

Theme: Social Development

Problem Statement : Improving livelihoods through skill development and sustainable agriculture

State : Punjab

District : Gurdaspur

Block: Dera Baba Nanak



RURAL UNEMPLOYEMENT IN BLOCK DERA BABA NANAK, Punjab - ANALYSIS AND SOLUTIONS

Social Development

CHALLENGE TITLE: "IMPROVING LIVELIHOODS THROUGH SKILL DEVELOPMENT AND SUSTAINABLE AGRICULTURE"

• Problem Statement:

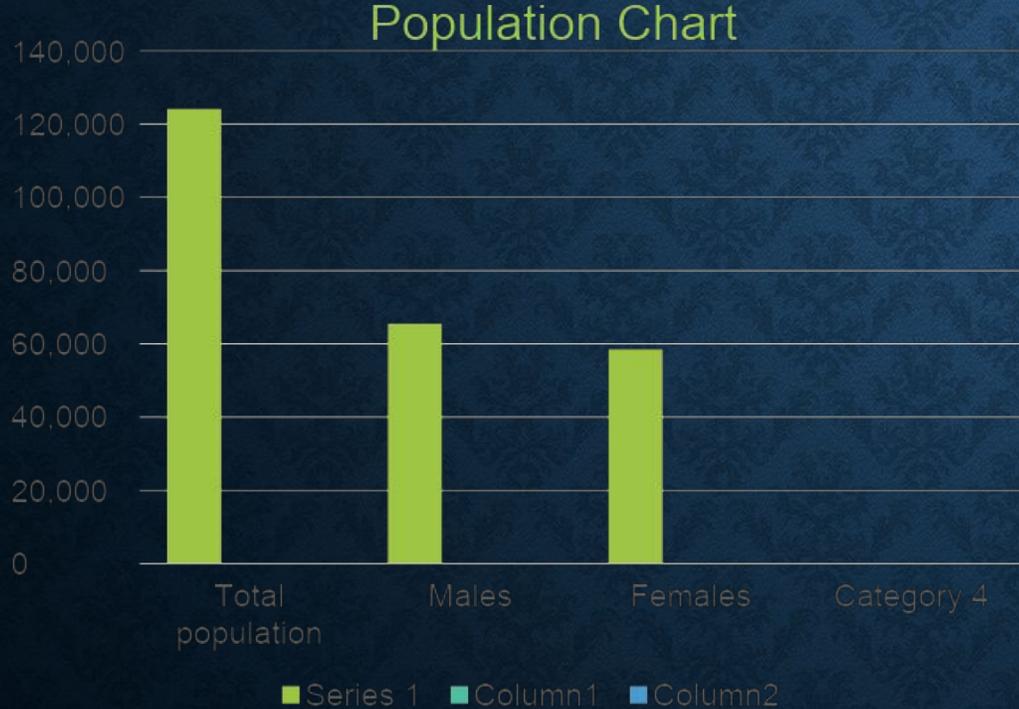
Dera Baba Nanak block, situated near the Indo-Pak border, faces challenges related:

- Limited livelihood opportunities.
- Youth migration
- Underutilization of local agricultural potential.

This challenge aims to boost sustainable income sources by enhancing skill development for women and youth and promoting innovative, sustainable agricultural practices.



AS OF THE 2011 CENSUS, THE DERA BABA NANAK TEHSIL IN GURDASPUR DISTRICT, PUNJAB, HAD A TOTAL POPULATION OF 124,295, COMPRISING 65,662 MALES AND 58,633 FEMALES.



FACTORS IMPACTING EMPLOYMENT RATE IN BLOCK

FINANCIAL ILLITERACY

Only 27% of adults are financially literate, significantly lower than countries like the UK (67%), Singapore (59%), and the US (57%) .

EDUCATION AND SKILL GAP

According to a report by the **National Sample Survey Office (NSSO)**, nearly **40% of Indian graduates** are considered unemployable because they lack the skills required by employers.

LACK OF KNOWLEDGE, AWARENESS AND CONFIDENCE

India Skills Report (2023) found that over **45% of youth** don't apply for jobs due to a **lack of awareness or confidence**. **Rural Employment Participation Rate (2022)** was **significantly lower (around 25-30%)** among **women** due to socio-cultural barriers.

Consequences of Financial Illiteracy

- **Limited Access to Financial Services:** Difficulty in applying for loans, and utilizing government schemes.
- **Entrepreneurial Challenges:** Small businesses struggle with debt management and accessing formal credit sources .
- **Economic Implications:** Low investment rates and poor capital formation hinder economic growth.
- **Impact on Employment:** Financial illiteracy leads to reduced job creation, especially in sectors like agriculture and small enterprises.
- **Gender Disparities:** Women, particularly in rural areas, face challenges in financial decision-making, affecting their economic participation .



Consequences of the Education and Skill Gap



- **Economic Growth Slowdown:** If the population is not adequately skilled, it leads to **low productivity** and **stagnant growth**, both at the local (block level) and national level. As businesses struggle to find qualified employees, growth is limited.
- **Increased Unemployment:** A large pool of educated but unskilled workers often leads to **high unemployment rates** because they cannot compete for the more technical or specialized jobs in the market.
- **Job Creation Mismatch:** Employers often struggle to fill positions in skilled sectors (like IT, engineering, healthcare) while basic labor jobs are filled more easily. This creates an imbalance in the labor market, where **higher-skilled jobs go unfilled**, and **lower-skilled jobs** remain overly competitive.

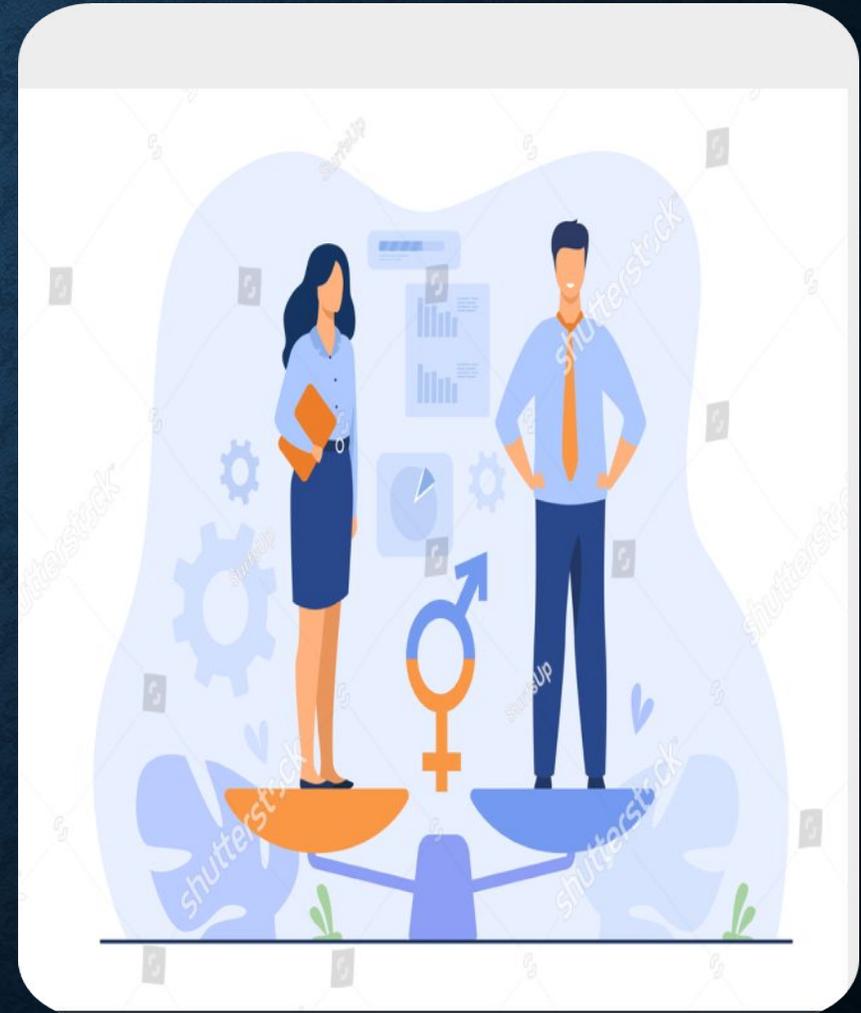
Other Factors Impact on Employment

- **Parental/Societal Pressure:** Many are steered away from employment, especially girls.
- **Lack of Knowledge :** Job seekers may not meet basic requirements for roles due to poor understanding of necessary qualifications or skills.
- **Lack of Awareness :** Many miss out on jobs, schemes (like MGNREGA, PMKVY), or training due to unawareness.
- **Lack of Confidence :** People often do not apply for jobs or start businesses even when qualified, especially in rural areas.
- **Language and Digital Barriers:** Inability to use English or digital platforms (like job portals) reduces access to modern job opportunities.

Social Norms and Gender Stereotypes

Society significantly impacts women's employment through social norms, gender stereotypes, and systemic biases that create barriers to entry, advancement, and equitable treatment in the workforce. These factors often result in lower wages, fewer opportunities, and limited career progression for women, highlighting the need for societal shifts to promote gender equality in employment.

- **Unequal distribution of household tasks.**
- **Safety concerns and mobility restrictions.**
- **Discrimination and harassment.**
- **Lack of access to resources.**



HOW TO IMPROVE THE EMPLOYMENT IN BLOCK

- **The areas need for improving Employment Rate in Dera Baba Nanak Block**

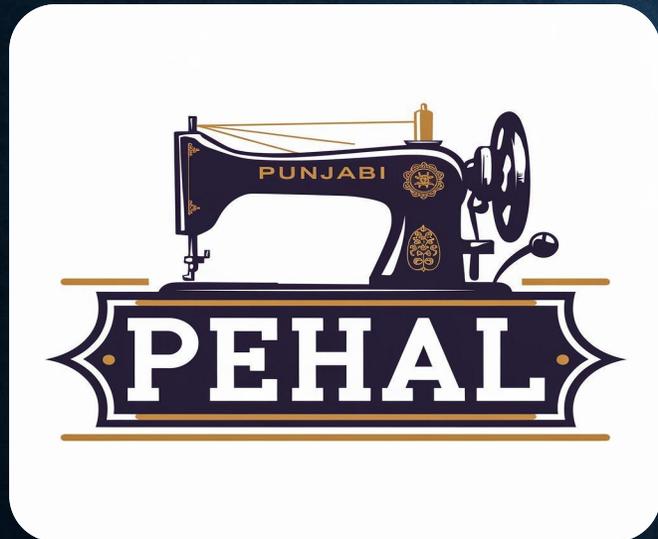
- 1. Skill Development:** Vocational training for youth and women (e.g., stitching, IT, handicrafts).
- 2. Agriculture:** Introduce agri-tech, agri-processing units, and contract farming.
- 3. Small Businesses:** Provide microloans and support local entrepreneurship.
- 4. Infrastructure:** Improve connectivity and invest in public-private partnerships.
- 5. Government Schemes:** Leverage MGNREGA and other rural employment programs.
- 6. Entrepreneurship:** Set up incubators for startups and local resource-based businesses.
- 7. Collaboration:** Partner with educational institutions for skill training and placements.

OVERVIEW OF SRLM

- The **State Rural Livelihoods Mission (SRLM)** under **National Rural Livelihoods Mission (NRLM)** empowers rural communities, especially women and marginalized groups, through **Self-Help Groups (SHGs)**, skill development, and financial inclusion. Key schemes include:
 1. **Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY)**
 2. **Mahila Kisan Sashaktikaran Pariyojana (MKSP)**
 3. **Start-Up Village Entrepreneurship Program (SVEP)**
 4. **Rural Self-Employment Training Institutes (RSETIs)**
 5. **Interest Subvention Scheme for SHGs**
 6. **Livelihood Clusters and Producer Groups**



**A RAY OF
HOPE:
PROJECT
PEHEL**



• **Launched by PSRLM (Punjab State Rural Livelihood Mission)**

- **Objective:** To promote sustainable livelihoods by empowering women through stitching government school uniforms.
- **Model:** A work-from-home initiative designed to enhance women's participation and provide them with flexible income opportunities.

PROMOTING EMPLOYMENT OF HOUSEHOLDS THROUGH ENTREPRENEURSHIP AND LIVLIHOOD

- **Project PEHEL** is an initiative aimed at empowering rural women by providing them with livelihood opportunities through stitching government school uniforms.
- The project focuses on skill development, enabling women to produce high-quality uniforms that meet the standards of private vendors.
- By creating a sustainable income source, Project PEHEL enhances the lives of over **300 women** while **working from home**.



PROJECT PROCESS FLOW:



Fund Flow & Infrastructure Setup:

Initial fund Rs. 30 Lakhs provided by PSRLM for operating
Identified a suitable building for production.
Purchased necessary machinery (stitching, pressing, packaging).



Training:

Conducted training sessions for rural women to ensure quality stitching by RSETI (Rural Self Employment Training Institute).



Order:

A new order of **30,000 uniforms** has been received via the District Education Officer (Primary) and ADC (D).



Production:

Started production with stitching, pressing, and packaging processes.



Quality:

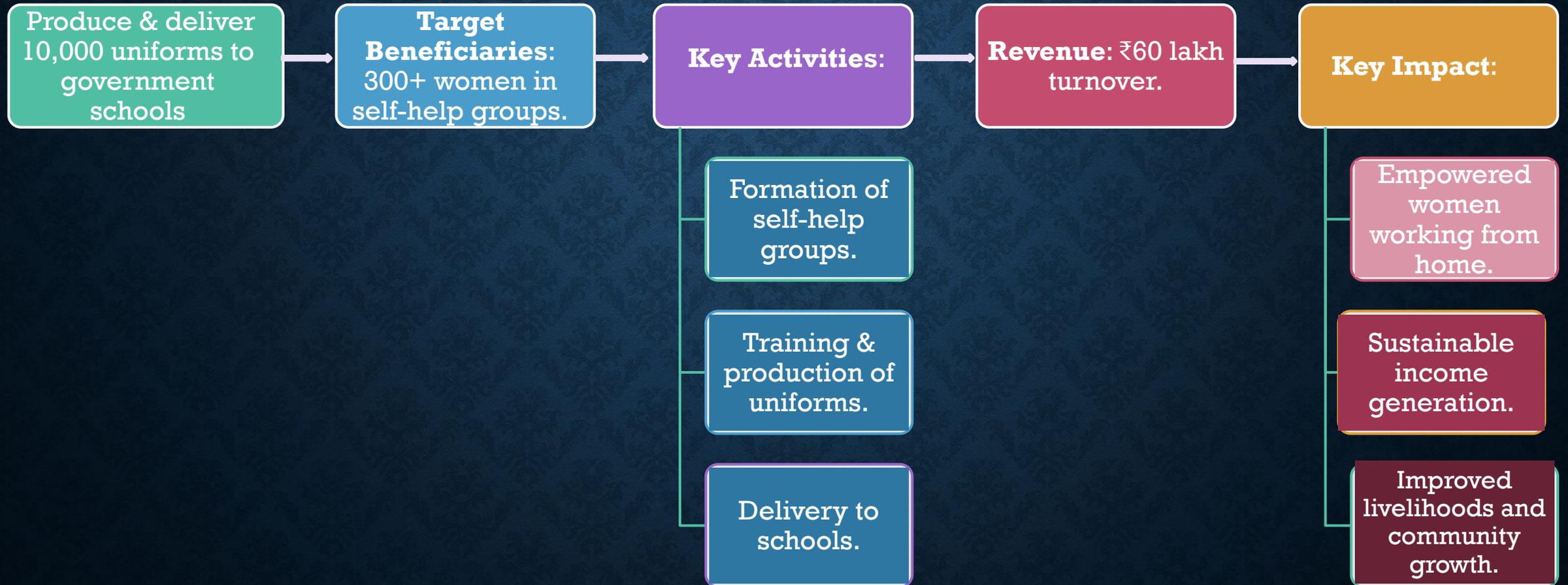
Quality is ensured through two levels of sample approvals—from the ADC (D) office and the DEO (Primary).



Delivery:

Completed uniforms were delivered to schools as per requirements.

PROMOTING EMPLOYMENT OF HOUSEHOLDS THROUGH ENTREPRENEURSHIP AND LIVELIHOOD



"From Struggle to Self-Reliance: The Pehal Project Story"

300+ Women Joined Pehal Project



Skill Training & Employment in Uniform Stitching



6 Months Engagement with Pehal



When Uniform Stitching Not Available



Sustained Livelihood Support & Empowerment

Social Impacts

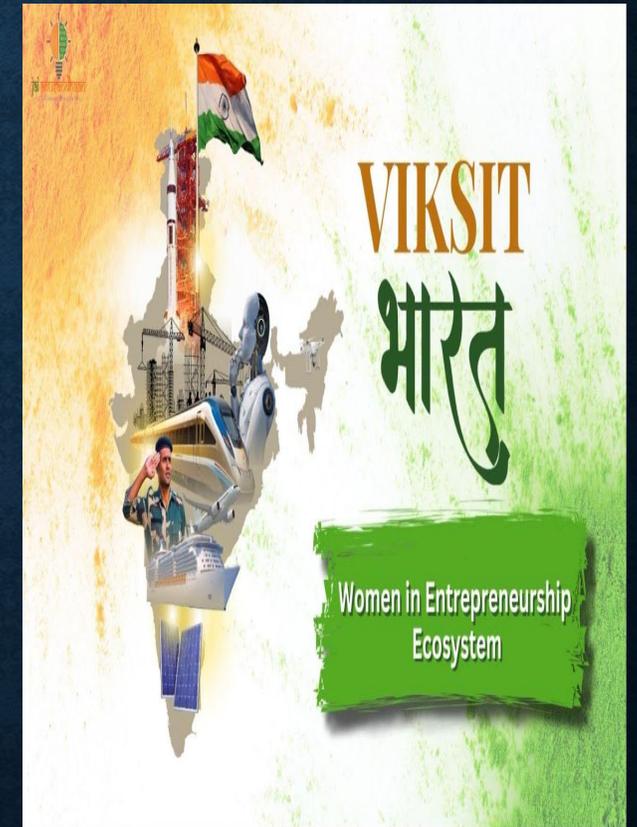
- **Increased Social Standing:** Engaging in "Pehal uniform Stitching" can lead to increased recognition and respect within a woman's family and community. This can happen as the woman's skill and craft become known and valued.
- **Networking and Community Building:** Participating in "Pehal uniform Stitching" often involves working within groups or communities, fostering social connections and a sense of belonging.
- **Improved Social Skills:** The process of learning and practicing "Pehal Stitching" can enhance a woman's communication and interpersonal skills, further empowering her in social settings.
- **Increased Voice and Agency:** By gaining financial independence through "Pehal uniform Stitching," women may feel more empowered to participate in household decisions and community affairs.

Economic Impacts

- **Increased Income and Financial Stability:** "Pehal Stitching" can provide women with a source of income, contributing to their families' financial stability and reducing poverty.
- **Economic Empowerment:** Women's economic empowerment, achieved through skills like "Pehal Stitching," allows them to have greater control over their resources and financial decisions, leading to improved well-being.
- **Access to Markets and Resources:** "Pehal Stitching" can create opportunities for women to access markets for their crafts, allowing them to expand their business and generate more income.
- **Reduced Reliance on Men:** By becoming financially independent, women can reduce their reliance on men for financial support, leading to greater autonomy and agency.

"Empowered Women, Empowered Nation: *Pehal's Role in Viksit Bharat*"

True development begins when every woman is empowered to shape her future. The Pehal Project embodies this vision by equipping over 300 women—especially widows and women with addicted spouses—with stitching skills, livelihood support, and a path toward independence. Through their strength and resilience, these women are not only transforming their own lives but actively contributing to the vision of a Viksit Bharat — a self-reliant, inclusive, and empowered India



Current Progress of PEHAL

Building on the success of last year, Project PEHEL has now secured a significant contract for the production of 30,000 uniforms. With this expansion, the project is poised to achieve a remarkable turnover of approximately ₹2 crore, while providing livelihoods to more than 300 women. This growth not only reinforces the project's success but also sets a strong foundation for long-term sustainability and empowerment.

Future Plans for Strengthening the Pehal Project in Dera Baba Nanak Block

- "Establish collaborations with schools, educational institutions, and corporate entities at the district level to secure bulk uniform orders, ensuring efficient and timely fulfillment of district-wide requirements."
- "By expanding the Pehal Project from the block level to the entire district, we can significantly increase income opportunities and foster entrepreneurship among a larger number of families. This scaling not only boosts economic empowerment but also strengthens the foundation of a self-reliant community."

Thank You