- Government College of Architecture and Sculpture, Mamallapuram
- Private Retailers

Many of the traditional vocations are at the risk of dying out owing to lack of appropriate patronage, documentation, and transmission of skills. TNSDC, in partnership with agencies like the Tamil Nadu Handicrafts Development Corporation, Poompuhar, Co-optex, Khadhi and Village Industries Commission (KVIC) and other traditional clusters, could implement targeted interventions to promote traditional vocations/occupations. For this purpose, TNSDC could carry out the following:

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

Tamil Nadu-Innovation in skill development and entrepreneurship

TNSKILLS-2020 SKILLS

The winners from District level Skill competitions to compete at the state level and qualify for the national level India Skills 2020. The winners at the national level will represent India at World Skills 2021 in Shanghai, China.

Apart from the state level skill competitions, TN Skills 2020 aims to address the challenges in the skill development ecosystem by bringing together all the stakeholders through the following events.

1. Thiran Thamizhagam: Six panel discussions on emerging challenges in the skill development ecosystem of Tamil Nadu.
2. Future Skills: An interactive pavilion to showcase the latest advancements in technology and future of work.
3. AbiliSkills: A pavilion to showcase the unique skills of Differently Aabled.
4. Traditional Skills Arena

District Level Skill Competitions



40+
Skills



25400+
Candidate Registered



6400+
No. of Candidates Participated
in the Pre-screening



3000+
Candidates Selected for District
Level Competitions



90+
Venues



2400+
Assessors

Selected Skills

Participants competing in the following 46 different skills in District and State Level Skill Competitions.

- Auto Body Repair
- Automobile Technology
- Bakery
- Beauty Therapy
- Bricklaying
- Car Painting
- Carpentry
- Cloud Computing
- CNC Milling
- CNC Turning
- Concrete Construction Work
- Cooking
- Cyber Security
- Electrical Installations
- Electronics
- Fashion Technology
- Floristry
- Graphic Design Technology
- Health & Social Care
- Hotel Reception
- Industrial Control
- Information network cabling
- IT Network System Administration
- IT Software Solution for Business
- Landscape Gardening
- Mechanical Engineering Design - CAD
- Mechatronics
- Mobile Robotics
- Painting and Decorating
- Patisserie and confectionary
- Plastering and Drywall System
- Plastic Die Engineering
- Plumbing and Heating
- Print Media Technology
- Proto Type Modeling
- Refrigeration and Air Conditioning
- Restaurant Service
- Wall and Floor Tiling
- Water Technology
- Web Technology
- Welding
- 3D Digital Game Arts
- Cabinet Making
- Hair Dressing
- Joinery
- Visual Merchandising

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.



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

360° ENABLEMENT MODEL



Selection of viable business idea (from a pool of 150+ ideas)



Connects to the local skill training institutes for relevant skill development.



Building robust business plan/proposal detailing the business's projections



Credit scheme selection, interview readiness and entrepreneurial acumen development



Backward and Forward linkages, Regulatory compliance, MSME registration, Digital enablement



Monitoring growth and sustainability for 12 months

TO CONNECT WITH THE MISSION, CALL OUR TOLL FREE NUMBER



1800-121-1265

Digital Bouquet from SIDBI

Realize your Entrepreneurial Dreams Digitally



PMSVANidhi

Micro Loans for Street Vendors Upto Rs. 10000

pmsvanidhi.mohua.gov.in



Stand Up India

Credit for SC/ST and Women From Rs. 10 Lakh to Rs. 100 Lakh

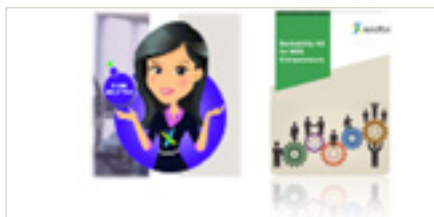
www.Standupmitra.in



Udyamimitra

Loans for MSMEs Upto Rs. 10 Crore

www.udyamimitra.in



Udyamimitra Hand Holding Ecosystem

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AHIDF

Sectoral Credit Scheme targeting Animal Husbandry & Dairying

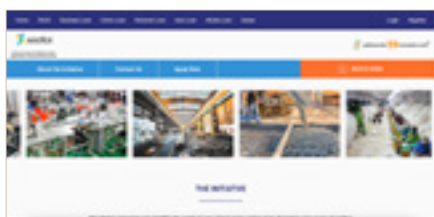
ahidf.udyamimitra.in



PLI - Pharma

Sectoral Performance Linked Incentives

pli-pharma.udyamimitra.in



PSB Loans in 59 Minutes

Loan for MSME & beyond Upto Rs. 5 Crore

www.psbloansin59minutes.com



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Asset Restructuring Module for MSMEs

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MSME Saksham

Credit Eligibility Knowledge Portal for MSMEs

www.msmesaksham.com



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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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