



Tele-Livelihoods for Migrant Communities

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

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Context & Need for Tele-Livelihoods

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

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

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

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



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

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

Rural Economy and Returning Migration

Crises and Opportunity

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

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

Lockdown in India has impacted 40 million internal migrants: World Bank

According to the report – 'COVID-19 Crisis Through a Migration Lens' – the magnitude of internal migration is about two-and-a-half times that of international migration.

PTI | Last Updated: Apr 23, 2020, 09:27 AM IST



He will die of blood disorder, if he doesn't receive help!

Ad KETTO



WASHINGTON: The nationwide lockdown in India which started about a month ago has impacted nearly 40 million internal migrants, the World Bank has said.

"The lockdown in India has impacted the livelihoods of a large proportion of the country's nearly 40 million internal migrants. Around 50,000–60,000 moved from urban centers to rural areas of origin in the span of a few days," the bank said in a report released on Wednesday.

COVID-19 CASES		
	Confirmed	Deaths
India	96,169	3,029
World		

According to the report – 'COVID-19 Crisis Through a Migration Lens' – the magnitude of internal migration is about two-and-a-half times that of international migration.

<https://economictimes.indiatimes.com/news/politics-and-nation/lockdown-in-india-has-impacted-40-million-internal-migrants-world-bank/articleshow/75311966.cms?from=mdr>



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



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



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



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



Furthermore, curbed connectivity to major cities and towns has led to limited access to health and essential services.

Rural Economy and Returning Migration

Crises and Opportunity

There is a need to help the affected to overcome their loss and rebuild their lives.

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

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



Technology & Infrastructure



Input Capital



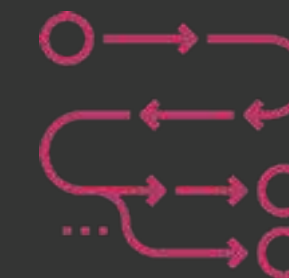
Subsidy Supports



Training & Awareness



Technical Guidance & Hand-Holding



Forward & Backward Linkages

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

Introduction to Tele-Livelihoods

Livelihood Options for returning migrants and to boost rural economy



Agriculture and Animal Husbandry



Starting new seasons/projects for farming or animal rearing



Providing agricultural technical support services - like installation and upkeep of irrigation systems.



Manufacturing and providing essential inputs for agriculture and animal husbandry - like animal feed manufacturing, fertiliser manufacturing, agri-machine rental services



Agriculture & Food Processing and Marketing



Providing aggregation and linkages to forward linkages like local processing facilities, or cold storage facilities or markets



Providing agricultural processing services for locally grown produce for self consumption, linkage to markets or government distribution systems.



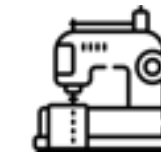
Providing cold storage, carrying and forwarding and marketing services to local farmer groups



Creating food processing enterprises, for adding greater value to locally available resources for easier or better consumption



Textiles and Crafts



Carrying out textile or craft manufacturing or value addition of such products for intended sales or for augmenting other local products or by-products.



Providing storage, aggregation and linkages between different nodes of the craft/textile manufacturing processes or between producers and markets.



Infrastructure and Services



Providing infrastructure services like building design and construction



Providing reliable sustainable energy services and products



Providing digital services like awareness, information and linkages to financing, banking and governmental services



Providing logistics support for various industries



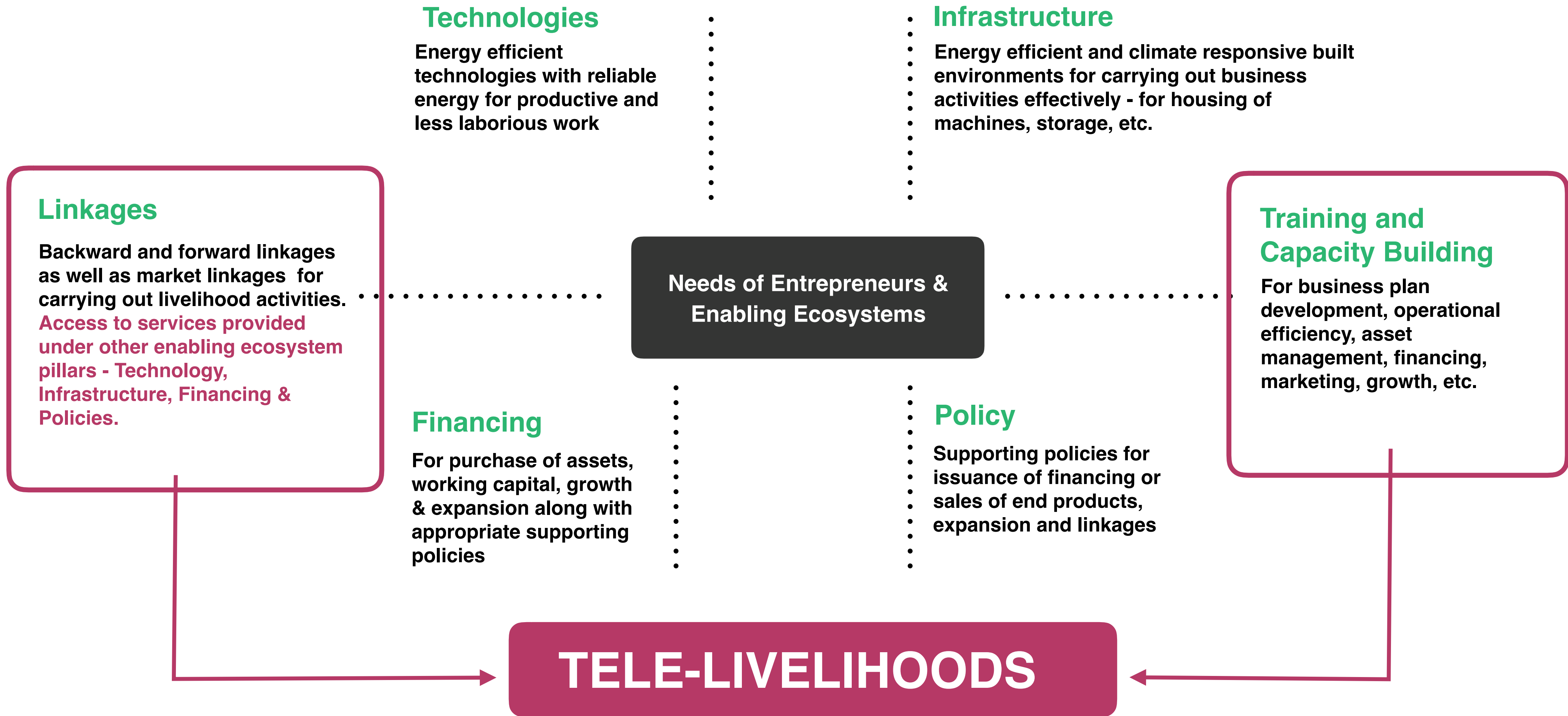
Providing mechanical or technical repair services



Providing last mile retail or cold chain services



Providing last mile health care services



Features and Approach to Tele-Livelihoods

APPROACH

What is Tele-Livelihoods

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

Why Tele-Livelihoods

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

Who is it for?

- **Returning migrant communities and**
- **Vulnerable rural micro and small enterprises**

dealing with the consequences of COVID 19

How does it help?

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

Web-based exposure, awareness and trainings

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

Awareness and trainings provided to 1000 migrants

Improve Access to Livelihood Opportunities

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

Handholding and mentorship provided to over 300 migrants

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

Support facilitating access to and provision of:

- Income generating technologies
- Finances/ Capital
- Forward or backward linkages
- Government schemes

As part of the trainings and program support

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

Estimated Conversion or Success Rates

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

1

ADVERTISING AND OUTREACH

Advertising for connecting to large groups of migrants engaged in different forms of work.

Using varying mediums of outreach - like mobile and web connections, post and physical outreach using individually held meetings or a mobile vehicle - social distancing practices to be followed for the same.

ATTENTION

2

HELPLINE SERVICE/ IDENTIFICATION

Provide easy and accessible support and counselling through help line for migrants

Record the needs and provide information on specific trainings and mentorship support available

Connect to closest Training Facility for follow-ups- Individual Trainer, Mobile Livelihood Centres as well as Training Centres

AWARENESS

FEATURES

3

WEB BASED & LAST MILE MENTORSHIP, DEMONSTRATIONS & TRAINING

Provide Doorstep training through digitised content which is immersive and engaging

Accelerated Learning through Virtual Reality Modules

Create realistic work environment for more practice driven training

Tap into a specialised pool of trainers, no matter how remote

ACTION

4

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

Coordinate for and support in provision of working capital loans through financial institutes, technology and infrastructure through appropriate last mile enterprises.

Provide support with gap financing interest subsidies, seed money for businesses, moratorium period support

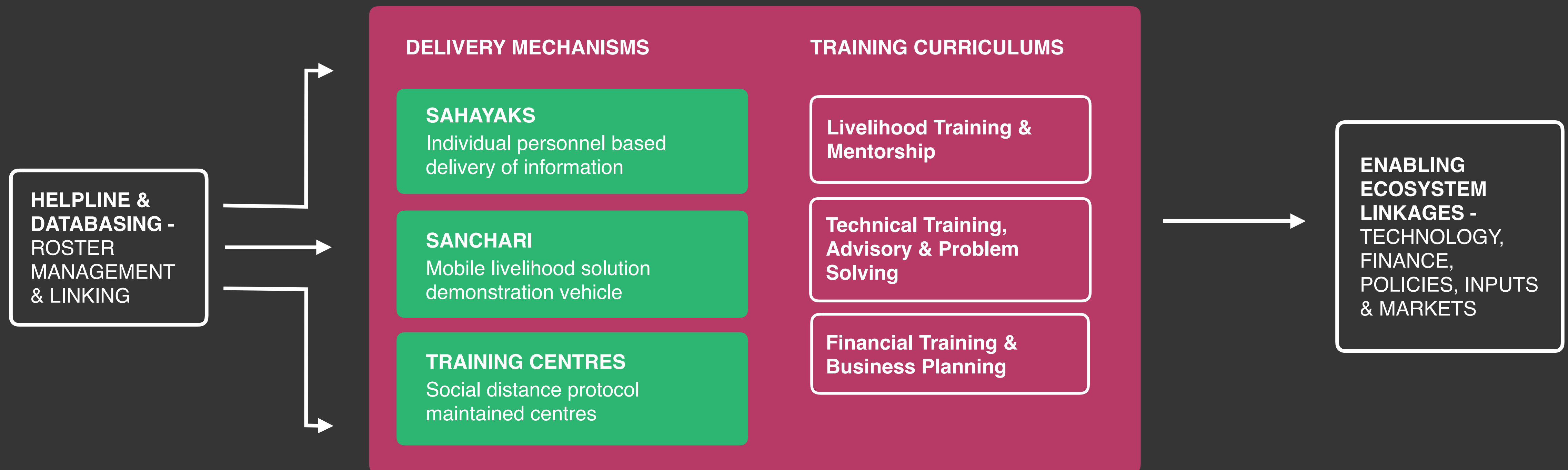
Provide convergence with government schemes or programs- MGNREGA, SRLM etc.

Process and Methodology for Tele-Livelihoods

The program realises that creating livelihood opportunity requires training on multiple fronts. Dependent on the type of livelihood, entrepreneurs and individuals require hand-holding over varying periods of time and in different capacities.

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

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



DELIVERY MECHANISMS



INDIVIDUALS

Individual personnel based delivery of information

RESPONSIBILITY

Raise awareness and provide first round of awareness on facilities available through tele livelihood training for migrants
Record the needs and follow-up

VENUES

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

INFRASTRUCTURE

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

PERSONNEL IN-CHARGE

Village Level Officers, Block Officers, Panchayat Leaders, Livelihood Trainers, NGO field/ community level workers etc



DEMO VEHICLES

Mobile livelihood solution demonstration vehicle

RESPONSIBILITY

Provide door step training on specific technologies & conduct demonstrations
Mobile Infrastructure for tele-mentorship and livelihood training support

VENUES

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

INFRASTRUCTURE

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

PERSONNEL IN-CHARGE

Individuals trained technically and having specific sector knowledge (technical, business, financing etc)



TRAINING CENTRES

Social distance protocol maintained centres

RESPONSIBILITY

Support the activities through Mobile Livelihood Centres and Individuals
Provide training with social distancing norms

VENUES

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

INFRASTRUCTURE

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

PERSONNEL IN-CHARGE

Trained Trainers, Experts and Mentors- also supporting the individuals and Mobile Livelihood Centres on the field

TRAINING CURRICULUMS

Livelihood Training & Mentorship

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

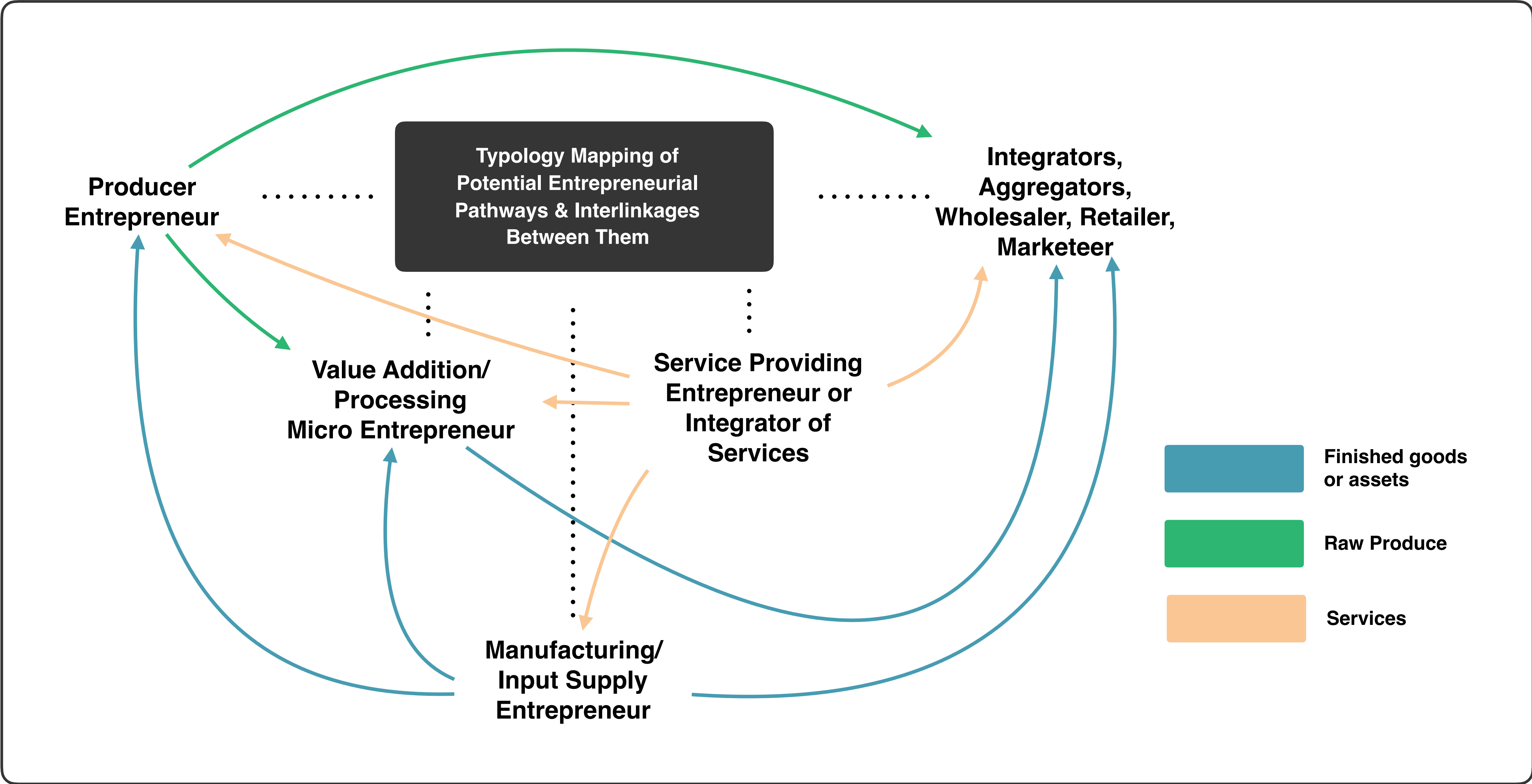
Technical Training, Advisory & Problem Solving

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

Financial Training & Business Planning

- 1** Financial Literacy for basic financial understanding, savings and expenses
- 2** Economic Literacy modules for business planning and development cash flow understanding
- 3** Awareness on financial products, relevant government schemes and application processes

LINKAGES





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



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



Mobile Livelihood centers and block level live demonstration and graduation centers for practical trainings

Case Studies

Vittal Jagtap

Dairy Farmer



Watch Video

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

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

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

Shivamma & Shivamurthy

Agri Processing Entrepreneurs
in a remote forested location



Watch Video

Nestled in the remote wilderness of MM Hills, Thulsikere has always been disconnected from the main grid, and is known for Bedegampana Tribes, one of the tribal communities scattered across the hilly ranges of southern Karnataka.

Although the nearby stone quarry is where majority of the 300 odd families in the villages work, small scale agriculture continues to exist- Ragi being one of the primary crops. **Having associated with the region for a while with different implementations, to facilitate the operations, Shivamma and Shivamurthy, a couple from the village, as the operators and caretakers of the machine were selected by the NGO and the locals. Catering to around 800 households in four nearby villages (Thulsikere, Indiganatha, Nagmale and Mandare), the machines are the first of their kind to be installed in the 8 km radius. So, the right location coupled with the enthusiastic couple who are taking care of the machines, the implementation has showed success.** The number of Ragi and Jowar growers who are coming to get their product De-Stoned and Milled into flour is steadily increasing. It used to take one woman labour an hour to de-stone 15kgs of Ragi, whereas the 2.5 HP De-Stoner does 200kgs/hr. The 2 HP flour mill is also capable of milling 30kgs/hour, Since it is the only machine in the vicinity, the price of INR 7-10 for 5kgs presently charged can be increased in coming days.

The success of the implementation is a proof that the remoteness of the tribal community cannot be a barrier for the right solution.



Shridevi Melavanki

Handicapped computer
trainer and entrepreneur

'Shri Guru Madivaleshwara Computer Tarabeti Kendra', the basic computer training and photocopy centre is housed in an old Panchayat building that was built in 'Gram Rozgar Plan' in Neginahal village. Shridevi Melavanki, runs the centre, and it has kept her busy since its inception around 6 months ago. But the situation was quite different pre-intervention. Shridevi, who along with her brother Praveen, are unfortunate to have been the victims of polio during their childhood when both of them lost their walking abilities.

They had been searching for jobs for a very long time, but were never successful apart from a couple of part-time stints. Considering the basic computer training experience Shridevi had acquired in the past, a solar powered computer set up with a printer and a photocopying machine were conceptualized, and established with the support of Gram Panchayat, and other members of the village community.

Today, Praveen drops Shridevi to the computer center in the morning in his modified two-wheeler, and on a weekday, she would already have a few customers waiting with some documents to be photocopied.

"There will be around 150-200 pages to photocopy every day, and now I earn around INR 300 a day. We have constant power-cuts here, so when people cannot get their copies done in nearby shops, they come to my shop, so the number of people coming here is increasing even more", says Shridevi as she is serving a customer who had come with a few bank documents.

Today, she is not only busy with printing and photocopying, but also using her experience in computers to conduct basic computer courses to a few village students. "In last few months since we started, I have trained 4 students, and currently there are 3 girls who come here to learn how to operate computer for basic applications", she charges around INR .900 for a three month course, and it's made their financial conditions even better. Today almost everyone in the village of Neginahal knows about Shridevi and Praveen. Their constant efforts after the intervention have not only helped them beat the odds in creating a decent livelihood for their family, but also have made them a source of inspiration for people with similar circumstances.

Useful Resources

[Collection of 65 Livelihood Appliances powered by Solar Energy](#)

[Case Studies of entrepreneurs using sustainable energy emerging successfully out of COVID](#)

[Links to video on Livelihood Solutions](#)



Thank You!
For more information
please get in touch:

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