

# 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.



# Uttarakhand State

## Report Summary

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



# Introduction

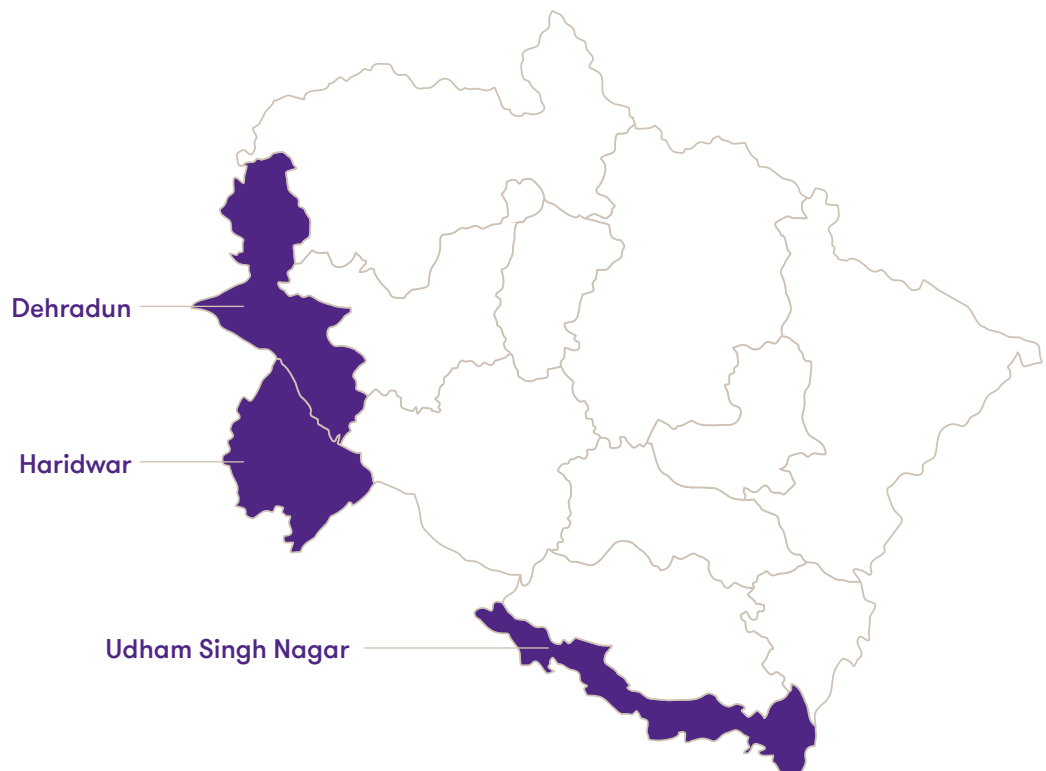
The study shows the impact of The COVID19 on the Migrant labour and the initiatives taken by government to retain back the reverse migrants by providing them employment opportunities within the state of Uttarakhand. Uttarakhand vision 2030 is also highlighted keeping in view sustainability goals



About

# 70%

of the population of Uttarakhand resides in rural areas, hence establishing Small industry will be a boost of development in the rural area and will generate employment opportunities.



# Introduction to Migration Situation during Covid-19

The nationwide lockdown due to Covid-19 has made an enormous impact all round the world and apparently every economy is setting out with their own initiatives to take control over the pandemic situation. Covid-19 has left millions of workers in the fear of Job security, monetary crisis and has also affected the mental health of the people. The nationwide lockdown pushed many people to migrate back to their respective places creating a panic situation among them. The estimated number of migrants who returned to their native place in Uttarakhand were at about 3.57 lakh.

Migration of people from rural to urban areas is a major cause of concern, as this results in depopulating the villages. In Uttarakhand, the people who moved back during COVID19 period, were mainly the salaried workers (engaged in private sector, mostly in hotels, hospitality, security agencies etc.) followed by people who were self-employed (involved mainly in small proprietary business, street vending and petty business activities) then casual daily wagers (involved in construction work and in informal transport systems). Most of them lost their livelihood, although salaried workers differentiated from casual workers, were found to be equally vulnerable and were prone to any shock like the current scenario of pandemic.

Migration is broadly categorised into 3 categories:

## Short-term migration:

Migration period 3 months > 1year

## Long-term migration:

A migration for a period of at least a year

## Permanent migration:

A migration where a person moves out of one's place with no plan of returning.



# Out-Migration & Reverse Migration

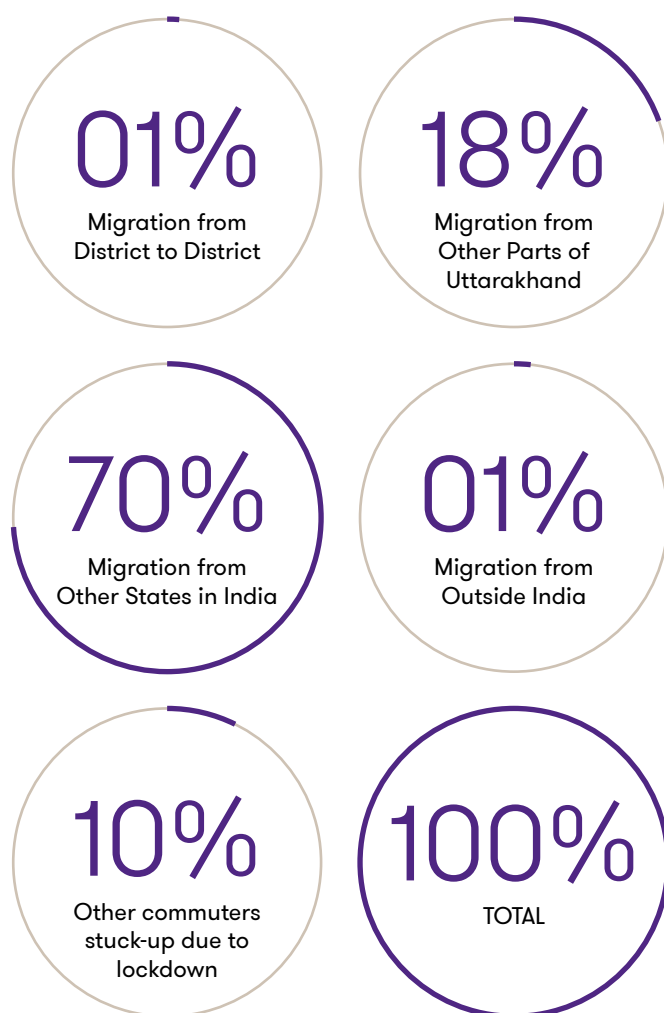
## Out-Migration

Uttarakhand consists of 10 Hilly districts and 3 plain districts. A well-known fact about Uttarakhand is Out-Migration, which has been taking place over many decades creating a sort of Ghost villages in some of the backward areas and some of the villages are known by foreign country names such as Mini-Japan Village in District Tehri Garhwal. Out-Migration from the hilly areas of the State of Uttarakhand has been more as compared to non-hilly areas. The earlier long-term migration has become a permanent Out-Migration and the reason is not just because of seeking employment which earlier was the prominent reason but also being resorted for better educational opportunities, health care facilities and other such amenities which is far away from reach of people living in rural and hilly areas of the State of Uttarakhand, keeping no linkage to one's parental home.

## Reverse Migration

The Covid-19 crisis pushed the reverse migration in the State of Uttarakhand. About 2.15 lakh migrants returned to Uttarakhand, where maximum number of migrants were from District Pauri Garhwal (95079 in Numbers) and Tehri Garhwal (40420 in Numbers). The State of Uttarakhand was formed on 9th November 2000 and since then the State has seen commendable economic growth in terms of GDP. However, the growth rate went down to 4.3 % in 2019-20 compared to the growth rate of 6.9 % (Base Year 2011-12) as per the Gross State Domestic Product 2019-20. The current pandemic scenario has led the Out-Migrated masses to migrate back and the several question that has evoked since then is that how these labour s can be retained back through coping mechanisms ensured by the State Government such as providing job security, creating employment opportunities, and enabling self-employment in the State of Uttarakhand.

People who came back in the State of Uttarakhand were bifurcated into various regions from where they returned to their native places:



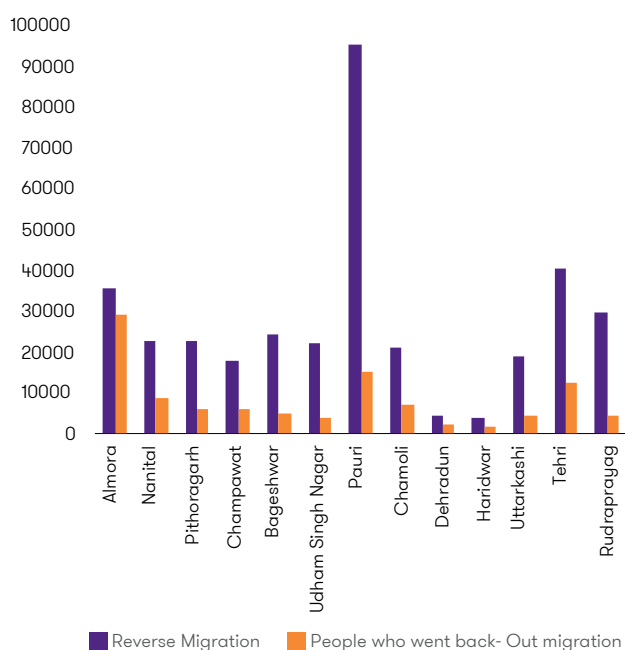
Source: Uttarakhand Palayan Aayog



## Reverse Migrant Data up to September 2020

S.N.	District	Reverse Migration	People who went back- Out migration
1	Almora	35344	28861
2	Nanital	22439	8673
3	Pithoragarh	22792	5869
4	Champawat	17830	5693
5	Bageshwar	24158	5053
6	Udham Singh Nagar	22220	3538
7	Pauri	95079	15101
8	Chamoli	20909	6900
9	Dehradun	4129	2018
10	Haridwar	3952	1779
11	Uttarkashi	18767	4507
12	Tehri	40420	12398
13	Rudraprayag	29497	4459
<b>Total</b>		<b>357536</b>	<b>104849</b>

Source: Uttarakhand Palayan Aayog



Source: Uttarakhand Palayan Aayog

## Reasons for Out-Migration

A major challenge that State Government of Uttarakhand have been facing is the huge Out-Migration from rural areas (Hilly areas) to urban areas within the state or to the rest of the country. It's said that Migration is the important livelihood strategy but the implication of the same has resulted in a serious consequence, if seen from long term perspective. The survey from UKHDR clearly confess a huge magnitude of Out-Migration in the State of Uttarakhand. The reason for Migration has been categorised into Push and Pull factors in Lee (1966) framework. As seen from the left table, around (104849) migrants who returned to their home during the COVID19 lockdown, went back to their job places and other who were still at home showed willingness to move out again, the migration was short term migration.

### Factors affecting the Out-Migration

Push Factors	Pull Factors
Unemployment	Potential for Employment
Lack of Services	Better Service Provision
Poverty	
Crop failure (Rain-fed agriculture practice/ Lack of agriculture technology etc)	Greater wealth
Hazards	Fertile Land / Irrigation facilities

## OUT-MIGRATION-FACTORS



**Natural Disaster**



**Education Facilities**



**Job Opportunities**



**Health Amenities**



**Self-Employment**

The UKHDR (Uttarakhand Human Development Report-2017) Survey probed into the three employment related reasons that could possibly result in Out-Migration from the State:

- Search for employment: ‘Search for employment’ was the single major reason for Out-Migration. This was particularly so for Out-Migrants from the hilly districts of Almora (72 percent), Champawat (51 percent) and Tehri Garhwal (44 percent).
- The availability of better employment opportunities: The ability to secure employment at the place of migration and get absorbed into the work force was the second important reason for migration and accounted for one-third of Out-Migration from the state. This factor was predominant for the plain’s districts of Dehradun (68 percent) and Haridwar (61 percent) and the three hills’ districts of Pauri Garhwal (44 percent), Pithoragarh (43 percent) and Chamoli (42 percent).
- The ability to secure employment at the place of migration: The availability of better employment opportunities was a strong pull factor in the hill’s districts of Rudrapur (34 percent), Champawat (24 percent), Tehri Garhwal (20 percent) and Bageshwar (17 percent).

Other reason for Out-Migration in the State of Uttarakhand is the combination of push factors like low income & unemployment while the pull factors are linked to potential for employment, better education facilities, health amenities etc. The UKHDR (Uttarakhand Human Development Report- 2017) Survey conclusively identifies push factors such as employment search, social / political problems, displacement by development projects, health reasons etc. as the possible reasons for out migration. The pull factors include better employment prospects, having the ability to secure employment successfully, business, education/ training opportunities etc.

To sum up the reason for migration from the hilly areas to non-hilly areas is primarily due to unavailability of infrastructure (Education, Health facilities, Road connectivity) and lack of effective livelihood opportunities.

# Coping Mechanism adopted by migrant during Covid-19

A coping mechanism is defined as a survival strategy to manage internal and external stressful situations by mobilising the thoughts and behaviours. It determines the individual behaviour in response to stress like current pandemic. Large number of people from Uttarakhand have agriculture land and majority employ themselves in cultivation. Area of land is limited. Land holding capacity is less. Number of people in cultivation is more. It results less income. People loose interest in cultivation and become out-migrant for better income.

In the crisis and pandemic situation majority of return migrants adopted dis-saving their past savings, some utilised service pension of family members and some became dependent on family members for survival during these difficult times. Government extended support through providing ration, cash transfer, etc. The other mechanism adopted by migrant workers was dependence on loans from family and friends, with majority of such loans being extended without any interest. The large proportion of returned migrants had no work or were seeking for employment opportunities and more than one-third of the return migrants were reported to be engaged in agriculture and other allied activities such as dairy or animal husbandry and another few engaged in tiny industrial activities. Some of the small proportion of return migrants sought jobs under the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)



# Initiatives taken by State Government

Migrant crisis has evoked several questions with respect to development of policies and mechanisms. Hence in order to protect migrants from facing whammy of poverty and constant fear of better livelihood, the announcement of policies is the only sight of relief for the vulnerable migrants. A dedicated cell has been introduced at State and district level to collect database of migrants. A helpline number has been given to provide assistance with regard to employment and skill mapping to the migrated labour along with introduction of MSY (Mukhyamantri

Swarojgar Yojana) scheme for self-employment with no negative worklist.

In order to cope-up and prevent the migration from hilly areas to non-Hilly areas both State government and central government have come up with the various schemes, some of them have been already implemented and few more were added at the time of the COVID19 to protect the vulnerable migrant labour, who were badly impacted both socially and economically.

## Existing Government Programmes and Schemes to stop Out-Migration.

<b>Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS)</b>	To ensure livelihood security and right to work in rural areas, the scheme was implemented thereby developing economic and social infrastructure (Under Gol schemes)
<b>Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)</b>	The scheme is a part of National Rural Livelihood Mission (NRLM) and cater the career aspirations of rural youth between the ages of 15 – 35 years from poor families (Under Gol schemes)
<b>Mudra Loan Scheme</b>	The objective is to provide loan up to Rs. 10 Lakh to the non-corporate, non-farm small/micro enterprises. It also includes vegetable vendor, truck operators, repair shop, machine operators. Under this scheme, the State government of Uttarakhand in the year 2017-18 provided assistance of 2877.68 crore to 202452 people, the data is updated till December 2018 (Under Gol schemes)  (Source: <a href="http://www.slbcuttarakhand.com">www.slbcuttarakhand.com</a> )
<b>Skill Development Mission</b>	It aimed to provide placement linked skill training to the unemployed educated youth with respect to the growth centres that have been established in the villages of hilly areas, so that the youth can explored the possible opportunities and engage themselves locally thereby developing the area around them.  Uttarakhand Skill Development Mission is providing the Skill development to unskilled youth and training the skilled youth to upgrade their skills (Under Gol schemes)
<b>Uttarakhand Tourism Policy</b>	In order to promote tourism and generate employment in Uttarakhand, the policy was initiated inviting the investment from MSMEs by declaring Tourism & Hospitality as an Industry (Under Uttarakhand Government State Policy Scheme)

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### Bamboo Board

Uttarakhand has a moderate source of bamboo roughly distributed over 1.39 lakh hectares under the control of forest department (UBFDB)

Uttarakhand Bamboo & Fibre Development Board has taken the initiatives to promote the art of making baskets from the Himalayan bamboo popularly known as Dwarf Bamboo and is providing the financial assistance to the weavers.

In order to promote the art of Ringal (Bamboo baskets), three common facility centres have been opened in Uttarakhand in Kotdwara, Bageshwar, and Chamoli

UBFDB has generated 12.02 lakh of workdays through different plantation programs through the State Forest Department (Under Gol schemes implemented by State)

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### Fish Cultivation

Department of Fisheries, Uttarakhand aims to promote and develop the business of fisheries in the state by providing land on lease for ponds, Credit linkage to farmers for betterment and construction of Ponds and another programme related to Fisheries development.

This initiative is helping the people of State to reside back at their respective villages and generate self-employment for themselves, therefore stopping Out-Migration.

Schemes related to Fisheries in Uttarakhand:

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Development of Reservoir (conservation and promotion of Fisheries in natural water resources)	Development of Fisheries with the help of local people in natural water resources
Schedule Caste Sub Plan (SCSP)	Training for self-employment of SC people
Tribe Sub Plan (TSP)	Training for self-employment of tribal people
Fishery Pond manufacture in hilly areas	Small pond manufacture of 0.005-hectare area
Development of Cold-water fishes	Promoting Fisheries in Hilly areas

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Source: <https://www.euttaranchal.com/>

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### Dairy and Allied Activities

Uttarakhand is a predominately rural state with the regional disparity due to geographic challenges, State has embarked various schemes to increase the income of the people in rural areas and stop the Out-Migration from the hilly areas to non-hilly areas.

Uttarakhand can give fair competition in terms of dairy and other allied activities related product to other states if provided with robust Animal Husbandry Infrastructure, also there is scope to brand the produce from Cow, Goat etc.

Animal Husbandry Department of Uttarakhand have offered different projects related to animal husbandry like Remunerative Approaches for Agriculture and Allied Sector Rejuvenation (RAFTAAR), Grassland Project (under Uttarakhand Government State Policy Scheme)

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## Uttarakhand Film Development Council

Uttarakhand is known for scenic locations and has attracted people from film industries and also appreciated by the film industries for the cooperation provided by the local while shooting.

The Government of Uttarakhand has started a Single Window System to allow all type of approval within a span of 3-4 days.

Uttarakhand Film Policy has exempted the shooting fees on films which are being made in Uttarakhand.

The policy for film shooting in Uttarakhand also state 1.5 Cr subsidy for Hindi Film makers, only if the makers are fulfilling the criteria of 75 % shooting in Uttarakhand.

The State Government of Uttarakhand has announced that GMVN & KMVN (Department of Tourism) guest houses give 50 % discount for makers during the time of shooting.

The policy will create employment opportunities for the people in State and will prevent Out-Migration from the rural as well as urban area of Uttarakhand. The policy will also attract other investment from hospitality sector to be in service of the people from film industries (under Uttarakhand Government State Policy Scheme)

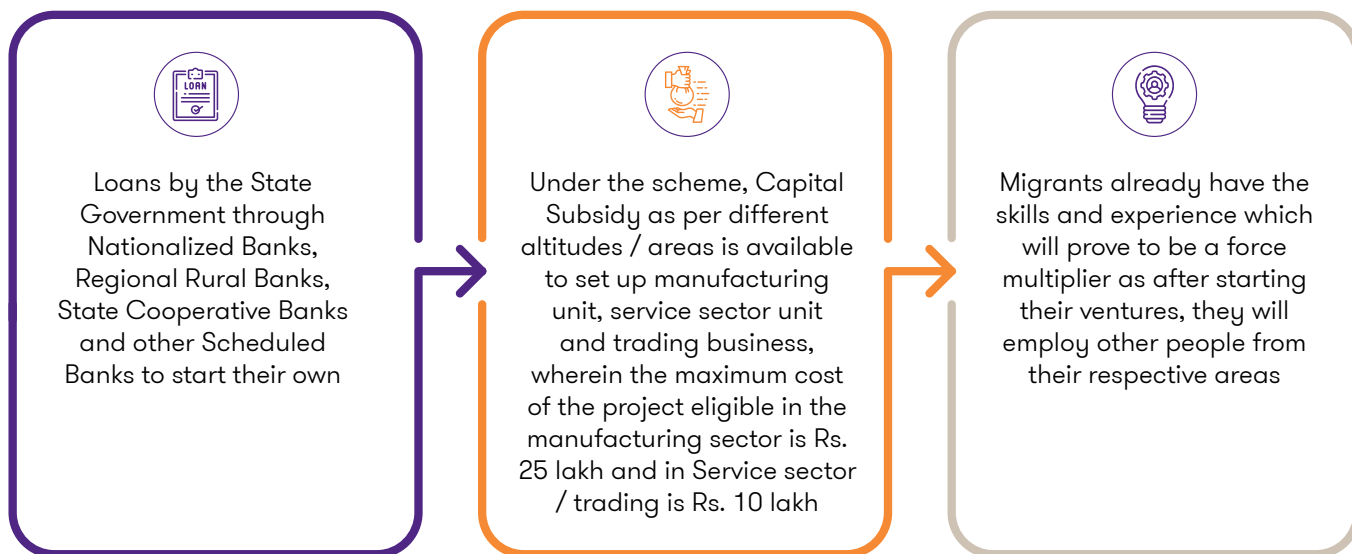
## Initiatives by Uttarakhand Government during the time of the COVID19

### Mukhyamantri Swarojgar Yojana 2020

- Mukhyamantri Swarojgar Yojana, is an initiative taken by Uttarakhand Government to promote and generate employment opportunities to all those migrant labour, who returned back to their respective villages after the COVID19 situation.
- Persuading youth of the State skilled and unskilled artisans, handicraftsmen and educated urban and rural unemployed persons to establish their own enterprise/ business by facilitating loan through Nationalized/ Scheduled Commercial Banks, State Co-operative Banks/ Regional Rural Banks so they can start their own enterprise, service or business.
- Under Mukhyamantri Swarojgar Yojana the General category beneficiary will have to pay 10% of the total cost of the project while Special category people will have to pay 5% of the total project cost as subscriber contribution
- Directorate of Industries under MSME department of Uttarakhand is the nodal agency to successfully implement this scheme.



## Benefits of Uttarakhand Mukhyamantri Swarojgar Yojana 2020



## Impact of Mukhyamantri Swarojgar Yojana



# State Intervention for boosting Women Entrepreneurship

To empower the women entrepreneurs and boost self-confidence within the women, the State Government of Uttarakhand has taken the initiative and introduced the scheme “Mahila Udyami Yojana” to encourage women to undertake the entrepreneurial activities. Apart from this State Government has also introduced a scheme

for working women who relatively stay far from their home for the job purpose and have insecurities related to safety apart from this the women who are working and have their children are provided with the day care assistance.



Women entrepreneurs are provided

## 25%

subsidy on capital investment (Subject to maximum subsidy benefit of Rs. 25 lakh).





# Entrepreneurial Skill Development and Training Programs -Uttarakhand Medicinal Plant Board

SN.	Name of Training	Duration
1	Training on Herbal Gulal / Rangoli/ Colour preparation	2 Days
2	Training on Nursery Development	2 Days
3	Training on Lower Altitude Medicinal Plants Cultivation, Processing and Value addition	3 Days
4	Training on Mid Altitude Medicinal Plants Cultivation, Processing and Value addition.	3 Days
5	Training on High Altitude Medicinal Plants Cultivation, Processing and Value addition.	3 Days
6	Training on preparation of various seasoning, flavoring and toppings of mixed spices.	02 Days
7	Training on herbal disinfectant/sanitizer formation.	02 days
8	Training on Medicinal Oil production	02 Days
9	Training on Herbal Dhoop, Agarbati and Hawan Samagri Preparation	02 Days
10	Training on manufacturing Herbal Teas	02 Days
11	Training on Commercial Spice production	02 Days
12	Training on formulation of Herbal Drinks	02 Days



# Introduction of CM Young Professional Policy 2019 (Revised 2020)

The “Young Professional Policy” programme was launched on 15 June 2019 by the Chief Minister Mr. Trivendra Singh Rawat. The aim is to provide an opportunity to earn while one learns, and in the process bring about a social change. The young talent is being leveraged in the process to improve governance, unless the policy document suggests otherwise. Under the policy the work is assigned on contract basis and the time duration of the work is

of 11 months. A monthly stipend is paid to candidate for the work done. As per the revised CM Young Professional Policy, two new Young Professional will be allotted as per the request of District Magistrate and their expenses will be borne by Planning Department.

The candidates with relevant experience in Public Policy Framework and Good Governance projects, will be selected through competitive screening process.

## Selection process under the Young professional policy:

- Fill Application form
- Competitive Screening process
- Preferences to candidate will be given on following basis.
  - 60 marks in graduation
  - One-year experience – 10 marks
  - Two-year experience – 10 marks
  - Three-year experience – 10 marks
  - 10 marks on Interview

## Benefits of the policy

- Participation in Monitoring and Evaluation on department Developmental projects
- A unique opportunity to work closely with State Government.



# Potential areas for livelihood opportunities

Integrated Livelihood Support Project (ILSP) is a poverty alleviation programme being implemented in Uttarakhand in 44 blocks of 11 hill districts (Almora, Bageshwar, Chamoli, Tehri, Uttarkashi, Rudrapur, Dehradun, Pauri, Champawat, Pithoragarh and Nainital). ILSP provides vocational training linked to job

placement, with a target of 10,000 training slots, to improve access to employment in the non-farm sector. Major areas where the scope for trade/manufacturing/services activities which can be started having the potential to engage the migrants for employment and to generate their livelihood are as follows:

<b>Manufacturing sector</b>	Focused product- Pharmaceutical, Traditional handicrafts
	Organizing campaign to develop skills to existing entrepreneurs
	Improving power availability
	Credit Facility through banks
<b>Power Sector</b>	Improve the level of current technology
	Electricity Manufacturing through Hydropower
	Song Dam Project
	Jamrani Dam Project
<b>Medical Sector</b>	Kishau Dam
	Proposed Two medical college one in Haridwar and Pithoragarh district
<b>Handicraft sector</b>	Wooden handicrafts
	One District one product
	Promoting Traditional knowledge
<b>Animal Husbandry</b>	Focused animal product- Honey Bee, Silk products, Milk products
	Cold storage for farmers, Goatry, Dairy, poultry
<b>Agriculture sector</b>	Focused agricultural crops Wheat, Maize, Millets, Horse grams, Mustards, Spices
	Focused Fruits- Mango, papaya, Litchi
	Warehousing & cold storage facilities
<b>Tourism sector</b>	Jim Corbett national park, Tehri Lake, Surkanda Devi, Pushagiri Mandir Ropeway
	Homestays, wellness Tourism, Base camps, Trekking route
	Film shootings

# Skill Development Programmes

## Initiatives taken by State Government for Skill Development

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### Uttarakhand Work Force Development Projects

The initiatives are to improve quality and relevance of training at priority Industrial Training Institutes and to increase the number of labour-market relevant workers through short term training

### Employment linked Skill training Programme (ELSTP)

Uttarakhand Skill Development Mission has decided to conduct state specific Skill training under Entrepreneurship and Employment Linked Skill Training Programme. To give practical training of the subject of trainees, field experts are being added as training providers so as to increase the employability and self-employment potential of trainees.

### National Skill Development Corporation (NSDC)

NSDC was set up by Ministry of Finance as Public Private Partnership model and develop the skill ecosystem by creating large quality vocational training institutes. The main objectives of NSDC are:

- Upgrading skills in international standards through significant industry participation and developing the necessary framework for standards, curriculum, and quality assurance.
- Enhancing, supporting, and coordinating private sector initiatives for skill development through appropriate public-private partnership (PPP) models; Strive for significant operational and financial participation from the private sector.
- To play the role of “market-maker” by bringing financing, especially in areas where market mechanisms are ineffective or not.
- Prioritizing initiatives that have a multiplier or catalytic effect as opposed to a one-time effect.

### Mahatma Gandhi National Fellowship (MGNF)

To boost skill development at the district level, the Ministry of Skill Development and Entrepreneurship (MSDE) have signed a contract with the Indian Institute of Management (IIM) Bangalore for implementation of the Mahatma Gandhi National Fellowship (MGNF) programme. MGNF is a two-year academic programme with an in-built component of on-ground practical experience with the district administration. It seeks to create a cadre of individuals, and train them in a blended academic program that provides both academic inputs and requires a field immersion at the district level to understand and contribute to the creation of a district level ecosystem to support skill development. Upon completion of these components, the Fellows will be awarded a Certificate of Public Policy and Management. In the pilot phase, 75 Mahatma Gandhi National Fellows would be deputed to 75 districts across 06 identified States namely (i) Gujarat; (ii) Karnataka; (iii) Meghalaya; (iv) Rajasthan; (v) Uttarakhand; and (vi) Uttar Pradesh.

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**National  
Apprenticeship  
Promotion Scheme  
(NAPS)**

Training imparted in institutions alone is not sufficient for acquisition of skills and needs to be supplemented by training at the workplace. National apprenticeship promotion schemes aim to utilise the facilities available in industry for imparting practical training with a view to meeting the requirements of skilled manpower for industry.

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**Recognition of Prior  
Learning**

Recognition of Prior Learning (RPL) is a platform to provide recognition to the informal learning or learning through work to get equal acceptance as the formal levels of education. It aims to appreciate prior learning irrespective of the medium of achieving it. UKSDM (Uttarakhand Skill Development Mission) is going to provide RPL Training in Tourism & Hospitality sector

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# 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](http://www.sidbi.in)
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Making India, Self-Employed

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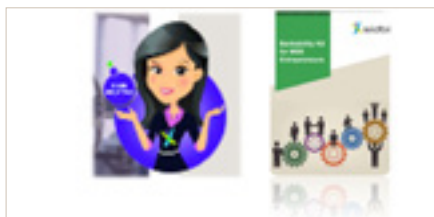
[www.Standupmitra.in](http://www.Standupmitra.in)



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[www.udyamimitra.in](http://www.udyamimitra.in)



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[ahidf.udyamimitra.in](http://ahidf.udyamimitra.in)



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