



Entrepreneurship & Skill Development key to Sustainable Livelihood

Sustainable Livelihood – Need of the Hour

In the last decade, the growth of economy at an annual rate of around 8% was accompanied by a low growth in jobs at below 1. According to Centre for Monitoring Indian Economy (CMIE), the unemployment rate rose to 7.2% in February 2019, the worst in 28 months. Meanwhile, the labour force is down 25.7 million since September 2016 and the number of employed persons has declined by 18.3 million in the same period. This can be a matter of concern as India unfortunately is the home to 22% of world's poor. In order to eradicate this poverty, the country has been focusing increasing employment and in fact global SDGs also the emphasis on jobs & livelihoods for sustainable development.

In India, proportion of the workforce in the working age group is well in excess of those dependent on them, a trend that is expected to continue until 2040. Out of the current Indian workforce of about 450 million, only about 8 to 9 percent are engaged in the organised/formal sector. In India, only about 5 percent of the workforce has marketable skills, as compared to 50 percent to 60 percent in other countries. The magnitude of the challenge is further evident from the fact that about 12 million persons are expected to join the workforce every year.

Access to sustainable jobs and self-employment opportunities are critical components of the “shared prosperity” that is a necessary outcome of an ‘economic growth’ that is sustainable, inclusive and equitable. A reality of the job market, a work force situation – the fact that “jobs” in the formal public sector and industry are dwindling the world over and the needs of the industry for service oriented jobs, new sectors etc. requires special, often niche skills and that the large “demographic dividend” – youth in India are unemployable due to inadequate skills and capacities therefore skill building and self-employment are the two routes.

Two Routes for Livelihood Creation – Skills for Jobs and Capacity Building for Self-Employment

We have developed and promoted initiatives focused at continuous innovation, action and learning to promote entrepreneurship. These initiatives are proving to be fruitful as they unleash latent energies among communities and build a positive ecosystem so that micro entrepreneurs continue to thrive on a sustained basis.

DA's innovations in the enterprise development space are also based on – incubating green enterprise packages and adopting new processes that unleash entrepreneurial energies in communities. DA looks at bridging gaps in skills as a huge opportunity to create sustainable and large scale impacts in lives of local communities. To complete the loop, DA equally focuses on developing and strengthening ways/models for effectively linking job seekers with appropriate jobs through understanding the market, existing stakeholders, dynamics and possibilities of creating sustainable platform.

In nutshell, through our various programmes youth and women are given vocational training and suitably linked with sustainable forms of livelihood like employment through jobs, self-employment and entrepreneurship.

Supported by



Organised by



DA's Initiatives in the National Capital Region (NCR) Towards Sustainable Livelihoods

Development Alternatives through its multiple programs in NCR region is working towards setting up an ecosystem for sustainable livelihood creation which includes both the pillars – 'enterprise development and promoting employment'. DA focusses on providing right skills and knowledge to the potential audience in order to drive them towards sustainable livelihoods.

DA has its flagship program '*Entrepreneurship for Empowerment*' striving towards establishing a culture of entrepreneurship in the district of Palwal, Haryana and focusing towards replication. Through its Skill Development programs in NOIDA, Manesar and in Delhi has trained over 2000 individuals and successfully linked 75 per cent of these in various sectors. Taking it at scale, DA through its partnership with United Nations Development Programme and National Skill Development Corporation in the context of project 'Disha: Creating Employment and Entrepreneurship Opportunities for Women in India' intends to provide a platform for cooperation to co-create and implement apprenticeship and livelihood, employability skills, life skills and entrepreneurship development programmes for girls & women.

To provide access to sustainable jobs and self-employment opportunities for "shared prosperity", DA through its innovation center in Ghitorni, New Delhi has developed ecofriendly technologies in the field of water treatment & conservation, Green building materials and waste paper recycling to promote green entrepreneurship which results in green livelihood opportunities.

TARAGram Yatra: Collaboration for Creation of Sustainable Livelihood Opportunities in NCR

TARAGram Yatra (TGY) is an annual flagship event of the Development Alternatives Group and its partners to deliberate on germane issues of sustainability. The Yatra – a journey that one undertakes along with friends and colleagues to attain higher goals brings together practitioners and policy makers from across the world. With a mix of dialogue and field visits, the Yatra provides a platform for exchanging cutting edge ideas to achieve a sustainable future. This year it is happening on 24th & 25th of September and as part of field visits, Yatris (Participants) will travel across three geographies (Eastern UP, Bundelkhand, NCR).

In the national capital region of Delhi, NCR the Yatris will visit rural enterprise initiatives in Palwal and Centre of Excellence for Skill Development and Green Technology innovation in Delhi. Yatris will experience the ecosystem created and shared by rural entrepreneurs and employment drive in Delhi and Green Technologies for entrepreneurship in our Ghitorni Campus. Yatris from diverse backgrounds and sectors such as finance, rural development, corporates, social thinkers etc. are expected to join the yatra.

The field experience is designed to bring forth pertinent issues for discussion, debate and learning to with an aim to develop a deeper understanding about mechanisms (existing and potential) that can boost job creation and self-employment capacities among the most marginalized young girls and boys and roles of different stakeholders and partners in the process. Some of the following key issues that we expect to be discussed are: -

- A sustainable practice that can be used to enhance the impact of work done in the space of entrepreneurship and skill building
- Roles which various stakeholders can together play to create a model partnership to promote employment and self-employment
- Process of Inclusion of green jobs & enterprises as new niche areas to solve the issue of declining employment and self-employment rate

Supported by



Organised by

