



Ministry of Rural Development Ministry of Skill Development & Entrepreneurship Ministry of Youth Affairs & Sports Government of India





Keynote Conversation



Mr. Praveen S. Pardeshi Member- Capacity Building Commission Govt. of India



Mr. Shombi Sharp UN Resident Coordinator in India UN





Ministry of Rural Development Ministry of Skill Development & Entrepreneurship Ministry of Youth Affairs & Sports Government of India



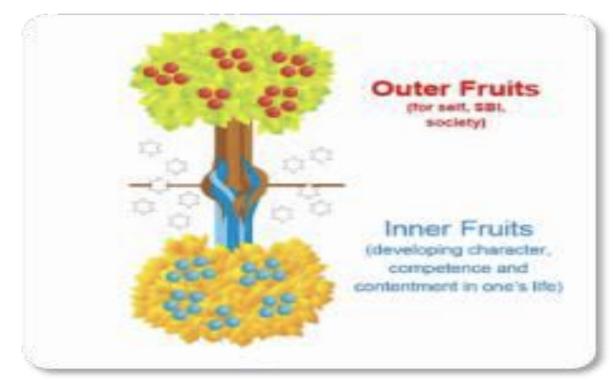


Skill Councils can make India more Employable

You will enjoy overcoming challenges and relish inner fruits of serving the nation

The Tree of fulfillment

Why should I serve

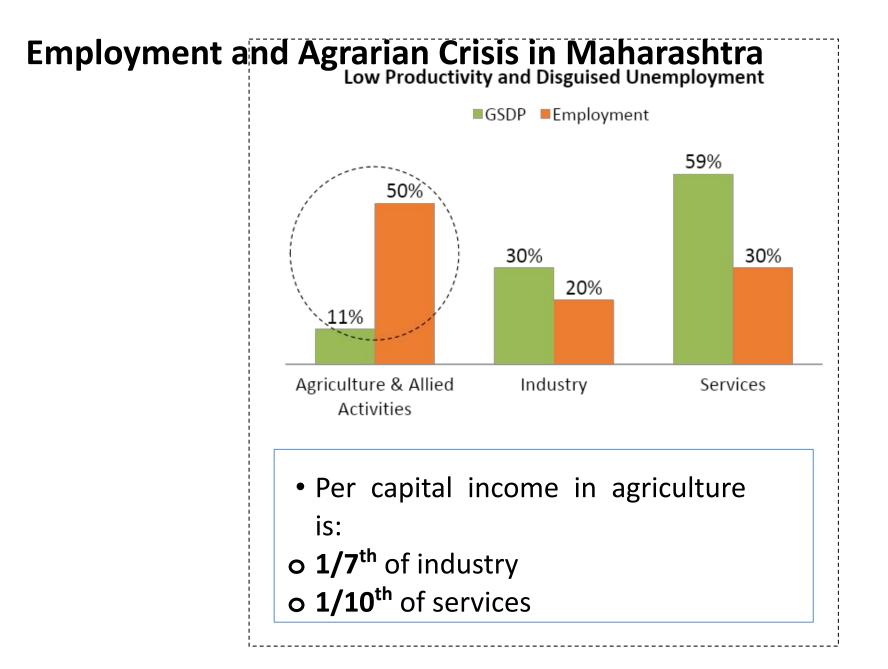


Some Principles

- Have 'dream' vision , work with your team and larger external stakeholders to align your vision with their ownership
- Work with elected representatives to share common developmental vision and coordinate and share actions being taken to give them ownership
- Partnership with all opposing forces before they become opponents : NGO, civil society groups, press
- Knowledge driven, counter intuitive approach to policy making rather than routine incremental approach
- Problem solving approach with juniors rather than instruction and order giving approach
- Can work with Judiciary for common developmental goals

Unemployment and labour Reforms : Changing Institutions : is skilling the Answer

Country		Agriculture	Industry	Services
China	GDP	9%	41%	50%
	Employment	29%	30%	41%
Brazil	GDP	6%	18%	76%
	Employment	20%	14%	66%
Japan	GDP	1.2%	27%	71%
	Employment	4%	26%	70%
USA	GDP	1%	19%	80%
	Employment	0.7%	12%	87%
India	GDP	16%	30%	64%
	Employment	49%	20%	31%



Jobless Growth : Given Dismal Employment situation what will you

propose as policies ?

- India Employment elasticity wrt manufacturing growth is 0.3
- Gross elasticity with Growth : 0.18 to .30
- Bangladesh is 0.45
- ILO estimates Gross elasticity for Brazil at 0.6 and South Africa at 0.7

Labour Factor Market Flexibility

- Randomized inspections
- Amendment & self-certification of labor law and Boiler Inspector
- **Reforms** in Factory Act,
- Contract Labour Act
- Industrial disputes act ; prior permission to fire

Make In Maharashtra: Labor Reform

POSITIVE POLICY CHANGES

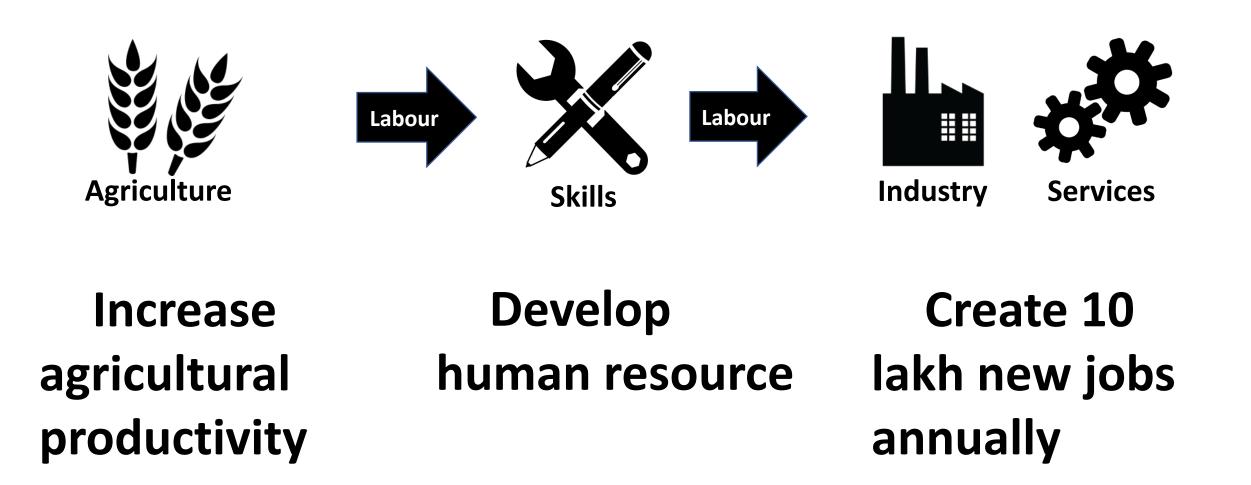
- Factory Act amendment exempted units with 20 workers with power or 40 workers without power exempted
- Deemed license
 - In case of no communication within 7 days, receipt is valid license
- Factory Amendment freeing up 14,000 MSME units exempted
- Online licenses
 - -7 lakh provided in 7 days

- Contract Labor Act amendment
 - Registration only above 50 to be provided
- Self-certification
 - For boiler, minimum wages and EPF
- Third party certification of Boiler Safety Authorised
- Randomized inspections

Apprenticeship Act Reforms

- Criminal Liability for breaches
- Minimum 2.5% max 25% of strength of staff can be apprentices ony trades,
- Wages rationalized : 70% of semi skilled Minimum wages for 8 Hrs
- Include all trades including Government and non technical jobs like Malls, Petrol pumps
- Eligibility : all Graduates, Diploma, ITI
- Can be taken on fixed term, can be removed with 1 month's notice
- Meeting with Universities and Industries Associations to absorb apprentices upto 25% of staff strength

Maharashtra needs to



Impact

• The largest survey of micro and small scale industries undertaken by CII, 2019, indicates that early labour reforming states like Maharashtra added the highest number of 2.4 lakh formal jobs. This is nearly 30% of all the new jobs created across India.

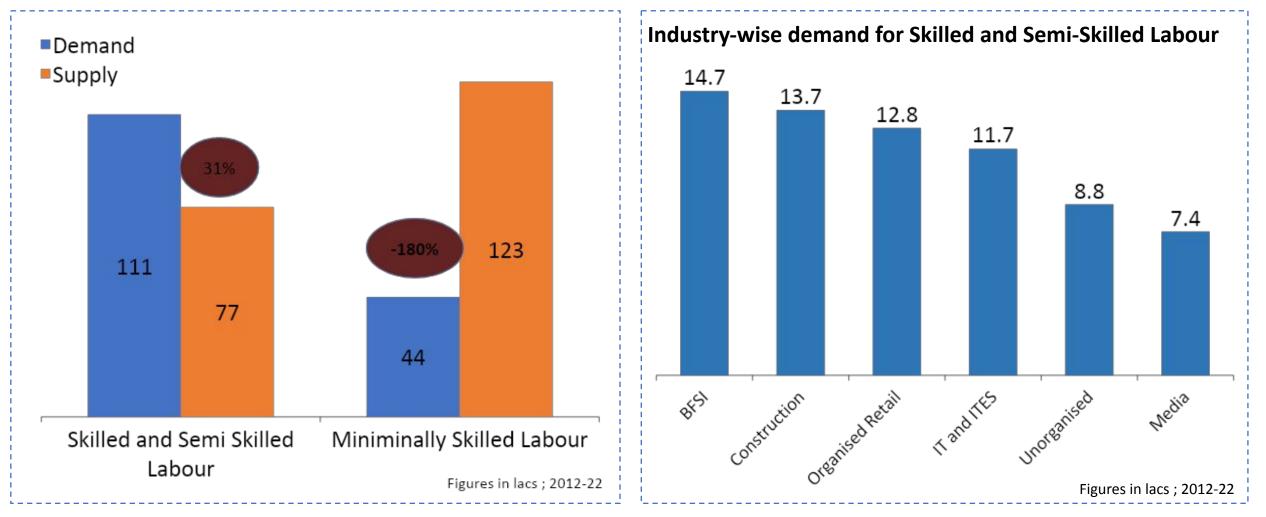
How?

- Labour laws are sacrosanct 'social Justice" construct and could not be touched
- Met Coalition partner Industry Minister, explained how rules simplification will add new industrial units by Maharashtrians, and small scale industry will create jobs for local youth
- Also organized presentation to cabinet on studies on how rigid labour laws restricted job creation
- Principle of Tradeoffs : purported protection of labour rights vs more investment and higher elasticity of employment growth

Skilling Policy : How can you increase employability

• Shakti Prava Mahatama , Collectives for Integrated Livelihoods

Skilling : Demand vs. Supply



 30% shortage of skilled and semi skilled labour needs to be plugged by large-scale skill development across the state -Skill Development Mission Mahakaushalya VTI guarantee placement only then subsidy : Gaming ?





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Today's objectives

- 1. Bring together Government and Partners interested in charting a way forward for economic opportunities for rural youth at scale
- 2. Take stock of challenges, opportunities and promising approaches
- 3. Bring out recommendations for strategies, policies and a convergent implementation framework
- 4. Co-create pathways for all stakeholders to work in a complementary way to create multiplier impact (workshops, learning, implementation, tracking progress)

FIVE BIG IDEAS



District as a Unit of Change (collaboration, convergence and saturation of programs)



Increase Rural Economic Activity (develop high growth sectors)



Suite of all Solutions (jobs, entrepreneurship, emerging sectors, gender, future of work)



Youth Voice and Aspirations and Longer Term Outcomes Tracking (income and agency)



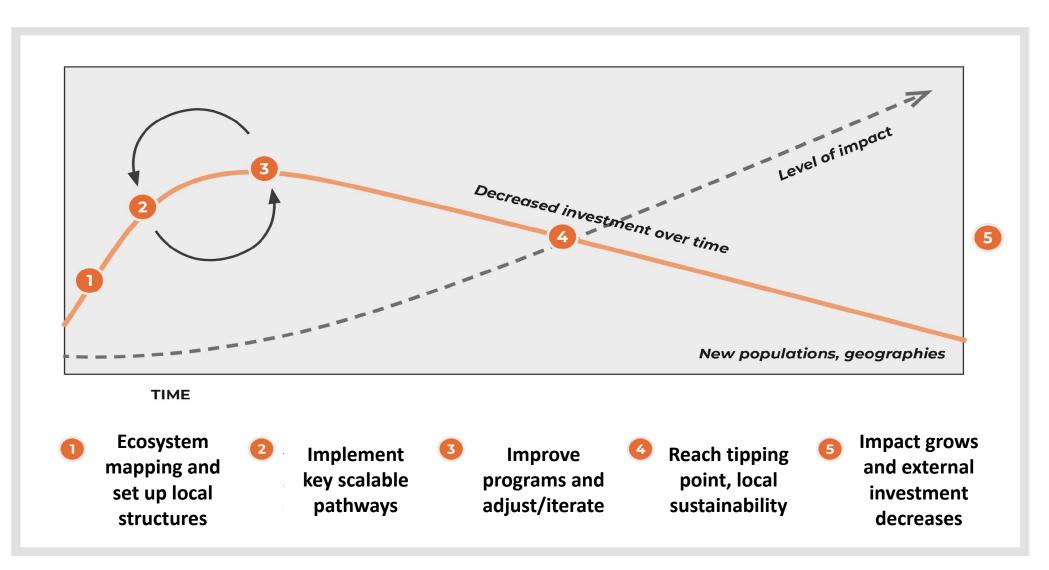
National Convergence of Youth Programming to include Employability



Interventions at the Rural District Level

Convergence	Anchor Partner	Future of work	Key sectors	Cross-cutting themes	Youth voice and journeys	M&E and learning
 Government programming from district, state, tribal, national Across all ministries and departments to support jobs, skilling, entrepreneurshi p, FPOs and economic growth and youth 	 Backbone of the effort and bringing together all partners Across all NGOs and private sector actors All partners coming into the district connect join in a collaborative/ complementary approach 	 Digital Accelerated changes Distributed manufacturing Local community Local value addition Local centers of excellence 	 Investment to increase economic activity Enabling infrastructure (data/road) Priority sectors such as green jobs, data & digital, health Local value chains and increase productivity Training aligned to demand for jobs and entrepreneurship 		 Youth engagement in all design Youth career development, mindset shifts and aspirational development 	 Youth database and tracking Acceleration of successful models Focus on outcomes not inputs/ outputs (e.g. skilling)

Reaching a saturation point in each district drives sustainability and moving to new districts, ultimately reaching hundreds of districts across the country



Scaling across India in partnership with Government of India and partners

Scale	RAMGARH AND BARWANI	Youth Directly or Indirectly Benefitted by 2030: 500K (majority of Youth Population)	Scaling Across Aspirational Districts Pan India			
Stale	INDIA	10 Districts: In UP, MP, JH, Karnataka in 2023 100 Districts Across India by 2030 ~30M OY reached by 2030	in MP, JH, 10 Districts in MP, UP JH and others			

 Replicate collaborative and place based approaches (GOYN, Work4Progress, DA, YuWaah supporting) approach across India, with a focus on (but not restricted to) Aspirational Districts in partnership with key Ministries, Non Profits, Donors and Employers

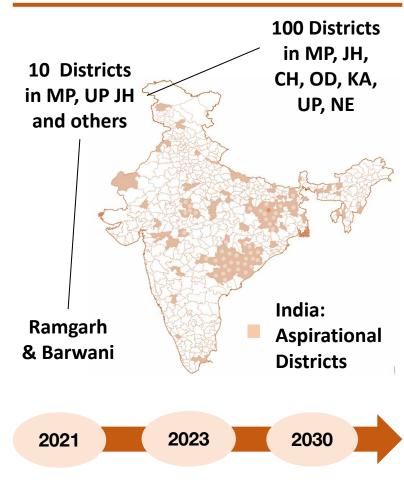
Place

Based

Replication

 Share best practices, data, lessons, detailed blueprint/approach across India

• Establish a national learning agenda of impactful pathways, including Youth Convenings, M&E and data across all national communities; glean insights by place, city topologies, etc



Today's Agenda – 4 key topic areas

Future of Work | Opportunities for Youth | • Pathways for Youth Employment Challenge - Creating a groundswell of demand-supply match, expanding sub-scale successes

- 2 State of Employability and Entrepreneurship
- Expanding Economic Opportunities: Design for Universalisation of Economic Opportunity for rural youth

3 Youth Aspirations & Voices | Entrepreneurship and Youth Models for Rural, Urban, and Green Entrepreneurship

Whole of Economy and Place-based Approach Convergent Implementation Framework

Closing, Synthesis and Next Steps

Approach for All Discussions

Plenary		Table Break-Outs			Report Back
~30 Minutes~		~30-45 Minutes~			~10 Minutes~
 Short data sharing Reactions from experts 	1. Feedback and Mapping Existing Landscape and resources	2. Recommen-dati ons Gap and what is needed	3. Commit-ments Suggested roles for you and others		Brief report back from select groups

Session I : Future of Work | India @ 100 | Opportunities for Youth |

Lead Presenter:



Ms. Kanika Verma Lead- Green and Inclusive Entrepreneurship Work 4 Progress & SAMUDYAM

Discussants:



Mr. Jamie McAuliffe Founding Director The Aspen Institute



Prof. M S Sriram Chairperson, CPP IIM, Bangalore



Mr. Shivam Patidar GOYN Youth Advisory Group Member Madhya Pradesh



Mr. Praveen S. Pardeshi Member- Capacity Building Commission Govt. of India





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Youth Employability & Entrepreneurship

Future of Work | India @ 100

7 February 2023





Future of Work in Rural India?

"Advancements in technology, changing demographics, and government policies New job opportunities in the digital economy, remote work and e-commerce Boost to rural entrepreneurship and job creation through Make in India and Skill India"



Development Alternatives People | Planet | Prosperity

...Chat GPT

'I am the Future of Work'





I want **easy access** to information driving **'choice'** based careers

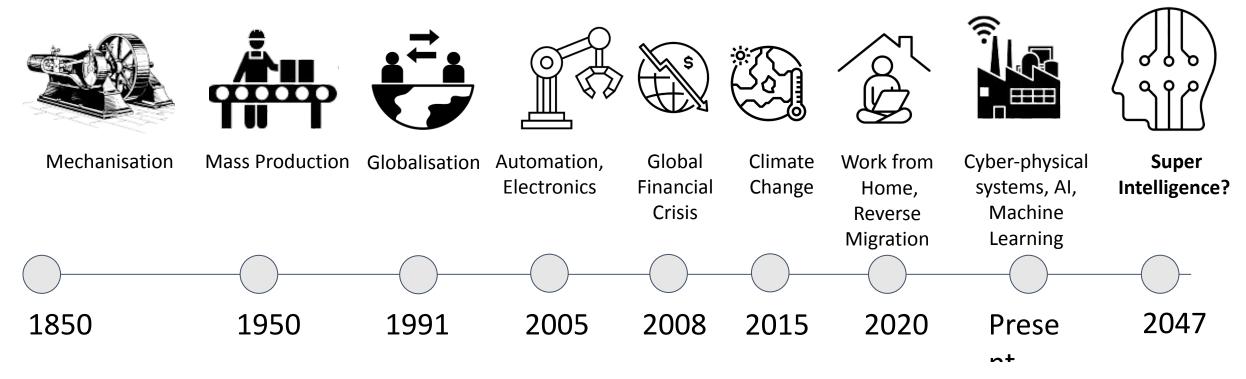
I want to create **work** opportunities in my village

⁶⁶ I seek identity and dignity in my work⁹⁹

Saida, 22, e-rickshaw entrepreneur, Mirzap



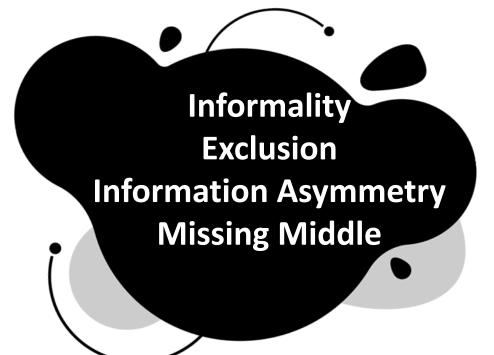
Accelerated pace of change...



"You have to continue to **respond** to a system that actually might not even exist in the manner that you understood a couple of weeks ago"

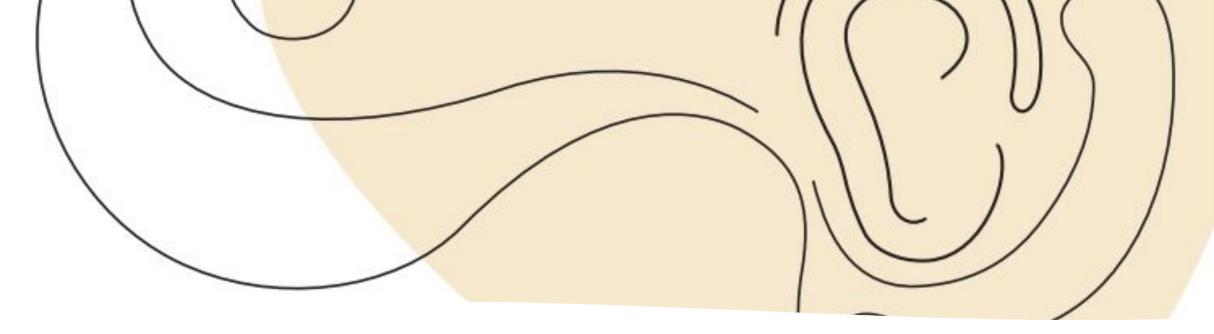
Constrained by a system...

What would be the future of more than 90% of the Indian workforce engaged in the informal sector of the economy?¹



CompletelySporadicDisguisedSporadicSteadyMeaningfulUnemployedUnemploymentUnemploymentSelf-employmentSelf-employmentEmployment





"Looking at Work beyond Employment"

- Pathways to inclusive economic opportunities
- Social protection for the informal economy
- A future of work that **works for women**
- Shift from global flows to local supply chains
- **Breakthrough in linkages** across e-commerce, renewable energy and modernised agriculture



Our Role in the Future of Work



UNEARTHING ASPIRATIONS

Listening with empathy

Solidarity based innovation

Demand driven skilling for meaningful work

Local networks of udyaME kiosks enabling multiplied growth in the set-up of enterprises





Peer-to-peer networks strengthening collective learning and social cohesion

COLLECTIVE INTELLIGENCE

Building shared identities & narratives

Inclusiveness in solutions

Unlocking critical resources





Transitioning from traditional top-down approaches to district-level collaborations for building robust ecosystems

ECOSYSTEM BUILDING

Connections between relevant stakeholders

Resilient social security mechanisms

Prototyping systemic solutions



"A MILLION MUTINIES NOW"

- V.S. Naipaul

Interconnected Micro-Movements creating new narratives



How will the **invisible (informal) economy** be included into the ambit of the future of work?

How will the **role of institutions** change with evolving nature of work?

How will systems of **social**, **financial and other infrastructure** adapt to emerging trend?

What are the **demands on the individuals** to prepare themselves for future of work?

What is the opportunity with **blurring of lines** between **formal and informal sectors**?





Session I : Future of Work | India @ 100 | Opportunities for Youth |

Key Discussion Points:

1. Existing Landscape and Resources:

- Noteworthy projects, best practices, research papers working on FoW in the formal and informal sectors
- Opportunities and threats emerging with the rapidly changing nature of work, and irreversible changes brought about by the pandemic

2. Gaps and What Is Needed:

- FoW programming gaps and needs in the formal and informal sectors
- Critical components of informal work in FoW (dignity, by resilience, others?) what are best
 practices to integrate these?

3. Suggested Stakeholder Roles:

 Critical components in FoW programming and suggested roles and contributions of stakeholders towards these

Include insights from your own work, as well as other private and public sector work including policy, investment, research and implementation, etc.

Session II : State of Employability & Entrepreneurship | Expanding Economic Opportunities

Lead Presenter:



Ms. Annu Mehta Global Opportunity Youth Network

Discussants:



Mr. Atul Tiwari Secretary Ministry of Skills Development and Enterprises



Mr. Alkesh Wadhwani Country Director Bill & Melinda Gates Foundation



Ms. Anisha Sharma Asst. Prof. of Economics Ashoka University



Ms. Richa Gupta CEO & CO Founder Labhya Foundation



Mr. Joel Miranda Senior Advisor Global Opportunity Youth Network





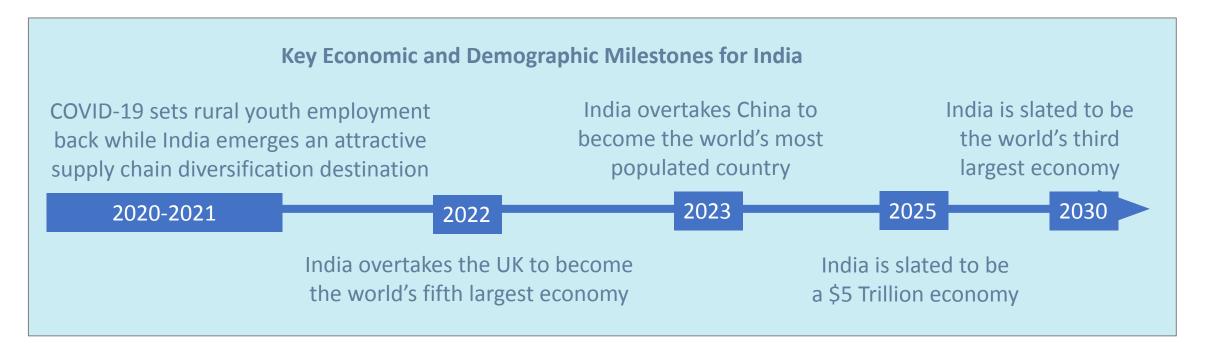
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State of Employability and Entrepreneurship

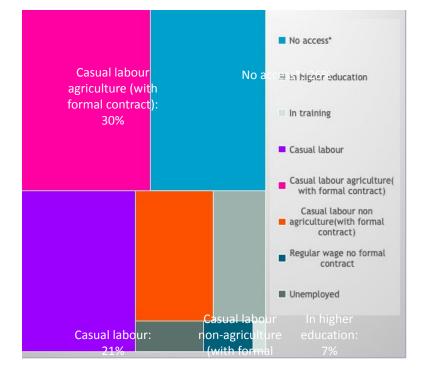


A critical moment for India and our rural youth



- Two-thirds of our ~38 crore million young people live here in rural India
- This demographic dividend has unparalleled potential to realise India's ambitious growth vision, and youth programming is already making great headway
- <u>But</u> we need a labour absorption strategy for our ~25 Cr rural youth

Size Of The Opportunity/Challenge: Districts have 2.5L – 3L Out Of Work, Underemployed Youth (Sample: Youth Segments And Distribution In Barwani, MP)

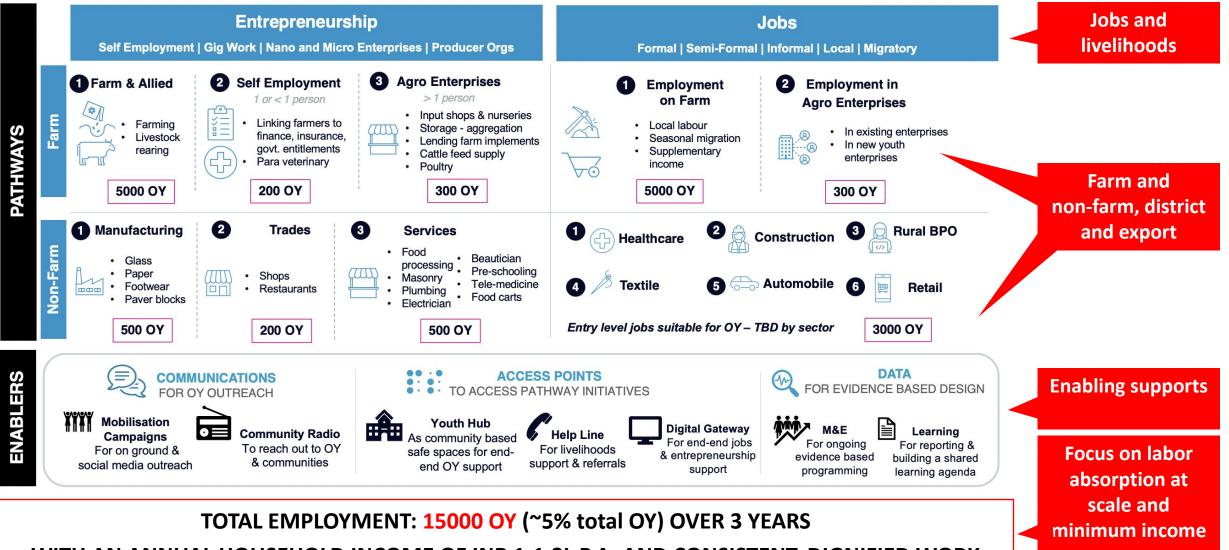


Youth population segments	Group	Estimate
No access*		1,26,656
In higher education	Inactive	35,889
In training		2,061
Casual labour		1,01,424
Casual labour agriculture (with formal contract)		1,48,472
Casual labour non agriculture (with formal contract)	Active	53,971
Regular wage no formal contract		8,114
Unemployed		11,152
Youth Population (active + inactive)		4,87,739
Total youth population (TYP)* based on secondary data		4,28,905
Youth from better households		24,328
Return Migrants		29,304
Current OY population in Barwani (Unemployed+casual labour+Regular wage no formal contract+ Return Migrants+Non LFP-In higher education-In training-Youth from better households)		3,03,026

→ In training: 0.4%

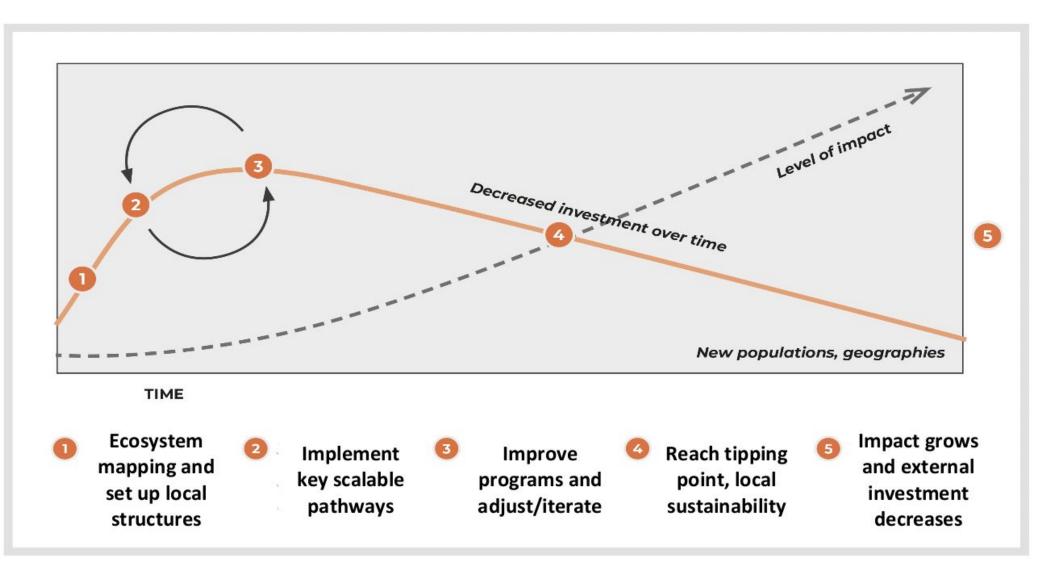
Regular wages (no formal contract): 2%

Labour absorption planning at district level in Barwani, MP: Intentionally designed for the scale of the supply



WITH AN ANNUAL HOUSEHOLD INCOME OF INR 1-1.2L P.A. AND CONSISTENT, DIGNIFIED WORK

Multiple intervention point until a tipping point is reached and services and supports reach ALL youth in the district



Based on segment, youth need various supports through their journey from skilling to retention in the workforce



Multiple intervention points across the livelihoods value chain

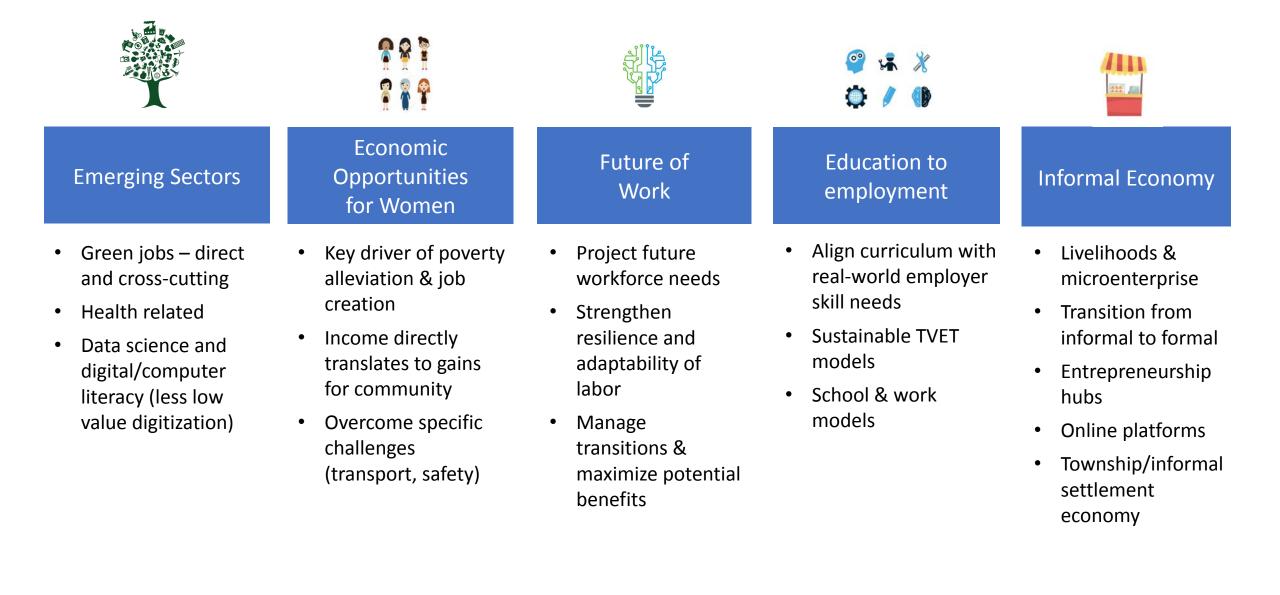
Livelihoods	and markets	Entrepreneurship		Sectors and skills		
Livelihoods and microbusiness, informal and gig work	Aggregation, connection to markets and value chains	High growth start-ups (VC)	Franchises and Small & Medium Businesses (by sector – green, health, FoW)	Vocational Training & Education	Job placement, inclusive recruitment	Demand stimulation (Corporate and Government, SMEs)

Youth move between opportunities

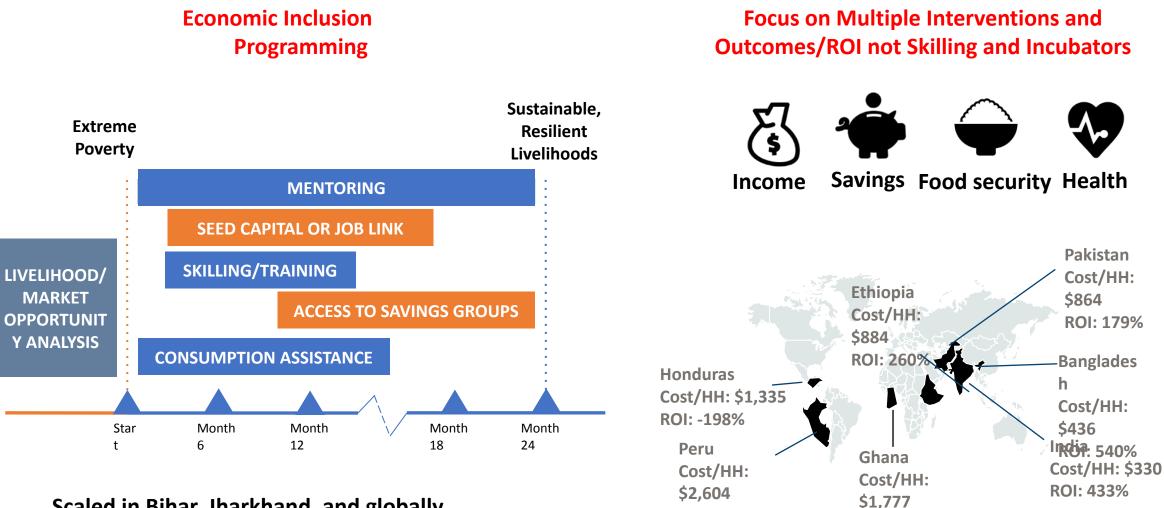
Enabling environment (roads/digital infrastructure, family & community attitudes, transport, inclusion, tech)

Financing opportunities (loans, impact bonds, grants, SME investment)

Cross cutting themes and success stories featured throughout the day



What's working at scale in India: SHGs connected to formal & informal livelihoods

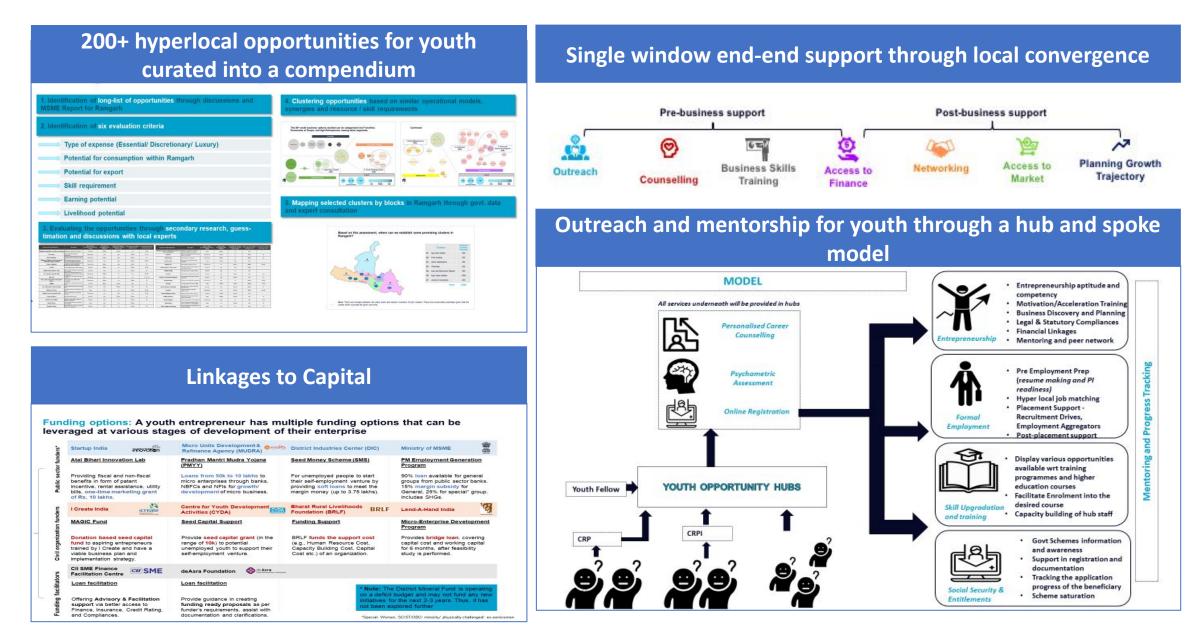


ROI: 190%

ROI: 133%

Scaled in Bihar, Jharkhand, and globally

What's working for youth: District level programming



Select Partner Intervention Examples: Facilitating Entrepreneurship & Employment





Brave Spaces: A platform for **women to come together in-person** and raise their voices, express their aspirations, and advance their learning about themselves through **listening and discussion sessions**



District Entrepreneurship Coalition (DEC): Collaborative platform where entrepreneurs and stakeholders work on enterprise and livelihood development, and co-create solutions to build a robust, local entrepreneurial ecosystem



udyaME: Increases **access to enterprise support services** for aspiring entrepreneurs in rural India through its **website and physical kiosks** (e.g., access to credit, tech. consultations, capacity building, legal registrations)





Rozgar Bazar Portal: Partnered with the Government of Delhi to match job-seekers with hiring employers. Over 13 lakh job-seekers registered themselves with 4.5+ lakh jobs advertised; 2.0 version is being released with additional features (skill mapping, smart matching, employee verification and career guidance)

FunDoo: Interactive, chat-based platform that encourages learning of 21st century employment skills and facilitates exploration of career pathways through "tasks" within the app

Passport To Earning (P2E): An e-learning solution to empower youth with relevant 21st century skills to thrive in school, work and life. Job-relevant platform with best-in-class curriculum to enable access to skilling and upskilling opportunities through online training, blended learning models, and offline engagement

What's emerging in jobs at the district level: Local level investment by start-ups and SMES, improved FPOs and distributed manufacturing

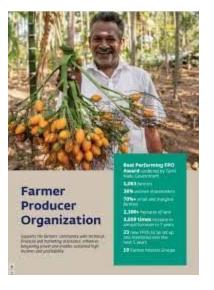
Start-ups/franchises/ SMES locate into district





- Entrepreneur locates to a district to start their business, local hiring and jobs
- Catalyzes additional growth

Improved FPOs drive access to markets



- Focus on high potential value chains
- Support in aggregation on inputs and outputs
- Access to government schemes

Distributed manufacturing and local production



- Shift to local manufacturing and production, leverage emerging technology
- Improve alignment with green agenda – shorter supply chains, off-grid energy

Convergence of significant focus and funding on skilling & livelihoods is needed



- Private sector funding is making dents in the challenge, but remains scattered, siloed and restricted in scope by funding and reporting cycles. Most CSR program leads feel that their programs should increase scale and outcomes and are looking for more scalable, sustainable and outcomes-based initiatives; district interventions are resonating with many CSR's
- Many government programs across several ministries with significant budget allocations

Key Questions to Consider

Report back

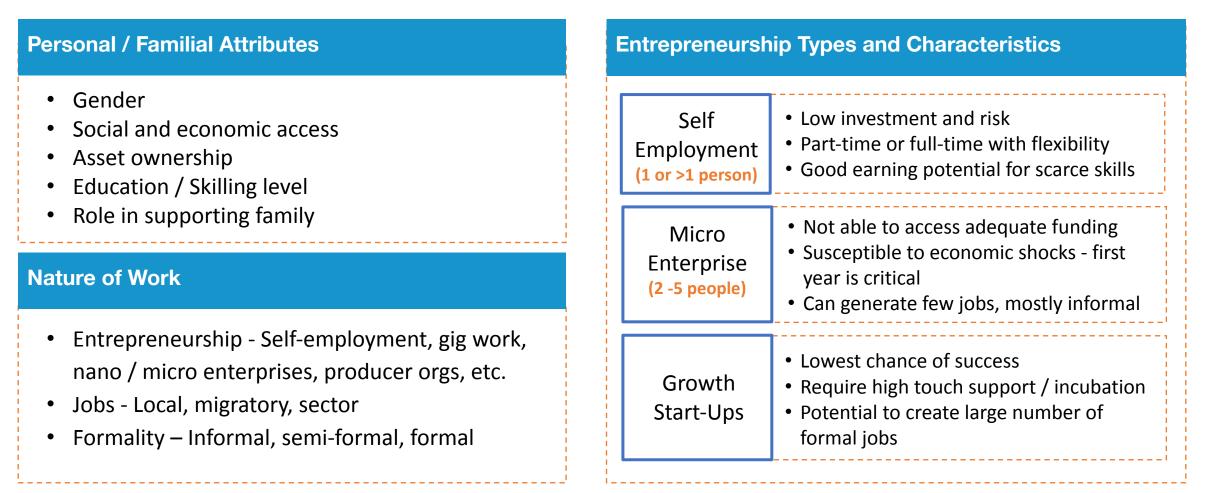
(10 min)

ncreasing the level of economic activity at the district level ligning opportunities to youth aspirations
sting landscape and resources: Noteworthy projects, best practices, research papers in the rent youth employability and entrepreneurship ecosystem ps and what is needed: Key programming gaps and needs in the formal and informal stors gested stakeholder roles: Critical components in youth employability and

Guidance: Include your work, and other private and public sector work around including policy, investment, research and implementation, and others

•Presentation of select discussion points

BUT YOUTH ARE NOT A HOMOGENOUS GROUP - AND SEGMENTATION MAPPING IS NEEDED AT THE DISTRICT LEVEL



Youth challenges, aspirations, and opportunities vary widely by segment and cross-segment A successful approach for highly contextualised solutioning at scale is needed Session II : State of Employability & Entrepreneurship | Expanding Economic Opportunities

Key Discussion Points:

1. Existing Landscape and Resources:

- Noteworthy projects, best practices, research papers in the current youth employability and entrepreneurship ecosystem
- Approaches to reconciling project and reporting cycle outcomes and life cycle outcomes in private sector funded programming

2. Gaps and What Is Needed:

- Key programming gaps and needs in the formal and informal sectors
- 3. Suggested Stakeholder Roles:
 - Critical components in youth employability and entrepreneurship programming and suggested roles and contributions of stakeholders towards these

Include insights from your own work, as well as other private and public sector work including policy, investment, research and implementation, etc.

Session III : Youth Aspirations and Voices | Entrepreneurship and Youth |

Lead Presenter:



Discussants:



Mr. Madan Padaki Co-founder GAME



Mr. Siddhartha Kankaria Director PwC





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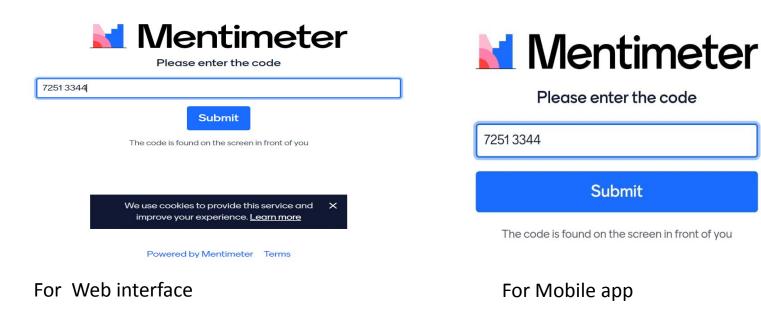




Opinion of the House



- Open a web browser on your mobile
- Type the url <u>www.menti.com</u>
- Type the code 7251 3344 or scan the QR





Scan the QR for direct access

Demographic Summary



Polling PAN India

Top 5 respondents

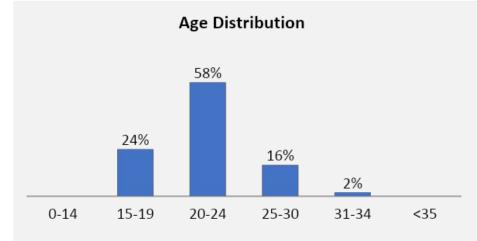
Haryana | Uttar Pradesh | Bihar | Madhya Pradesh | Punjab



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6,712

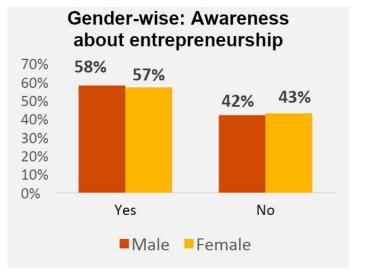
Respondents

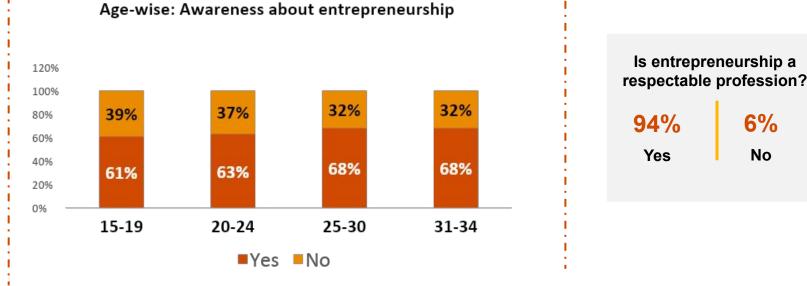


Awareness on entrepreneurship







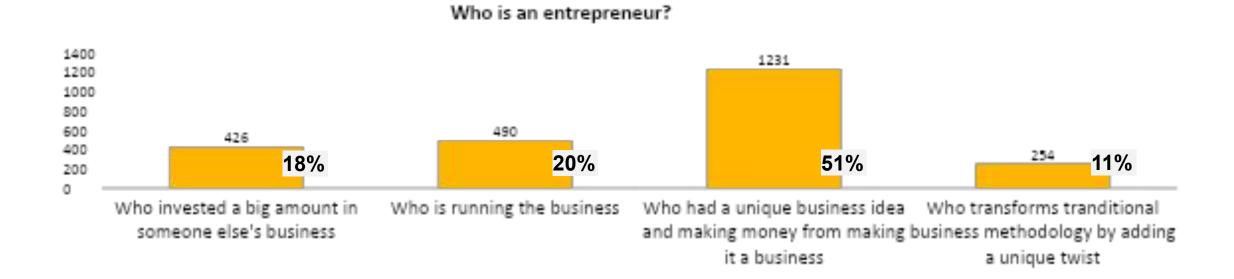


- More than half of total respondents were aware about entrepreneurship
- Awareness on entrepreneurship is gender neutral
- Awareness about entrepreneurship is increasing with age

Need to increase the awareness on entrepreneurship across all genders and age groups

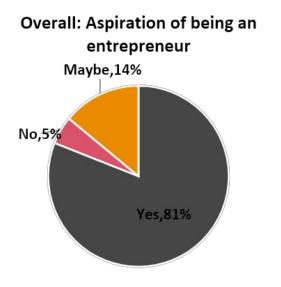
Understanding about entrepreneurship

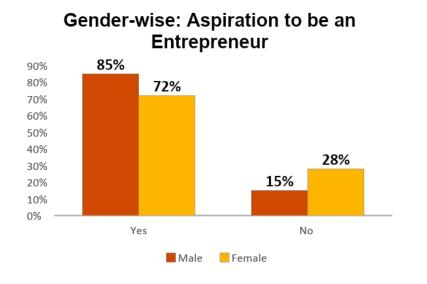




 More than 50% of the respondents believe entrepreneur to be a person who as a unique business idea. This could indicate that young people associate entrepreneurship with newer ideas, over traditional businesses

Willingness to become an entrepreneur

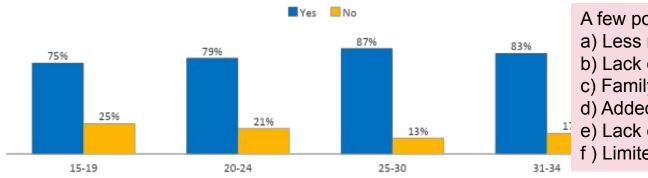




GENERATION UNLIMITED

- Overall entrepreneurial inclination among youth is seen to be very high.
- Women willingness to opt for entrepreneurship is seen to be slightly lesser than men.
- Aspiration to become an entrepreneur is seen to move higher above the age 25. It could be due to increased awareness with age and ability to invest working capital.

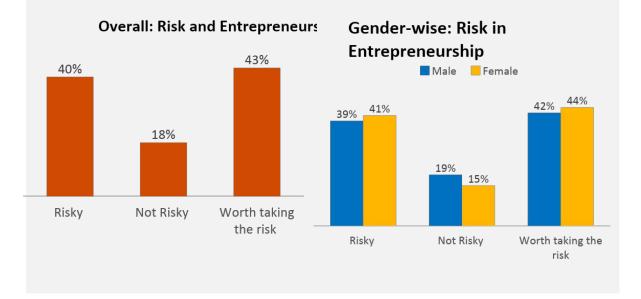
Age-wise: Aspiration to be an Entrepreneur



A few potential reasons for female respondents can be
a) Less risk appetite
b) Lack of opportunity
c) Family reluctance
d) Added responsibilities
e) Lack of social and institutional support
f) Limited mobility

Entrepreneurship: Risk & Constraints

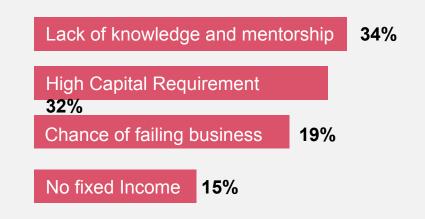


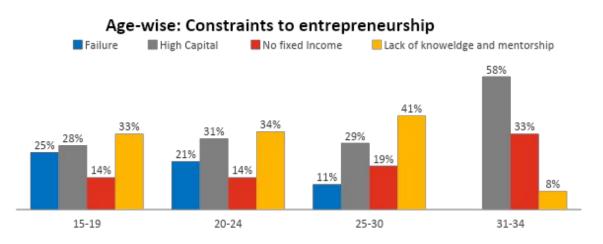


 Gender neutrality is observed on risk perception on entrepreneurship. Same for running the business.

- For young respondents (age 15-30), the biggest constraint to entrepreneurship is lack of knowledge and mentorship followed by high capital investments.
- For the age group (31-34), high cost of capital and no fixed income have emerged as the key constraint.

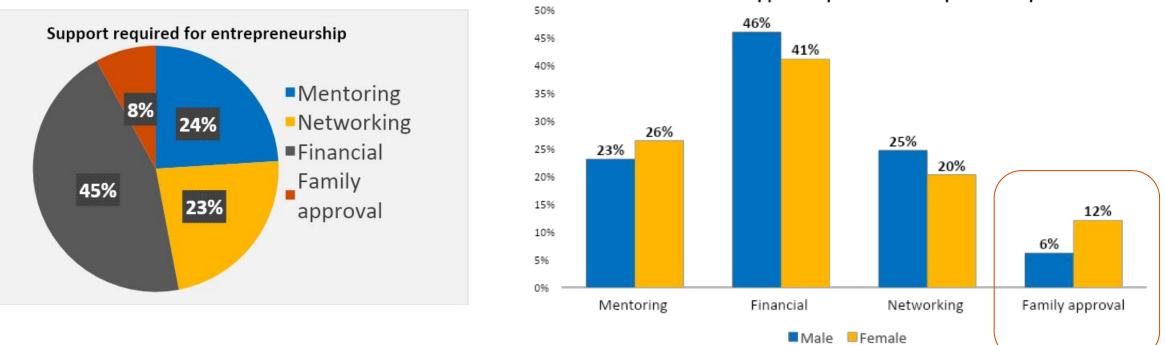
Constraints in becoming an Entrepreneur





Entrepreneurship Support





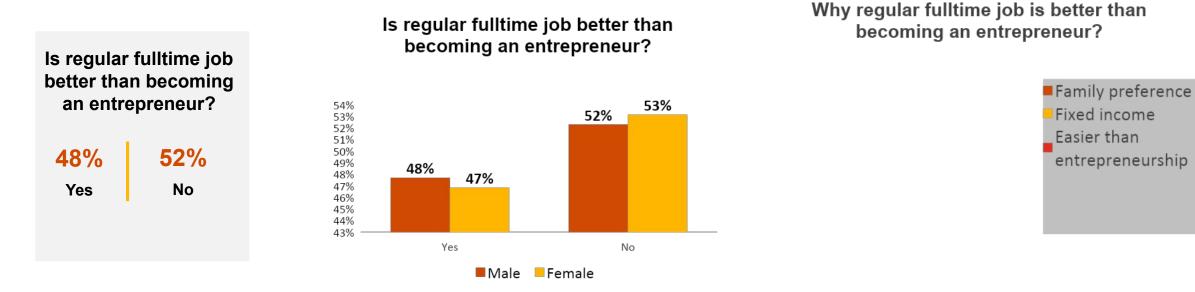
Gender-wise: Support required for entrepreneurship

- Finance and mentoring remains the key area of support for the respondents across gender
- For women, family acceptance has also emerged as an area of support

How can we make finances and mentoring more accessible to young people

Entrepreneurship vs. Fulltime Job





- A full time / fixed income job is being considered marginally better an entrepreneurship.
- The key reasons for preferring a full time job instead of entrepreneurship is Fixed Income. Family preference is also one of the key reason.
- Can financial support be considered in terms of stipend / other initiatives for a limited period, to protect youths' motivation?
- How can we support young people by changing their family's perception towards entrepreneurship?

Do you know an entrepreneur?



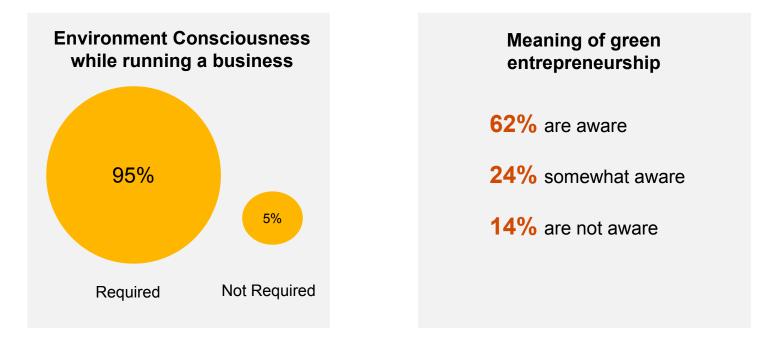
• Response to naming an Entrepreneur could be categorized into the following categories:

Popular individuals such as Ratan Tata, Ambani, Adani, Steve Jobs, Elon Musk, Aman Gupta, Ritesh Agarwal etc.	Small local business owners, friends and family who they knew in business	Not aware / No role model
ElC.		

- Youth did not name any woman entrepreneur or woman role model in their responses. This establishes that there is a dire need to create women role models for entrepreneurship.
- This also indicates entrepreneurship is a male dominant field, where aspirant women need to be supported through various ways.
- Lack of awareness among young people about 'Women in business'.

Entrepreneurship & Sustainability





• Almost all the respondents find it necessary to be conscious about environment while running a business. However not all of them are aware on green entrepreneurship.

How can the concept of green entrepreneurship be made aware to the young entrepreneurs







Breakout Groups

	Yu	W	aa	h!
······	GENER	RATION	UNLIM	IITED

Green Entrepreneurship 1
Climate Collective
Sustain Plus
Adani Foundation
WeNaturalists
CSDS
Global Alliance for Mass
Entrepreneurship
Swati Thounaojam

Green Entrepreneurship 2
Wipro Foundation
Development Alternatives
Inunity
Phool. Co
White Swan Consulting Group
& Distinct Horizon p Ltd
Udaiti Foundation

Urban Entrepreneurship 1
Women Entrepreneurs India
Centre for Catalyzing change
HCL Foundation
MSDE
ННН
Labya Foundation
Rio Tinto

Urban E	ntrepreneurship 2
Capgem	ini
Home Fo	oodi (BLD Dine
Homes F	Pvt Limited)
Pravah	
NSDC	
Wadhwa	ani Foundation
Inunity	
FICCI	

Rural Entrepreneurship 1
Udyogini
NRLM
TRIF
Institute of Social
Responsibility and
Accountability (ISRA)
FWWB
Haqdarshak
HUL

Rural Entrepreneurship 3
ТАЅК
Teach for Green
PRADAN
UN Women
Syngenta Foundation
Plan India
FSMNIROJ

Rural Entrepreneurship 2
Interglobe Foundation
Tata Trust
Atal Innovation Mission
Medha Foundation
BYST
NIDAN
iDream Career
iDream Career

Rural Entrepreneurship 4	
Grameen Foundation	
Dhwani	
Quest alliance	
Jan Sahas	
Aflatoon	
Circle In/Udaiti Foundation	
CIFF	

Questions for Roundtable Discussions



Existing landscape and resources:

- In recent few years, India has seen an outstanding performance in the space of startups, entrepreneurship development, what according to you were major factors for the success for these enterprises/start-ups?
- How can we make a movement towards mass entrepreneurship?
- What are the best practices from other countries that can be adopted to improve youth employment in India?

■ Gaps and what is needed:

- What are the top 5 current barriers of youth employment and entrepreneurship in India? In your opinion, what steps should be taken to make the environment more conducive for the startups and enterprises?
- How can access to funding be improved for young entrepreneurs specifically in the marginalized category?
- What special initiatives should be taken to create more inclusive environment for women entrepreneurs? What could be the top 3 areas / ideas
- How PWD and transgenders can be brought into mainstream entrepreneurship

Suggested stakeholder roles:

- How can the government better collaborate with civil society organizations to promote youth employment and entrepreneurship?
- What can be the 3 key asks from the policy makers, think tanks, private sector, foundations for strengthening the entrepreneurship eco system

Session III : Youth Aspirations and Voices | Entrepreneurship and Youth |

Key Discussion Points:

1. Existing Landscape and Resources:

- In recent few years, India has seen an outstanding performance in the space of startups, entrepreneurship development what according to you were major factors for the success for these enterprises / start-ups?
- How can we make a movement towards mass entrepreneurship?
- What are the best practices from other countries that can be adopted to improve youth employment in India?

2. Gaps and What Is Needed:

- What are the top 5 current barriers of youth employment and entrepreneurship in India? In your opinion, what steps should be taken to make the environment more conducive for startups and enterprises?
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- How can PWD and transgenders be brought into mainstream entrepreneurship?

3. Suggested Stakeholder Roles:

- How can the government better collaborate with civil society organizations to promote youth employment and entrepreneurship?
- What can be the 3 key asks from the policy makers, think tanks, private sector, foundations for strengthening the entrepreneurship eco system?

Include insights from your own work, as well as other private and public sector work including policy, investment, research and implementation, etc.





Ministry of Rural Development Ministry of Skill Development & Entrepreneurship Ministry of Youth Affairs & Sports Government of India





Session IV : Whole of Economy & Place-based Approach | Convergent Implementation Framework

Lead Presenter:



Ms. Aliva Das Senior Manager Transforming Rural India Foundation

Discussants:



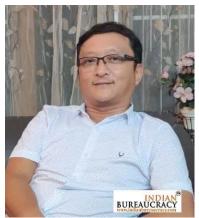
Ms. Alice Gugelev Director Global Development Incubator (GOYN) Managing Director



Ms. Lakshmi Venkatesan Founder Bhartiya Yuva Shakti Trust



Mr. Siva Subramanian Ramann CMD Small Industries Development Bank of India (SIDBI)



Karma Zimpa Bhutia Joint Sec. Ministry of Rural Development (MoRD)

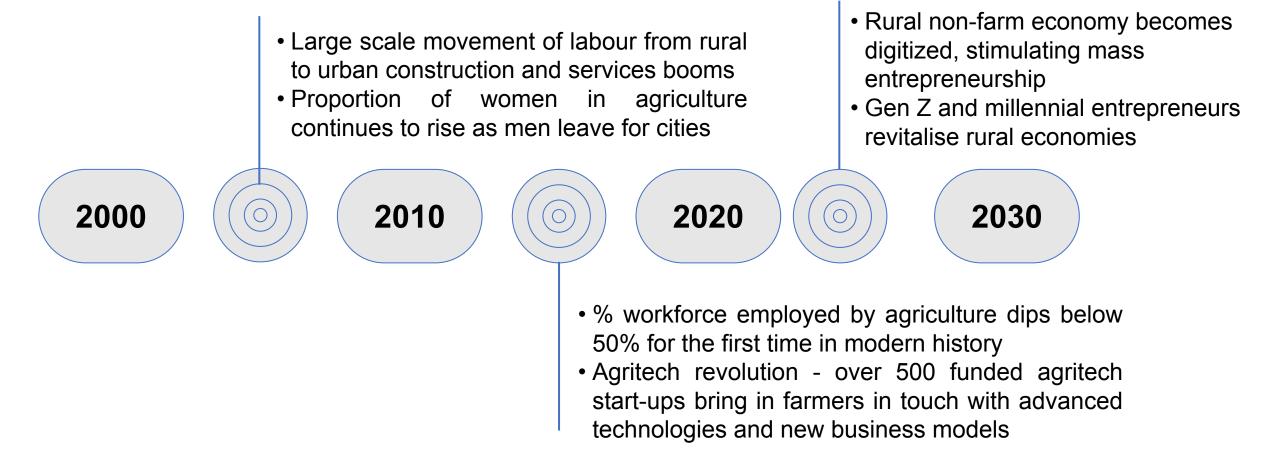


Ms. Swati Thounaojam Young Entrepreneur YuWaah- Generation Unlimited India

Context and India's 2047 Vision

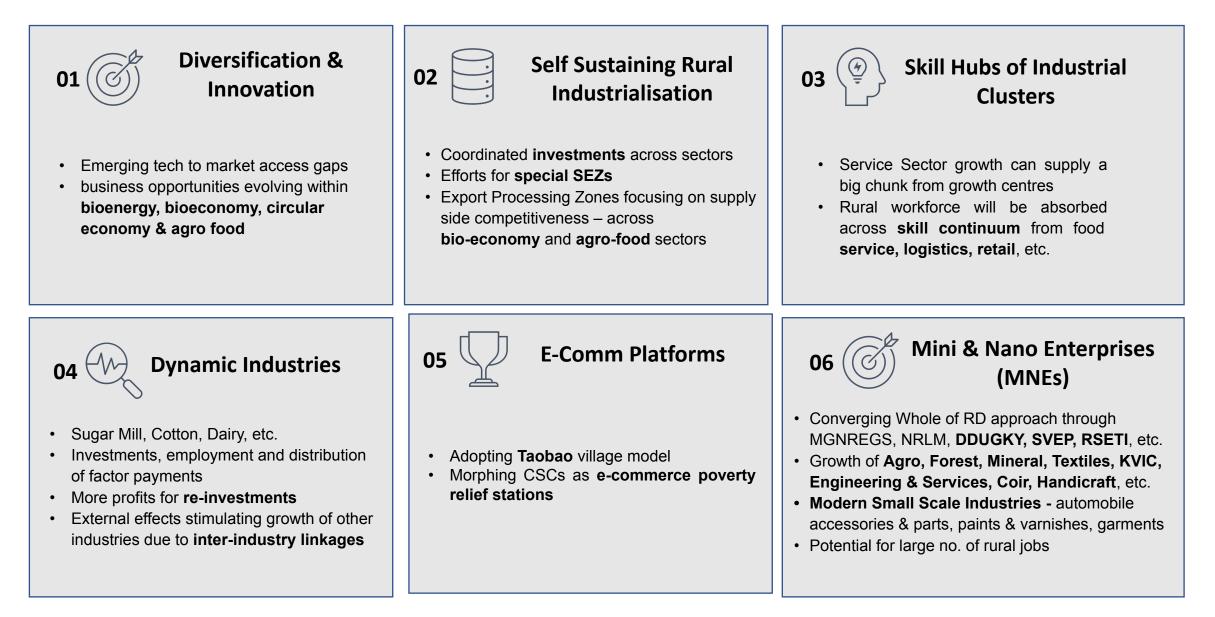
- In the last three decades the economic growth has created two distinct zones: one a modern, competitive, prosperous one and the other a stagnant, backward one
- India will soon become \$ 5 trillion economy and big gains on remodelled welfare architecture (DBT+JAM)
- Despite the innovative ecosystem and geo-political positioning, growth is not uniformly spread in rural areas
- The new opportunities with technological advancements offer exploitation of rural competitive advantages in bio-economy, elimination of economic barriers through digitization
- The union budget 2023 has laid a vision for an empowered and inclusive economy
- The vision 2047 will be guided by the aspiration for India like attaining new heights of prosperity; making best facilities available both in villages and cities
- To achieve this collaboration of public, private particularly the new entrepreneur or start-up and community collectives can make some of the past ideas on economic growth like cluster economies, distributed manufacturing work

Trajectory of Rural Economy

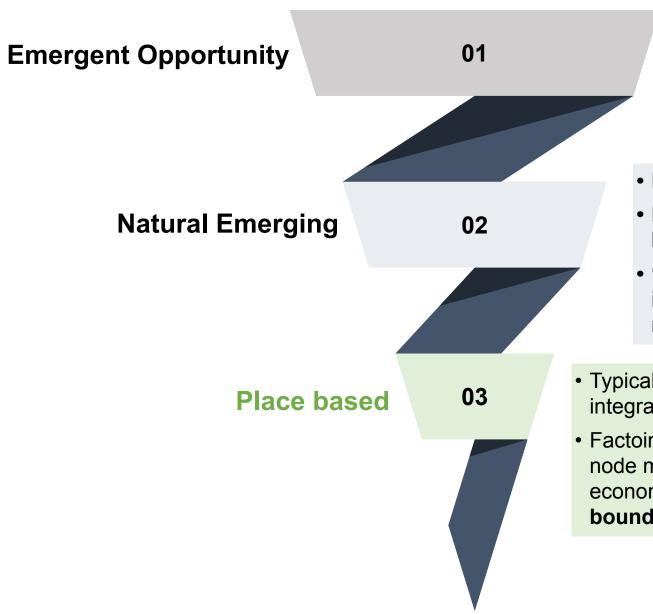


Model Rural Economy | The "WHOLE OF ECONOMY":

Rural Growth Clusters need to be located in Future Opportunities while harnessing present openings



District as a unit of change is the key



- **Rurban centres** that emerged as major nodes for market villages- commercial, administrative, transportation, religious, industrial, etc
- Urban Amenities existing in rural areas typically retail, wholesale, highschool, market, dispensary, etc

• **Exogenous** (Connectivity & Economic Drivers)

- Endogenous (naturally emerging census towns, very large villages, etc)
- **"Functional economic zones**" with high centripetal integration, there is interdependencies between natural resource systems and human populations here
- Typically a **node** where labour, capital, commodity flows are integrated and activities are oriented to the node
- Factoing the demand conditions in peripheral surrounding, the node may indicate opportunity for catalysing and seeding economic opportunities around **politico-administrative boundaries**

Need for whole economy and coordinated approach



- Nationally large number of youth, too big as a whole
- Per district is 2.5-3L out of work
- Excluded and voices not included
- Many "usual" high capacity youth are speaking but rarely district rural youth
- Informal employment with further challenges for women, PWD, tribal and other excluded groups
- Existing efforts reach a tiny fraction of youth



NEED FOR CONVERGENCE AND DE-SILOFICATION

- Field is **fragmented**, no single solution
- No single intervention multiple coordinated interventions required per youth
- Interventions do not address key systemic barriers
- Focus on skilling and training but not outcomes
- Single "silver bullet" interventions implemented across the country don't take into account local context and diverse youth

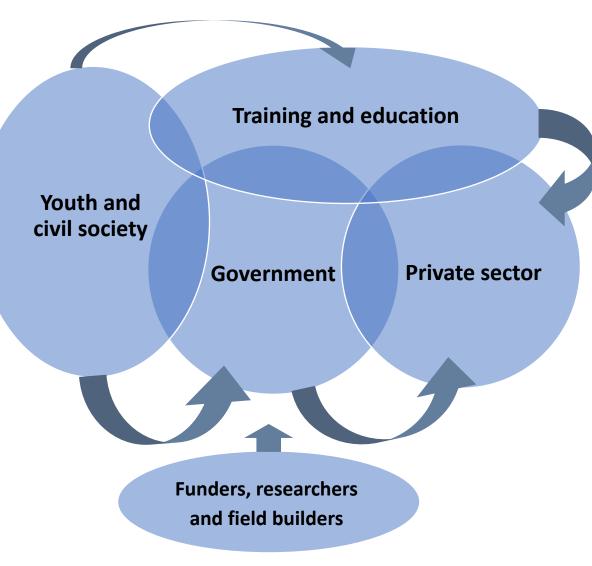
NEED FOR DATA AND DISCONNECT BETWEEN LABOR SUPPLY AND DEMAND

8

- Disconnect between labor supply & demand, including market access for entrepreneurs
- Massive migration per year of 140M people
- Lack of data and evidence to design programs
- Low rural economic activity

Limited coordination is leading to mismatched interventions and expectations and small scale solutions

- Youth do not have influence over interventions, supply side design & career choice
- Lack of access to quality, equitable education and training
- Poor quality of work, low wages and lack of career progression
- Navigating complex government structures and programming is a challenge
- Funder programs are often short term and fragmented and limit locally driven vision



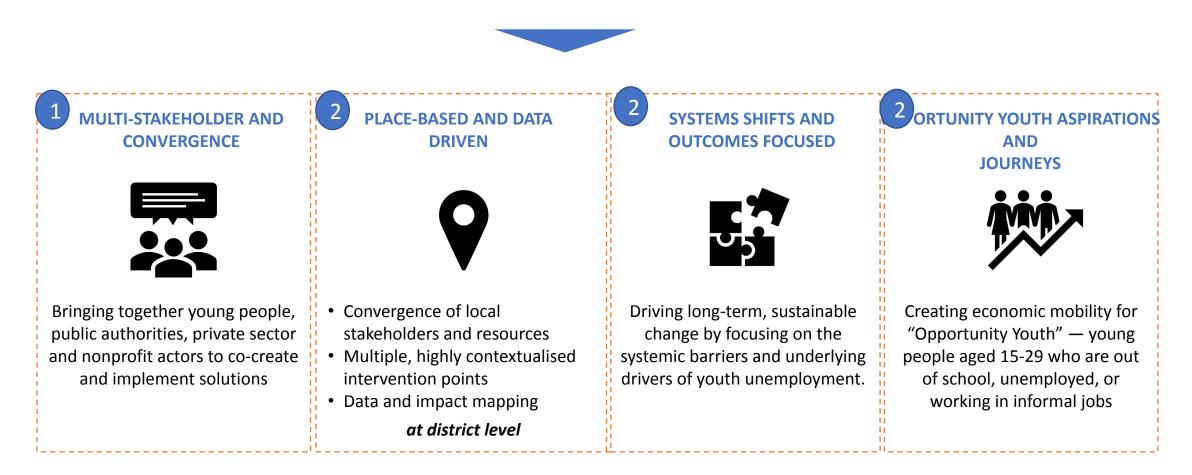
- Skilling ecosystem has gaps, soft skills, certification gaps; supply side driven training
- Poor school preparation
- Lack of information on jobs

- Employer needs outpace outdated curricula
- Need for government stimulus packages to support job creating sectors

Key Components Of A Place-based Approach For A Rural Youth Economic Renaissance: TRI/GOYN Example



A multi-stakeholder approach committed to creating place-based systems shifts for youth economic opportunity across rural India



Sample GOYN: Set up a local collaborative to drive convergence of government programs

Collaboratives rigorously examine **causes and drivers of youth unemployment** and **accelerate employment pathways** for population-level impact.

1. ANCHOR PARTNER AND CORE TEAM

Convenes and organizes, builds connections in the ecosystem Core team tracks data, fundraises and manages implementation

2. YOUTH ADVISORY GROUP

Inform strategy, support implementation, engage youth

3. MULTI-SECTOR ADVISORY GROUP

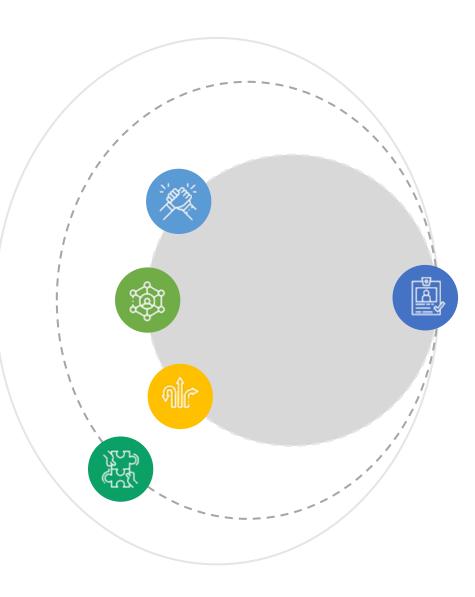
Advisory from private sector, public sector leaders

4. WORKING GROUPS

Develop, lead, accelerate and fund youth employment pathways and policy advocacy activities

5. BROADER COLLABORATIVE

Inform strategy and guide implementation



1 The Collaborative focuses on a scaled vision, joint implementation and clear roles, leverages data and leads communications of success



Aligning on a shared vision for youth economic opportunity

If stakeholders do not understand the problem in the same way, they are unlikely to agree on the solutions to adopt. The first task of the Collaborative is to develop a shared understanding of the challenges and opportunities related to youth employment in the community, on which a common unifying vision for the community can then be built. This shared visioning is supported by the Anchor Partner through the presentation of detailed data and evidence that can help stakeholders arrive at a common understanding of the issues and potential ways forward.



Developing and jointly implementing a strategy

Once the Collaborative has arrived at a shared vision, it takes on the responsibility to co-design and implement a long-term strategy to drive change in the community. Because the strategy is owned by the Collaborative rather than any single organization, it can be championed by all stakeholders and leverages the existing strengths and assets in the ecosystem, sharing implementation responsibilities across the members of the Collaborative.



Coordinating stakeholders and holding them accountable

By providing a structure and processes for coordination, the GOYN Collaborative ensures ecosystem stakeholders keep pushing in the same direction. Stakeholders gain visibility on their respective assets and activities, and can use the Collaborative's communication channels to request or share information. The Collaborative also enables stakeholders to make and demand public commitments from one another, driving a sense of accountability to one another.



Enabling data-driven decision-making

Through the Anchor Partner, the Collaborative continuously collects data and evidence on the state of youth employment in the community, monitoring overall progress as well as the impact of specific interventions or campaigns led by the Collaborative. This constant data-gathering exercise enables the Collaborative to make strategic decisions informed by hard facts and evidence.



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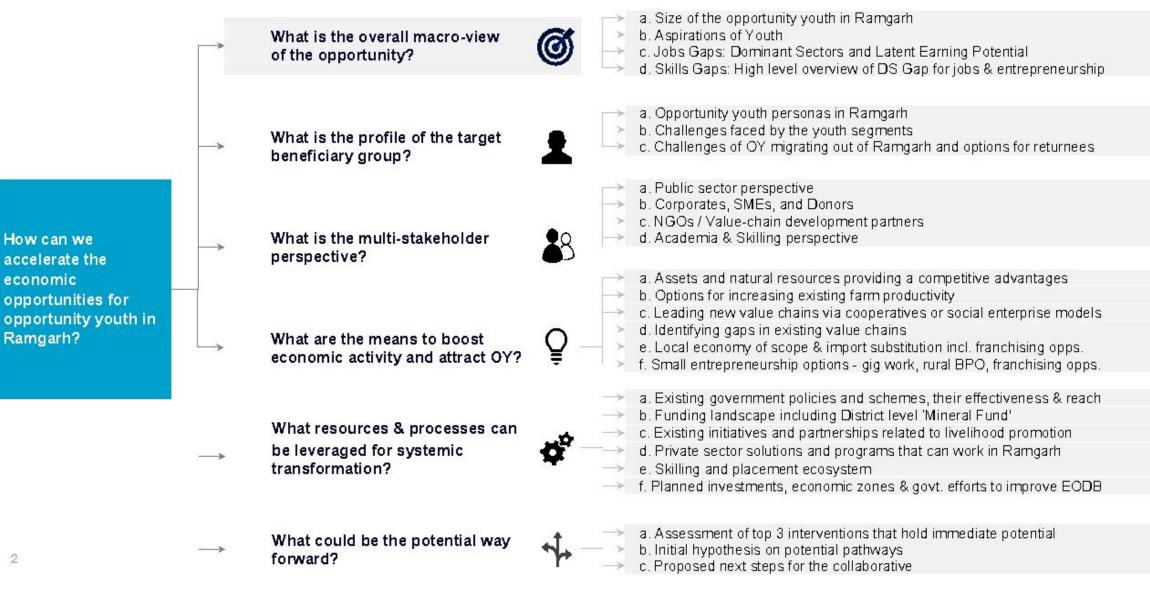
Leading communications and advocating for change

The Collaborative develops a joint communications strategy on youth employment, enabling its key messages to reach a much broader audience than any one organization could reach. This consistent joint messaging at scale is critical to advocate for change and remove the structural barriers to youth employment in the community.

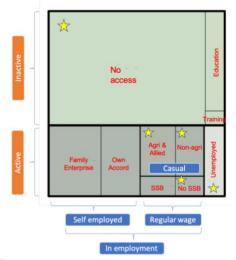
Example: GOYN Intervention – Data driven at the district

ECOSYSTEM MAPPING

2



2 Ecosystem Mapping Includes An Overview Of Youth And Existing Opportunities



Size of the challenge: A staggering 70% of the youth population in Ramgarh can be	
classified as opportunity youth	

Youth population segments	Group	Estimate
No access *	Inactive	191,613
In education		20,788
In training		3,000
Self employed (family enterprise + own accord)	Active	69,502
Regular wage: SSB		7,542
Regular wage: No SSB *		6,146
Casual: agri & allied *		19,285
Casual: non-agri *		15,525
Unemployed *		15,710
Youth population (15-29)	Active + Inactive	349,111
OY estimate based on secondary data*		248,279
Returning migrants added to OY population		7,000
Current OY population in Ramgarh		255.279

Assumptions and References

Impact

TBD

30k HHs

100k farmer

Across Jharkhand

TRD

and 30k

250

350

350

200

350

1.600

200

4,200

490

1.054

220

1,900

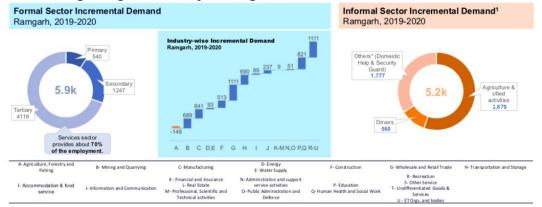
9,250

1,000

TRD

21.5k

There are potentially 11k new jobs available each year and the number of OY stands at 255k implying that the gap would be very difficult to bridge unless something changes drastically in Ramgarh!



Employment elasticity has declined in recent years due to technological advancement, especially in agriculture. Another reason for this decline is the
increasing migration from formal to informal sector.

 Trade, Manufacturing, Mining & Quarrying, Construction, Transportation & Storage, Education and Health emerged as the top 7 promising sectors for employment.

Sources: [1] NSDC Report [2] Jharkhand Economic Survey [3] RBI

The preliminary assessment of the ecosystem shows that there is no 'silver-bullet' to address the challenges in Ramgarh and a basket of services, value chains and small businesses need to be supported in order to envision a different future for Ramgarh

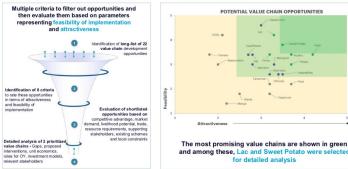


* There are overlaps between the value chain and cluster's numbers for job creation. These are conservative estimates given that the clusters, value chains and service sector jobs which succeed will grow over time. The value chains which were not assessed in detail are not a part of the livelihood estimates in value chains and service sector jobs of These are puts high-level estimates for injoint gives impact for healthcare and assuming a many-up to IX OV in nural BPO after the initial plot

For long-term economic activities with multiple spill-over benefits, a systematic process was applied to identify the most appropriate value chain opportunities in terms of feasibility and attractiveness for OY in Ramgarh

Terminology and Definitions

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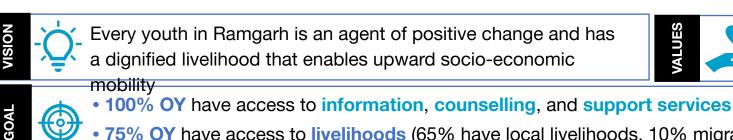
GOYN could play an important role by connecting isolated interventions to support livelihoods and by seeding new economic activities. Accordingly, three types of interventions were explored...

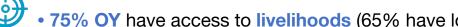


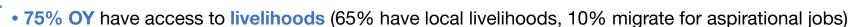
GOYN would need to take up the role of a negotiator, trusted convener, youth enabler or ecosystem orchestrator depending upon the economic activities being promoted. In some cases, GOYN may have to explore possibilities of seeding economic activity when nothing exists.

Systemic shifts at the district level: A District Level Theory of Change – long term impact





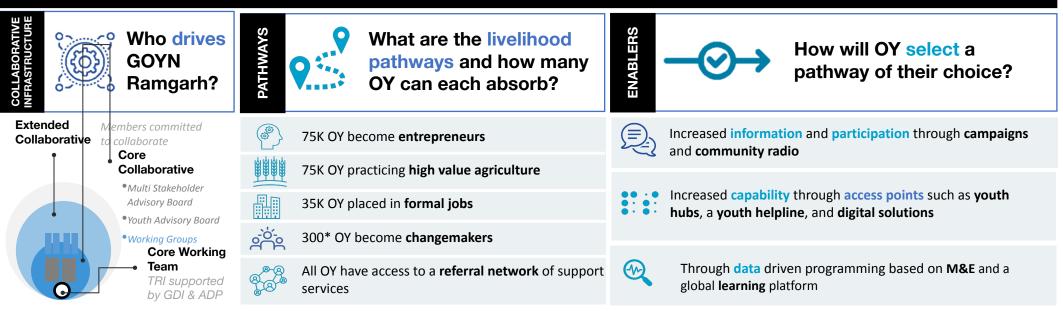




Empathy Inclusion

Co-creation Dignity

THE PROPOSED SOLUTION

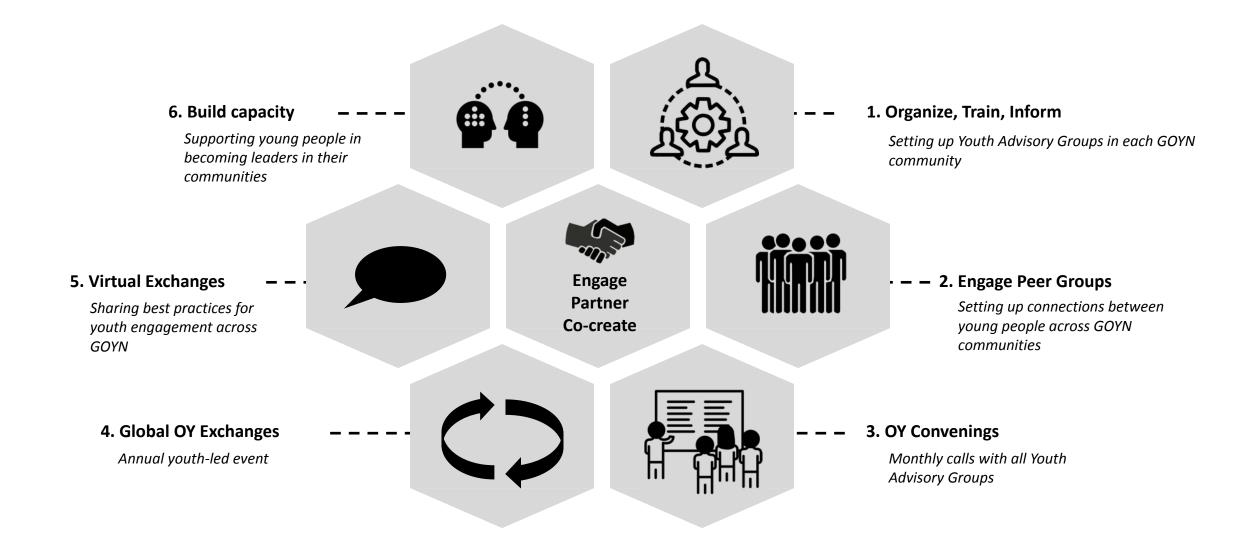


1. Improved Economic Opportunities | Increased local opportunities of education, training and livelihoods | OY (re)connected to opportunities of education, training, internships, apprenticeships | OY placed into livelihoods / have increased income



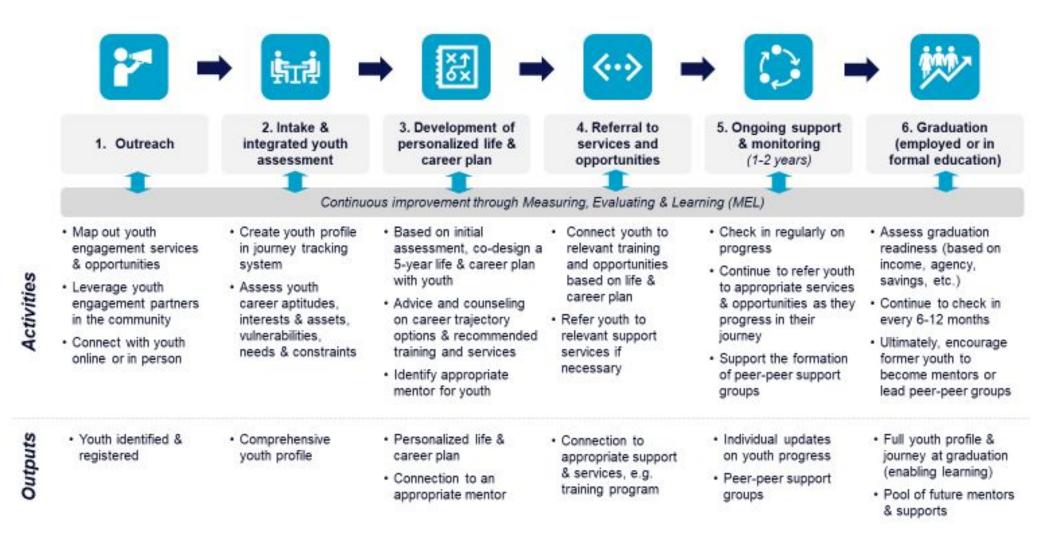
- 2. Enhanced Ecosystem Collaboration | OY led, self governing collaborative infrastructure for program management & scale | Place based systems change initiatives co-designed | Coordinated, aligned funding | Collective, community driven effort towards data-driven programming
- 3. Systems Shifts | Youth inclusive strategies incorporated into policies and programs | Improved community assets | Decreased income inequality and poverty | Reduced migration | GOYN model and/or approaches replicated |

4 Youth core to strategy development; aspirations at the center of the approach

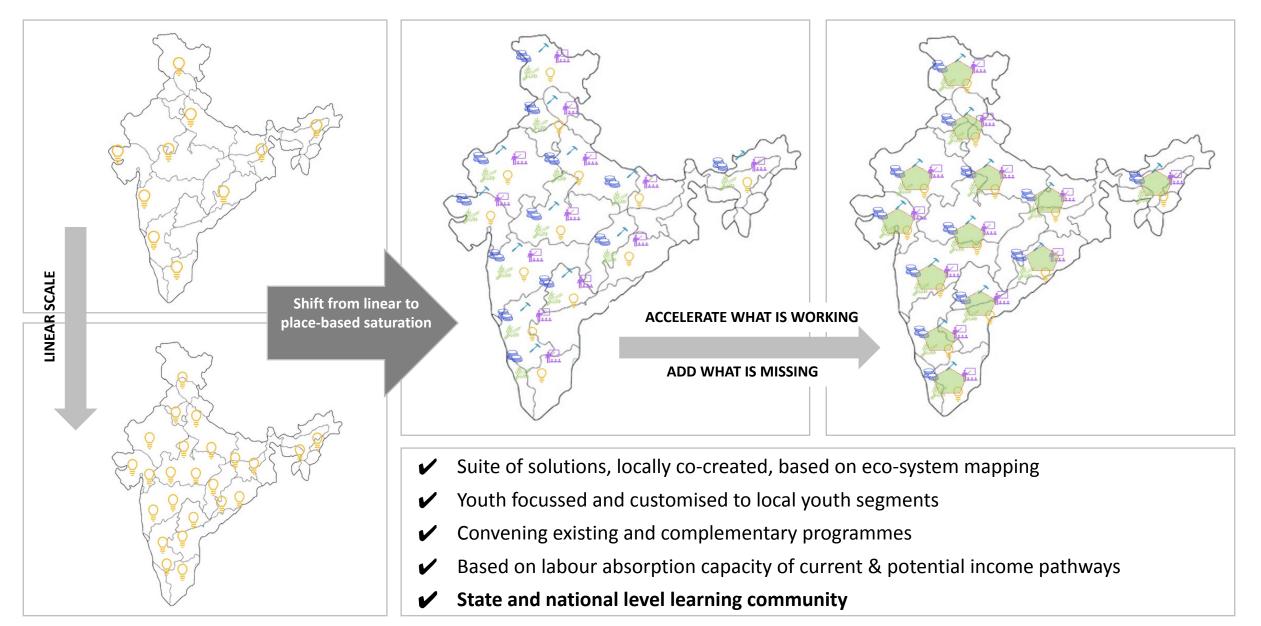


4 Tracking youth <u>outcomes</u> over the long term (income, savings, assets and agency)

SUPPORTING YOUTH ALONG THEIR LIFE JOURNEYS

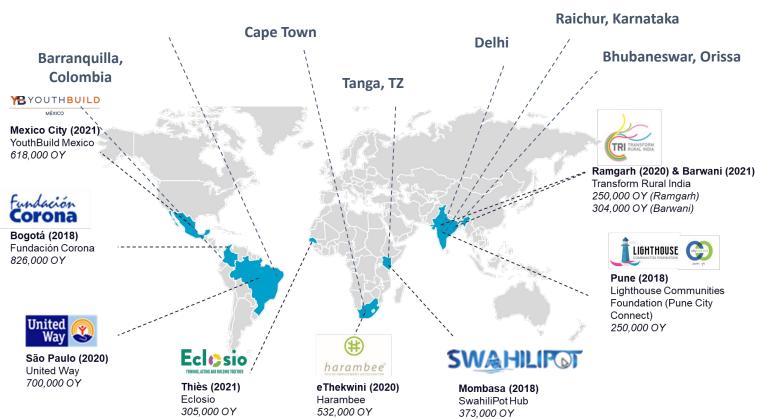


District level replication: Shift From Scattered And Siloed Linear Programming To Convergence For Place-based Saturation



Replication all over the world

Current Footprint of 9 communities > Target Expansion 2023/24 to 16 global communities and 10+ Districts in India



Rio/Recife, Brazil

Global Learning Community

Toolkits

Global convenings

Discussant Questions

For Government and Academia:

 How will the place based approach connect to state level and national level planning processes?

For Youth:

- How do you get informed about these programs? Do you have any say/ are your aspirations considered for the program design?
- Is this a better model than people coming and telling you about programs?

For civil society organizations:

• What do you think of the place based collaborative approach? Will this help with scale and systemic impact you hope to achieve? What is useful?

Key Break-out Discussion Points:

1. Existing Landscape and Resources:

- Noteworthy projects, best practices, research papers in the current youth employability and entrepreneurship ecosystem
- What are the key flagship (govt and private) programmes and how do we enable their convergence at a district level?

2. Gaps and What Is Needed:

- Approaches for convergence of public resources at the district level
- Approaches to increasing local economic activity at the district level
- How can we achieve district level ecosystem mapping across all ALL districts in India?
- Others?

3. Suggested Stakeholder Roles:

• Critical components in youth employability and entrepreneurship programming and suggested roles and contributions of stakeholders towards these

Include insights from your own work, as well as other private and public sector work including policy, investment, research and implementation, etc.

Session IV : Whole of Economy & Place-based Approach | Convergent Implementation Framework

Key Discussion Points:

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 - Noteworthy projects, best practices, research papers in the current youth employability and entrepreneurship ecosystem

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