



# PROGRESS

Annual Report 2022





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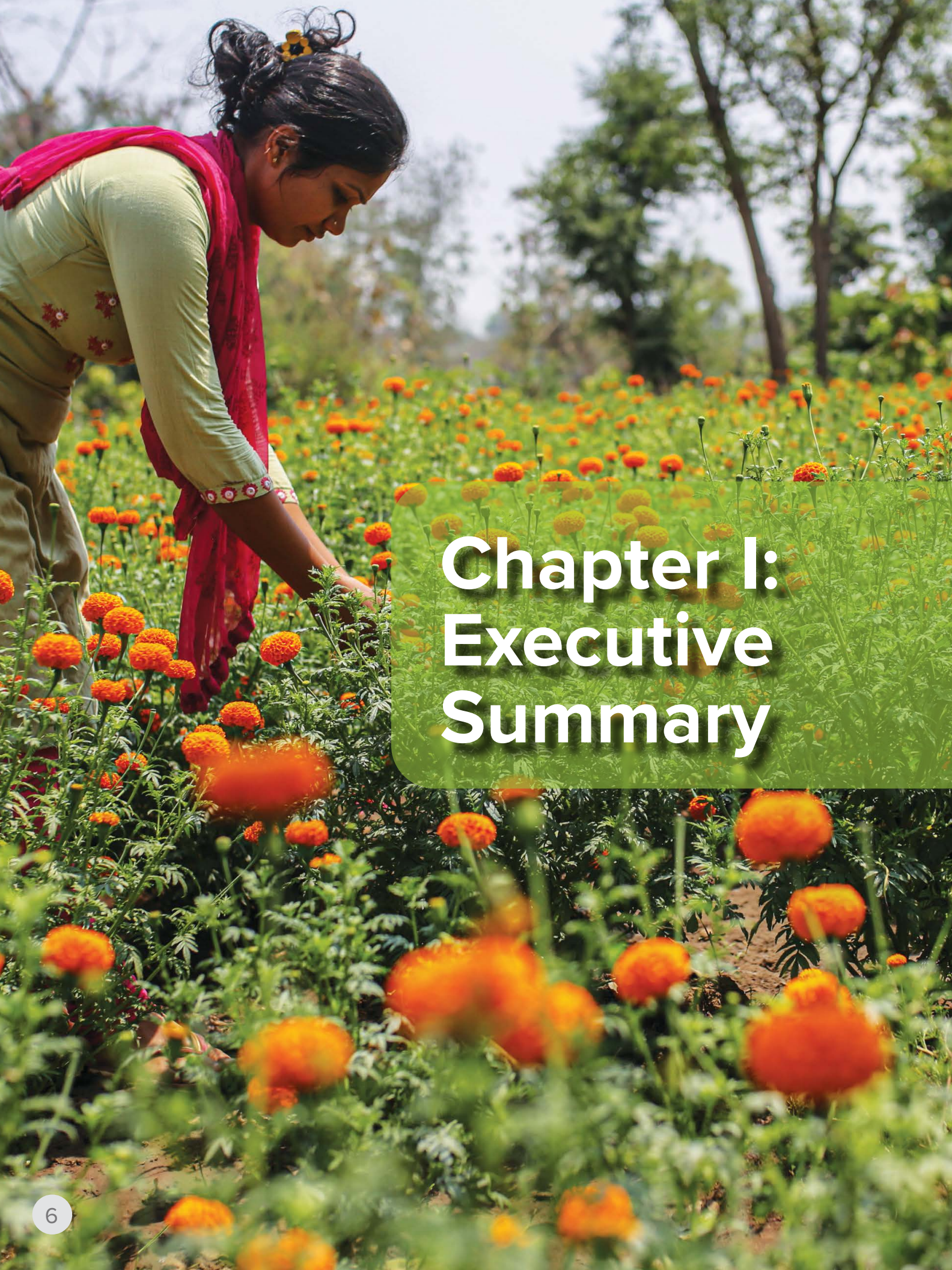
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# Chapter I: Executive Summary

India is seeing a high growth trajectory, but the benefits of growth have not been equally distributed. A strong momentum in skill development, entrepreneurship and social protection is the need of the hour to bring economic empowerment to India's demographic dividend.

UNDP in partnership with the Ministry of Skill Development and Entrepreneurship (MSDE), Government of India, is implementing a programme called PROGRESS – 'Promoting Inclusive Growth through Enhanced Access to Local Livelihood Opportunity, Education to Work Transition and Social Protection Schemes'. PROGRESS aims to secure local livelihoods, increase incomes, and improve the quality of life for marginalized sections of society — specifically youth, women, and migrants. The project builds on the rich experience and diverse partnership base of previous programmes on youth and women economic empowerment implemented by UNDP India. This includes the COVID-19 response to mitigate the long-term adverse socioeconomic impact.

In 2022, PROGRESS economically strengthened 30,000 individuals, nearly half of whom were women and youth. Enhancing access to livelihood opportunities and social protection was done through scaling initiatives on career guidance, 21st-century skilling and promoting entrepreneurship. The programme also built new partnerships, improved last-mile delivery and multi-stakeholder collaboration, contributing to a more robust skilling and employment ecosystem.

A key win in 2022 was the adoption of the district-level Youth Innovation Challenge in tier III cities to promote youth innovation and entrepreneurship.

Under PROGRESS, UNDP supported two State Skill Development Missions and six District Skills Committees through capacity building, operational support and effective implementation of demand-driven skilling programmes and the National Apprenticeship Promotion Scheme (NAPS). Moreover, UNDP India's Business and Human Rights initiative continued to support the Ministry of Corporate Affairs (MCA), the Ministry of External Affairs (MEA), line ministries, and other relevant partners.

Under PROGRESS, UNDP also launched an advocacy campaign called Women@Work on International Women's Day 2022 to put the spotlight on India's low female workforce participation and our collective responsibility to invest in it. The campaign released a public call for nominations for gender champions among the MSME sector and produced four inspiring short docu-films on the selected enterprises, showcasing what it takes to create an effective working environment in non-traditional livelihoods for women to learn and lead.

Through Career Guidance & 21st Century Skilling initiatives, almost 16,000 youth, including 38% women, in Karnataka, Gujarat, and Madhya Pradesh received training in employability skills, and 3,000 of them were connected with jobs. UNDP piloted its Youth Innovation Challenge at the district level in Karnataka, through which over

300 youth were mentored to start/scale their enterprises, of which 15 finalists from across Karnataka were funded with seed money.

PROGRESS worked to enhance the entrepreneurial and digital abilities of over 5,000 women and 900 farmers by improving capacity and providing access to knowledge, markets, and financial resources. Furthermore, UNDP India assisted over 5,000 people from vulnerable communities in gaining access to social protection and other public assistance programs through the programme.

The report below outlines the approach adopted by PROGRESS under each outcome area and the key results achieved in 2022.





# Chapter II: About PROGRESS

Working on the demand side of employment is crucial for inclusive skill development in a post-pandemic world. Despite nation-wide efforts, the skilling and entrepreneurship landscape in India continues to face numerous challenges ranging from a widening skill gap to a low female labour force participation.

Robust mechanisms for career guidance and counselling in government educational institutions could help improve female workforce participation rates, reduce high drop-out rates, and catalyse the education, employment, and training (EET) segment, to build a robust skilled workforce.

In the above context, the proof-of-concept of demand-side strategies have been demonstrated at a significant scale under the UNDP-implemented 'Disha Programme' (2015-2020). Disha impacted one million women by enabling them to acquire marketable skills and avail employment and entrepreneurship opportunities.

PROGRESS, a five-year partnership with the Ministry of Skill Development and Entrepreneurship (MSDE), builds on the work done under Disha. Conscious of the long-term adverse socio-economic impact of COVID-19, the programme also works toward local livelihoods for green growth, expanding digital capacity and access to social security. The private sector is a key stakeholder of this programme, fostering links with the market, and financial and technological platforms in 25 Accelerated Programming Districts across partner states.

Under PROGRESS, the key pathways of engagement include providing career guidance, counselling and 21st century skills to the youth, linking them with apprenticeship and employment opportunities, promoting entrepreneurship and fostering youth innovations through mentorship, strengthening primary producer-based value chains and the government's social protection architecture. The programme extends support to the state and central government on outreach and implementation of flagship schemes wherever required. Apart from providing policy and research inputs, UNDP intends to provide a platform for discussion, and share good practices in the spirit of South-South collaboration.





FARMERS



NANO/MICRO  
ENTREPRENEURS



**TARGET  
GROUP:**  
**Vulnerable  
Occupational  
Groups**



ARTISANS

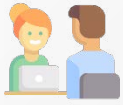
INFORMAL  
WORKERS



with a focus on

-  Youth
-  Women
-  Tribal
-  Person with Disabilities
-  LGBTQ
-  Minorities and Migrants

# UNDP's Sustainable and Inclusive Growth Portfolio



## EDUCATION TO WORK TRANSITION

Building capacity of youth to make informed career decisions and enabling access to employment opportunities



## ENTERPRISE PROMOTION

Supporting aspiring and existing nano and micro-entrepreneurs and youth-led social innovation and entrepreneurship



## VALUE CHAIN STRENGTHENING

Enhancing gender equality in the value chain and strengthening linkages for farm and non-farm collectives



## SOCIAL PROTECTION AND CONVERGENCE



Enabling access to and expanding reach of government schemes and entitlements



## RESPONSIBLE BUSINESS PRACTICES

Enabling Sustainable Economic Development through promotion/uptake of responsible business agenda by private sector

### PARTNER STATES

-  National Capital Region
-  Haryana
-  Karnataka
-  Gujarat
-  Maharashtra
-  Jharkhand
-  Chhattisgarh
-  Telangana



# PROGRESS

## Achievement Snapshot

District Skills Committee supported to execute demand-driven skills panning

**6**

Youths from marginalized communities equipped with information and 21st century skills

**25,687**

Youth-led enterprises setup/scaled-up

**396**

Faculty members trained

**115**

Households accessing at least one social protection scheme

**5,323**

People trained on entrepreneurial skills

**11,665**

Collective enterprises trained on management, governance, and operations

**44**

Nature-based local livelihoods and eco-entrepreneurship business models identified and customized for the focus districts

**20**

# Chapter III: The Three Outcomes of PROGRESS

## OUTCOME 1: Effective implementation of national flagship policies & programmes

*In 2022, UNDP supported State Skill Development Missions through capacity building and operational support for effective implementation of skilling programmes as well as National Apprenticeship Promotion Scheme (NAPS). Moreover, UNDP India's Business and Human Rights initiative continued to support the Ministry of Corporate Affairs (MCA), the Ministry of External Affairs (MEA), line ministries, and other relevant partners.*

### SUPPORT TO STATE SKILLS DEVELOPMENT MISSIONS

UNDP supported the State Skill Development Missions of Karnataka and Gujarat to effectively plan their skilling initiatives in six districts (four in Karnataka and two in Gujarat). In Karnataka, UNDP is a part of the Karnataka Skills and Entrepreneurship Task Force – Yuva Samrudhi – to promote the skill, employment and entrepreneurship ecosystem in the state. UNDP also provides regular capacity building and operational support to the Departments of Industrial Training and Employment, Karnataka Skill Development Corporation (KSDC) to promote skilling schemes in the service and manufacturing sectors. At the district level, 200+ ITIs have been made NAPS compliant.

In Madhya Pradesh, the 'Youth Aspirations & Skills Gap' report was developed in partnership with the Madhya Pradesh State Skill Development & Employment Generation Board (MPSSDEGB) to spur demand-driven skilling in the state of Madhya Pradesh and build evidence. The report talks about the aspirations of youth and the skill requirements of priority sector industries, as well as skill gap



which would help in skill development activities across the State. The report was released by Shri Shivraj Singh Chouhan, Honourable Chief Minister of Madhya Pradesh and Smt. Yashodhara Raje Scindia, Minister of State and Chairman MPSSDGE, Govt of MP.

## SUPPORT TO DISTRICT SKILLS COMMITTEES (DSCS)

UNDP supported four DSCs in Karnataka (Raichur, Yadgir, Bengaluru Rural and Dakshina Kannada) and two in Gujarat (Jamnagar and Devbhumi Dwarka) by drafting District Skills Development Plans (DSDPs) and organising district-level stakeholder consultations, career conclaves, job drives, apprenticeship *melas*, registration drives for employers and students, and providing logistical support on the Skill Connect Portal.

## SUPPORT IN APPRENTICESHIP PROMOTION

New MSMEs were onboarded on the National Apprenticeship Promotion Scheme (NAPS) portal, increasing the integration of micro, small and medium enterprises into NAPS. This was achieved through greater collaboration between local industry associations, technical vocational and educational training institutions, and District Skills Committees in six focus districts of Gujarat and Karnataka.

In Karnataka, UNDP provided regular capacity building and operational support to State Apprenticeship Monitoring Cell (SAMC). At the district level, 30+ divisional and SAMC officials and 30+ Assistant Apprenticeship Advisors (AAA) were trained on NAPS and introduced to the NAPS portal. Moreover, sectoral consultations in collaboration with National Skill Development Corporation (NSDC) and KSDC were held – with the Apparel, Domestic Workers and Construction Sector Skill Councils (SSC). A district level Advantage Apprenticeship Workshop series was launched to promote awareness on apprenticeship, NAPS and its advantages. This included handholding support to Industry Associations to inform and educate MSME members on NAPS.

Division officials of DITE, Industries, Industry Associations, and TPAs were supported on documentation and submission of Karnataka Apprenticeship Training Scheme (KATS) claims. Support has also been provided to obtain KATS claims from companies and the release of ₹ 9.68 Cr allocated budget under the scheme.

In Gujarat, UNDP organised regular interactions with NAPS nodal officials and industry associations. A district level workshop on NAPS was organised at ITI Jamnagar to familiarise 150+ participants with apprenticeship.



NSDC, KSDC and UNDP jointly organised 'Advantage Apprenticeship Consultation Series' for Construction and Domestic Worker Sector Skill Councils in Bengaluru, Karnataka

## BUSINESS AND HUMAN RIGHTS

The Business and Human Rights (B+HR) programme at UNDP works with the government, businesses, and civil society organisations to contribute to sustainable economic development, through the Protect, Respect and Remedy Framework of the United Nations Guiding Principles on Business and Human Rights (UNGPs). The programme raises awareness, builds capacity, facilitates policy coherence in the implementation of the UNGPs and helps reduce impacts and risks to human rights due to business operations and supply chains.

B+HR India has continued to provide support to different ministries, namely, the MCA and the Ministry of External Affairs (MEA), as well as other relevant partners. In 2022, a strategic partnership was leveraged with the Indian Institute of Corporate Affairs (IICA) to institutionalize training and continued capacity building on the UNGPs. The first set of trainings for a certificate course in Business and Human Rights will commence in April 2023. B+HR India also produced ten knowledge products aimed at increasing understanding of the applications of UNGPs on emerging areas of work. In collaboration with the Confederation of Indian Industry, B+HR also launched a series of sector-specific Human Rights Due Diligence Trainings, aimed at increasing awareness among professionals working in the automotive and extractive sectors.

## AGENDA SETTING AND ADVOCACY

On International Women's Day 2022, UNDP India launched a yearlong campaign called Women@Work to put the spotlight on India's low female workforce participation and spark conversation on the support working women need. UNDP spent the last year unpacking the theme through interviews, op-eds, media stories and, social media campaigns that cumulatively generated over 89 million page views.

A creative video was conceptualized to mark International Day of the Girl Child on October 11, 2023. The video used sand art animation to depict an original Hindi poem on women's empowerment. It found appreciation in Network 18's business news portal MoneyControl.com.

“

It read: “This new spot from UNDP INDIA is a great example of simple and effective messaging. On the occasion of ‘International Day of the Girl Child’, UNDP India has put together a spot... to show how dreams and ambition have no gender. The spot is a pledge to create an equal future for all. At a little over a minute long, this spot is impactful and delivers a moving message.”

As part of the Women@Work campaign, UNDP also called for nominations from the MSME sector for gender champions who are putting women in unconventional non-traditional work roles, encouraging them to learn and lead. We received many applications and ended 2022 shortlisting four





remarkable winners. To create a powerful gender advocacy tool, we created a series of short docu-films on how they lead by example and invest in the women's workforce. The films were screened for the public and the winners were felicitated at a high-profile event organized by UNDP India at New Delhi's Bikaner House on March 27, 2023, to mark International Women's Day.





# Achievements in 2022

UNDP supported State Skill Development Missions of Karnataka and Gujarat to effectively plan their **skilling initiatives**

Capacity of **200+** ITI faculties and principals in Karnataka built on NAPS process, from registration to certification.

'**Youth Aspirations & Skills Gap**' report for the State of Madhya Pradesh developed

Released to industry under KATS through UNDP's support

**9.68 Cr**

A **30-hour** duration Business and Human Rights certificate course launched in collaboration with IICA is open for registrations and will commence in April 2023.

Launched a series of Human Rights due diligence **trainings** in 2022 focussed on extractive sectors like textiles and construction.

**Women@Work** campaign launched to put the spotlight on India's low female workforce participation by generating

**89 million** page views.

DSCs supported to develop District Skills Development Plans

**6**

An **MoU** was signed with Tourism and Hospitality Skill Council (THSC) to **promote employability, apprenticeship & employment** with a special focus on women and youth in the tourism and hospitality sector.

District level Advantage Apprenticeship Workshop series launched in Karnataka to promote NAPS among Industry Associations, Employers, Academicians, ITI faculty etc.

**3**

## **SME Champions**

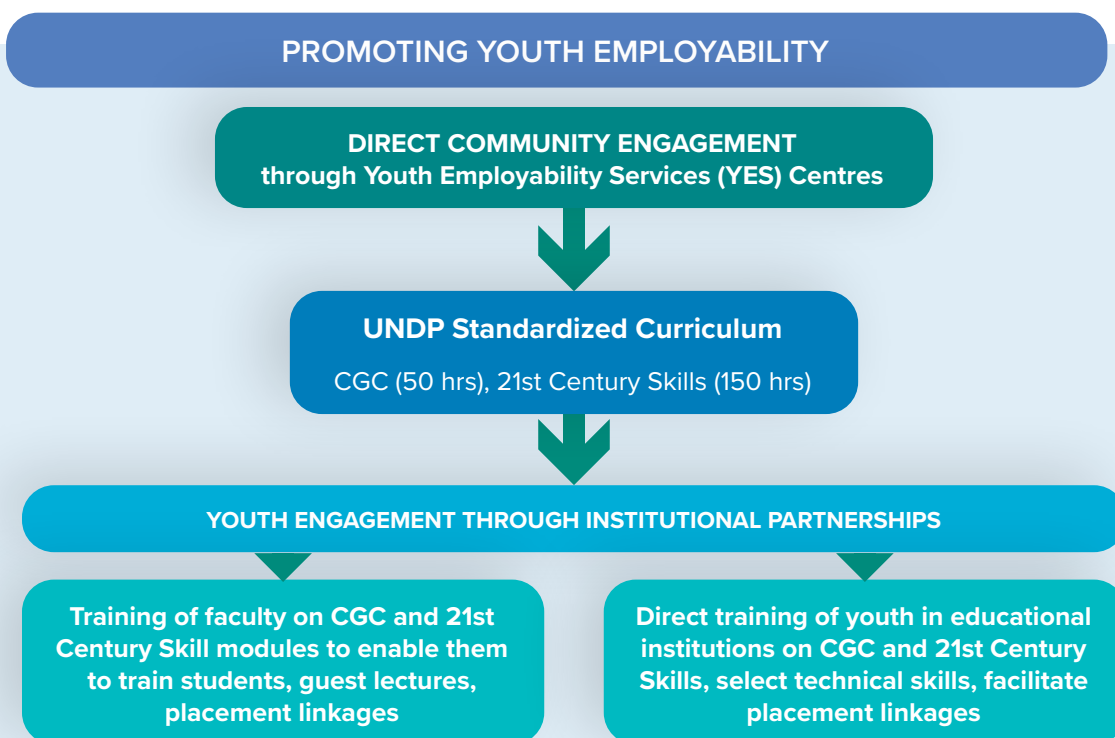
– A four-part short docu series – was released on social media to mark International Women's Day in March 2023.

New SMEs were onboarded on the National Apprenticeship Promotion Scheme portal

**50**

## Outcome 2: Youth and women make informed vocational choices and transition into gainful employment

A key priority area for PROGRESS is to smoothen the education to livelihood transition, particularly for women and youth, by equipping them with information, career guidance and 21st-century skills to strengthen their access to employment and entrepreneurship opportunities. In 2022, these initiatives helped prepare young people for jobs across UNDP's projects, in addition to UNDP's successful Youth Innovation Challenge approach which was piloted at the district level in Karnataka.



### PROMOTING YOUTH EMPLOYABILITY

UNDP's approach to promoting youth employability aims to provide career guidance and counselling as well as 21st century skills to youth across a spectrum of educational backgrounds from Pre-University, University, ITIs and Polytechnics to help them make informed career choices based on their interests, skills, and job market realities. Further the initiative links them with jobs and apprenticeships through engagement with the industry, followed by post-placement support to help young people retain their jobs.

## UNDP STANDARDIZED CURRICULA

### Career Guidance & Counselling

UNDP's in-house 50-hour CG&C Curriculum covers 20+ sessions ranging from assessing one's strengths and weaknesses to career mapping across sectors, identifying skill gaps, strengthening research and problem-solving skills, navigating gender stereotypes and work ethics. The curriculum is designed to support youth, faculty and nodal officers with contextual career information, blended learning, employability and job-readiness, socio-emotional learning and one-on-one guidance to make informed career choices. It has been customized and translated into regional languages to support youth from diverse educational backgrounds.

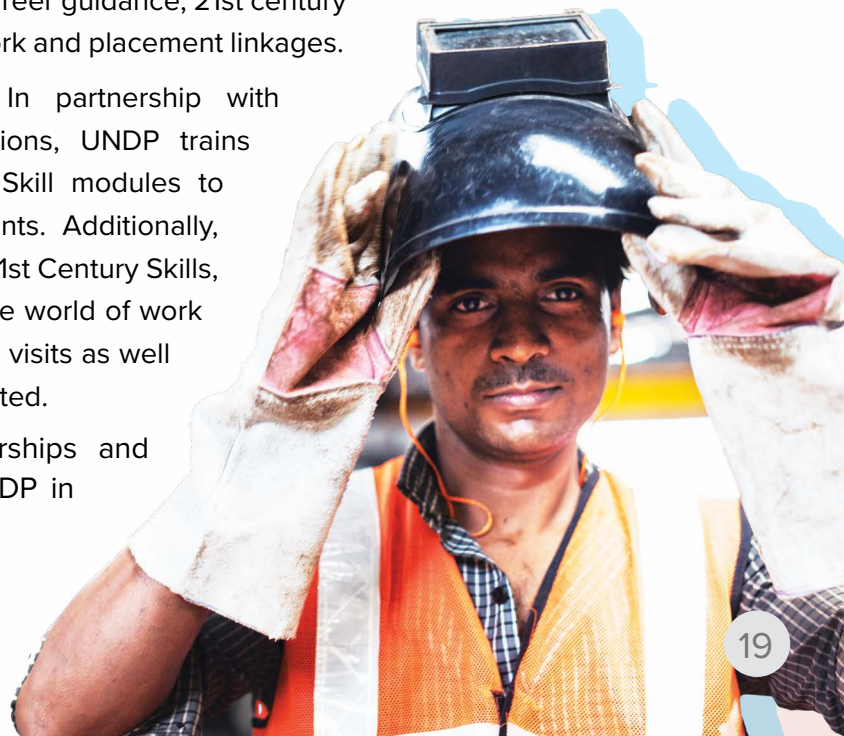
### 21st Century Skilling

UNDP has developed an in-house 150-hour 21st Century Skills Curriculum for youth. This interactive training covers 70 sessions and focuses on providing a better understanding of requisite soft skills to enter the job market. These include employability skills, life skills, job-readiness, digital skills, values & ethics, communication skills, honing an entrepreneurial mindset and creative ideation. The curriculum is designed to foster a spirit of job-readiness among youth.

Using UNDP's standardized curricula on career guidance and counselling and 21st century skilling, training and placement is conducted through the following two models:

- **DIRECT COMMUNITY ENGAGEMENT:** To cater to the aspirations of youth, especially women, who are not enrolled in institutions and have limitations of mobility, UNDP establishes Youth Employability Service (YES) centers at project locations. YES Centers are a one stop solution for career guidance, 21st century skills and exposure to the world of work and placement linkages.
- **INSTITUTIONAL PARTNERSHIPS:** In partnership with educational and vocational institutions, UNDP trains faculty on CGC and 21st Century Skill modules to enable them to in turn train students. Additionally, direct training of youth on CGC and 21st Century Skills, select technical skills, exposure to the world of work through guest lectures and exposure visits as well as placement linkages is also conducted.

In 2022, to build sustainable partnerships and improve Industry-Institute Linkages, UNDP in

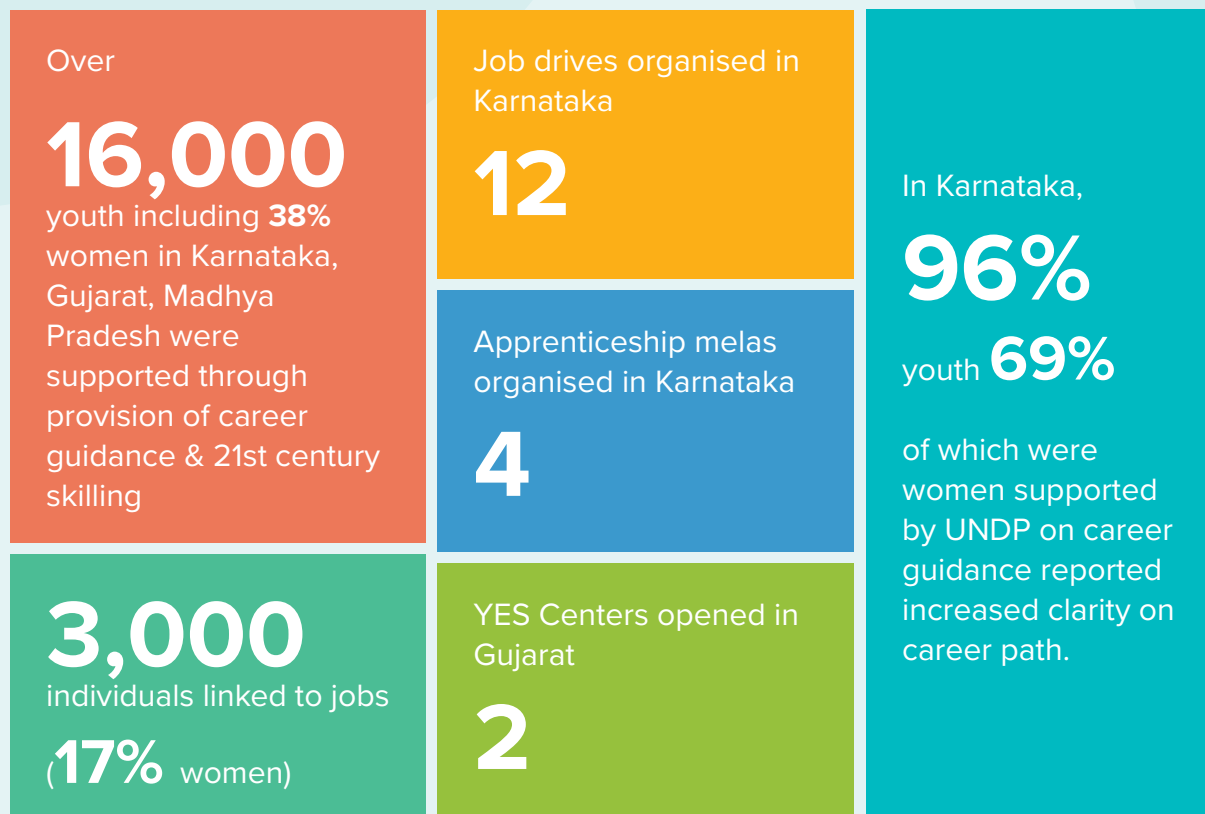


Karnataka partnered with over 100 educational institutions, conducted 4 Apprenticeship Mela in collaboration with the District Skills Committee, 3 District-level Apprenticeship Awareness Programmes for Industry Associations, Employers, Academicians in association with KSDC and Advantage Apprenticeship Programmes for Textile, Apparel, Domestic Workers and Construction Sector Skill Councils in association with NSDC and KSDC. UNDP in Karnataka has also conducted over 12 job fairs at the district/ institutional level and supported youth in availing placement opportunities.

In Gujarat, 2 YES Centers (at Mithoi and Vadinar in Jamnagar and Dwarka districts respectively) were established to encourage both educated youth and dropouts to actively seek employment opportunities. Some of the key training included confidence building, job market orientation, resume making, information on higher education, communication, teamwork, group exercises and other such relevant skills. On Youth Skills Day (15 July), an all-women batch was launched at the Mithoi YES Center with 28 girls. Both the YES Centers so far have trained more than 400 youth in 2022, most of whom had no such learning opportunity within their villages.

Moreover, to build sustainable partnerships and improve Industry-Institution Linkages,

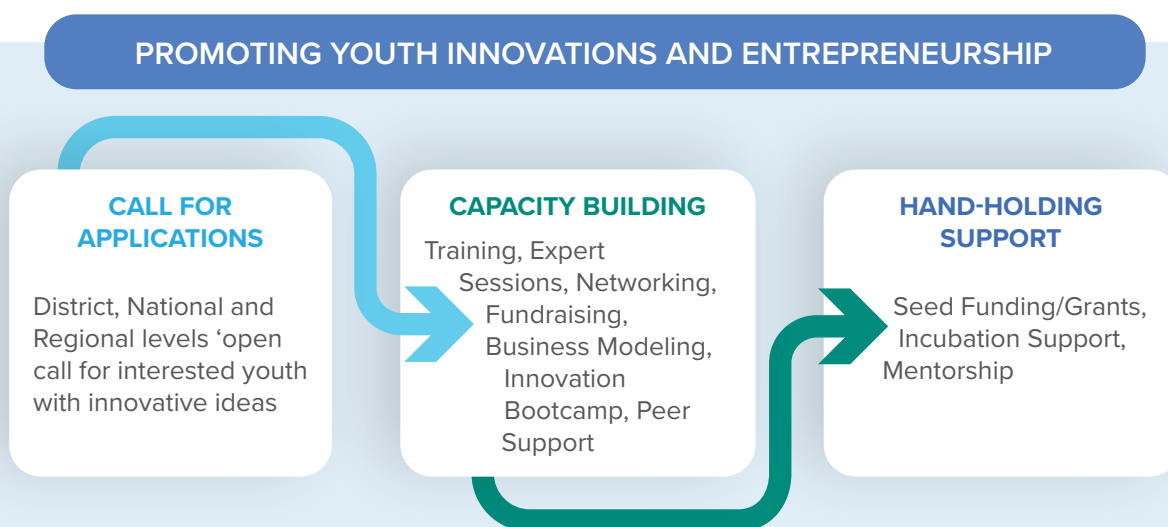
# Achievements in 2022



UNDP focused on close interactions with the community and parents to garner social support. This has resulted in building trust amongst both youth and parents. In Gujarat, a close partnership with local technical training providers and the Jamnagar Factory Owners Association through collaborative events, addressing their current demand and employee requirements has helped in addressing the demand-supply mismatch at the district level. Also, a strong partnership with ITIs on 21st century skills training, placement cells strengthening and conducting exposure visits, guest lectures and other events has helped in supporting these institutions as well as the youth to have better access to information and understanding on current market needs and future of work.

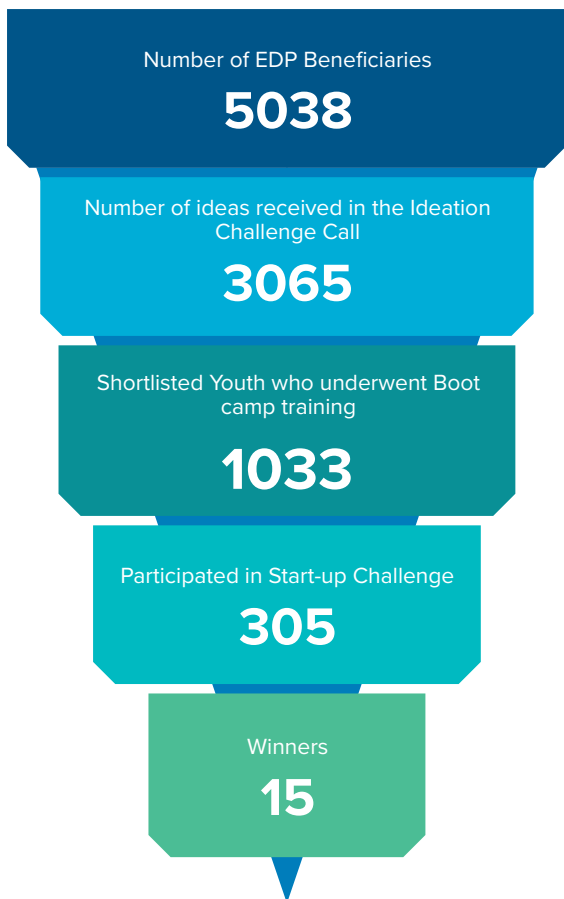
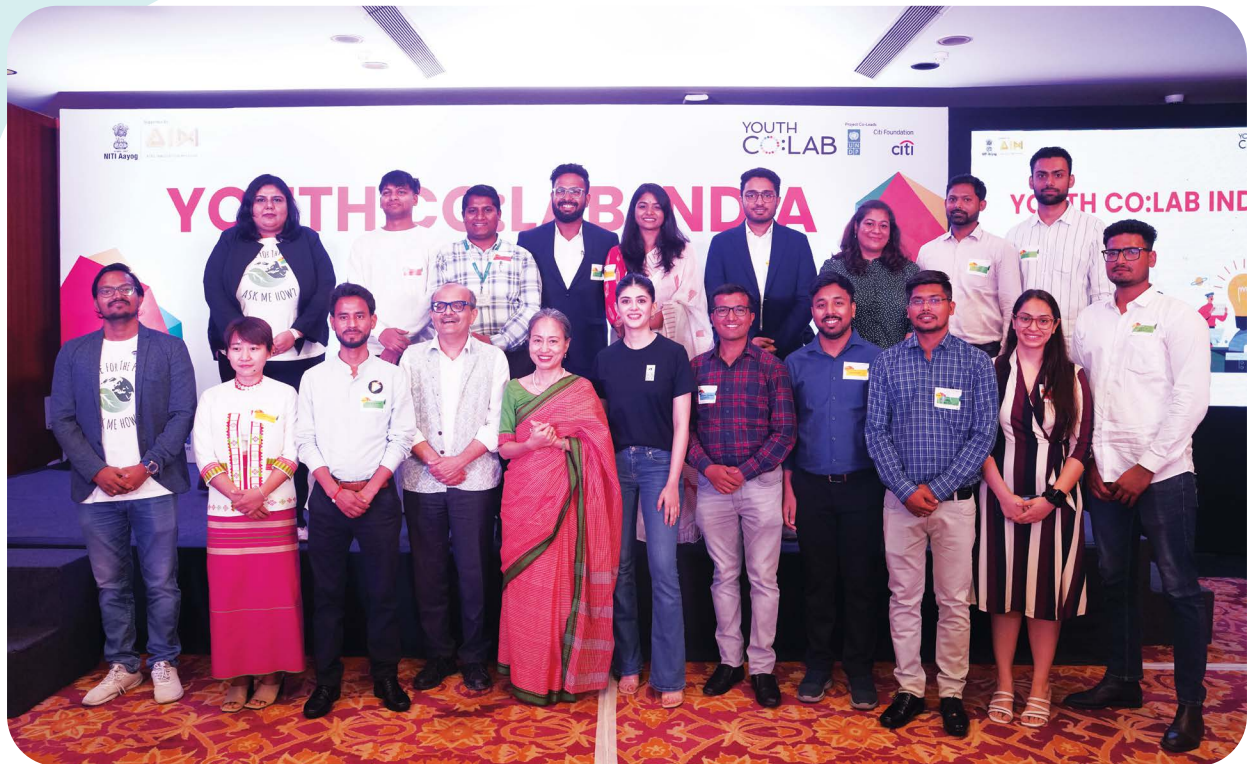
## PROMOTING YOUTH INNOVATIONS AND ENTREPRENEURSHIP

An important area of focus for PROGRESS is promoting youth-led innovations and enterprises wherein the focus is on training, mentoring and handholding youth entrepreneurs. The Entrepreneurship Development Programme Curriculum designed for youth entrepreneurs has 29 modules which cover social innovation, sustainable development, social entrepreneurship, solving social problems, understanding the SDGs, solution ideation, designing prototypes and identifying value proposition. The



course unpacks rich insights into the understanding of markets, customers, competition, the macro environment, networks, finance linkages, marketing plans and finally creating and delivering a compelling pitch.

UNDP's Youth Innovation Challenge invites students from rural and urban areas to participate in an 18-day bootcamp with experts bringing rich sectoral experience. This training supports youth in developing their ideas from a prototype to a start-up stage. The Bootcamp Content has been curated to tap into their young innovative psyche.



Thereafter, selected youth participate in the Youth Start-Up Challenge where they pitch their ideas/prototypes to a panel of jury members and compete. A shortlisted sub-set develop prototypes. Winners are provided with up to 1 lakh seed money.

Through the Youth Start-Up Challenge UNDP has promoted youth innovation in the field of healthcare, energy and environment, IT/e-commerce, agri/agri-allied, artificial intelligence, food manufacturing etc. A total of 304 participants from across 3 districts of Karnataka participated in the challenge and presented their business ideas/prototypes to a panel of jury members. Fifteen youth won seed money to start their enterprises.

On similar lines, UNDP's regional youth innovation initiative – Youth Co:Lab (YCL) – is an annual initiative that invites youth-led early stage social enterprises or innovators working in particular thematic areas to submit their ideas/enterprises out of which a few selected start-ups go through a three-month long National Springboard Programme followed by a National Innovation

# Achievements in 2022

**3** Youth Start-Up Challenges were held in 3 districts of Karnataka for 304 youth, out of which 15 students won the seed budget of 1 lakh each in 2022.

Over **305** youth supported with mentoring to start/scale their enterprises.

**15** youth from across Karnataka were funded with seed money up to Rs 1 lakh to make their socially conscious start-up ideas a reality.

Movers India conducted over

**117** workshops to raise awareness and empower 12 439 youth participants regarding SDGs.

YCL received applications from more than

**389** climate start-ups out of which 41 start-ups, including 23 women-led/co-led social enterprises, went through a three-month long National Springboard Programme followed by a National Innovation Challenge, during which 28 teams pitched their start-up and the winners of this edition were PadCare Labs and Li-Circle.

Challenge during which they pitch their start-up and the winners of this edition then get to pitch at the Regional Level. This gives these young youth innovators the network, the skill as well as the confidence to thrive in their entrepreneurial journey. A sub-initiative of YCL is the Movers Programme which is a regional movement of volunteers who develop SDG awareness, entrepreneurial mindsets and 21st-century skills by conducting localized training at the grassroots level. The Movers Programme uses a training-of-trainer approach and works with community partners to target harder-to-reach groups and support Youth Co:Lab's objective to leave no youth behind.





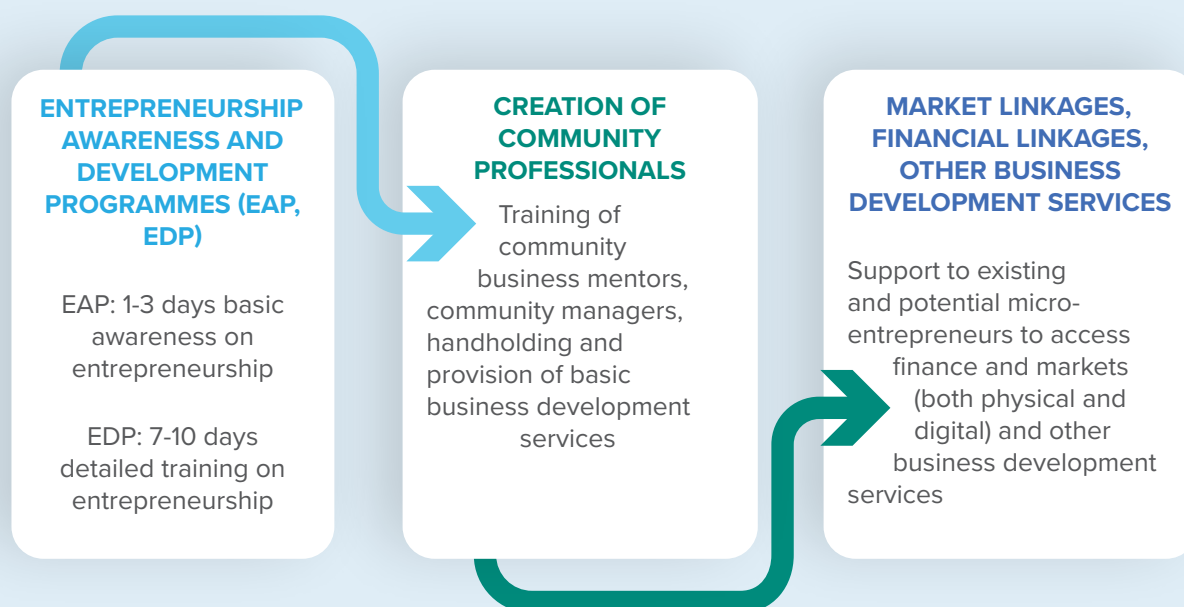


## OUTCOME 3: Integrated model of sustainable local livelihoods promotion and resilience building

To promote local and sustainable livelihood opportunities in 2022, PROGRESS worked to enhance entrepreneurship and digital skills of communities and enabled their access to finance and market linkages, particularly for nano/micro/collective enterprises. PROGRESS also made farmers aware of the benefits of collectivization and spurred the formation of a Farmer Producer Company. Moreover, vulnerable communities gained access to social protection and other public support schemes.

### PROMOTING ENTREPRENEURSHIP AND INCLUSIVE VALUE CHAINS

#### PROMOTING ENTREPRENEURSHIP



Entrepreneurship promotion, particularly among women, is a key priority area for PROGRESS. Here, the approach is to mobilize interested community members and take them through a basic Entrepreneurship Awareness Programme (EAP) which is a one or two-day training focused on the requisite skills and inclination for starting an enterprise. The more interested community members are then taken through

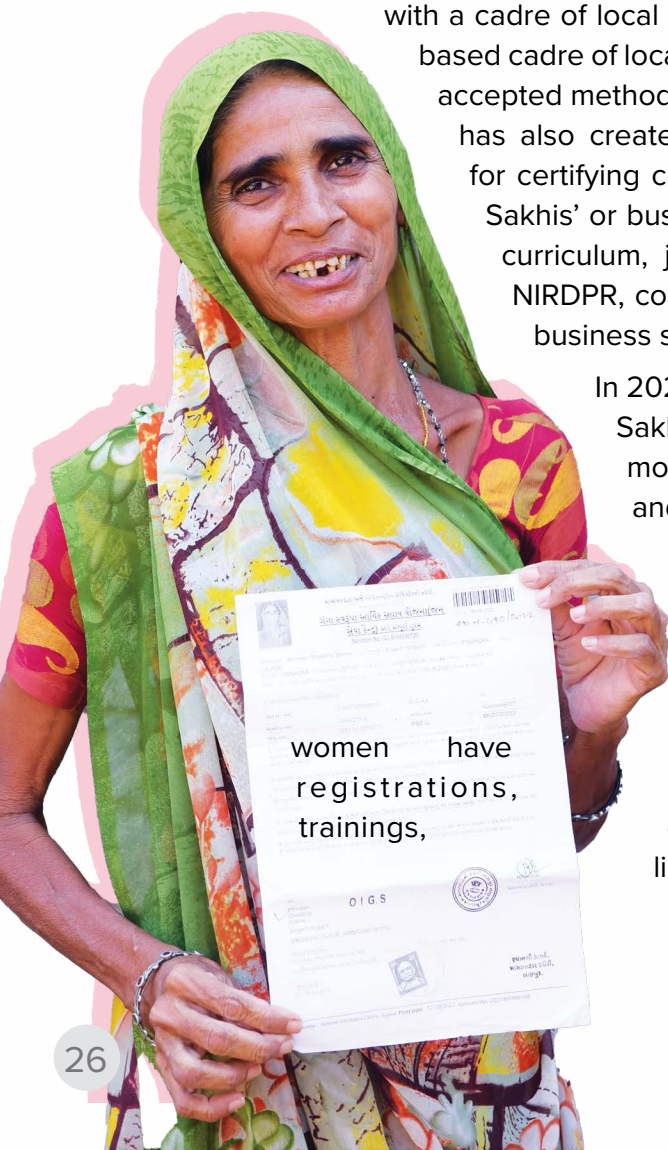
a 5–7-day output-based Entrepreneurship Development Programme (EDP) which broadly covers the following topics:

- ◆ **FUNDAMENTALS OF BUSINESS** – understanding a business, familiarizing with local opportunities, developing business ideas and forming a business plan
- ◆ **INTRODUCTION TO MARKETING** – marketing mix, research for a marketing plan, field work for market research, type of costs, cost-volume-profit
- ◆ **FINANCIAL MANAGEMENT** – developing annual cash flow plans, financing business estimation of start-ups, maintaining a cash book
- ◆ **BUSINESS PLAN PRESENTATION AND EVALUATION**

Individuals are then supported to setup their enterprises and are provided business development support, with a focus on compliances (GST and tax registration) and access to finance as well as markets. Information on branding, packaging, marketing, digital literacy, online retail, etc. is also provided. Individuals with existing nano/micro/small-scale enterprises and in need of support to scale-up are also provided need-based business development services as detailed above.

This support to the community is provided by the UNDP team in conjunction with a cadre of local community mentors. The creation of a community-based cadre of local mentors for entrepreneurship promotion is a well-accepted methodology and has proven to be highly effective. UNDP has also created a ‘Biz-Sakhi’ Curriculum and training materials for certifying community mentors as ‘Business Sakhis’ or ‘Unnati Sakhis’ or business friends for entrepreneurship promotion. The curriculum, jointly developed by UNDP, TISS, NIESBUD and NIRDPR, consists of psycho-social aspects of mentorship, and business support mentorship.

In 2022, in Karnataka, 125 community mentors or ‘Unnati Sakhis’ were trained over a 25-day training across five months. In addition to supporting with mobilisation and entrepreneurship training, Unnati Sakhis provide mentoring and handholding support to aspiring women entrepreneurs. Over 4,000 women have been trained on Entrepreneurship Awareness, 1,500 women have been trained on Entrepreneurship Development and over 1,200 been supported with FSSAI certifications, MSME branding, packaging, labelling, linkages to skill expert sessions/networking, market and financial linkages. Similarly, in Gujarat, nearly 750 women



went through EAP, 200 women attended EDP, and 37 women started their enterprises in 2022. EAP and EDPs have played a critical role in setting the tone for entrepreneurship for women in the project villages in Gujarat as 90% of them are first generation entrepreneurs.

In addition to promoting entrepreneurship, UNDP also works with farmers to collectivize them and enhance their income from farming. Awareness sessions are conducted on digital and financial services as well as importance of collectivization for increasing farming income. Farmers are trained on use of digital payment methods, available e-marketing platforms, importance of working in groups, types of collectives, information about UPI and how to use it, different types of markets, and government support and various schemes available for farmers and FPOs.

Over 30 batches of farmer training were conducted in Gujarat resulting in 900+ farmers trained. Fifteen sourcing managers have been supporting in procurement and aggregation through 3 procurement centres which were also established in 2022. A total of 113.7 MT of commodity has been procured, with a value of ₹ 71.42 lakhs and 96.5 MT of commodity has been marketed, with a value of ₹ 63.74 lakhs. This has been achieved in just the last quarter of 2022. The bigger impact has been that farmers are more informed about their soil quality and how pricing factors moisture, transport, quality, and prevalent market prices. This has equipped farmers with bargaining power.

# Achievements in 2022

**200**

women community professionals were trained as business mentors.

**900**

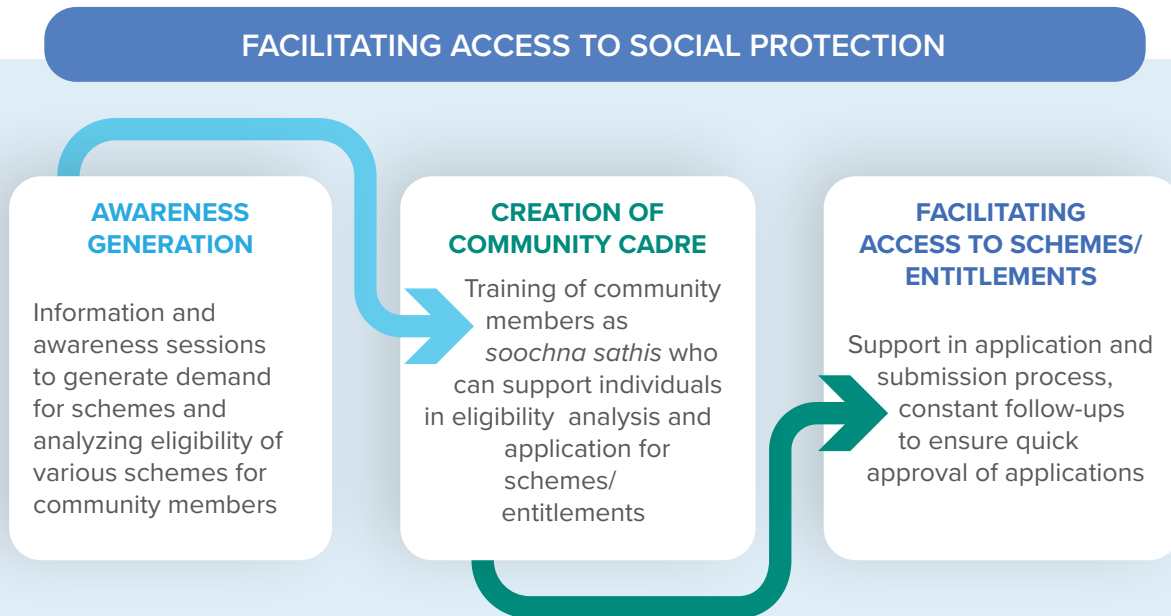
More than 900 farmers were able to negotiate better with traders & access online prices of agri produce to make informed market-related decisions because of training received on post-harvest management.

Nearly

**5,000**

women had enhanced business infrastructure (set up/scaled up enterprises) through training on entrepreneurship & linkage to business development services. In Karnataka, there was a 41% jump in the use of digital payments by women entrepreneurs supported by UNDP.

## FACILITATING ACCESS TO SOCIAL PROTECTION



UNDP's approach to facilitating access to social protection amongst vulnerable communities is to enhance awareness about and access to government schemes and entitlements through support in application and sanction.

After community outreach through women collectives, ASHA and Anganwadi workers, PRI members and active volunteers, beneficiary screening is undertaken to check for eligibility under various schemes. Awareness camps are organized to inform the community on various schemes and entitlements. PROGRESS aims to link most people to social entitlements, welfare schemes and credit linkages or livelihoods related schemes such as National Social Assistance Program (NSAP), Sukanya Samridhi Yojana, Rashtriya Swasthya Bima Yojana, etc. Thereafter, registration camps are organized and supporting documents are then submitted to the respective line departments for approval and access.

Given that awareness regarding various social protection schemes, eligibility, benefits, process to apply, procedure to avail the benefits, etc. is very low, two innovative approaches have been adopted by PROGRESS:

- 1. SOOCHNA SATHIS (SS)** or a trained community cadre at the village level. These are local men and women from different social backgrounds who are equipped with 12th pass school certificate and a smart phone. Soochna Sathis are selected via interviews and field assessments and are then trained extensively on field operations. Their role is to screen, shortlist, inform and fill forms for project participants. They help in collecting and preparing

relevant documentation to make sure correct documents are submitted by the community members to the relevant government departments. Trained with classroom sessions and field exposure, the SS play a catalytic role in ensuring enhanced awareness and delivery of social entitlements to the community.

- 2. YOJANA KENDRA** serves as a walk-in place for project participants to access information on any kind of social schemes and entitlements. It is a one stop solution to provide end to end information and enrolment facility on any government scheme for which a beneficiary might be eligible. It is particularly useful for community members who are unable to attend awareness camps due to work schedules. The Yojana Kendra is equipped with one Soochna Sathi, pamphlets, IT services, etc.

In 2022, in Gujarat, some of the other schemes that UNDP focused on enabling access to were Kisan Credit Card Credit, Gujarat Ganga Swarupa Yojana (monthly pension for widows), Corona Sahay Yojana (COVID 19 ex gratia), Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana, Vhali Dikri (cash transfers for girl child education), iFarmer Scheme and Sankat Mochan Yojana (coverage in accidental death of sole family earner). UNDP supported more than 7,000 households with various social protection interventions spanning across health, livelihoods, and education by bridging the information gap through door-to-door campaigns and panchayat level awareness camps, assisting with documentation and paperwork, and follow-up support with the government department for securing direct benefit transfers as well as access to other entitlements.

# Achievements in 2022

More than

**7,000**

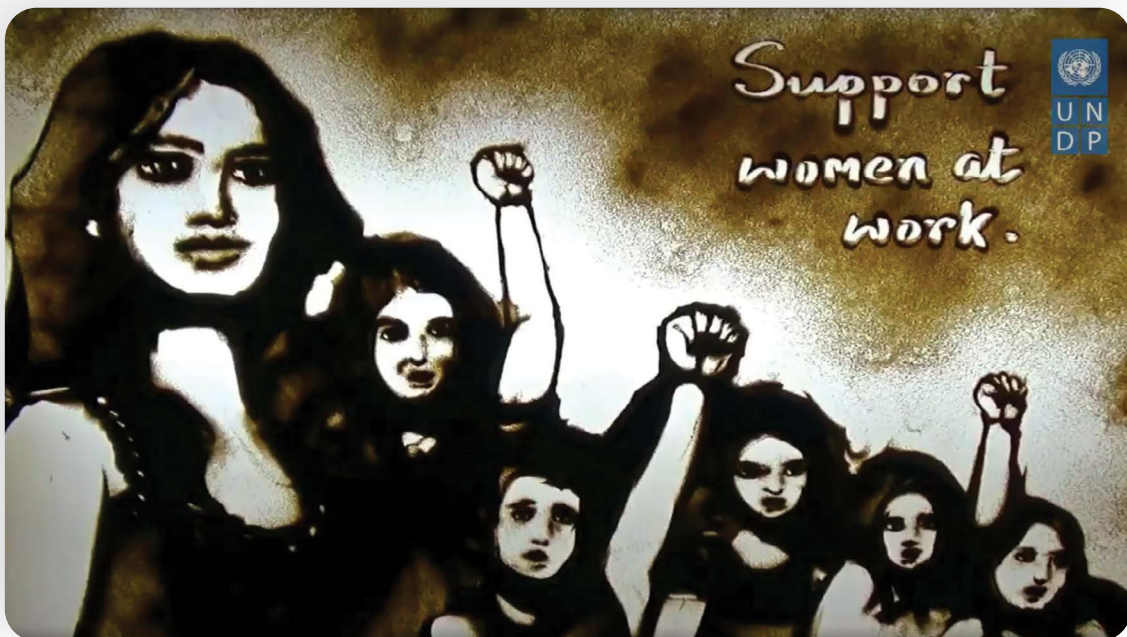
vulnerable households were able to access at least one government scheme/entitlement enabling them to improve their socio-economic well-being.

**15**

Soochna Sathis trained, and 2 Yojana Kendras opened in Jamnagar and Dwarka districts of Gujarat.

# Chapter IV: Communications and Outreach

With over 300k followers across social media, and over 89 million page views generated by the Sustainable & Inclusive Growth Unit's robust outreach last year, the communications strategy for PROGRESS is a blend of project documentations, advocacy, social media outreach, media engagement and events.



## Visibility for PROGRESS comes from the following channels:

1. **SOCIAL MEDIA VISIBILITY:** UNDP broadcasts programme updates, multimedia stories from the field, in-house blogs and advocacy campaigns around India's skilling and entrepreneurship ecosystem, with a special focus on boosting India's female workforce participation.
2. **MEDIA ENGAGEMENT:** Through op-eds and thought pieces and planned media visits to showcase grassroots transformation, PROGRESS populates the

media landscape with empowering stories of working women and making the case for apprenticeship.

## Media stories 2022

- ◆ Apprentice drive as an answer to the jobs problem (Published in The Hindu Business Line on October 6, 2022)
- ◆ Fighting all odds, these women script their own success story (Published in The Hindu on December 13, 2023)
- ◆ In Photos: How Women Entrepreneurs in Karnataka's Raichur Are Finding Their Feet (thequint.com) (Published in The Quint on December 14, 2022)
- ◆ Sisterhood of start-ups (Published in The New Indian Express on January 29, 2023)
- ◆ When women mean business, everybody profits (Published in UNDP India on December 10, 2022)

Under PROGRESS, UNDP strives to be gender transformative and nurture equal outcome. Some planned events in the 2023 calendar are:

- ◆ **MARCH 2023: INTERNATIONAL WOMEN'S DAY:** Felicitate gender champions in the MSME sector through a public event, film screening and panel discussion and put the spotlight on workplaces that support women in unconventional roles.
- ◆ **SEPTEMBER - OCTOBER 2023:** Apprenticeship Awareness Month will be celebrated to advocate the benefits of apprenticeship to youth and recruiters through an intensive campaign that sparks NAPS (National Apprenticeship Promotion Scheme) uptake.





## THE SATURDAY STORY 17

# Women uninterrupted

**Out to train 50 women from Bengaluru Rural, Shashikala MS realised the urban charm of 'entrepreneurship' and 'startups' won't work here. Empowering them with their innate skills will**

**T**he number of women entrepreneurs in Bengaluru is growing. In Bengaluru, the National Institute of Entrepreneurship and Innovation (NIEI) has been training women in entrepreneurship for over a decade. It has been a success story. But Shashikala MS, founder of Bengaluru Rural, has a different perspective. She believes that the urban charm of entrepreneurship and startups won't work here. Empowering women with their innate skills will

entrepreneurs find that it's not enough to just have a business plan. They need to have a market. They need to have a customer. They need to have a way to reach their customer. They need to have a way to make money. They need to have a way to grow their business. They need to have a way to sustain their business. They need to have a way to pass their business on to the next generation. They need to have a way to make a difference in the world. They need to have a way to make a difference in their community. They need to have a way to make a difference in their lives. They need to have a way to make a difference in the world. They need to have a way to make a difference in their community. They need to have a way to make a difference in their lives.

### District Career Conclave gets good response

**MANGALURU, DENIS**

The 11th District Career Conclave for students of DDC, Career Counsellors and District Career Counsellors from Mangalore, Dakshina Kannada and Udupi Districts was held at the Mangalore Convention Centre, Mangalore, on Saturday. The purpose of the conclave was to provide career guidance and information to students of the district. The conclave was attended by students from various schools and colleges. The conclave was a success. The students were able to get valuable information and guidance. The conclave was a good example of the government's commitment to providing quality education and career guidance to all students. The conclave was a great success. The students were able to get valuable information and guidance. The conclave was a good example of the government's commitment to providing quality education and career guidance to all students.

### ಸಂವಿಧಾನಿ ಮಹಿಳಾ ಉದ್ಯಮಿಗಳಿಗೆ ಆಹಾರ ಸುರಕ್ಷಾ ಮತ್ತು ಗುಣಮಟ್ಟ ಪ್ರಮಾಣ ಪತ್ರ, ವಿವಿಧಾಂಗೀಕರಣ ಉದ್ಯಮ ಪ್ರಮಾಣ ಪತ್ರ ನೋಂದಣಿ

**ಸಂವಿಧಾನಿ ಮಹಿಳಾ ಉದ್ಯಮಿಗಳಿಗೆ ಆಹಾರ ಸುರಕ್ಷಾ ಮತ್ತು ಗುಣಮಟ್ಟ ಪ್ರಮಾಣ ಪತ್ರ, ವಿವಿಧಾಂಗೀಕರಣ ಉದ್ಯಮ ಪ್ರಮಾಣ ಪತ್ರ ನೋಂದಣಿ**

The Government of Karnataka has issued a notification regarding the issuance of Food Safety and Quality Assurance Certificates (FSQCs) and Registration Certificates for Multi-Sectoral Enterprises (MSEs) to women entrepreneurs. The notification is aimed at providing a legal framework for the operation of food businesses and multi-sectoral enterprises. The notification is a significant step towards the empowerment of women entrepreneurs. It will help them to operate their businesses in a legal and safe manner. It will also help them to improve the quality of their products and services. The notification is a great example of the government's commitment to providing quality education and career guidance to all students.





**ಉದ್ಯಮಶೀಲತೆ ಕಾರ್ಯಾಗಾರ**  
**ಯೆರ್ಯಾಡಿ, ಡಿ. 23:**  
 ಜಿಲ್ಲಾ ಕೈಗಾರಿಕೆ ಕೇಂದ್ರದಿಂದ ಡಿ. 30ರಂದು ಒಂದು ದಿನದ ಉದ್ಯಮ ಶೀಲತೆ ಮತ್ತು ಅರಿವು ಕಾರ್ಯಕ್ರಮವನ್ನು ಯೆರ್ಯಾಡಿಯ ಜಿಲ್ಲಾ ಸಣ್ಣ ಕೈಗಾರಿಕೆ ಸಂಘದ ಸಭಾಭವನದಲ್ಲಿ ಆಯೋಜಿಸಲಾಗಿದೆ. ಆಸಕ್ತರು ನಗರದ ಯೆರ್ಯಾಡಿ ಯಲ್ಲಿರುವ ಜಿಲ್ಲಾ ಕೈಗಾರಿಕೆ ಕೇಂದ್ರದ ಜಂಟಿ ನಿರ್ದೇಶಕರ ಕಛೇರಿಯಿಂದ ಅರ್ಜಿ ಪಡೆದು ಡಿ. 29ರೊಳಗೆ ಸಲ್ಲಿಸಬೇಕು. ಹೆಚ್ಚಿನ ಮಾಹಿತಿಗೆ ಜಿಲ್ಲಾ ಕೈಗಾರಿಕಾ ಕೇಂದ್ರದ ಜಂಟಿ ನಿರ್ದೇಶಕ ಪ್ರಕಟನೆ ತಿಳಿಸಿದೆ.

**Skill training workshop held**  
**MANGALURU, DHNS:** Women and Child Welfare Development and National Rural Livelihood Department Dakshina Kannada, on behalf of UNDP Project Code Unnati, conducted a two-day skill training workshop for Sthree Shakti and self-help group women on self-employment, Entrepreneurship Development, at Thumbe Gram Panchayat on Wednesday.  
 CDPO Gayathri Bai inaugurated the programme and spoke about how self-help groups should not be limited to savings and credit but also help women start their own micro enterprises.  
 Thumbe Gram Panchayat president Praveen B and Shivakumar Swamy (District Coordinator UNDP), Community Coordinator UNDP, Deeksha among others were present.

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**Fighting all odds, these women script their own success story**

Training programmes jointly organised by the United Nations Development Programme India and SAP Labs India have given a boost to entrepreneurship under Code Unnati Project

December 13, 2022 07:59 pm | Updated December 15, 2022 06:48 pm | 571 - DMCHUB

PROVIDE FEEDBACK

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Entrepreneurship training is helping women start their own businesses in rural villages of Marivallab, Raichur district. (Photo: CODE UNNATI)

The training programmes jointly organised by the United Nations Development Programme (UNDP) India and SAP Labs India to boost entrepreneurship under Code Unnati Project has helped many women write their own script of success in Raichur district, which has been selected as one of the aspirational districts in the country.

Cashing in on people's need for roti, this 35-year-old woman from Porval village in Marivallab of Raichur district used her kitchen skills to empower herself.

After passing through the narrow lanes of Porval, one finds Jayashree Hiremath's house. Her walk through life has been just like striking gold in sludge, about working one's way up the warrental ladder in society.

# Chapter V: Challenges and Lessons Learned

## ◆ MILES TO GO TO ACHIEVE SUSTAINABLE AND INCLUSIVE GROWTH

UNDP works on multiple national priorities with the central and state government, private sector, and CSOs to enable the delivery of enhanced access to basic services, employment, and sustainable livelihoods to the poor and excluded. However, the goal of inclusion and universal access to opportunity is far from achieved. In addition to deep-rooted structural and societal and gender biases, institutional delivery and implementation mechanisms at the district and block levels remain sub-optimal.

## ◆ SOCIO-CULTURAL BARRIERS INHIBIT WOMEN'S PARTICIPATION IN THE WORKFORCE

Linking youth, particularly young women, with jobs, has been a challenge given India's restrictive socio-cultural norms, poor safety and mobility bottlenecks. Despite providing employability awareness and skills through quality programmes, divides in caste, religion and gender often inhibit young women from stepping out of their village to embrace better opportunities and put their newly acquired skills to use. This holds particularly true in the state of Gujarat.

## ◆ INVOLVE FAMILIES WHILE WORKING WITH WOMEN'S ECONOMIC EMPOWERMENT

One of the main reasons for low female workforce participation in India is restrictive socio-cultural norms when it comes to family and societal support for working women. Thus, it is necessary to understand the complexities of gender inequalities and not only increase awareness amongst girls and women, but also engage their families, particularly male members, in such awareness sessions so that their fears related to safety, mobility, workplace atmosphere, etc. are allayed.

## ON-BOARD BETTER TRAINERS TO IMPART 21ST CENTURY SKILLS

21st century skills have tremendous potential in building confidence and decision-making ability amongst young people. However, the quality of trainers who impart such training is a challenge. A cadre of master trainers who go through a standardized ToT and are certified is required when it comes to 21st century skilling.

## GOVERNMENT PARTNERSHIPS AND CONVERGENCE IS CRUCIAL

Another clear learning in 2022 is that state and district-level government partnerships are key to enabling work at scale by leveraging government resources and working together on common goals. Such partnerships multiply the impact of UNDP's projects along with building trust with key stakeholders which is crucial in the successful implementation of interventions. Going forward, the renewed focus will be placed on forging these partnerships at the beginning of planned interventions.



## HUMAN INTEREST STORIES

**Nazma Yunushbhai**

*Teacher*

*21st century skill trainee*

*Devbhumi Dwarka, Gujarat*



As a school going girl, **Nazma Yunushbai's** neighbours would tell her parents that there was no need to educate her much. 'Because girls are only meant to ignite 'chulas' and if you educate your daughter this much, one day she will burn down the family she gets married into,' went the refrain, she recalls. But Nazma wanted to spark a different kind of fire.

Belonging to a 15-member family in rural Gujarat's Devbhumi Dwarka, initially her parents were against the idea of educating her. But Nazma loved doing two things: to study and to teach. She braved resistance from her family and powered through a B.Ed and MA in Hindi becoming the girl with highest educational qualification in the village. The 31-year-old has been teaching Hindi at Vadinar's St. Ann's School, since 2017.

At UNDP's 21st Century Skill Development Program conducted in Vadinar's YES Centre, Nazma learned digital and financial literacy, she learned to deliver extempore speeches, presentation skills, positive body language, conflict management skills, negotiation skills, stress and time management, critical thinking and more. Nazma got promoted, recently.

"The UNDP's skill development program has enabled me to be assertive and I am able to voice my opinion more freely and confidently within and outside my workplace," she says.

Nazma has decided not to marry. And though she faces a backlash from her family for this decision, her mother and sister stand by her. UNDP made many of these difficult conversations possible.

“ The UNDP's skill development program has enabled me to be assertive and I am able to voice my opinion more freely and confidently within and outside my workplace ”



When **Ramilaben** lost her husband to COVID-19 in Gujarat's Jamnagar district, not only did her family lose their sole breadwinner, but they lost their savings too. Her husband's medical bills and last rites ravaged their incomes and savings. Thirty-four-year-old Ramilaben relied on her below-poverty-line card under the National Food Security Act to feed her two school going boys.

In December 2021, Ramilaben's life took a turn for the better when she met a soochna saathi (information friend) — a cadre of high-school graduates trained by UNDP, who, equipped with a smartphone,

help vulnerable communities access social protection schemes. They screen, select, inform and fill out forms for the project participants to avail of welfare programmes and schemes. Twenty-seven-year-old Keval Kubavat, a resident of Singach village, helped Ramilaben access several welfare programmes

Ramilaben received the Covid-19 ex-gratia assistance of ₹ 50,000 (USD 600), to support her family. Her application was filed online last December, and she received the amount directly in her bank account within a month. In March this year, Keval also helped her apply for the Ganga Swarupa Yojana, a widow pension scheme that gives her a monthly amount of ₹ 1,250 (USD 15) to secure her future. And in August, she received a one-time cash transfer of ₹ 20,000 (USD 245) under the Sankat Mochan Yojana, a National Family Assistance Scheme to those who have lost an earning member.

"I had no idea that I was eligible for these schemes. And the paperwork seemed most daunting. I am grateful to soochna saathis and UNDP for supporting me," she says.

As part of PROGRESS, UNDP has supported over 3,000 people like Ramilaben, in the villages of Jamnagar and Devbhumi Dwarka, to link up with social security convergence in the wake of the pandemic.

“ I had no idea that I was eligible for these schemes. And the paperwork seemed most daunting. I am grateful to soochna saathis and UNDP for supporting me ”

## Sujatha and Parimala

*Founders of Sakhi embroidery tailoring unit  
EAP candidates and Unnati Sakhis  
Raichur, Karnataka*





**Sujatha** is a 30-year-old resident of Raichur City. She lost her father when she was studying in 10th standard. With the passing of her family's only earning member she and her siblings had to discontinue their education and work to put food on the table. She joined Raichur's all women tailoring unit, Sumeya garments, where she both learned and earned. It was there that she learned hand embroidery and the art of arimaggam work, a traditional ornate embroidery done on bridal blouses in Karnataka.

At Sumeya, Sujatha learned about UNDP's Entrepreneurship Awareness Programme (EAP) which taught her about how to become an entrepreneur, access finance linkages, market linkages and stand on her own feet. Given her bright mind and proactive, helpful nature, she was chosen as an Unnathi Sakhi – or a business mentor for other women entrepreneurs. She underwent a six-month sakhi training where she learnt how to provide entrepreneurial and psychological support to other businesswomen.

In October 2022, she partnered with another Unnati Sakhi, Parimala. They managed to arrange for a loan of four lakh rupees, bought a computerised embroidery machine, rented a shop in a prime locality in Raichur and started Sakhi – an embroidery and tailoring shop. While Parimala stitches the blouses, Sujatha does both hand and machine embroidery. Their shop is teeming with clients.

"All this confidence and our ability to brand and market our service wouldn't have been possible without the support of UNDP," they beam.

“ All this confidence and our ability to brand and market our service wouldn't have been possible without the support of UNDP ”



## Shri Sangama Food Products

*Women SHG run canteen*

*Group enterprise*

*EAP, EDP candidates*

*Kandavara, Dakshina Kannada, Karnataka*

*Raichur, Karnataka*

Women have been known to be skilled multi-taskers and bonified dove-tailers. Whether it is taking care of a gazillion chores at home or tackling the varied agendas at work. A group of women from Kandavara Gram Panchayat, Dakshina Kannada dreamt of becoming entrepreneurs. They attended the day-long EAP training in March 2021 and a week-long EDP training in October 2021 and learned how to formalize a business.

Shashikala Shetty, one of the trainees, was an advisor at State Bank of India. She gathered the courage to quit her fulltime job, to become the president of the women's association at Kandavara which she built from scratch by individually calling the SHG members to join the trainings and latch on to the business support provided by the UNDP team. Shashikala and her band of women, aged between 30 and 55 formed a five-member SHG.

After getting a concrete idea about business they requested the UNDP team to conduct a value-added training specifically on fish products, enjoyed and loved by local Mangaloreans.

The women worked out the perfect recipe for a lip-smacking dry shrimp chutney powder and prawn pickle. They expanded their product range and started preparing vegetable pickle, lemon pickle, amla pickle and sugar cane juice. They decided to call themselves Shri Sangama.

The UNDP team helped the group enterprise in registering for an FSSAI license, design labels, brand and package their products attractively. The enterprise was registered under the MSME portal too.

In 2022, with UNDP's support the group enterprise won a bid for a canteen at the Zilla Parishad office. The canteen will be inaugurated in February 2023. The women are geared to serve a delicious menu that offers breakfast, lunch and snacks from 9am to 5pm from crispy dosas and puri bhaji to chicken sukka curry and other local delicacies.



## **G Akash**

*ITI Diploma from ITI Basava  
College, Raichur  
Seed budget winner and youth  
entrepreneur*

**G Akash** recently completed his ITI diploma in Electronics and Communication. At 19, he is a first-generation learner — the son of a mason, belonging to Raichur, an aspirational district in Karnataka. Under Project Code Unnati, a partnership between UNDP-SAP to boost youth innovation and entrepreneurship, he is among a handful of young students from Karnataka who won the Youth Innovation Challenge in 2022 winning a seed budget of one lakh rupees for his solar-powered electric bicycle.

Presently most of the vehicles we use, run on Internal Combustion Engine (ICE) which uses fuels like petrol and diesel, polluting our environment.

Akash knew that vehicles powered by renewable energy can counter pollution. As a seed budget winner and young entrepreneur, Akash and his friends created a solar-powered electric bicycle that gets supply from solar panels. The panels are mounted on the bicycle and the hub motor is connected to the effortless riding and can be charged using solar energy.

Since 2020, UNDP India and SAP Labs India have been working together to boost entrepreneurship and youth innovation under its project, Code Unnati. The project aims to improve access to entrepreneurship and employment opportunities for 20,000 youth and 5,000 women across three districts of Karnataka — Bengaluru Rural, Dakshina Kannada, and Raichur.



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