Tele-Livelihoods for Migrant Communities

A Sustainable Livelihoods focused, emergency and consultative web-based training program to support returning migrants and vulnerable livelihoods in response to COVID 19

SELCO FOUNDATION
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WHO declared the COVID-19 (SARS-CoV-2) outbreak as a Public Health Emergency of international concern early in 2020.

The pandemic has tested the capacity of the public health systems even in the most developed countries, and the measures taken to limit the transmission of the virus has resulted in severe economic losses.

What is marked as the worst crisis post the World War II, this COVID Pandemic is having catastrophic consequences on the economy and is expected to wipe out 195 million full-time jobs or 6.7 percent of working hours globally in the second quarter of this year, as per the UN's labour body.

A similar scenario is expected in India with about 400 million people working in the informal economy are at risk of falling deeper into poverty due to the coronavirus crisis as per the ILO. Given the magnitude of the situation, restoring livelihood and lives particularly of the marginalised communities becomes critical.

In this scenario, there is an urgent need to rebuild livelihoods in rural areas of India.

Using the healthcare analogy of tele-medicine, where superior healthcare is taken closer to people using technology and strong last mile systems — Tele-Livelihoods can be imagined, as awareness and training solutions coupled with strong systems and reliable delivery mechanisms which can be taken to the last mile.
Rural Economy and Returning Migration

Crises and Opportunity

Slowed down economic activity in urban areas and supply chain lockdowns have had an effect on rural areas as well.

Numerous studies and experience from the field indicate that a significant proportion of rural household incomes comes from migration and daily-wage labourers who are now returning home in large numbers, jobless.

The informal industry in cities being badly affected has resulted in loss of rural income.

Challenges like restriction on interstate travel and limitations on supply chain led to severe losses.

The lack of reliable backward and forward linkages for the upcoming season are now visible - and resultant worsened situations are foreseen for farmers, farm labourers as well as those engaged in other livelihoods.

Migrant labourers who have managed to return will not be able to go back immediately and will now set out to rebuild their lives and livelihoods at home.

Furthermore, curbed connectivity to major cities and towns has led to limited access to health and essential services.
There is a need to help the affected to overcome their loss and rebuild their lives.

The Tele-Livelihoods initiative would provide an opportunity to revive livelihoods and build the rural economy as a whole by building better infrastructure and systems that allow for opportunities in entrepreneurship and local employment.

To effectively help returning migrants as well to boost rural economies, a plethora of solutions will be required.

Most of these solutions are already available via governments civil society organisations and last mile enterprises and can be effectively linked together and made greatly accessible to those seeking better and new livelihood opportunities.
Livelihood Options for returning migrants and to boost rural economy

Agriculture and Animal Husbandry
- Starting new seasons/projects for farming or animal rearing
- Providing agricultural technical support services - like installation and upkeep of irrigation systems.
- Manufacturing and providing essential inputs for agriculture and animal husbandry - like animal feed manufacturing, fertiliser manufacturing, agri-machine rental services

Agriculture & Food Processing and Marketing
- Providing aggregation and linkages to forward linkages like local processing facilities, or cold storage facilities or markets
- Providing agricultural processing services for locally grown produce for self consumption, linkage to markets or government distribution systems.
- Providing cold storage, carrying and forwarding and marketing services to local farmer groups
- Creating food processing enterprises, for adding greater value to locally available resources for easier or better consumption

Textiles and Crafts
- Carrying out textile or craft manufacturing or value addition of such products for intended sales or for augmenting other local products or by-products.
- Providing storage, aggregation and linkages between different nodes of the craft/textile manufacturing processes or between producers and markets.

Infrastructure and Services
- Providing infrastructure services like building design and construction
- Providing reliable sustainable energy services and products
- Providing digital services like awareness, information and linkages to financing, banking and governmental services
- Providing logistics support for various industries
- Providing mechanical or technical repair services
- Providing last mile retail or cold chain services
- Providing last mile health care services

Introduction to Tele-Livelihoods
Needs of Entrepreneurs & Enabling Ecosystems

**Technologies**
- Energy efficient technologies with reliable energy for productive and less laborious work

**Infrastructure**
- Energy efficient and climate responsive built environments for carrying out business activities effectively - for housing of machines, storage, etc.

**Financing**
- For purchase of assets, working capital, growth & expansion along with appropriate supporting policies

**Policy**
- Supporting policies for issuance of financing or sales of end products, expansion and linkages

**Training and Capacity Building**
- For business plan development, operational efficiency, asset management, financing, marketing, growth, etc.

**Linkages**
- Backward and forward linkages as well as market linkages for carrying out livelihood activities. Access to services provided under other enabling ecosystem pillars - Technology, Infrastructure, Financing & Policies.

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**TELE-LIVELIHOODS**
The concept of Tele-Livelihoods is to establish training and livelihood mentorship and support systems through web-based platforms in a manner that can respond to local migrants potential for income generation.

Returning migrant communities and vulnerable rural micro and small enterprises dealing with the consequences of COVID-19.

The provision and support of alternative entrepreneurial options for returning migrants and vulnerable rural enterprises is essential. It is one of the crucial channels for job and livelihood creation in rural areas over the next 1 year.

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Web-based exposure, awareness and trainings

- Exposing migrant populations to plethora of possible enterprise creation opportunities locally (by showing the examples through audio visual aids etc)
- Ideas and brainstorming consultation during web exposure and awareness sessions
- High quality, experienced and customized training programs on varied rural value chains

Awareness and trainings provided to 1000 migrants

Improve Access to Livelihood Opportunities

- Availability and experience sessions with demonstrations of productive use applications (mills, sewing machines, juicers, laptop printer xerox, cold storage etc)
- Handholding and mentorship support in design, building and improving different elements of the businesses

Handholding and mentorship provided to over 300 migrants

Facilitation & Access to Need-based Schemes, Tech, Finance, Linkages etc.

Support facilitating access to and provision of:
- Income generating technologies
- Finances/Capital
- Forward or backward linkages
- Government schemes

As part of the trainings and program support

Livelihood Creation and implementation of 50+ migrants/vulnerable rural enterprises

What is Tele-Livelihoods

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Why Tele-Livelihoods

The provision and support of alternative entrepreneurial options for returning migrants and vulnerable rural enterprises is essential. It is one of the crucial channels for job and livelihood creation in rural areas over the next 1 year.

Who is it for?

- Returning migrant communities and
- Vulnerable rural micro and small enterprises dealing with the consequences of COVID-19

How does it help?

It provided support to potential micro and small entrepreneurs (especially within returning migrant groups) to improve existing businesses and/or starting new businesses. This is done through a combination of web-based trainings and consultations, combined with facilitation and/or provision of technology, finance/capital, linkages, unlocking of schemes etc.

Estimated Conversion or Success Rates

Given the challenges of the current and short to medium term futures within difficult terrains and multi-disaster situations, SELCO estimates a 5%-8% conversion rate i.e out of 1000 identified migrants (entrepreneurial aspirants) that receive exposure and trainings, 50+ stable and sustainable enterprises will emerge.
FEATURES

1. ADVERTISING AND OUTREACH

Advertising for connecting to large groups of migrants engaged in different forms of work.
Using varying mediums of outreach - like mobile and web connections, post and physical outreach using individually held meetings or a mobile vehicle - social distancing practices to be followed for the same.

2. HELPLINE SERVICE/ IDENTIFICATION

Provide easy and accessible support and counselling through help line for migrants
Record the needs and provide information on specific trainings and mentorship support available
Connect to closest Training Facility for follow-ups. Individual Trainer, Mobile Livelihood Centres as well as Training Centres

3. WEB BASED & LAST MILE MENTORSHIP, DEMONSTRATIONS & TRAINING

Provide Doorstep training through digitised content which is immersive and engaging
Accelerated Learning through Virtual Reality Modules
Create realistic work environment for more practice driven training
Tap into a specialised pool of trainers, no matter how remote

4. FINANCE, TECHNOLOGY, INFRASTRUCTURE, INPUTS, MARKET ACCESS & LINKAGES

Coordinate for and support in provision of working capital loans through financial institutes, technology and infrastructure through appropriate last mile enterprises.
Provide support with gap financing interest subsidies, seed money for businesses, moratorium period support
Provide convergence with government schemes or programs- MGNREGA, SRLM etc.
The program realises that creating livelihood opportunity requires training on multiple fronts. Dependent on the type of livelihood, entrepreneurs and individuals require hand-holding over varying periods of time and in different capacities.

This includes counselling and motivation, business planning and development support (raw materials, negotiations, human resource management, market linkages), asset building and technical support for working on machineries, maintenance of them etc, as well as financial literacy and economic literacy modules to help entrepreneurs understand their cash flows, savings mechanisms and financial institutional support.

The Tele-Livelihoods Program will aim to provide a holistic support for livelihood development and improvement by providing training, mentorship and hand-holding in all of the described aspects.

Process and Methodology for Tele-Livelihoods

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- **DELIVERY MECHANISMS**
  - **SAHAYAKS**: Individual personnel based delivery of information
  - **SANCHARI**: Mobile livelihood solution demonstration vehicle
  - **TRAINING CENTRES**: Social distance protocol maintained centres

- **TRAINING CURRICULUMS**
  - Livelihood Training & Mentorship
  - Technical Training, Advisory & Problem Solving
  - Financial Training & Business Planning

- **ENABLING ECOSYSTEM LINKAGES**
  - TECHNOLOGY, FINANCE, POLICIES, INPUTS & MARKETS
**INDIVIDUALS**

**Responsibility**
Raise awareness and provide first round of awareness on facilities available through tele livelihood training for migrants

Record the needs and follow-up

**Venues**
Open spaces, Quarantine Centres, Existing Community Centres, Participant Homes

**Infrastructure**
Laptop, Internet Services, Speakers, Mobile Phone- Reliable energy for charging points for all

**Personnel In-Charge**
Village Level Officers, Block Officers, Panchayat Leaders, Livelihood Trainers, NGO field/community level workers etc

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**DEMO VEHICLES**

**Responsibility**
Provide door step training on specific technologies & conduct demonstrations

Mobile Infrastructure for tele-mentorship and livelihood training support

**Venues**
Open spaces, Quarantine Centres, Existing Community Centres, Training Centres

**Infrastructure**
Solar powered van for reliable energy, laptop for remote mentoring, internet facility, relevant livelihood technologies for demonstrations

**Personnel In-Charge**
Individuals trained technically and having specific sector knowledge (technical, business, financing etc)

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**TRAINING CENTRES**

**Responsibility**
Support the activities through Mobile Livelihood Centres and Individuals

Provide training with social distancing norms

**Venues**
ITIs, District Agricultural Training Centres, Livelihood Training Centres- NGO Training Centres

**Infrastructure**
Hotline Call Centre Infrastructure, Reliable Energy, Training Lab with social distancing measures, Technologies for Demonstrations, Internet Facilities

**Personnel In-Charge**
Trained Trainers, Experts and Mentors- also supporting the individuals and Mobile Livelihood Centres on the field
TRAINING CURRICULUMS

Livelihood Training & Mentorship

1. Livelihood Counselling to help Individuals/Potential Entrepreneurs identify livelihood opportunities
2. Connect to fellow entrepreneur to provide motivation and share successful practices and learnings
3. Mentor in planning of backward and forward linkages

Technical Training, Advisory & Problem Solving

1. Training on use and maintenance of technologies which have the potential to improve productivity, reduce drudgery and build assets for the entrepreneur.
2. There will be 2 types of trainings:
   1. Demonstration on technologies through videos and live demonstrations
   2. Training on operating on the technology through virtual reality modules

Financial Training & Business Planning

1. Financial Literacy for basic financial understanding, savings and expenses
2. Economic Literacy modules for business planning and development cash flow understanding
3. Awareness on financial products, relevant government schemes and application processes
Typology Mapping of Potential Entrepreneurial Pathways & Interlinkages Between Them

- Producer Entrepreneur
- Value Addition/Processing Micro Entrepreneur
- Manufacturing/Input Supply Entrepreneur
  - Raw Produce
- Service Providing Entrepreneur or Integrator of Services
- Integrators, Aggregators, Wholesaler, Retailer, Marketeer
  - Finished goods or assets
  - Services

LINKAGES
Examples of livelihoods trainings for migrants post social distancing protocols (individual and training centers)

Examples of web based ongoing training programs for small groups and one-on-one mentorship programs

Mobile Livelihood centers and block level live demonstration and graduation centers for practical trainings
Mr. Vittal Jagtap from Gadegaon village of Solapur district, Maharashtra is one of the more entrepreneurial shopkeepers of the village. He owns a saloon at the village market which is his primary business and source of income. Mr. Jagtap also does dairy farming for a secondary income and owns 6 cows, which on an average give 12-15 liters of milk every day. Due to his primary business, he was unable to give time to the milking process.

After investing in the milking machine, Mr. Jagtap is able to invest more time in his saloon shop while earning more money compared to manually milking the cows. He can save up to 2 hours a day which would otherwise be engaged in milking and allied activities. If Mr. Jagtap engaged a hired labourer in the task he would have to shell out approximately 300 INR per day for the service provided. Now his dairy farm is primarily handled by his wife and milking has become much easier for her as she can handle the milking process and the cows by herself.

With the addition of the milking machine technology now, Mr. Jagtap plans to invest on additional cows and thereby increase his total earnings. The machine has also reduced their physical drudgery and as milking machine is considered to be safe and hygienic compared to hand milking it would also avoid any health issues associated with the hand milking method.

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Useful Resources

Collection of 65 Livelihood Appliances powered by Solar Energy

Case Studies of entrepreneurs using sustainable energy emerging successfully out of COVID

Links to video on Livelihood Solutions