

ECOSYSTEM MAPPING

GOYN BARWANI



THE ASPEN INSTITUTE

GLOBAL OPPORTUNITY
YOUTH NETWORK

THE FUTURE IS YOUNG



©TTC. Can be consulted as an example. Do not distribute without explicit consent from TTC. If consent has been given, please credit TTC when sharing materials.

1.4. HOW GOYN WORKS

GOYN ANCHOR PARTNERS - MAR 2022

Over 4 million opportunity youth live in GOYN communities
(out of work, out of education and training, underemployed 15-29 years old)

YB YOUTH BUILD

MÉXICO

Mexico City (2021)
YouthBuild Mexico
618,000 OY

Fundación Corona

Bogotá (2018)
Fundación Corona
826,000 OY



São Paulo (2020)
United Way
700,000 OY

Eclósio
THINKING, ACTING AND BUILDING TOGETHER

Thiès (2021)
Eclósio
305,000 OY*



harambee
YOUTH EMPLOYMENT ACCELERATOR

eThekwini (2020)
Harambee
532,000 OY

SWAHILIPOT

Mombasa (2018)
SwahiliPot Hub
373,000 OY

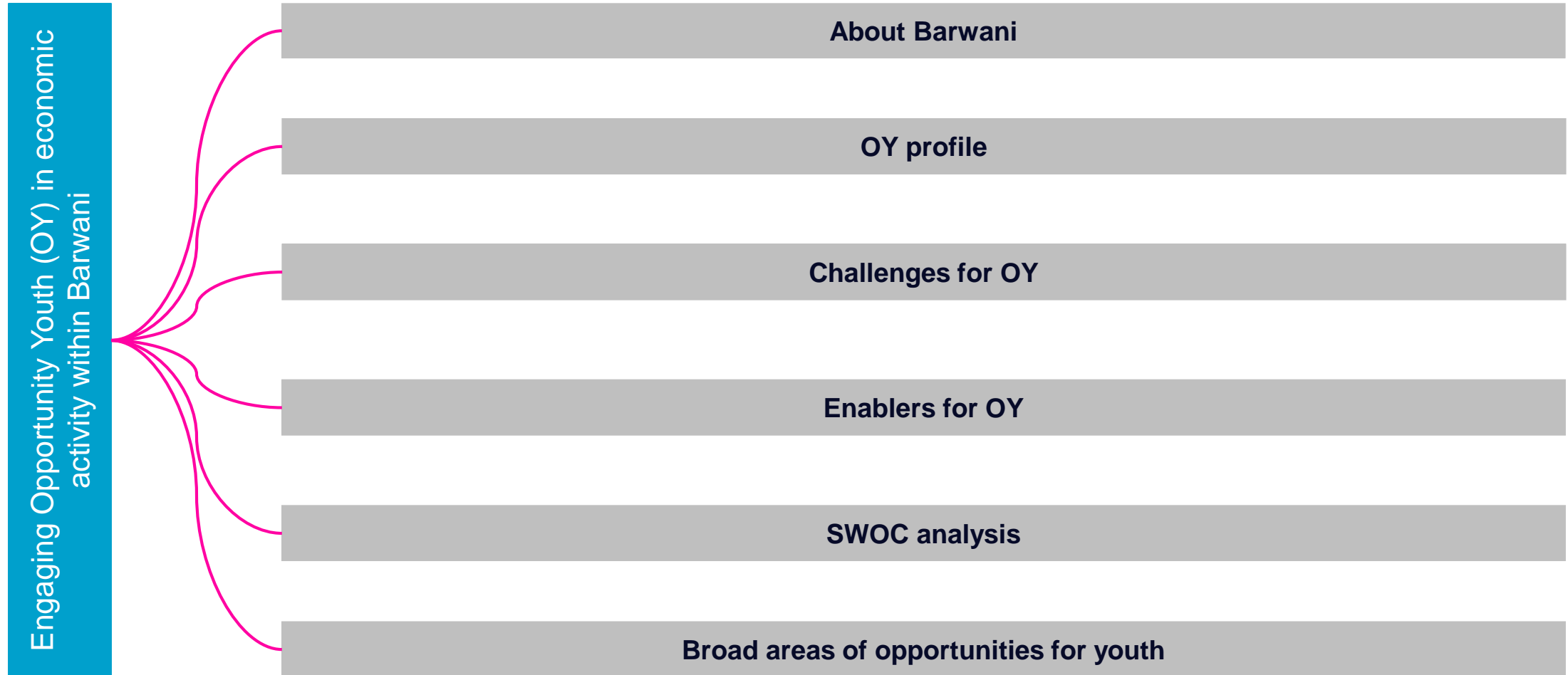


Ramgarh (2020) & Barwani (2021)
Transform Rural India
250,000 OY (Ramgarh)
304,000 OY (Barwani)



Pune (2018)
Lighthouse Communities Foundation (Pune City Connect)
250,000 OY

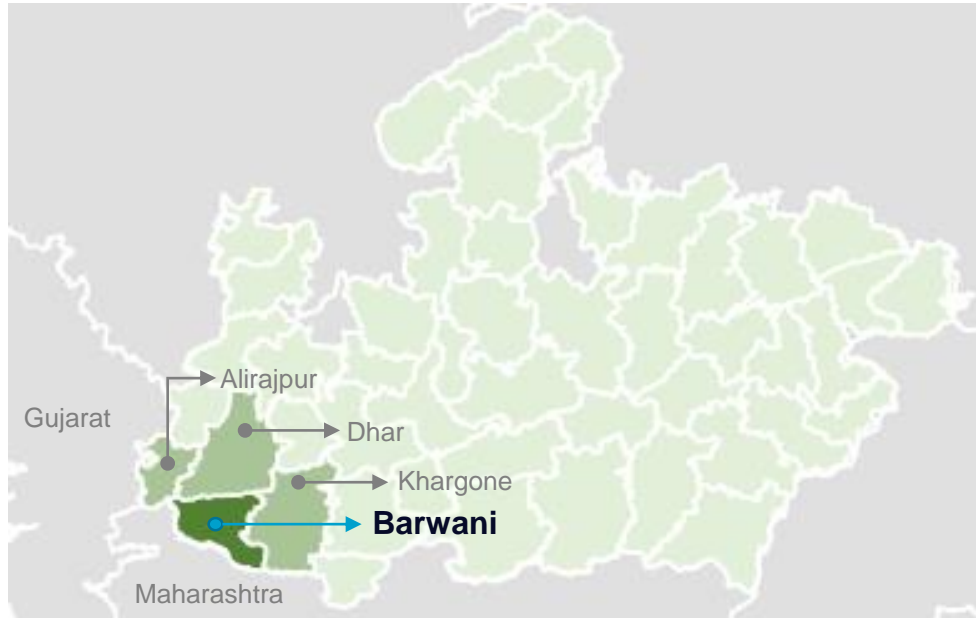
Barwani Ecosystem Mapping Study





About Barwani

Barwani, an agrarian district, is a part of the Aspirational Districts Program



Status as an aspirational district (Rank among 112 districts)

Composite Score
52.1 (October-2021) → **52** (November-2021)

61st Delta Rank
 November-2021

Composite score decreased from Oct-21 to Nov-21

Education
Score
63.3 (November-2021)
 →
63.3 (October-2021)

Education

- Maintained score of 63.3 in education in Oct. & Nov. 21*
- Ranked 9th
- Highest score: 79.4 (Chitrakoot, MP)

9th
 Delta Rank
 November-2021

Financial Inclusion & Skill Development
Score
24.9 (November-2021)
 ↓
25.1 (October-2021)

Financial inclusion and skill development

- Score decreased from 25.1 in Oct-21 to 24.9 in Nov-21*
- Ranked 69th
- Highest score: 40.6 (Dhaulpur, Rajasthan)

69th
 Delta Rank
 November-2021

Area: 5,427 sq.km

Forest cover: 187 sq.km (3.4%)

155km from Indore

17,18,342 Pop. (2022 est.)

Cropped area: 2,388 sq.km (25%)

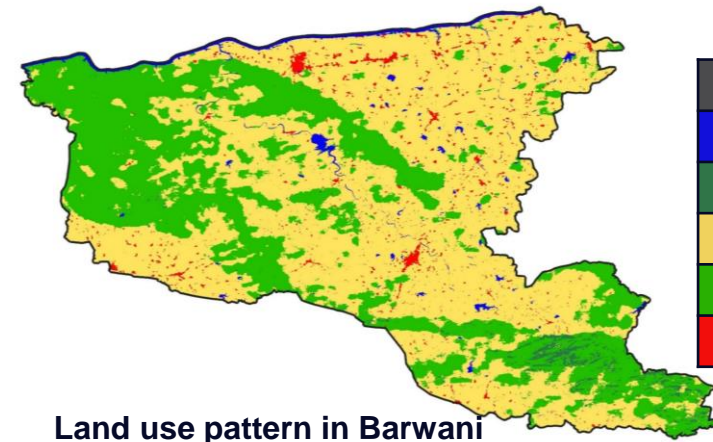
Drainage:
 Narmada basin: 88%
 Tapi basin: 12%

39.68% Literacy

Net irrigated area: 1,365 sq.km

0.982 Gender Ratio

746.3 mm Average annual rainfall

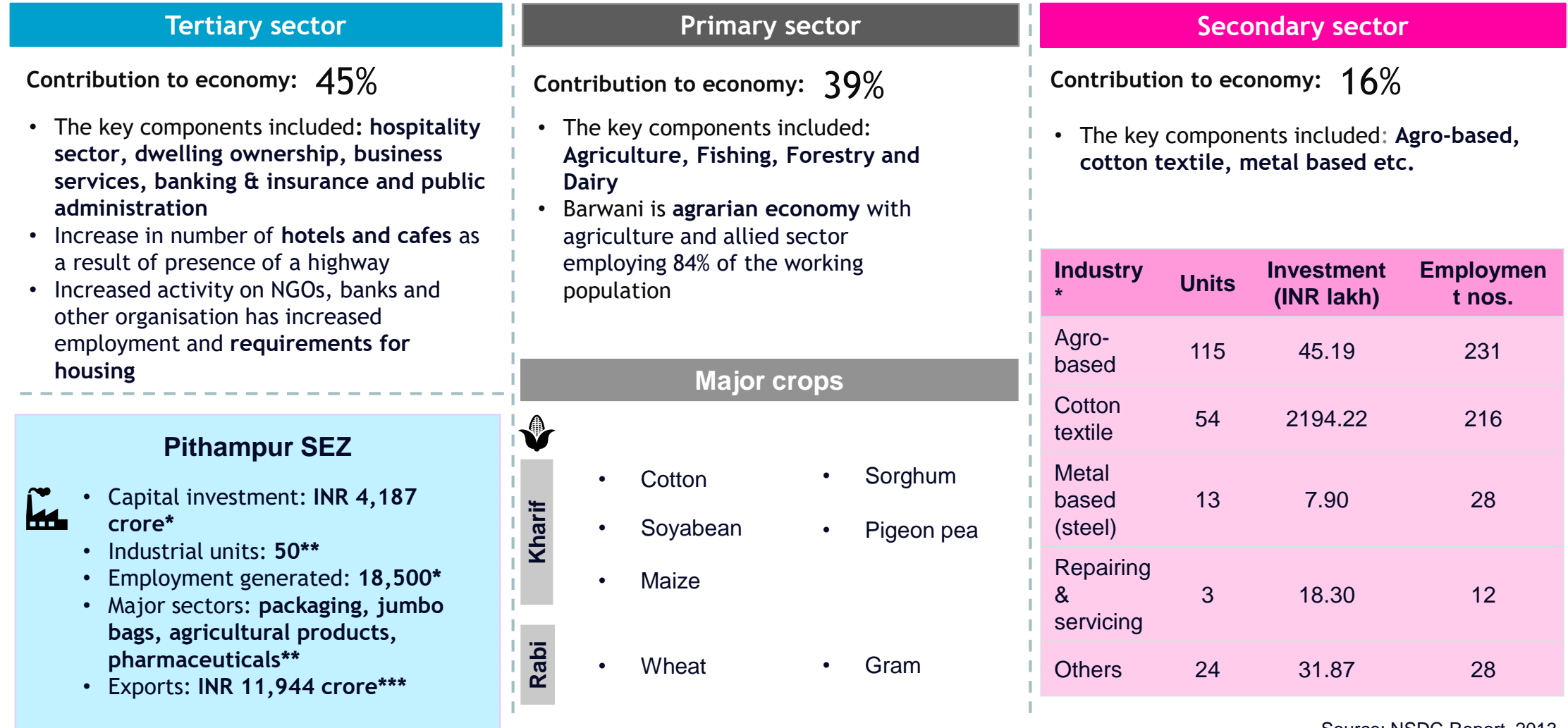


Land use in Barwani	
	Water Body
	Vegetation Cover
	Crop Land
	Scrub / Shrub
	Built Up Area

Land use pattern in Barwani

*Score calculated based on pre-determined parameters

Economic scenario in Barwani

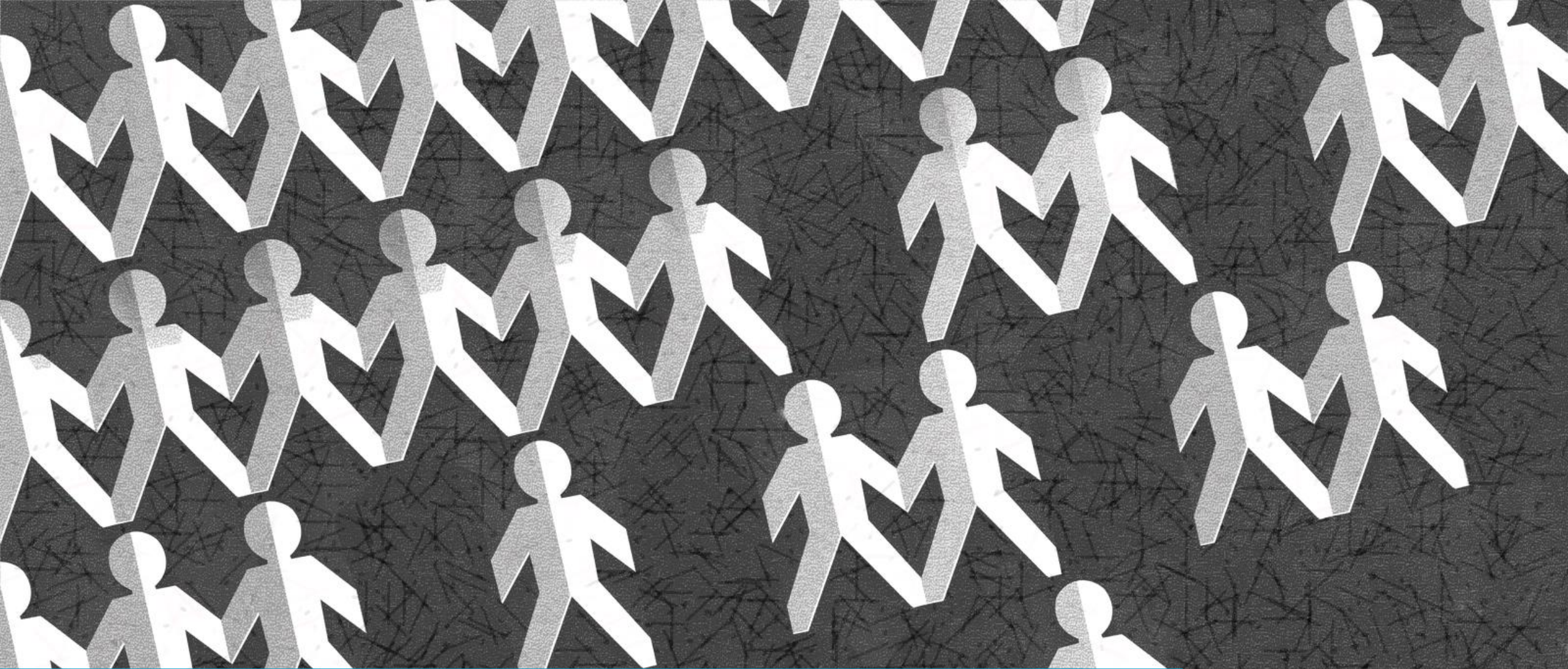


Source: NSDC Report, 2013

*Brief Industrial Profile of Barwani District Madhya Pradesh 2015-16, accessed on January 4, 2022 (<https://vdocuments.mx/reader/full/brief-industrial-profile-of-barwani-district-madhya-dipspdf-brief-industrial>)

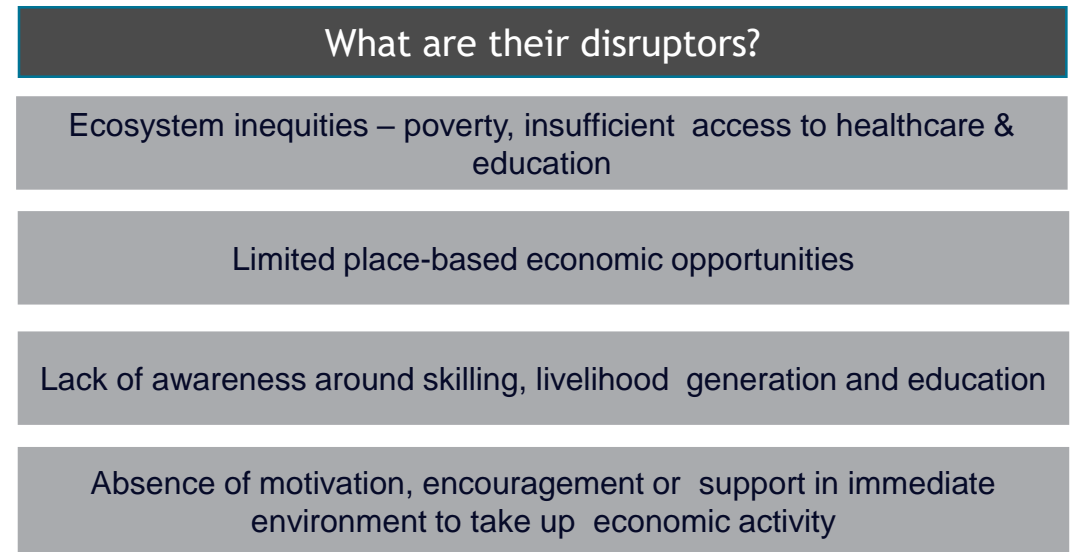
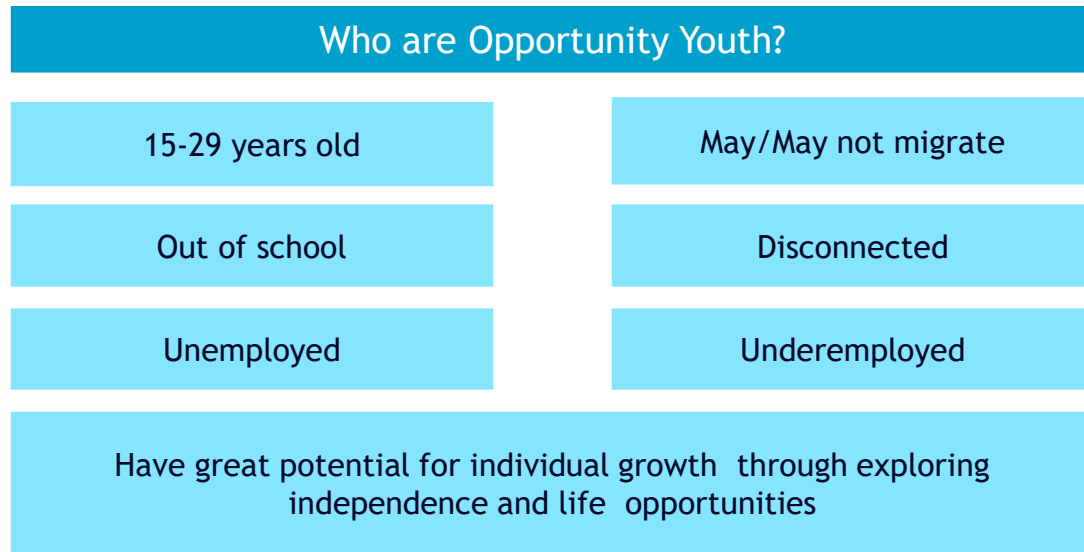
**The Pioneer, A multi-product SEZ comes up at Pithampur, accessed on January 4, 2022

***Times of India, Madhya Pradesh: Exports from Special Economic Zone rise 24% in financial year 2020/21, accessed on January 4, 2022



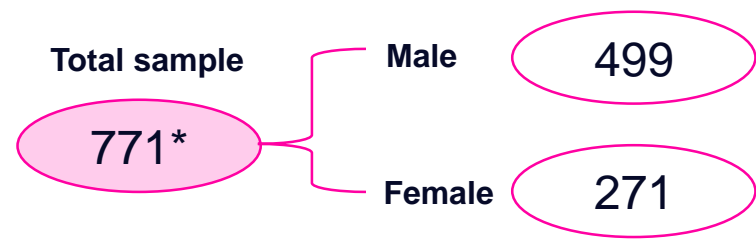
OY profile

In order to provide accurate and relevant opportunities to the youth, it is important to understand who exactly the ‘opportunity youth (OY)’ are



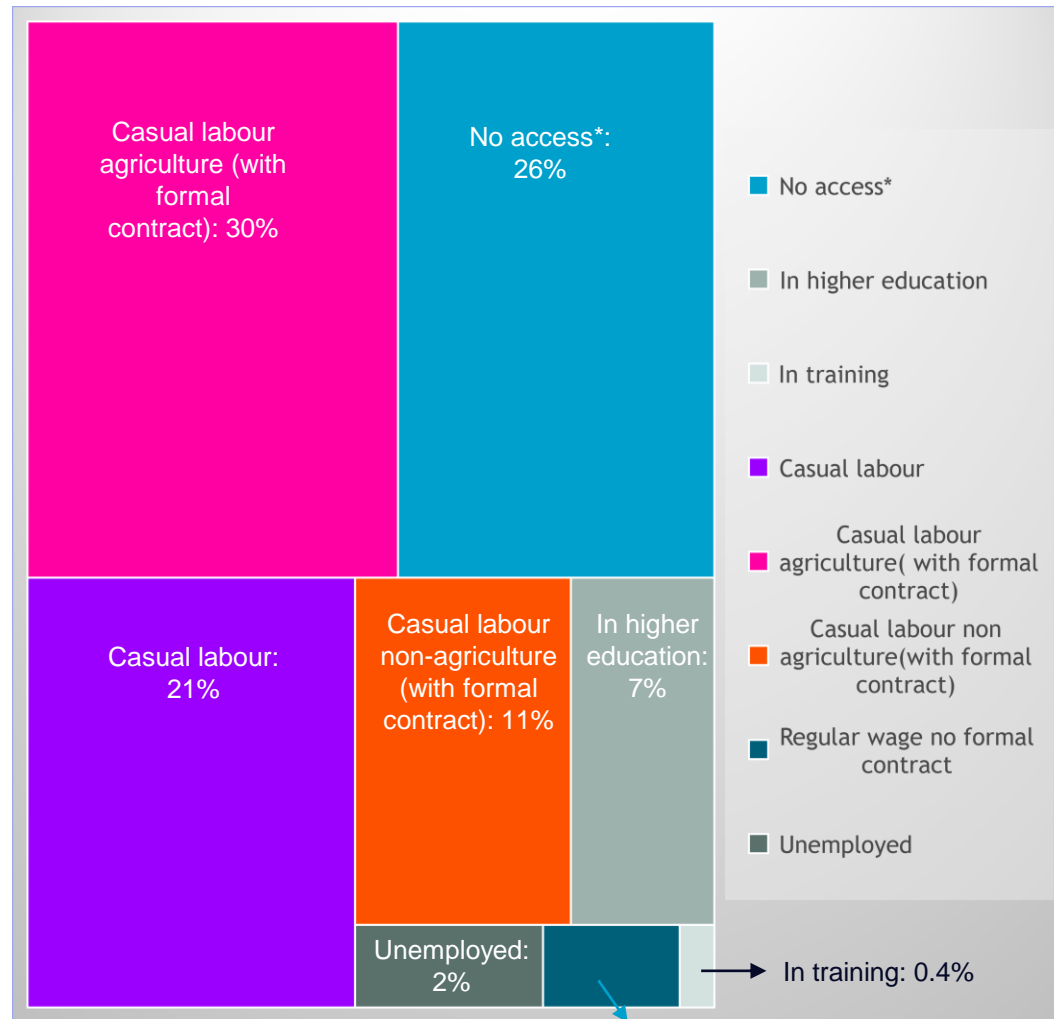
About the OY survey

Study objective: The study was undertaken to map the economic and skilling ecosystem in Barwani and to get an in depth understanding of the aspirations of the OY in order to create pathways for employment of the OY.



*Out of 771, 1 respondent chose ‘do not want to answer’ in the gender question

Barwani – OY population estimation

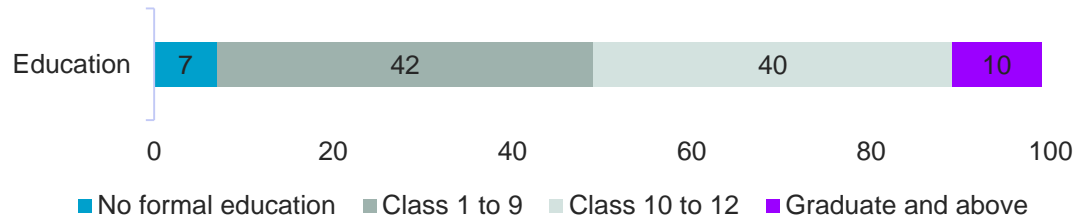


Regular wages (no formal contract): 2%

Youth population segments	Group	Estimate
No access*		1,26,656
In higher education	Inactive	35,889
In training		2,061
Casual labour	Active	1,01,424
Casual labour agriculture (with formal contract)		1,48,472
Casual labour non agriculture (with formal contract)		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

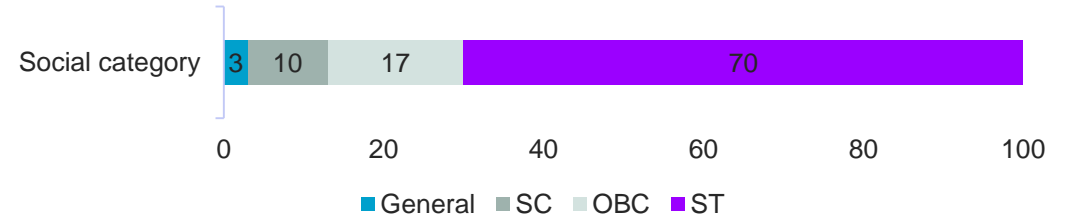
OY are largely from the tribal community, educated up to class 12 and unskilled

Education level (%)



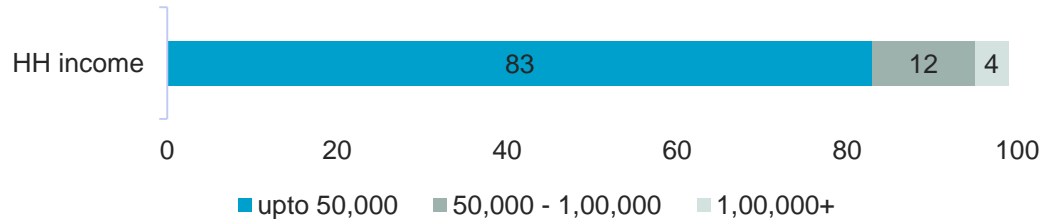
- Almost 82% OY in are educated up till class 12 or below
- Most people are unable to secure jobs with a graduation degree
- Graduation is seen as a means of securing Government jobs
- Education levels are similar across gender and social category

Social categories (%)



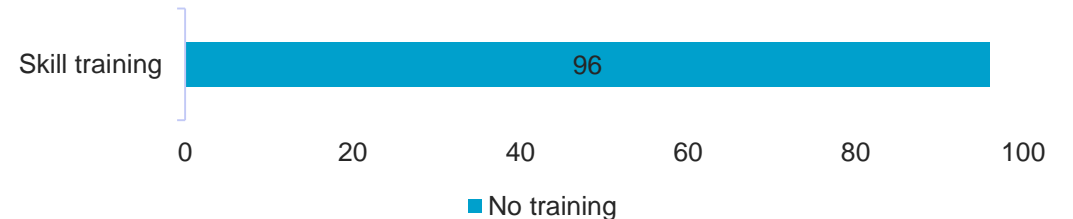
- Barwani is majorly a tribal area
- Restrictions on mobility of OY, regardless of gender, are imposed as a result of cultural practices

Annual household income (%)



- Average annual household income in rural areas of Madhya Pradesh in 2016-17 was approximately INR 80,000*
- Average annual household income in Barwani is 63% of the state average

Skill training profile (%)



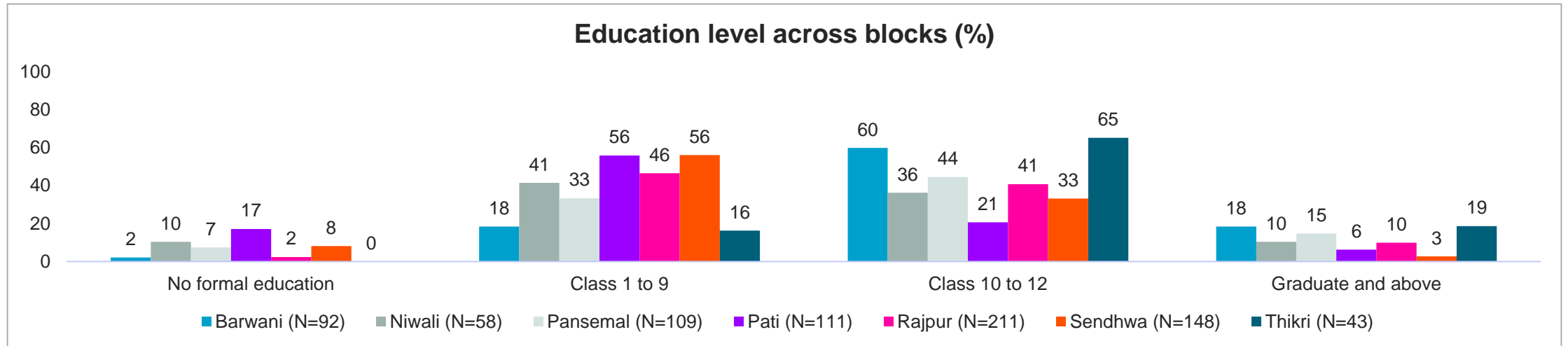
- About 1 in 25 OY have been certified in short term or long-term training schemes**
- About 1 in 4 of the certified OY have been placed**

N=771

*NABARD All India Rural Financial Inclusion Survey (NAFIS), accessed on January 3, 2022 (https://www.nabard.org/auth/writereaddata/tender/1608180417NABARD-Repo-16_Web_P.pdf)

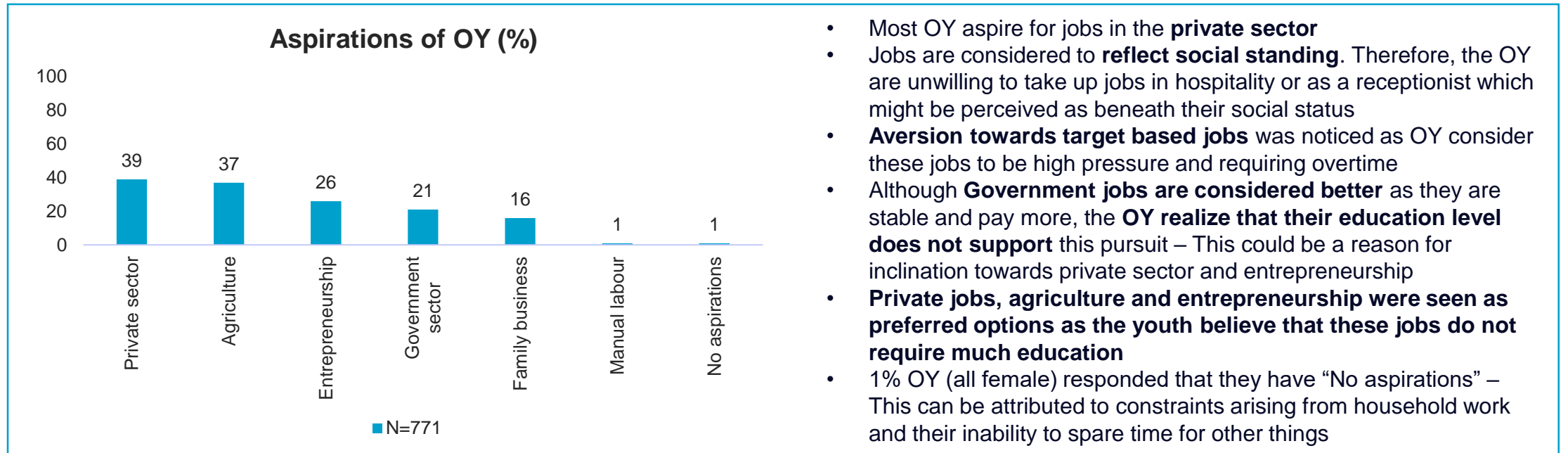
**Champions of Change dashboard, accessed on January 4, 2022 (<http://103.210.73.67/>)

Differences observed in education level across blocks



- Most OY in **Pati** are educated up till class 9 or below which could be attributed to the hilly terrain and difficult commute in the block
- 2 out of every 3 OY in **Barwani** and **Thikri** are educated up till class 12
- More OY in **Barwani**, **Pansemal** and **Thikri** blocks pursue a graduate degree, however the proportion is very less

More than 70% OY aspire to get a private job or work in the agricultural sector



Characteristics of an ideal job as per OY in Barwani



Within Barwani
or their own
blocks



Commensurate with
their perceived
social standing



Salary of INR 10-12k* per month within Barwani and
INR 15-20k* per month outside Barwani



8 to 9 hours of working
time with little to no
overtime



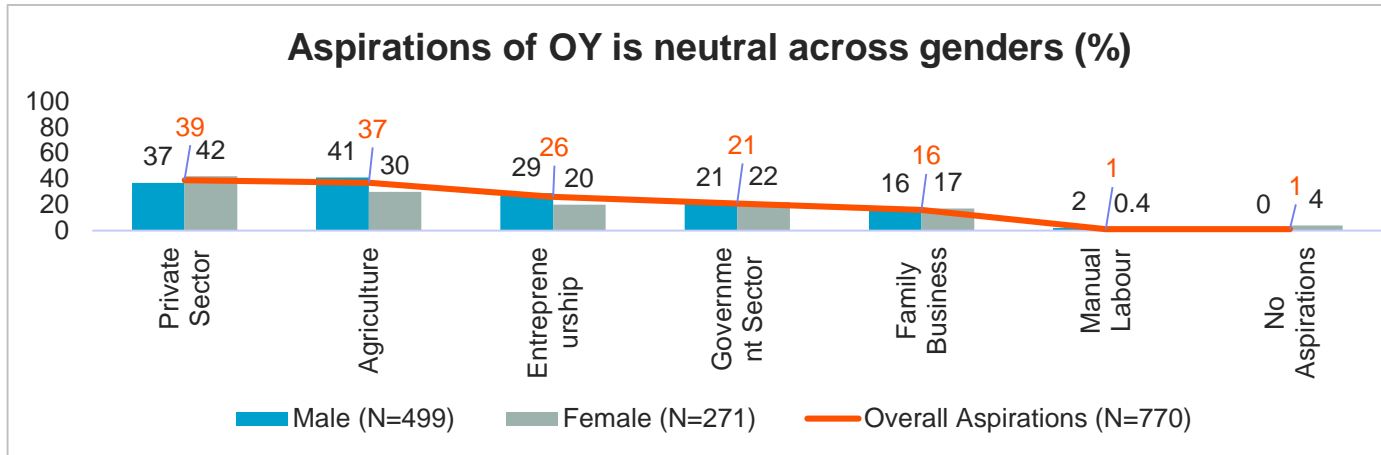
Not target based as it
would be a high
pressure job



Desk based and not
field based jobs like
sales

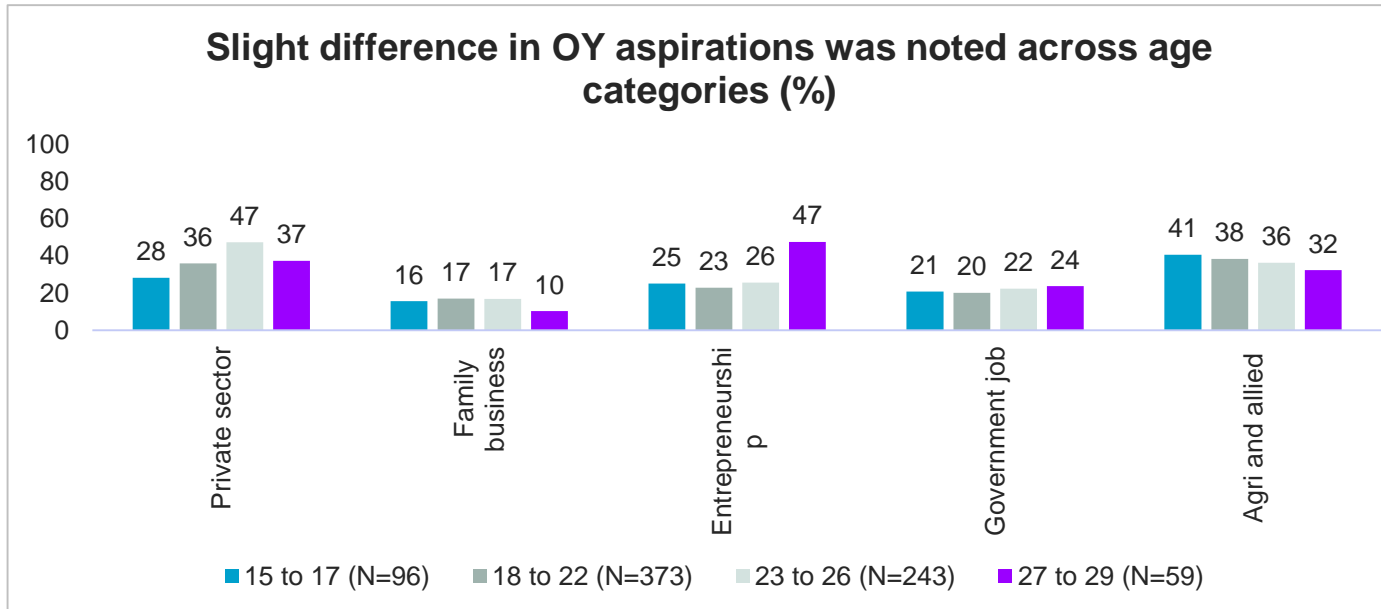
*k= thousand

Aspirations largely similar across genders and vary across age groups



Aspirations similar for male and female OY

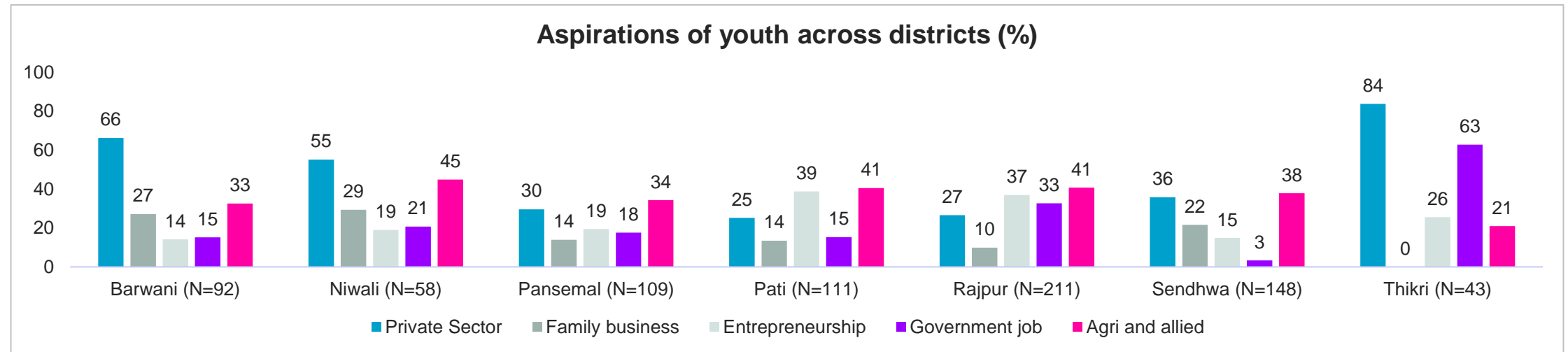
- The aspirations are largely **neutral across genders except in agriculture and entrepreneurship** which are aspirational sectors for more males than females
- **Females prefer private jobs** as they present them with an opportunity to **work from home**



OY Aspirations change across age groups

- More OY between the **ages of 23 to 26 years aspire for a private job** probably due to increased awareness of opportunities resulting from associations with youth groups and educational institutes
- Interest for **entrepreneurship is more among OY aged 27 to 29 years**
- Interest in **agriculture and allied sectors can be seen declining with increase in age**
- These trends can be attributed to the aspiration of OY to break away from family occupations and build something of their own

Differences observed in aspirations of OY from developed v/s less developed blocks



- In **Thikri, Barwani and Niwali blocks more than 50% of the OY want to pursue private jobs**
 - **Thikri:** The interest can be attributed to its proximity to Khargone and easy access private jobs in the district
 - **Barwani:** It is one of the more developed blocks of the district with a more active placement cell which acts as a bridge between the youth and placement opportunities available
 - **Niwali:** The trend could be attributed to various interventions by Aga Khan and NABARD in Niwali blocks as well as its closeness to Barwani block
- Most of the youth in **Pati and Rajpur blocks aspire to be entrepreneurs**
 - **Rajpur:** Trends in Rajpur could be attributed to the presence of the National and State highway providing easy connectivity
 - **Pati:** This block is made up of a hilly terrain which restricts the practice of agriculture. However, as per discussions it was revealed that interventions to introduce terrace farming is being undertaken
- Aspirations to work in the **agriculture and allied sectors is similar across blocks except in Thikri**

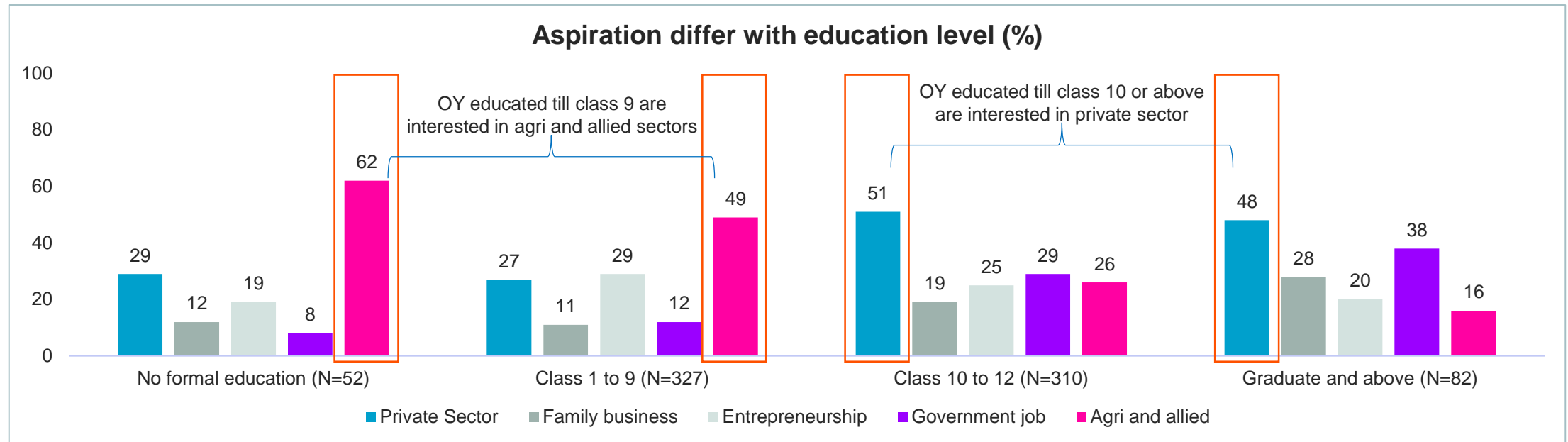
Developed blocks:

- Sendhwa
- Barwani
- Rajpur
- Thikri

Underdeveloped blocks:

- Niwali
- Pandemal
- Pati

Education level was observed to impact aspirations with less educated OY preferring work in the agri and allied sector



- **Interest in agriculture and allied sector declines with the increase in education level.** Almost 50% of the OY educated up till class 9 aspire to employment in the agriculture and allied sector as it is perceived as an opportunity not requiring much education
- **The increase in inclination towards the private sector with the increase in education level can be attributed to the following:**
 - Increased exposure and awareness of other employment opportunities
 - Skill development as a result of education
- More than 1/3rd OY who are **graduates or above aspire to Government jobs** which was validated during discussions. The OY consider a graduation degree a means to securing a Government job



Challenges for OY

OY in Barwani face challenges across skilling, pursuing employment in private sector and entrepreneurship

SKILLING

- Skilling targets decided by the central government and not as per the local requirement
- Skilling centers and targets for individual skilling majorly concentrated in one block of Barwani making it difficult for rural youth to access courses

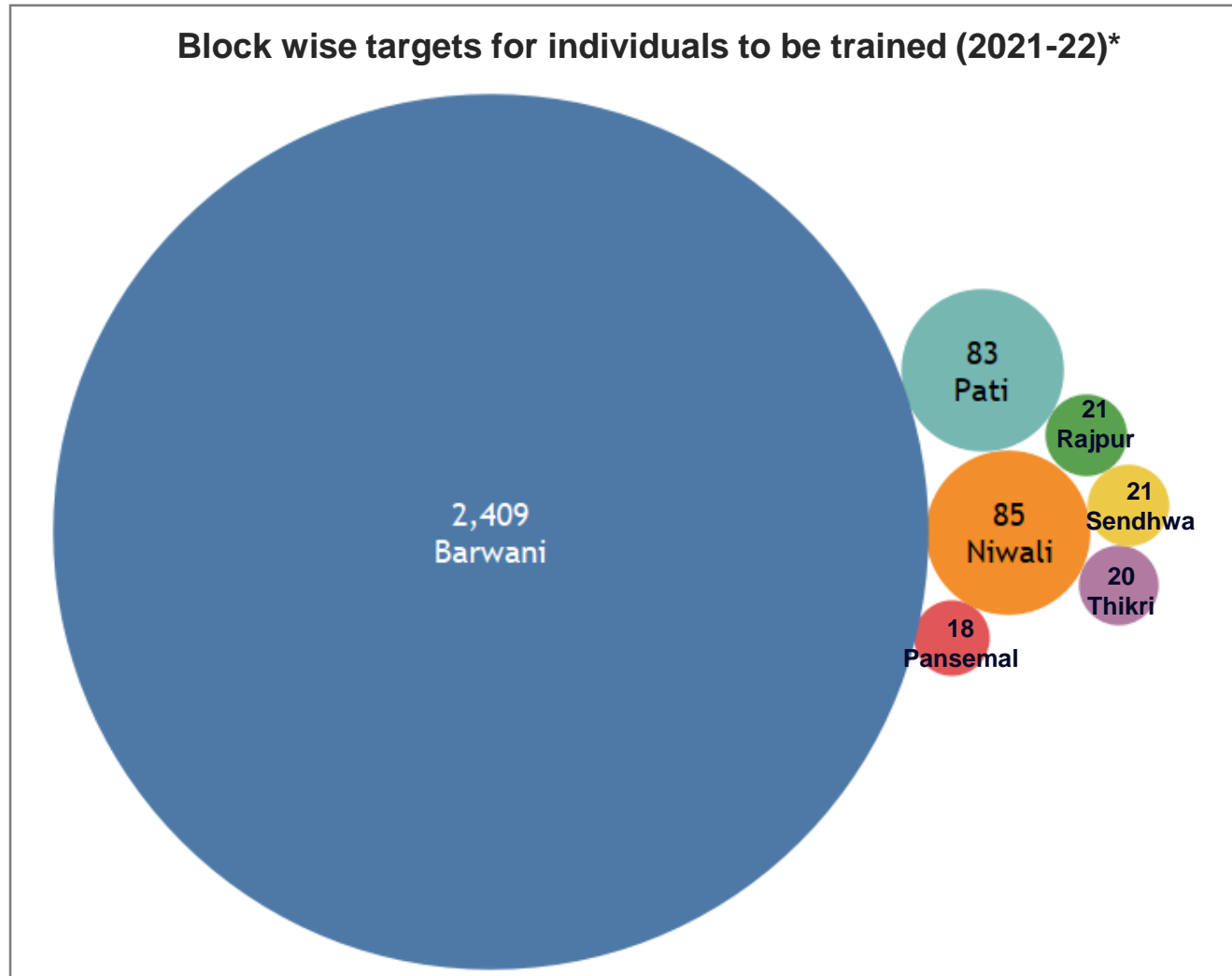
JOBS IN PRIVATE SECTOR

- Payment done as per the minimum wages act, which is lower than the expectations of the OY
- Mismatch between roles offered and actual activities to be performed
- Greater involvement of women in household chores leading to a need for work from home opportunities
- Most opportunities present outside Barwani and OY largely unwilling to migrate

ENTREPRENEURSHIP

- Securing funds cited as major challenge
- OY feel they need guidance on availability of Government schemes, setting up on a business and its management in order to pursue entrepreneurship

Focus of skilling is largely concentrated in one block



*Data shared by TRIF

Challenges with skilling

- Skilling centres concentrated in the Barwani block which makes accessibility difficult from OY from other blocks
- Rural OY largely unaware of the skilling opportunities available
- Skilling experts revealed that courses and related targets are set by the central government and are not as per requirements of the local economy
- Few OY have undertaken skilling courses however but were unable to find suitable opportunities within Barwani
- Placement rate of 27% denotes lack of employment opportunities
- Youth not satisfied with the opportunities currently being provided
- Skilling has been affected by COVID-19 and has not been undertaken in the last two years

Although OY aspire for jobs in the private sector, they do not wish to migrate outside Barwani



Challenges to availing opportunities in the private sector:

- Most employment opportunities pay as per the minimum wages. Discussions with OY revealed that since the daily wage workers are able to earn up to INR 6-8k in a month, educated OY aspire to jobs that pay **more than the minimum wage**
- Undertaking skilling courses is not a guarantee of employment
- Jobs are also seen as a symbol of **social standing** because of which most OY do not want to take up jobs in the hospitality industry
- There is an **aversion to target based jobs** as OY believe they have to overwork and endure high pressure
- Discussions with skill centre experts revealed that the **OY are not oriented for the work environment in the private sector** which leads to them resigning from their jobs and returning to Barwani. Since they are not bound by rules when they stay in Barwani, it is difficult for them to acclimatize to the discipline required by a private sector job
- Women prefer opportunities in which they can work from home due to their increased involvement in household activities

Challenges of migration



Minimum wages received as salary



High cost of living



Lack of creche facilities for women with children



Extended working hours (10-12 hours a day)



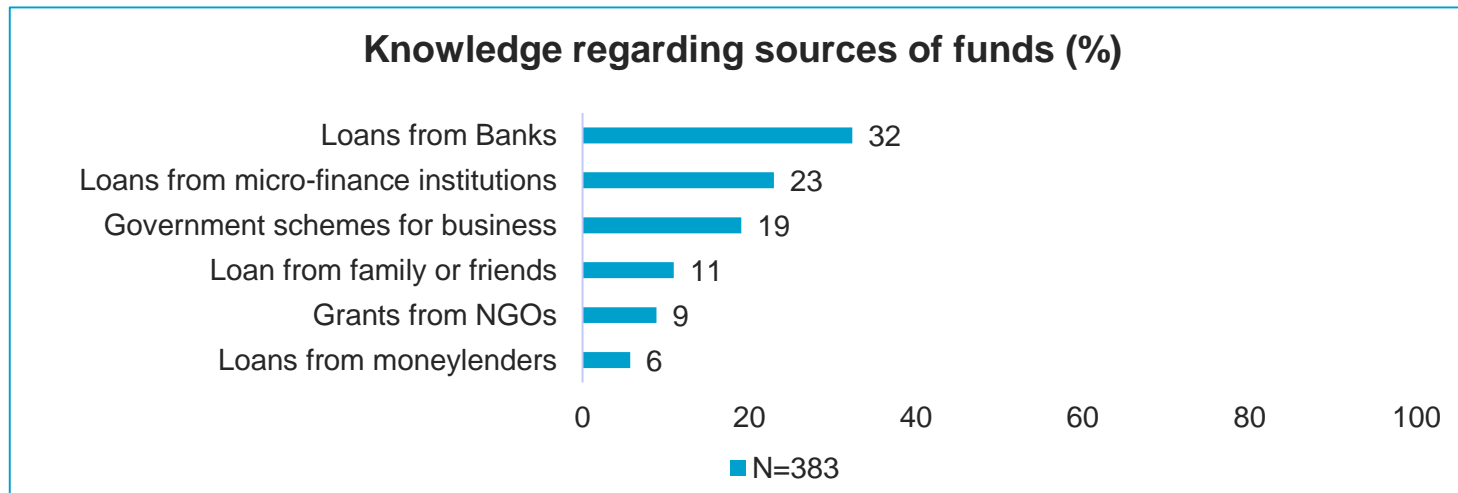
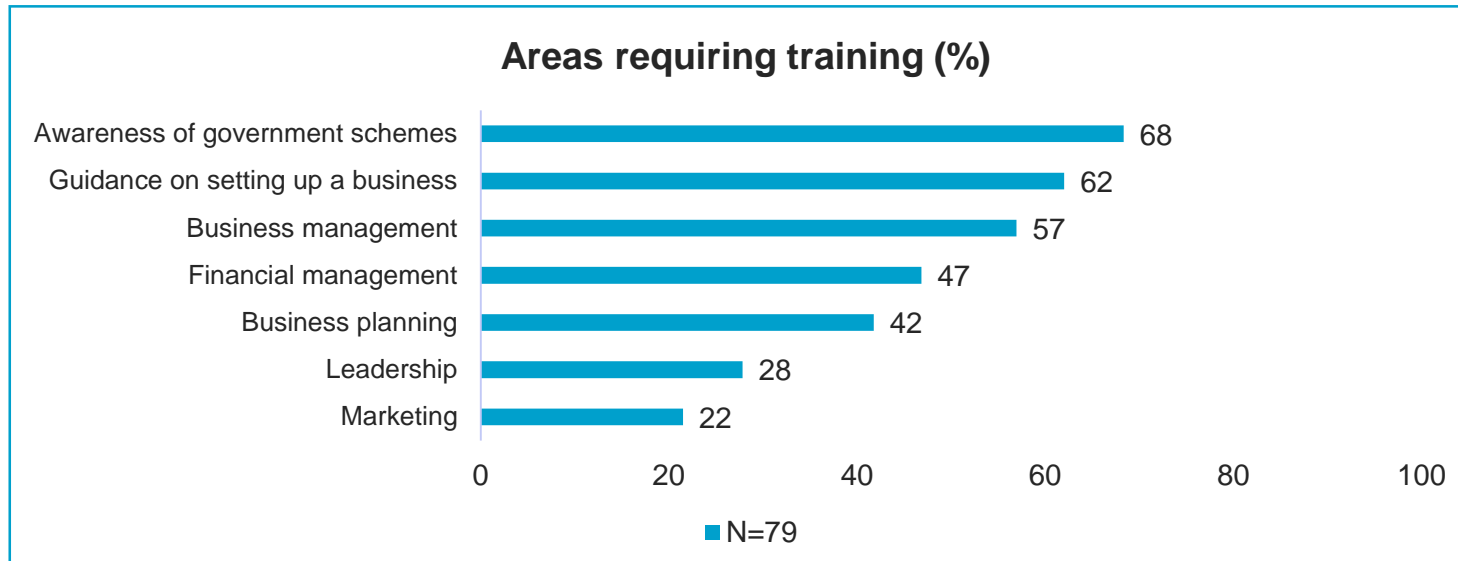
Mismatch between role offered and actual work to be done



Unsuitable working conditions

*K= thousand

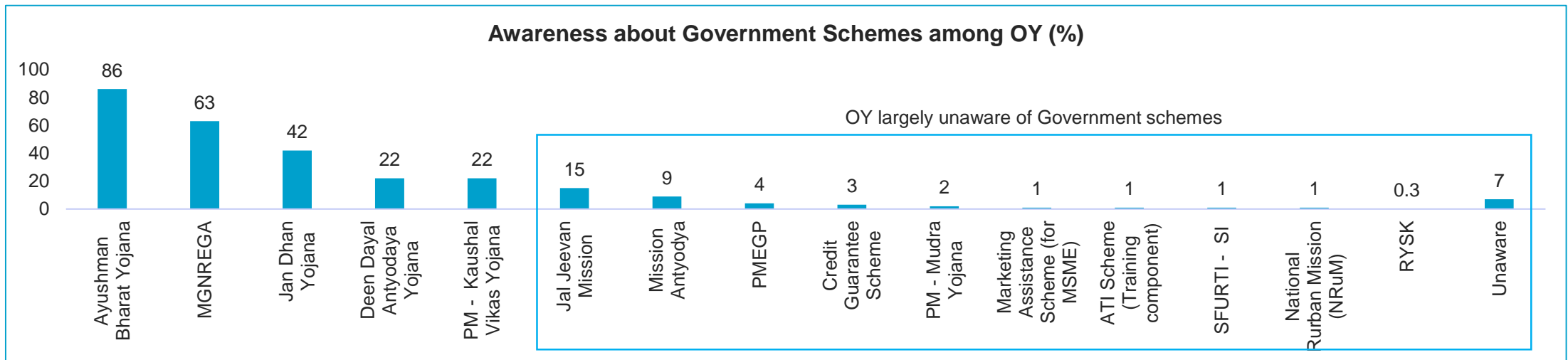
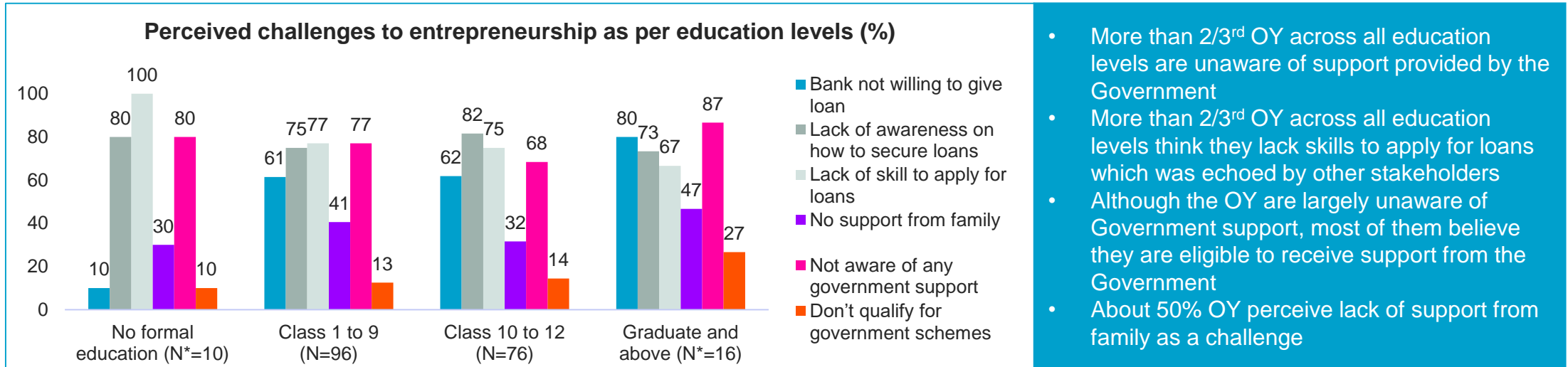
Almost 40% OY feel that they do not possess skills needed for entrepreneurship



Challenges with securing loans

- OY are of the opinion that it is difficult to secure loan as they need to have **'connections'** to secure loans
Very few OY have experienced this themselves but have developed perception based on observation
- Although OY aspire to become entrepreneurs, most of them plan to **either open their own shop or expand their family businesses**
- As per discussion with OY, the market **for IT/cyber cafes has become saturated** in Sendhwa. Hence, new opportunity would have to be explored
- As per discussion with the Government stakeholders, **OY in Barwani lack innovative ideas** for entrepreneurship

Securing loans and lack of Govt. support are seen as major challenges to entrepreneurship



*N for no formal education is less than 30



Enablers for OY

Employment opportunities to increase with support with entrepreneurship and collaboration with private sector

ENTREPRENEURSHIP

- Government schemes available for supporting entrepreneurship
- Counselling, creating awareness and establishing market linkages has the potential to boost entrepreneurship and innovation

JOBS IN PRIVATE SECTOR

- Supporting OY with orientation and discipline required for private jobs may boost employment in private sectors
- Jobs being created in the baking and service sector including hospitality
- Community owned institutions like SHGs can boost agri-based MSMEs
- Collaboration with Aspirational District Program might boost create more employment opportunities

SKILLING

- Curating skilling courses as per industry requirements may lead to increased and improved placements

Entrepreneurship opportunities created and supported by Government and NGO interventions



Entrepreneurship

- OY consider it to be a more suitable career option given their education level
- OY aspire to create something of their own apart from their family business or following their family occupation
- Few OY also consider that they can earn more through entrepreneurship than through pursuing a private job

Support by Government

Schemes available to support business throughout its lifecycle. However, youth is unaware of them

Government support can be availed by following procedure

Machinery provided by Government for undertaking small scale activities like making agarbatti . However, beneficiaries face issues with breakdown of machinery and lack of market linkage for the products

Poultry entrepreneurship scheme introduced by NABARD in Niwali block. All produce is locally consumed

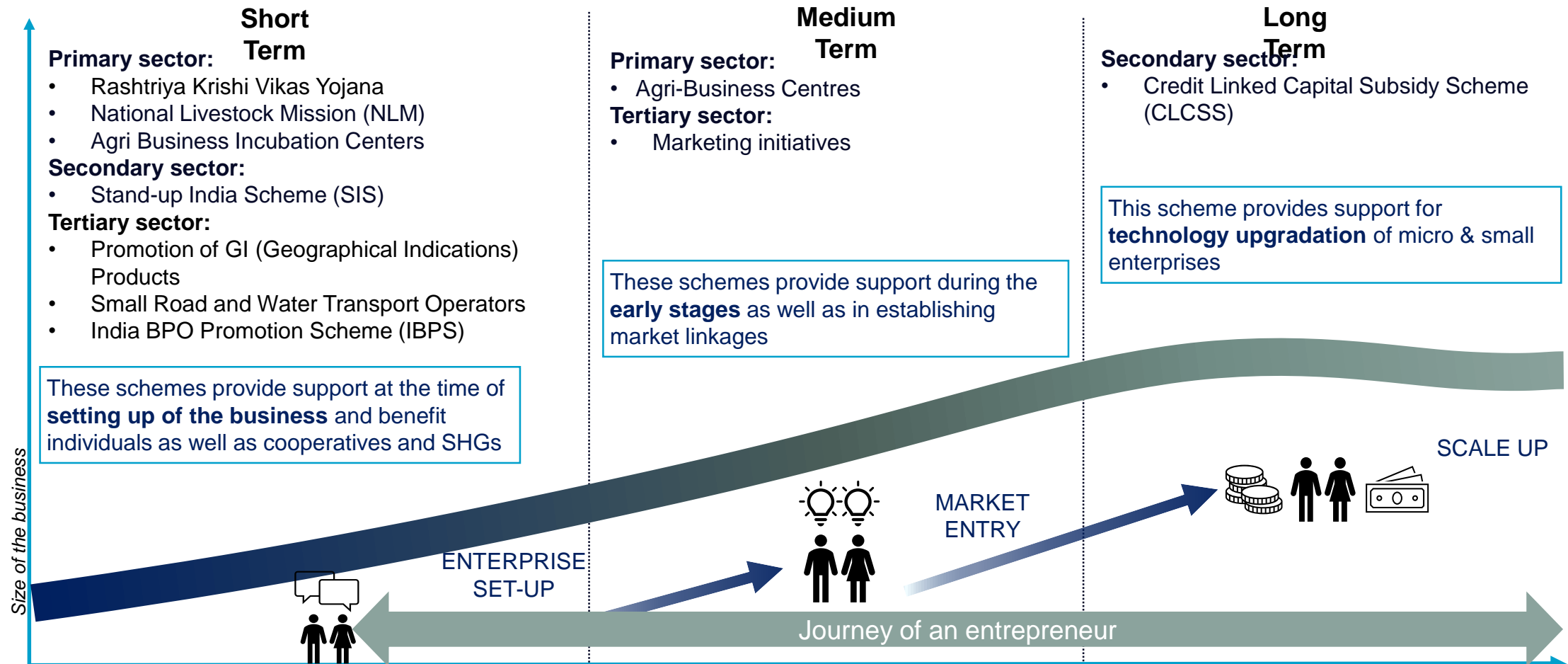
Support by NGOs

TRIFED providing training to tribal youth, mostly women, for Bagh printing and making Chanderi and Maheshwari fabric. Products sold in Delhi Haat for INR 3 lakhs

Aga Khan supporting cotton farmers to shift to organic farming increasing the requirements for organic inputs like manure which in turn creates entrepreneurship opportunities in input supply

- OY are of the opinion that entrepreneurship can enable them to earn an income which can be much more than in a private job
- However, most OY do not have an understanding of what business they want to pursue or how they can go about it
- There is a lack of counselling and guidance services which can enable youth in identifying opportunities and provide support in setting up of business

Funding support is provided to entrepreneurs throughout each stage of entrepreneurship, but funds are underutilized



- As per NABARD, credit utilization is less than half of the allotted amount
- Securing loans is considered as a challenge as OY is unaware of procedures and are of the opinion that banks do not sanction loans

Creating awareness among youth regarding schemes available for supporting entrepreneurship may encourage innovation

Pre-seed stage



Requirements:

- Creating awareness of agri-based schemes for enlightening the youth on support available through stages of a business

Deterrents:

- Lack of outreach to youth disconnected with colleges and urban centres

Enablers:

- Channels: TRI Youth compass, SHGs, placement cells, skill training centers, active youth, Van Dhan Vikas Kendra Clusters (VDVKC)
- etc.

Seed stage



Requirements:

- Training on developing proposals and business management
- Support for differentiating and strengthening business ideas

Deterrents:

- Lack of innovative ideas and lack of guidance on refining the ideas to make them viable

Enablers:

- Channels for training: Training provided by Mukhya Mantri Swarozgar Yojna, skilling centres, colleges etc.
- Exposure to business ideas and innovation through linkages with Agri-Business Centers
- Setting up of incubation centers like Agri Business Incubation Centres
- Interactions with start-up owners like FarmKart, Khadi Prakritik Cow Dung Emulsion Paint etc. and other business owners to create role models

Establishing market linkages would facilitate uptake of opportunities related to manufacturing

Early stage



Requirements:

- Support for sourcing inputs, setting up production, establishing market linkages, storage, arranging transportation etc.

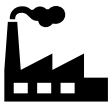
Deterrents:

- Lack of knowledge on sourcing and linkages

Enablers:

- Support from Agri-Business Centers, Nimar agro park and colleges for help with business processes and market linkages
- Supporting access to cold storage and other storage facilities as well as warehouses in Barwani
- Support in establishing strong connectivity from source/storage facilities to the markets

Growth and expansion phase



Requirements:

- Establishing linkages for uninterrupted input supply and strengthening market linkages
- Improving efficiency through upgrading processes, hiring trained staff etc.

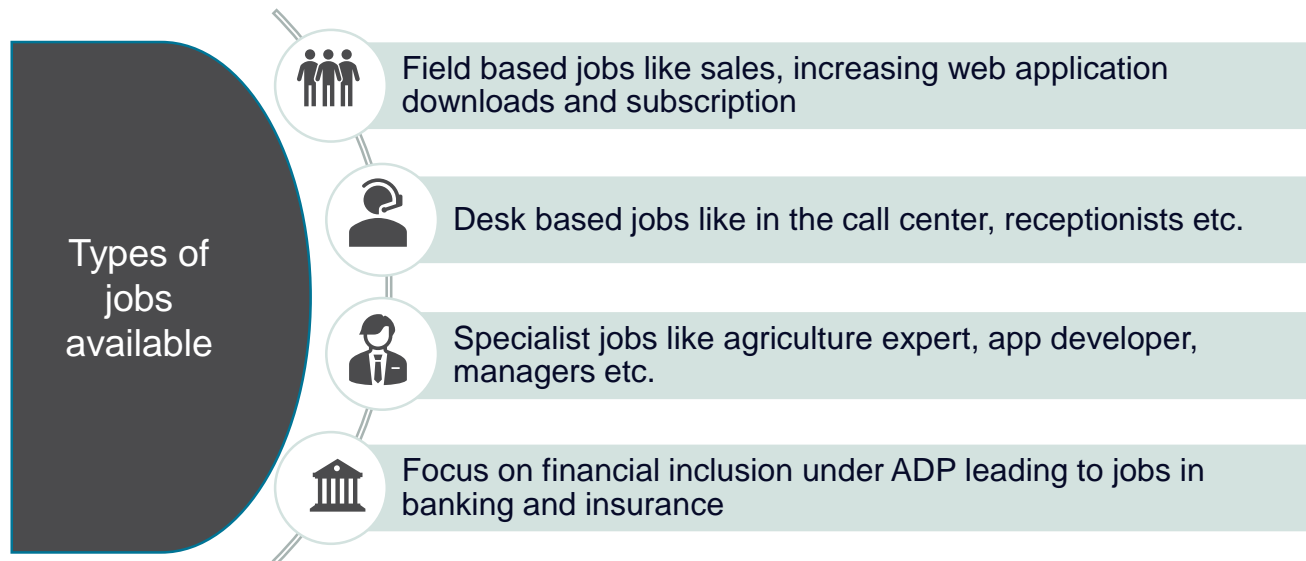
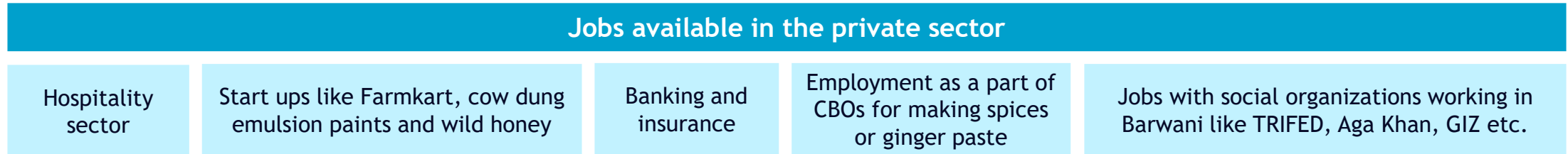
Deterrents:

- Lack of trained manpower

Enablers:

- Support with identification of multiple suppliers and buyers for ensuring constant production and sale through trainings and workshops with business leaders
- Support in availing benefits of schemes available for upgradation like Credit Linked Capital Subsidy Scheme (CLCSS)
- Tie-ups with skilling centers for trained staff

Employment opportunities generated through expansion of private sector, and service sector



Focus areas and special schemes under ADP*	
Agriculture and water resources	22
Basic infrastructure	11
Education	6
Skill development and financial inclusion	23
Health and nutrition	28
Total	90

- Negative experience of organizations as most OY recruited from campus placements for field-based jobs quit within a month
- Most OY not qualified for specialist jobs like agronomist as most are not educated enough. Even educated OY is unemployable due to lack of required knowledge
- Schemes under ADP can help create jobs in insurance, building of basic infrastructure like sewage systems** or check dams*** & facilitate entrepreneurship through provision of loans in transportation, community, social & personal service activities or food production

*https://www.aspirationaldistricts.in/wp-content/uploads/2019/02/Asipirational_District_Complete_Booklet_5-2-19_B.pdf

**<https://www.freepressjournal.in/bhopal/bhopal-german-bank-delegation-funding-sewer-projects-arrives-in-madhya-Pradesh>

***<https://www.ril.com/ar2017-18/report-on-csr.html>

Collaborations with private sector may lead to increased placements post skilling



Challenges for placements:

- Placements are a challenge as most opportunities available are outside Barwani
- OY not oriented for work culture post skilling
- As per local private players, the skill training does not provide adequate skills required for employment

Enablers for supporting employment in private sector:

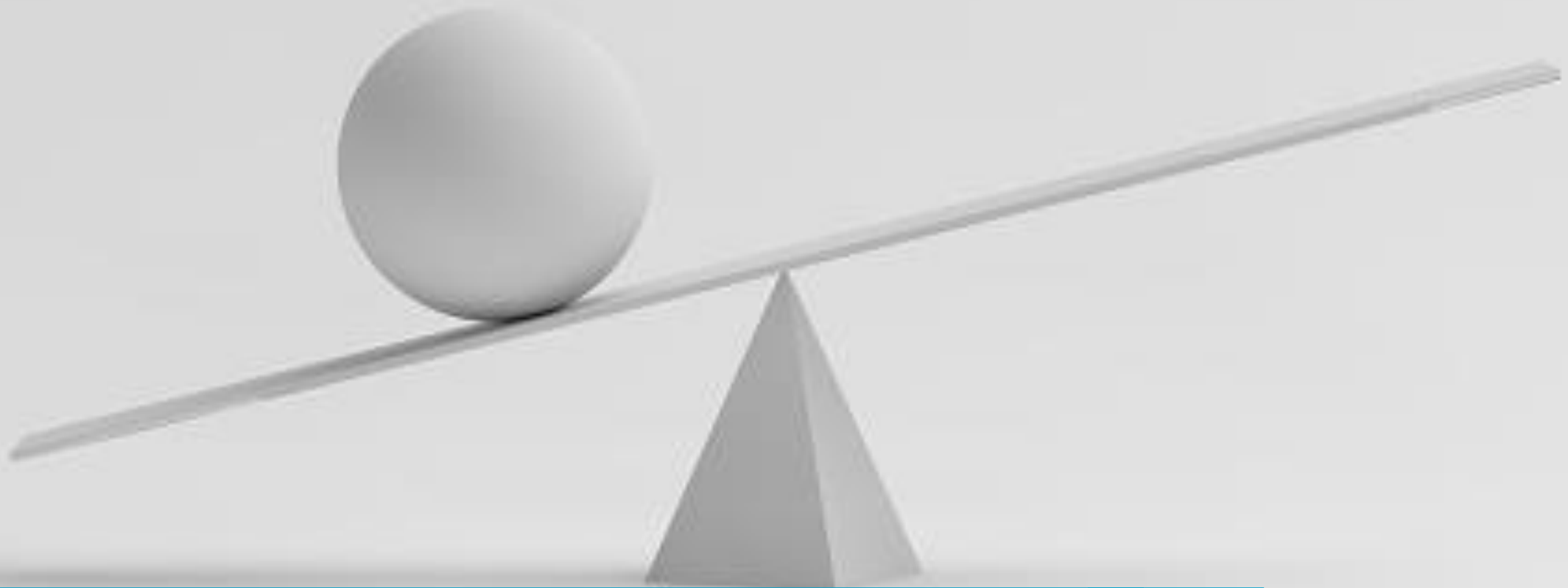
- ✓ Workshops on orientation for jobs post completion of short-term courses
- ✓ Tie-ups for internships during long courses
- ✓ Success stories of past alumni
- ✓ Discussions with employers for providing basic requirements or improving working conditions

Skill development in Haryana – potential model for Barwani

- 11 projects for skilling across multiple blocks
- Skilling sectors: Hospitality, retail, security, BPO executive, mechanical, nursing, electrical, business and commerce, technician etc.
- Goal to train 39,330 youth with 3 years

*Ministry of Rural Development website, accessed on January 4, 2022 (<http://ddugky.gov.in/approved-projects-listing/226>)

** Press Information Bureau, GOI, accessed on January 4, 2022 (<https://pib.gov.in/newsite/PrintRelease.aspx?relid=198879>)



SWOC analysis of Barwani

SWOC analysis of Barwani (I/II)

- Export quality produce like cotton, banana etc.
- Road connectivity to Indore and Maharashtra
- Interest in and uptake of IT skilling courses
- Initiatives by organisations like TRIFED , Aga Khan, NABARD etc which also facilitate market linkage
- Active placement cells in colleges and youth compass for circulating information to the youth
- Start ups and banking sector creating jobs
- Establishment of SHGs for small scale food processing like making turmeric/chilly powder etc.



STRENGTHS

WEAKNESSES

- Absence of rail connectivity to the district
- Unemployable youth due to lack of skilling and quality of skilling courses
- Lack of orientation for private sector jobs among youth
- Lack of unskilled labour due to seasonal migration of agricultural labourers
- Lack of local haats for selling locally made products



SWOC analysis of Barwani (II/II)

- Unused machinery available with Government to be used to set up MSMEs for production of agarbatti, sanitary pads etc.
- Adding components to the cotton value chain like making yarn, weaving, printing and garment manufacturing
- Scale up of activities undertaken by TRIFED, NABARD etc.
- Expanding network of pashu sakhis for basic animal husbandry services
- Customizing existing courses as per industry requirements and tie ups for placements
- Government support for financial inclusion, infra. development
- Expansion of NTFP sector for wild honey etc.

OPPORTUNITIES

CONSTRAINTS

- Lack of investment by industries in Barwani
- Low payment for employment in private sector, which is based on minimum wages
- Targets for skilling decided by the central government



O

C

Strengths and Opportunities in Barwani

- Export quality produce like cotton, banana etc.
- Road connectivity to Indore and Maharashtra
- Interest in and uptake of IT skilling courses
- Initiatives by organisations like TRIFED , Aga Khan, NABARD etc which also facilitate market linkage
- Active placement cells in colleges and youth compass for circulating information to the youth
- Start ups and banking sector creating jobs
- Establishment of SHGs for small scale food processing like making turmeric/chilly powder etc.



S

STRENGTHS

- Unused machinery available with Government to be used to set up MSMEs for production of agarbatti, sanitary pads etc.
- Adding components to the cotton value chain like making yarn, weaving, printing and garment manufacturing
- Scale up of activities undertaken by TRIFED, NABARD etc.
- Expanding network of pashu sakhis for basic animal husbandry services
- Customizing existing courses as per industry requirements and tie ups for placements
- Government support for financial inclusion, infra. development
- Expansion of NTFP sector for wild honey etc.



O

OPPORTUNITIES

PATHWAYS & ENABLERS

GOYN Barwani: Youth Employment Pathways

(Years 1-3)

TOTAL EMPLOYMENT
15000 OY
 (~5% total OY)

Entrepreneurship

Self Employment | Gig Work | Nano and Micro Enterprises | Producer Orgs

Jobs

Formal | Semi-Formal | Informal | Local | Migratory

PATHWAYS

Farm

1 Farm & Allied



- Farming
- Livestock rearing

5000 OY

2 Self Employment
1 or < 1 person



- Linking farmers to finance, insurance, govt. entitlements
- Para veterinary

200 OY


3 Agro Enterprises
> 1 person



- Input shops & nurseries
- Storage - aggregation
- Lending farm implements
- Cattle feed supply
- Poultry

300 OY


1 Employment on Farm



- Local labour
- Seasonal migration
- Supplementary income

5000 OY

2 Employment in Agro Enterprises




- In existing enterprises
- In new youth enterprises

300 OY

Non-Farm


1 Manufacturing



- Glass
- Paper
- Footwear
- Paver blocks

500 OY


2 Trades



- Shops
- Restaurants

200 OY


3 Services




- Food processing
- Masonry
- Plumbing
- Electrician
- Beautician
- Pre-schooling
- Tele-medicine
- Food carts

500 OY


1 Healthcare




2 Construction




3 Rural BPO




4 Textile



5 Automobile



6 Retail



Entry level jobs suitable for OY – TBD by sector

3000 OY

ENABLERS

COMMUNICATIONS
FOR OY OUTREACH



- Mobilisation Campaigns**
For on ground & social media outreach
- Community Radio**
To reach out to OY & communities

ACCESS POINTS
TO ACCESS PATHWAY INITIATIVES



- Youth Hub**
As community based safe spaces for end-end OY support
- Help Line**
For livelihoods support & referrals
- Digital Gateway**
For end-end jobs & entrepreneurship support

DATA
FOR EVIDENCE BASED DESIGN



- M&E**
For ongoing evidence based programming
- Learning**
For reporting & building a shared learning agenda

GOYN Barwani: Youth Employment Pathways

(Years 1-3)

TOTAL EMPLOYMENT
15000 OY
 (~5% total OY)

Entrepreneurship

Self Employment | Gig Work | Nano and Micro Enterprises | Producer Orgs

Jobs

Formal | Semi-Formal | Informal | Local | Migratory

Farm

1 Farm & Allied



- Farming
- Livestock rearing

5000 OY

2 Self Employment
1 or < 1 person



- Linking farmers to finance, insurance, govt. entitlements
- Para veterinary

200 OY


3 Agro Enterprises
> 1 person



- Input shops & nurseries
- Storage - aggregation
- Lending farm implements
- Cattle feed supply
- Poultry

300 OY


1 Employment on Farm



- Local labour
- Seasonal migration
- Supplementary income

5000 OY

2 Employment in Agro Enterprises




- In existing enterprises
- In new youth enterprises

300 OY

Non-Farm


1 Manufacturing



- Glass
- Paper
- Footwear
- Paver blocks

500 OY


2 Trades



- Shops
- Restaurants

200 OY


3 Services




- Food processing
- Masonry
- Plumbing
- Electrician
- Beautician
- Pre-schooling
- Tele-medicine
- Food carts

500 OY


1 Healthcare




2 Construction




3 Rural BPO



4 Textile



5 Automobile



6 Retail



Entry level jobs suitable for OY – TBD by sector

3000 OY

ENABLERS

COMMUNICATIONS
FOR OY OUTREACH



- Mobilisation Campaigns**
For on ground & social media outreach
- Community Radio**
To reach out to OY & communities

ACCESS POINTS
TO ACCESS PATHWAY INITIATIVES



- Youth Hub**
As community based safe spaces for end-end OY support
- Help Line**
For livelihoods support & referrals
- Digital Gateway**
For end-end jobs & entrepreneurship support

DATA
FOR EVIDENCE BASED DESIGN



- M&E**
For ongoing evidence based programming
- Learning**
For reporting & building a shared learning agenda

GOYN Barwani: Youth Employment Pathways

Farm Livelihoods | Entrepreneurship | Farm & Allied | Farming

Areas of Work	Interventions	Focus Crops	OY covered
Improving existing practices	<ul style="list-style-type: none"> • Improved inputs: nursery, quality and certified inputs through AE, organic local manures • Access to resources: Finance, crop advisory, insurance • Improved practices: inter-cropping, horticulture and vegetables, multi-cropping, access to mechanised farm implements, shared assets development • Market linkages: FPO creation, buyer-seller meets, bring organized market players 	<ul style="list-style-type: none"> • Cotton • Banana • Maize • Ginger • Chilli • Turmeric 	3000
Introducing new innovations	<ul style="list-style-type: none"> • Standardised inputs: Best quality saplings recommended for the region, plantation methodology, pre and post fertigation of land, fencing and irrigation, and IoT for remote monitoring where applicable • Access to resources: Finance, crop advisory and ongoing monitoring and assistance from subject matter experts, insurance • Convergence: National / State subsidies and grants to reduce financial burden to farmer • Market linkages: Buyer outreach programs, FPO creation, direct market access • Additional revenue generation: Intercropping and integrated farming through inclusion of livestock like micro goateries, backyard chicken farm etc. 	<ul style="list-style-type: none"> • Mulberry Sericulture • Banana • Custard • Apple 	2000

GOYN Barwani: Youth Employment Pathways

Farm Livelihoods | Entrepreneurship | Farm & Allied | Farming

Areas of Work	Interventions	Focus Crops	OY covered
Improving existing practices	<ul style="list-style-type: none"> • Improved inputs: nursery, quality and certified inputs through AE, organic local manures • Access to resources: Finance, crop advisory, insurance • Improved practices: inter-cropping, horticulture and vegetables, multi-cropping, access to mechanised farm implements, shared assets development • Market linkages: FPO creation, buyer-seller meets, bring organized market players 	<ul style="list-style-type: none"> • Cotton • Banana • Maize • Ginger • Chilli • Turmeric 	3000
Introducing new innovations	<ul style="list-style-type: none"> • Standardised inputs: Best quality saplings recommended for the region, plantation methodology, pre and post fertigation of land, fencing and irrigation, and IoT for remote monitoring where applicable • Access to resources: Finance, crop advisory and ongoing monitoring and assistance from subject matter experts, insurance • Convergence: National / State subsidies and grants to reduce financial burden to farmer • Market linkages: Buyer outreach programs, FPO creation, direct market access • Additional revenue generation: Intercropping and integrated farming through inclusion of livestock like micro goateries, backyard chicken farm etc. 	<ul style="list-style-type: none"> • Mulberry Sericulture • Banana • Custard • Apple 	2000

Use Case: Mulberry Sericulture

OVERVIEW



Mulberry sericulture is one of the most profitable farming activities for small landholder farmers especially for women farmers. The crop has a 40 day cycle and is annual barring severe summer months.

There is a huge demand for silk and there are active daily markets where these cocoons can be sold. Apart from cocoon rearing the farmers can integrate micro goateries and backyard chicken farm to double income and de-risk revenue.

VALUE CHAIN ECONOMICS

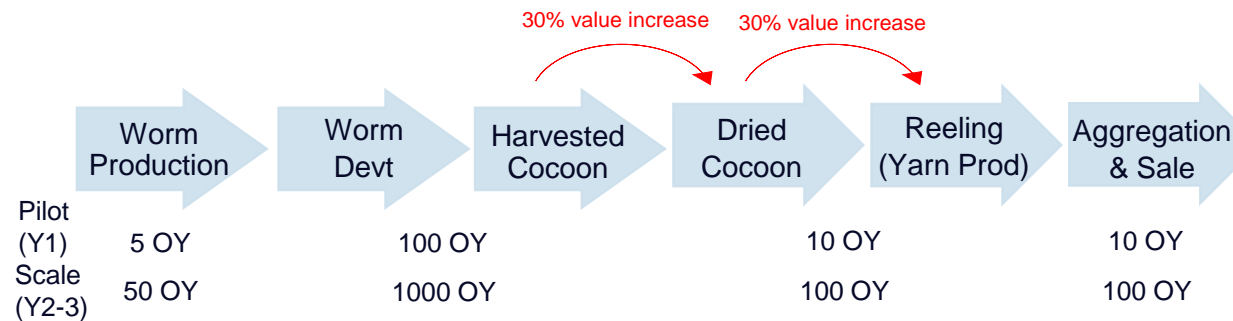
- **Cost:** 5.5L one time; 4k recurring
- **Profit*:** 80k after loan payment / 1.5L post loan term
*from month 9 onwards
- **Pilot investment**
 - 5.5 Cr for 125 OY across value chain
 - Sources: bank loan 90%, farmer contribution 10%
 - Loan repayment: Govt subsidies 65%, farmer 35%

All values are in INR per annum per acre

INTERVENTIONS

- **Access and adoption support for standardised inputs and practices:** V1 variety saplings recommended by Central Silk Board (CSB), plantation in paired row system, organic fertigation, fencing, irrigation, construction rearing house as per CSB standards, IoT for remote monitoring, risk management
- **Access to resources:** Finance, crop advisory and ongoing remote monitoring and assistance from subject matter experts, insurance
- **Value chain development:** FPO creation for processing cocoons and yarn reeling
- **Market linkages:** Access to wholesale markets
- **Additional revenue generation:** Utilising surplus feed for livestock to increase farm revenue by 30%

VALUE CHAIN AND EMPLOYMENT



PARTNERS



State Bank of India



Government of Madhya Pradesh

Integrated Farming Cluster

An IFC cluster comprising of 2-3 adjoining villages covering about 250-300 households with strong backward and forward linkages

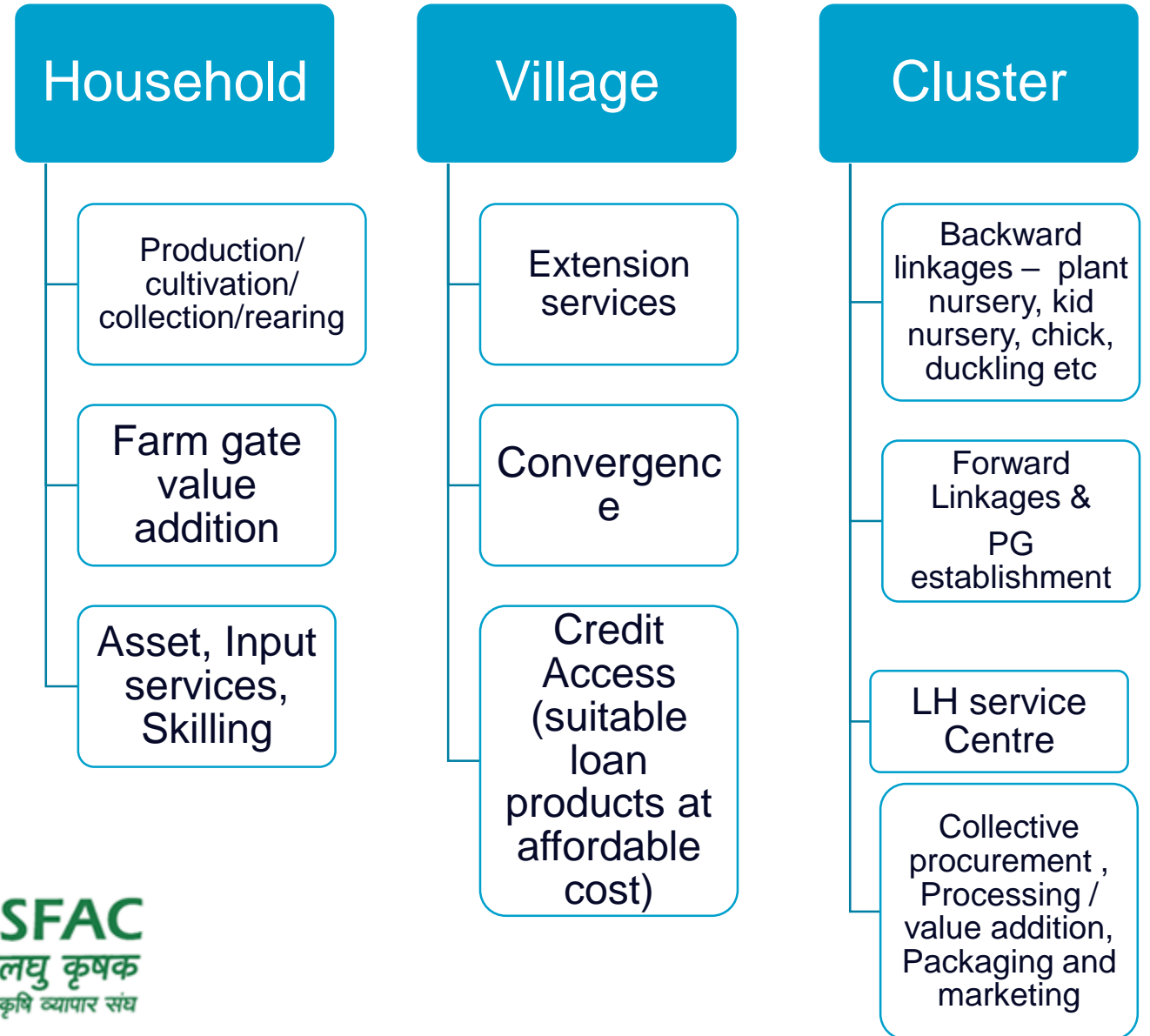
- Agriculture (cereals, pulses, oilseeds etc)
- Horticulture (fruits, flower, vegetables, plantation crops, spices etc)
- Livestock (large ruminants, small ruminants, non-ruminant, poultry, duckery, piggery etc.)
- Fishery
- Apiary
- NTFP
- Non-Farm activities

8 IFC sanctioned for Barwani

8 Farmer Producer organizations (FPO) to be setup in each block of Barwani

- Maize
- Cotton
- Vegetables

In partnership with





Broad areas of opportunities for youth

Sectors with potential to generate employment as well as entrepreneurship opportunities

Primary sector



Cotton

- Cultivation
- Production/sourcing of organic and inorganic inputs



Poultry

- Selling raw chicken
- Selling eggs



Ginger

- Production of ginger
- Production of ginger paste, dried ginger etc



Banana

- Production and export
- Post processing of banana into chips, baby food etc



Chilli (Green, Red)

- Cultivation of chilli
- Making chilli powder, paste, dried chilli, flakes etc.

Secondary sector



Textile industry

- Cotton yarn production
- Weaving
- Dying and printing
- Garment manufacturing



Handicrafts and handloom industry

- Production of Bagh print fabric and garments
- Manufacturing Chanderi and Maheshwari fabric and garments

Tertiary sector



Rural BPO/ITeS

- Establishment of rural BPOs for customer support, telemarketing, data entry etc.
- Expansion of service to support CSCs for fulfilling local information requirements

Source: NSDC Report, 2013

Rural BPO presents employment potential in Barwani

Rural BPOs



Potential of BPOs:

INR 4,10,910 crore by 2025* • **1.5 lakh direct jobs**** • **Employment avenue for women**

Enablers

The India BPO Promotion Scheme (IBPS) under MEIT	<ul style="list-style-type: none">• Opportunity for diversity as 40% employees should be women• Increased opportunity to work from home, especially for women• 10k jobs created in Vishakhapatnam during lockdown (January to October 2020)• Recent regulations by the Government has eased the setting up of BPO for domestic and international customers
Shift towards tier II and tier III cities	<ul style="list-style-type: none">• 135 seat delivery center in Chand, a village in Chhindwara District in Madhya Pradesh• Low input cost due to low cost of operations and labour• Low attrition rates

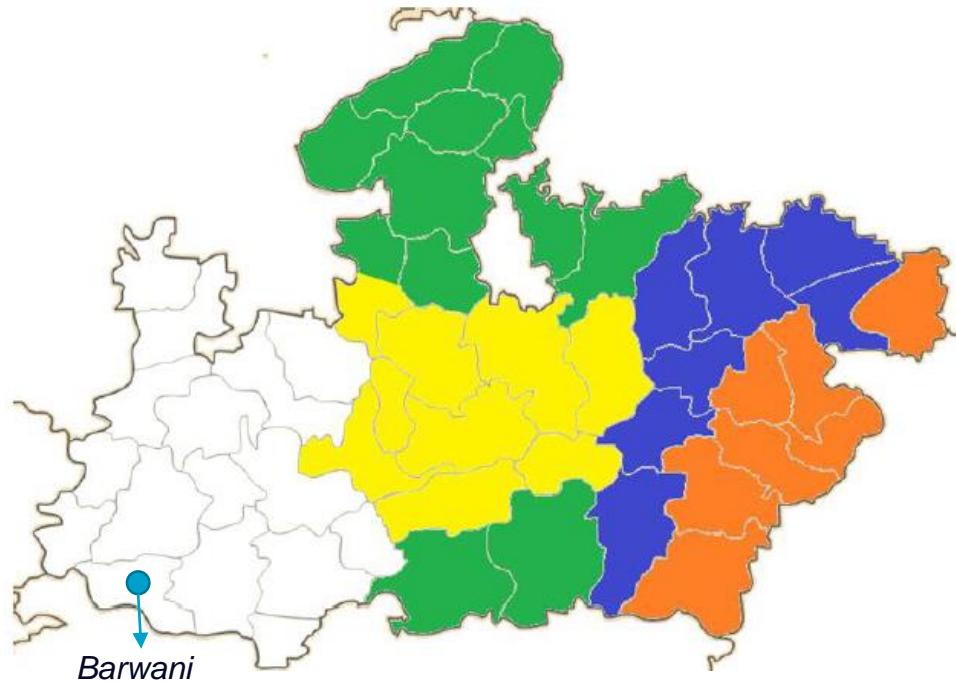
“We have been able to retain the employees we recruited for the call centre. However, half of the students we recruited for the sales job resigned after one month. The sales positions were also jobs with 8-hour workdays, with travel to and from sales locations arranged by us.” – Manager at FarmKart

*https://www.business-standard.com/article/companies/indian-bpo-market-to-hit-8-8-bn-by-2025-amid-liberalised-regime-121100600331_1.html

**<https://ibps.stpi.in/index.php>

Gaps in the existing ecosystem of Barwani makes textile a potential pathway creating jobs in agri and allied sector..

Existing crop zones in Madhya Pradesh**



	Cotton-Sorghum
	Sorghum-wheat
	Wheat
	Rice – wheat
	Rice

Aspirations of youth

37% - agri and allied sectors

26% - entrepreneurship

Cotton farming in Barwani

As per FarmKart, sale of cotton seeds one of the highest in Barwani

Largest area under cotton cultivation : 546 sq. km*

As per study conducted in 2021, Barwani most appropriate for growing cotton, besides West Nimar and Burhanpur**

Existing cotton value chain in Barwani

Only ginning industries present

Women with stitching skills currently unemployed

Key takeaways

- Gaps in the existing ecosystem of cotton in Barwani, including value chain post ginning as well as the aspirations of the youth make it a viable pathway in Barwani which can lead to jobs related to the textile sector in the primary, secondary as well as the tertiary sector

*http://cgwb.gov.in/District_Profile/MP/Barwani.pdf

**https://www.researchgate.net/publication/348788087_Agriculture_Atlas_of_the_State_of_Madhya_Pradesh_Part_II

Yarn and other value added products is a probable avenue for immediate employment opportunity..

Market potential for cotton

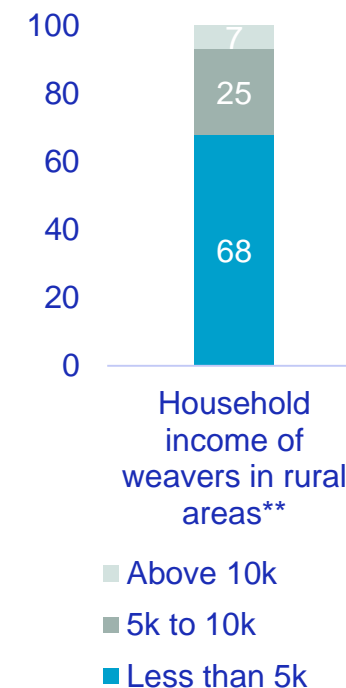
India: world's largest producer of organic cotton, with a 51% market shares

● MP: second largest producer of knit fabric

● Spinning: Employment opportunity for women (89% women)

Enablers

Weaving	<ul style="list-style-type: none"> Opportunity to work independently or in an enterprise for weaving. As per NABARD, 82% of weavers in rural areas work independently*. Since the youth in Barwani want to work independently, independent weaving can provide an immediate opportunity
B2B sales through online portals	<ul style="list-style-type: none"> Registration of industries on portals like ExportersIndia.com for facilitating sale of raw cotton Opportunity for establishing market linkages for value added products
Value added products	<ul style="list-style-type: none"> Fibre Yarn Fabric Garment



Potential for ginger processing under one district, one product

Ginger

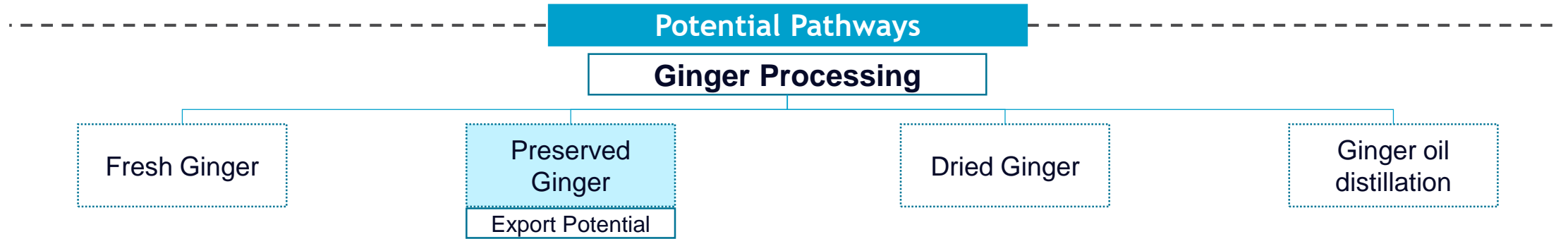


Production capacity*:

655 Hectares Production Area • **131,000 t** Total Production • **20,000 kg/HA** Productivity

Enablers

<p>PM Formalisation of Micro Food Processing Enterprises Scheme (PM FME)</p>	<ul style="list-style-type: none"> • Adopts the One District One Product (ODOP) approach and provide the framework for value chain development and alignment of support infrastructure • Support to individual and groups of micro enterprises • Branding and Marketing Support • Support for strengthening of institutions • Setting up project management framework • Credit-linked capital subsidy @35% of the project cost
---	--

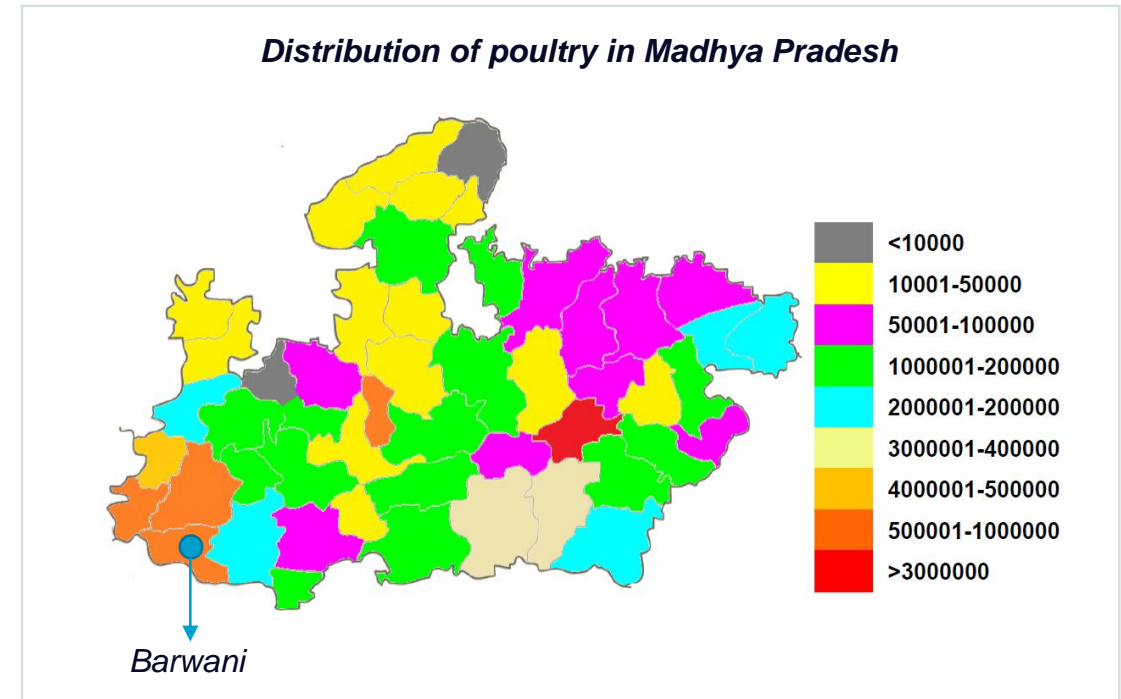


Poultry can be a sector for entrepreneurship due to an abundance of chicken in the district..

Poultry

ENABLERS

- ✓ High returns
- ✓ Supported by NABARD
- ✓ Use of indigenous variety
- ✓ Shorter business cycles, returns in 6 months
- ✓ Consumption within the local market
- ✓ Road connectivity with Maharashtra and Indore
- ✓ Consumption of non-vegetarian food is more than 75% among STs and more than 50% in M.P. and Maharashtra*
- ✓ Per capita consumption of chicken has been projected to increase from 3.2kg to 9.1 kg by 2030**



AREAS OF CONSIDERATION

- ⚠ Highly specific food requirements
- ⚠ High risk of diseases
- ⚠ Unavailability of veterinary service

Banana Cultivation in Barwani

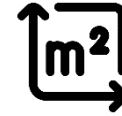


Investment and Value Chain Strengthening Opportunities:

Banana Processing : Banana Puree, Banana Powder, Banana Flour, Beverages & more



Export houses for Banana to harness the potential of Madhya Pradesh for North & Central Europe, Black Sea region and East Asia



1504 Hectares
production area



112800 MT yearly produce

Banana productivity of Barwani district is **75 MT/Hectare**, which is **2nd highest** in Madhya Pradesh

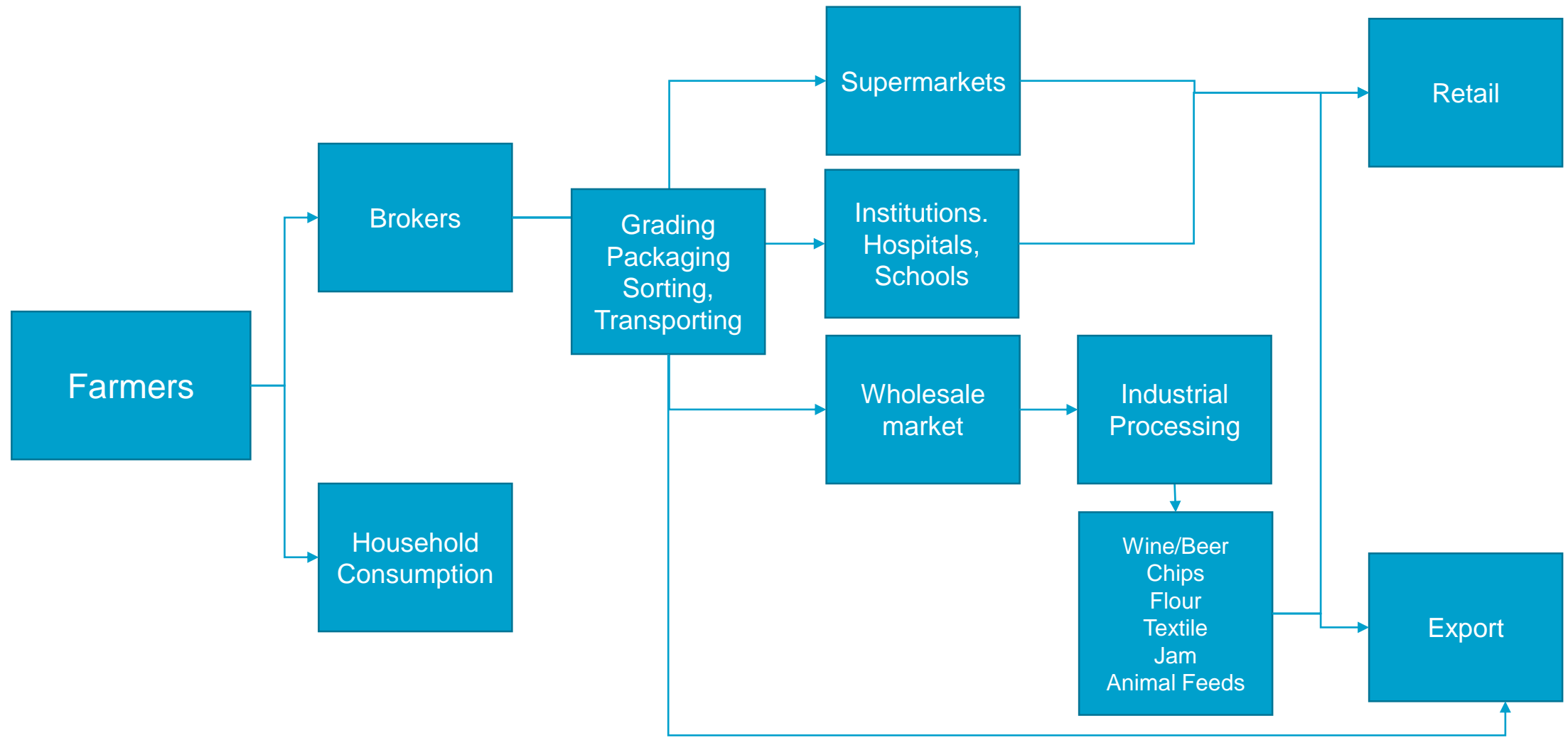
Advantages for Banana production in Barwani:

Barwani district is among the 4 districts which are the transit ports for bananas

Banana is available throughout the year

Madhya Pradesh has favorable agro-climatic conditions

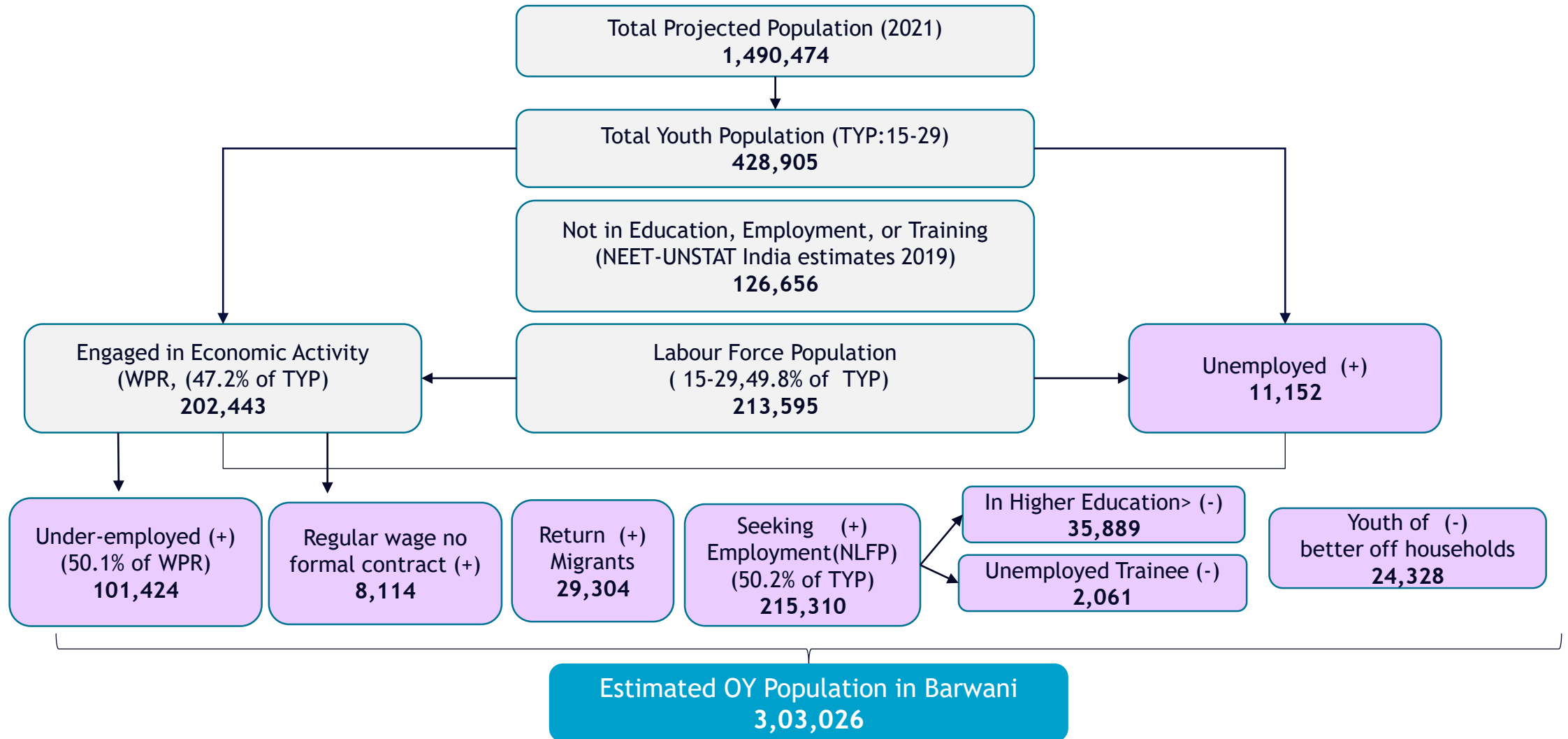
Banana value chain



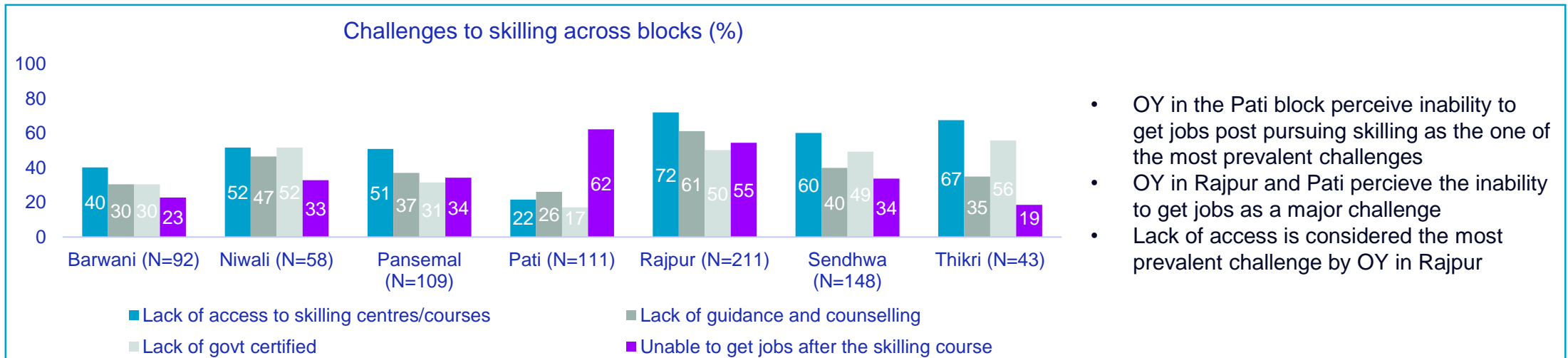
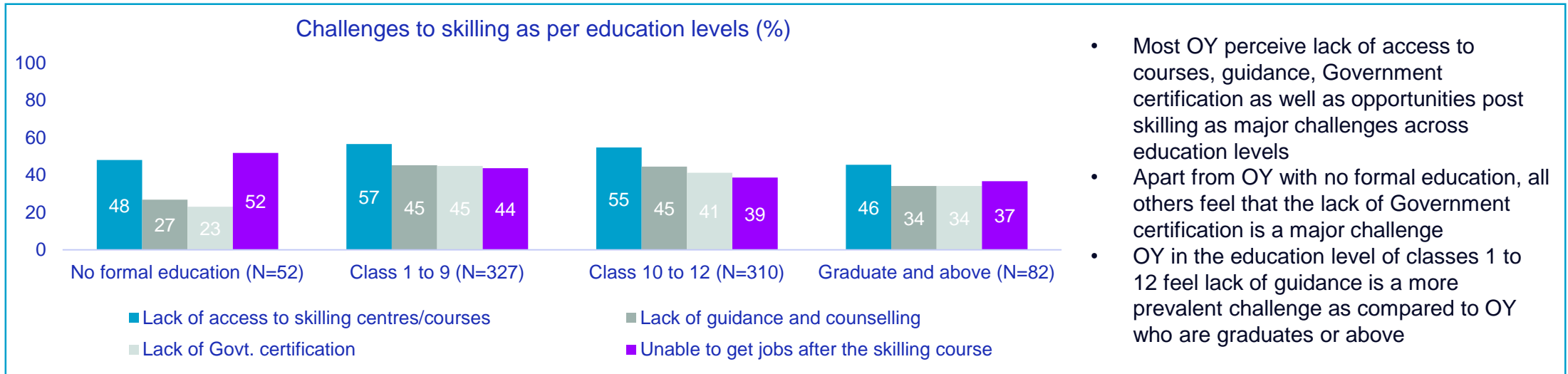


Annexure

Barwani – OY population estimation

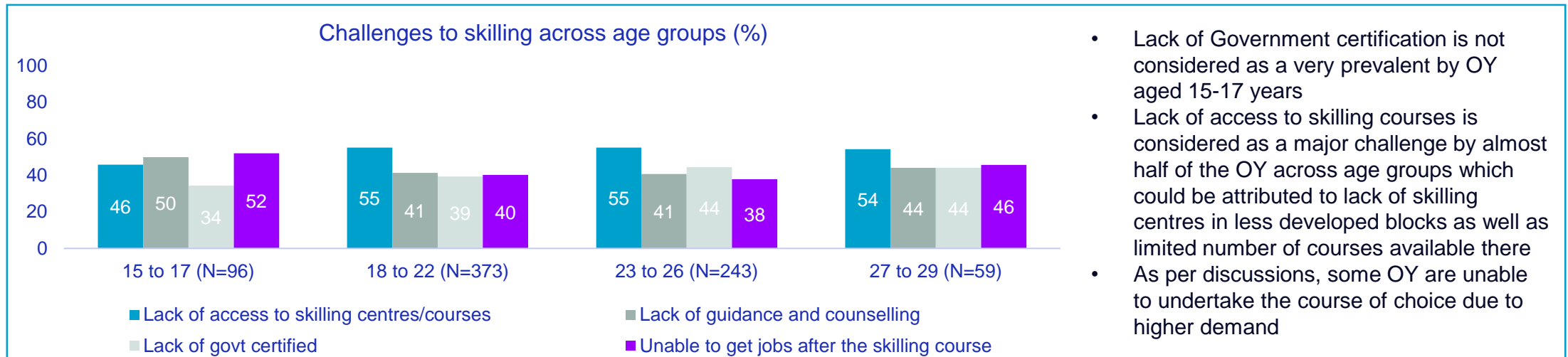
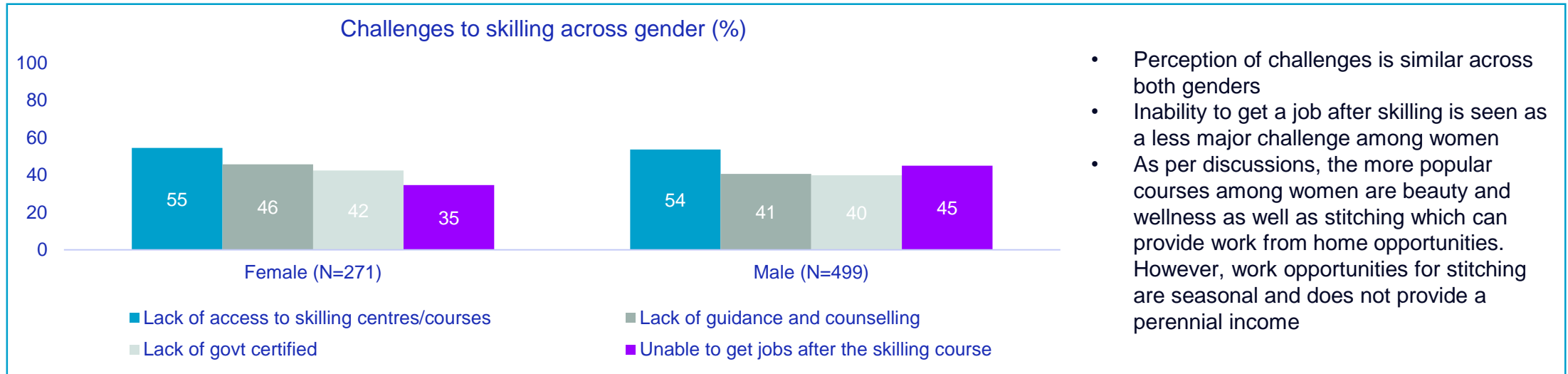


Challenges for skilling are largely neutral across education level, but differences can be observed within blocks

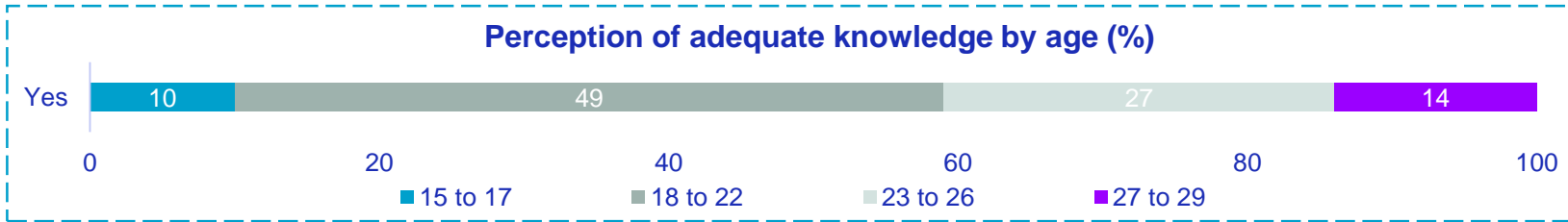
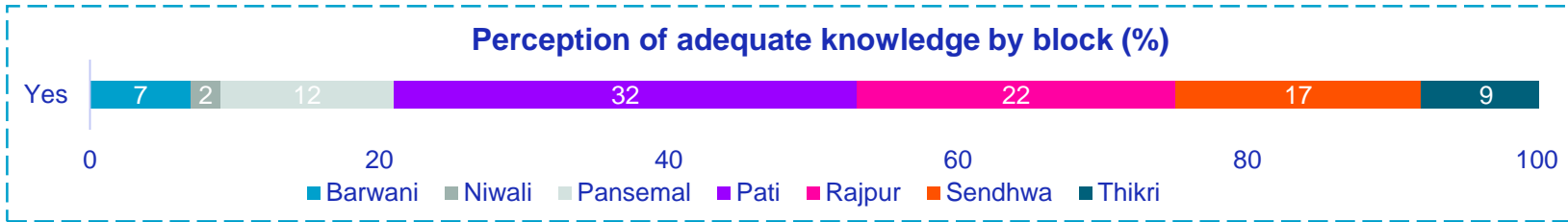
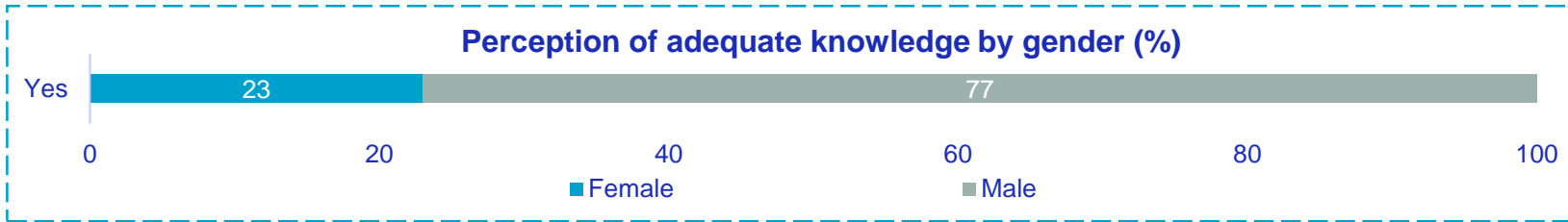
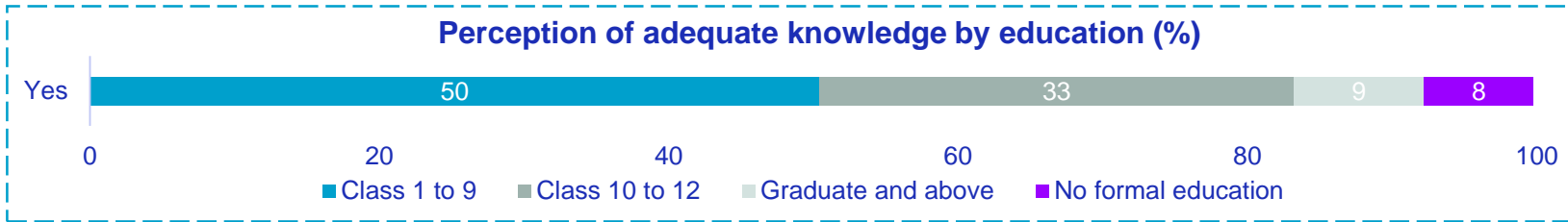


*N less than 30

Challenges for skilling are largely neutral across gender and age groups



60% OYs believe that they have adequate knowledge to run a business



Description of the OYs who believe that have adequate knowledge to run a business:

- Almost 83% are educated up till class 12. Only 9% of them are graduate and above
- Perception of adequate knowledge among the boys is more than three times than the girls
- 1/3rd of them are from Pati block
- Almost 50% of them belong to the age group of 18 to 22 years

The perceived adequacy of knowledge decreases with age and education level which can be attributed to the increased understanding of the complexities of business

Agri-allied innovative start ups in Barwani

Major start ups in Barwani through primary interactions

Company	Sector	Description
FarmKart	Agritech, ecommerce	Ecommerce platform that enables farmers to purchase modern agricultural including fertilizers, pesticides, and seeds at affordable prices
Khadi Prakritik Cow Dung Emulsion Paint	Animal husbandry, waste management	MSME for manufacturing emulsion paints from cow dung for Khadi India
NTFP start up	NTFP	Manufacturing refined honey from the raw honey, amla etc found in the forests

- The major startups in Barwani are deploying technology and innovation in the agriculture and allied sectors, which is also the preference of the youth in the district. The youth also aspire to pursue entrepreneurship, however, lack of innovative ideas and training present major hurdles in realizing this

Number and amount of loans for MSMEs under NABARD



Total no. of loans for MSMEs in Barwani*: 16644



Amount allotted : INR 1,112 crore

Type	Number	Amount allotted (in lakh)	Average amt. available (in lakh)
Micro enterprises	12477	INR 56,888	INR 5
Small enterprises	2520	INR 46,498	INR 18
Medium enterprises	20	INR 4,606	INR 230
Khadi & village industries	80	INR 826	INR 10
Others under MSMEs	1547	INR 2,380	INR 2



Key takeaways

- Disbursement of credit shows a downward trend year on year and less than 50% of the credit available is being utilized

*Annual Credit Plan 2021-22, NABARD

Number and amount of loans for agriculture under NABARD

Annual credit plan (2021-22) for agriculture



Total no. of loans*: 174745



Amount allotted : INR 2,198 crores

	Farm Credit	Out of farm credit crop	Infrastructure	Ancillary activities
Number of loans	98460	73662	912	1711
Amount (in lakh)	INR 2,06,768	INR 1,43,662	INR 4,560	INR 8,555
Average amt. (in lakh)	INR 2	INR 2	INR 5	INR 5

Key takeaways

- Maximum focus is on disbursement of farm credit followed by out of farm credit crop loans
- Average amount of loan for infrastructure and ancillary activities is more than twice the amount of average loan for farm and out of farm credit crop loans

*Annual Credit Plan 2021-22, NABARD

Organisations working on entrepreneurship



AEG Foundation

- Empowerment of youth and provision of training them to become Agri-Entrepreneurs (AEs) in rural areas
- Seeks to build entrepreneurship spirit, enhance knowledge, provides synergy and actively bring effective change in the systems
- Support is provided through credit, market linkage, access to high-quality input, and crop advisory
- In Madhya Pradesh, they are working towards increasing the small holder farmers income in captive stage

हक़दरशक़ Haqdarshak

- Haqdarshak
- Aims to Enable every citizen and MSME with access to government welfare and financial services
 - Use technology to create an online repository of government services in local Indian languages
 - Trains field staff to provide end to end application support through implementation of the assisted-tech model
 - has helped more than 120,000 citizens apply for schemes, of which around 100,000 have been successful in accessing the benefits they're eligible for*

*<https://namati.org/network/organization/haqdarshak-empowerment-solutions-pvt-ltd/>

Focus of Aspirational District Program (ADP)

Focus areas under ADP and status of Barwani		
Area	Rank (of 112)	Major indicators
Health and nutrition	48	<ul style="list-style-type: none"> Maternal health Child nutrition (upto 23months) Immunization
Education	9	<ul style="list-style-type: none"> Enrolment and performance in school Facilities present in school Female education
Agriculture and water resources	63	<ul style="list-style-type: none"> Crop productivity in rabi and kharif seasons Water bodies rejuvenated under MGNREGA Crop insurance and credit disbursement Price realization
Financial inclusion and skill development	69	<ul style="list-style-type: none"> Loan disbursement under Mudra Loans and Jan Dhan Yojna (INR 8cr per 1 lakh population distributed till Nov 2021) Beneficiaries under social security schemes like Atal Pension Yojana (APY), Pradhan Mantri Suraksha Bima Yojana (PMSBY) Skill training and placement
Basic infrastructure	56	<ul style="list-style-type: none"> Households with toilets, electricity connection Access to potable water Connectivity through roads Establishment of CSCs (100% till Oct 2021) Access to pucca houses

- Components under ADP contain components with potential to generate employment like MANREGA or credit disbursement under Mudra loans
- Departments in collaboration with ADP can create employment for youth

Assumptions and references for OY population estimation

Youth population segments	Assumptions and references
Total youth population(TYP)*	Age wise projection calculated (15-29) group using 2011 census, natural population growth rate (sample registration system), fertility rate(additional births), migration rate & cohort- component model for Barwani
No access*	Not in Education, Employment, or Training (NEET-UNSTAT India 2019 assumed to be true for Barwani) which is 29.53%
In higher education	using UDISE 2019-20 & other higher education enrollment data
In training	Youth trained in Barwani (PMKVYdashboard)
Labour force population	49.8% of TYP based on PLFS rural Madhya Pradesh estimates (2019-20)
Not in labour force(Non-LFP)	PLFS,(100-49.8)=50.2% of TYP-neither 'working' nor 'seeking for various reasons (students, domestic duties, rentiers, pensioners,disabled persons, too young persons,prostitutes, etc.
Engaged in Economic Activity	Work Participation Rate , 47.2% of TYP -PLFS rural Madhya Pradesh(2019-20)
Casual labour	50.1% of YWP-Includes agriculture + non-agriculture (under employed)PLFS rural Madhya Pradesh (2019-20)
Casual labour agriculture(formal contract)	73.34 % of the working population PLFS rural Madhya Pradesh estimates (2019-20)
Casual labour non agriculture(with formal contract)	PLFS (WPR - persons engaged in agriculture)
Regular wage no formal contract	Regular wage - (no formal contract) (Labour force population minus WPR)
Unemployed	Not engaged but making tangible efforts to seek work Inferred from PLFS (LFP - WPR) 5.2%
Youth from better households	Households with low standard of living 91.7% (DLHS2007-08)- assuming 5 % are better off and 2 youth per household 12164*2 amounts 24,348
Return Migrants	Data for Barwani 2021 from Ministry of labour
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