Metropolitan Governance
The Challenges of Integration &
De-Centralized Planning

Case Study (Andhra Pradesh India)
Skill Upgrade / Employment Generation

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India- growth story

- Average annual growth from 1997 onwards at more than 7%

- From 2001 to 2011 average quarterly GDP growth rate at 7.45% with a peak of 11.8% during December 2002.

- GDP now stands at 1729 billion US dollars

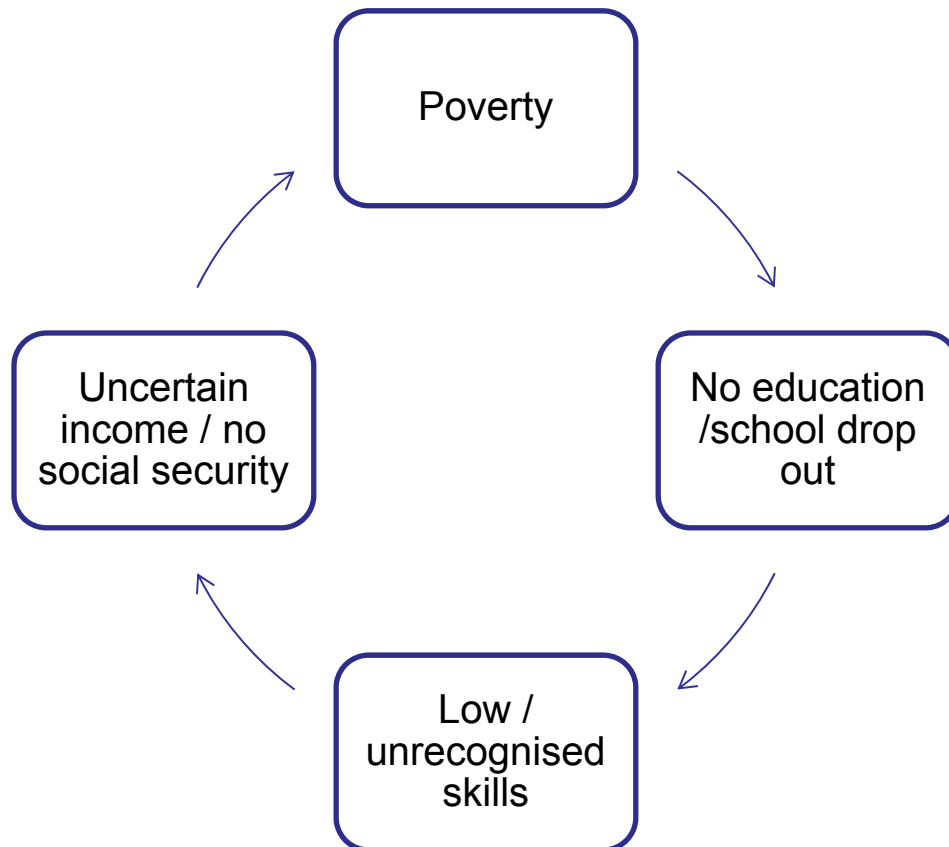- India now stands 4th in world in GDP measured in Purchasing Power Parity

However………..

Since the recording of high economic growths, India's poor have reduced in numbers by ten percentage, but ….

- Still 22% of population are below poverty line.

- Of the 238 million poor, 68 million reside in urban areas

- World Bank estimates

  – Nearly 42% of India's population lives on less than $ 1.25 per day

  – 3 out of every 4 Indians live on less than $ 2 per day,

This is because of

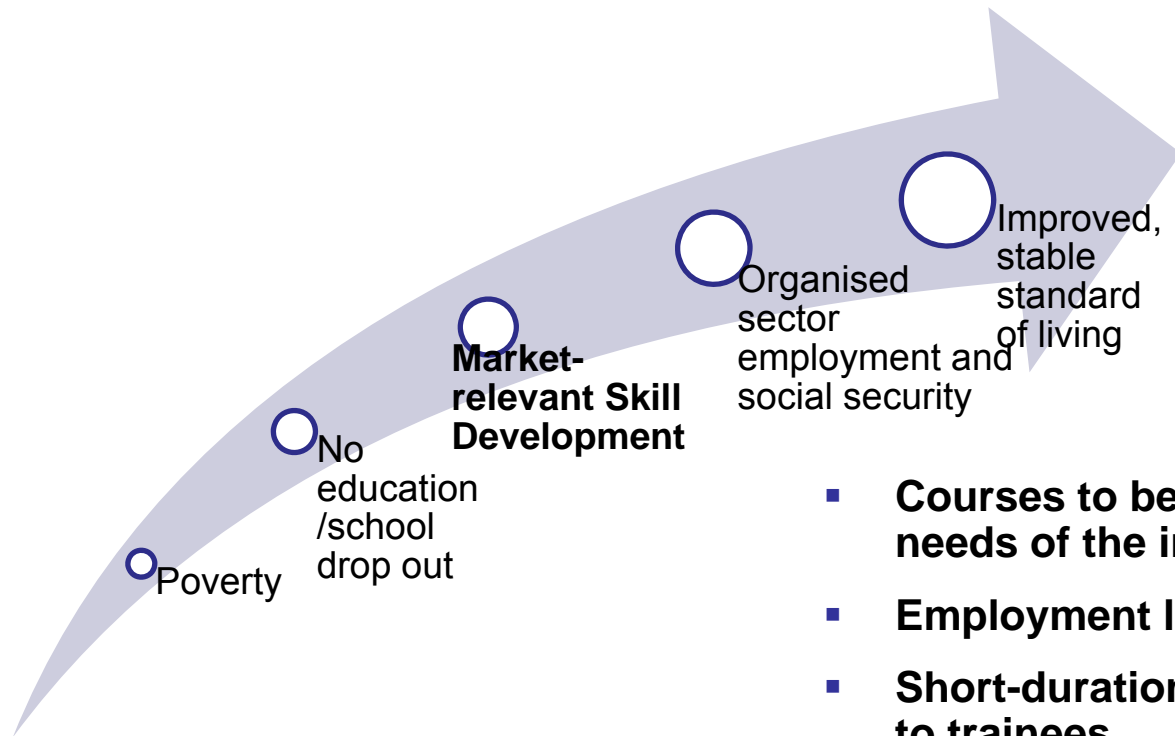# There is Increase in Unemployment, Despite the growth in jobs

- Employment generation over 1999–2000 to 2004–2005 grew on average by 2.8% per year)
- But, unemployment rate increased from 7.3% in 1999–2000 to 8.3% in 2004–2005, due to quicker labor force growth
- This is because of the large number of people being turned away from farm sector because of the large scale hidden unemployment in this sector towards other sectors.

The Urban Poor are Stuck in a Vicious Poverty Trap Due to the Lack of Employability

Poverty → No education /school drop out → Low / unrecognised skills → Uncertain income / no social security → Poverty

- **Most of the labour force is not employable**
  - **Only 6% of the urban labour force aged 15-29 yrs have received any type of vocational training (NSS)**
  - **67% of the work force is either illiterate or primary school level educated, making them ineligible for formal vocational training**
  - **Even those who have skills have developed them on the job and are not formally certified, precluding them from the organised sector**

Thus Market-Relevant Skill Development is the only Means to Break the Poverty Cycle

Poverty

No education /school drop out

Market-relevant Skill Development

Organised sector employment and social security

Improved, stable standard of living

- **Courses to be designed to meet the specific needs of the industry, across sectors**

- **Employment linkages with organised sector**

- **Short-duration courses to improve accessibility to trainees**

- **No artificial educational requirement barriers**

- **Formal certification**

- **Employment in organised sector to form the basis for financial inclusion and access to social security**

Andhra Pradesh Scenario

State Socio-Economic Profile …

- Population : 84.6.million
- 67.66% literacy
- 31.0 million population in the age group of 15-34
- BPL Population – 12.7 million
    - 6.5 million rural & 6.2 million urban
- GSDP for 2010-11 at Constant Prices is Rs. 3,710 billion.
- Annual Growth rate of GSDP at constant prices: 8.89%
- Planned annual economic growth rate of 9% during the 11th Five Year Plan (2007-2012)

Key Sectors	Approx. Size in AP Rs. Cr	Growth Rate (CAGR)
Drugs and Pharma	17,400	13.5%
IT and ITES	16,000	25%
Construction	15,000	15%
Healthcare	12,000	18%
Fin. Services	11,000	13.3%
Engineering	11,000	15%
Textiles	10,750	16%
Agro & Food Processing	9,300	10%
Tourism	8,500	9.5%
Chemical and Fertilizers	8,400	8%
Mines & Minerals	7,800	11.5%
Paper	2,400	8%
Biotech	560	24%

The work force in A.P suffers from

- Chronic underemployment because of lack of skills.

- Huge numbers of marginally employed in services and manufacturing sector

- Huge unemployment in urban areas because of migration to cities for better oppurtunities

- Lack of oppurtunities for skill upgadation

Vision :- All urban poor families

To have:

improved quality of life

By accessing:

services from all organizations

Through:

own strong self reliant and self managed institutions.

Mission:-

To eliminate:

poverty, vulnerability and improve their quality of life

By providing:

Income generating and sustainable livelihoods.

Implementation mechanism

Mission for Elimination of Poverty in Municipal Areas. (MEPMA), an independent organization working on a mission mode.

URBAN AREAS IN THE STATE

Total	**149**
proposed	**31**

Total Urban Popn. – 28.3 mn

Total Slums   - 7520
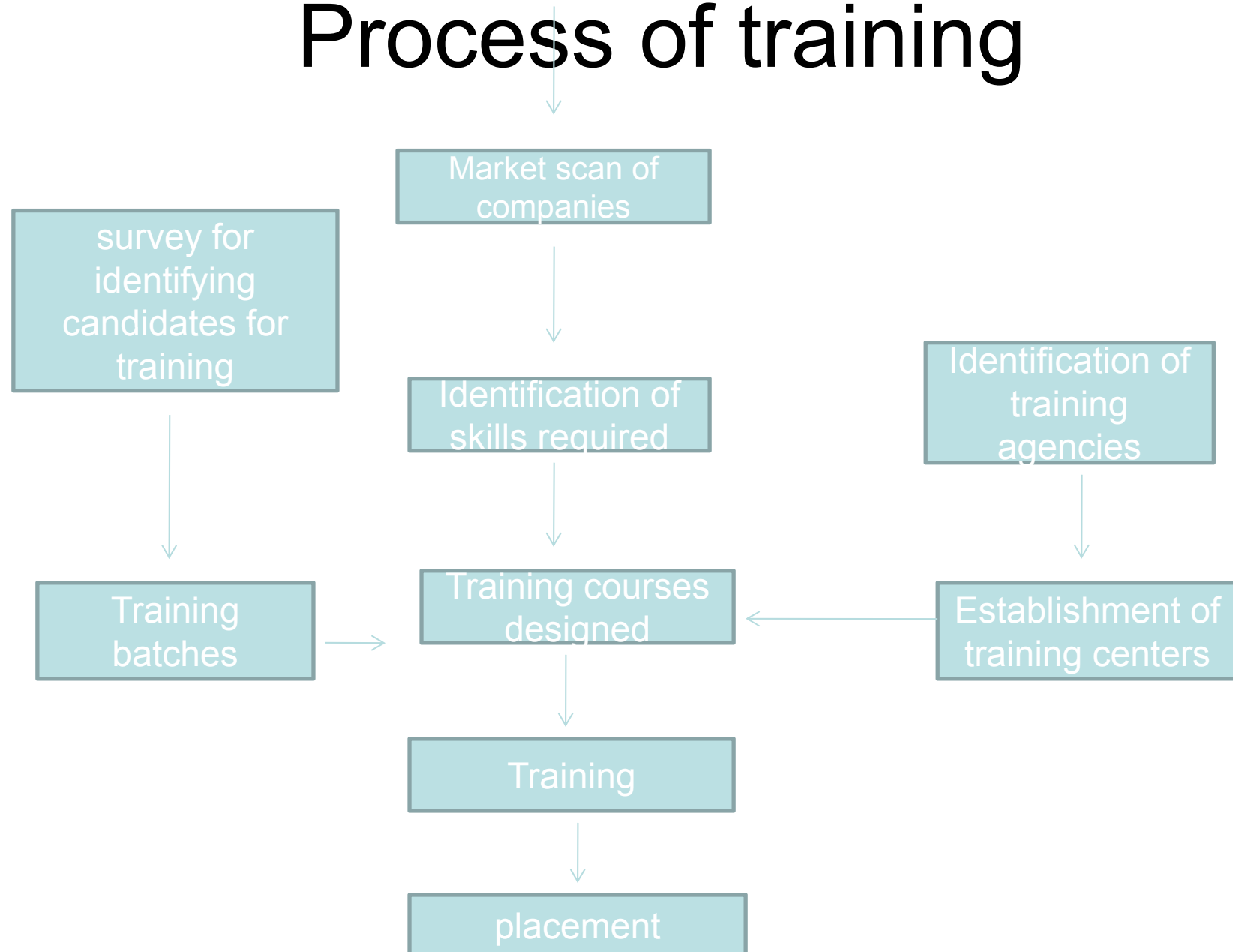
BPL Population   – 8.9mn

BPL Households   – 1.99mn

The strategy adopted

- Market scans conducted to identify the opportunities available
- The skill set required for such job oppurtunites identified
- Persons requiring the jobs identified
- Agencies for imparting training in these skills identified
- Training modules designed and implemented to these identified job seekers through identified agencies

Employment generation – AP Interventions

- Skill Training for Employment Promotion amongst Urban Poor(STEP-UP)

- Urban Self Employment Programme (USEP)

- Urban Women Self- help Programme (UWSP)

- Urban Wage Employment Programme (UWEP)

- Bank linkage – Micro finance to Community based organizations

- Social infrastructure under Integrated Housing and Slum Development Programme (IHSDP) of JnNURM.

Process of training

Market scan of companies

survey for identifying candidates for training

Identification of skills required

Identification of training agencies

Training batches

Training courses designed

Establishment of training centers

Training

placement

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Trainees registering with the biometric machines

Photo identity of the trainees

Mission for Elimination of Poverty in Municipal Areas
Department of Municipal Administration Govt. of AP

Back

Youth Attendance (Batch No.:9,District :East Godavari) on 17/09/2011

30 items found, displaying all items.1

Sl No	Biometric Id	Youth Name	SHG Member Name	Municipality	Age	Gender	Qualification	Father Name	Father Phone No	Youth phone No	Attendance	Youth image
1	800904001	KAKI GANESWARI DEVI	K DURGAMMA	Rajahmundry	30	Female	S.S.C Pass	lakshmana mohan rao	9666389596	9666389596	X	
2	800904002	SAHIK SADDAM USSAN	Y Dhanibhamma	Rajahmundry	19	Male	Technical(I.T.I/Polytechnic)	abhulu	8886126207	8886126207	X	
3	800904003	GANTA SRIKANTH	PALLI SRIVENKATA DURGA BHAVANI	Rajahmundry	19	Male	Intermediate Fail	krishna	9848782778	9848782778	✔	
4	800904004	KONMURI SHANMUKA SAI	SEVA SANDHYA	Rajahmundry	18	Male	S.S.C Fail/Below S.S.c	raghava rao	9493955903	9493955903	✔	
5	800904005	KUNDURI SRINIVASA RAO	PALLI VEERAVENI	Rajahmundry	23	Male	S.S.C Pass	suryanarayana	9533501534	9533501534	✔	
6	800904006	VANAPALLI NAGA SAI PHANINDRA KUMAR	V.KASULAMMA	Rajahmundry	18	Male	Intermediate Pass	babu rao	9849573297	9849573297	✔	
7	800904007	YAMANA MOKSHA LAKSHMI DEVI	RAMDHI PADAMVATHI	Rajahmundry	19	Female	Degree Pass	MEERA SHARRIF	088324702414	0883240241	✔	
8	800904008	CHAVALLA USHA RANI	CH NAGAVENI	Rajahmundry	24	Female	S.S.C Pass	Lakshmanna rao	9948314326	9948314326	X	
9	800904009	CHOLLANGI RAJA VENKATESWARA RAO	V GOLLAVENI	Rajahmundry	21	Male	Intermediate Pass	VENKATA RAMA PRASAD	7386068804	7386068804	✔	
10	800904010	MATAPARTHI SHILENDRANAD	K PADMA	Rajahmundry	22	Male	S.S.C Pass	SRINIVASA RAO	9640534276	9640534276	✔	
11	800904011	KOMATI MEENAKSHI	AKULA MEENA	Rajahmundry	26	Female	S.S.C Pass	srinivas rao	9704561264	9704561264	✔	
12	800904012	MOHANA SUNDARI ADAPA	A VARALAKSHMI	Rajahmundry	19	Female	S.S.C Pass	APPA RAO	9573559413	9573559413	✔	
13	800904013	NAGARI DURGA PRASAD	N. RAMA LAKSHMI	Rajahmundry	18	Male	S.S.C Pass	adi narayana	7416421285	7416421285	✔	

Next   Previous   Highlight all   ☐ Match case

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Rajiv yuva kiranalu

- Flagship programme of government
- Aim to train and place 1.5 million youth in jobs by 2014.
- Urban area 0.4 million youth targeted
- The modus operandi is same as the ongoing step up programme
- After training, placement is compulsory for all these 1.5 million persons

Rajiv yuva kiranalu

- Apart from municipal admn dept other depts. involved are

- Youth welfare
- Employment and training
- Rural development
- Other welfare departments

Impact on urban poor

- Placement linked skill trainings
- Collectivization of Urban poor and Empowerment of Women
- Self Managed Vibrant CBOs of urban poor to demand the services.
- Transformation of urban society is catalyzing the growth of the state GDP.
- The Public Private Partnership arrangement leveraging the Resources - Finance, Trainee and know how – is a novel and sustainable way of livelihood promotion.

Decentralised strategy for urban development for citizen participation

- Formation of citizen groups in a hierarchical form on a voluntary basis in the form of SHG groups

- The planning programme at city level undertaken at ward level and area level through ward and area sabha committees

Self Help groups

- 0.25 million SHG Groups formed in the state on voluntary basis
- 2.5 million women members are covered
- Groups federated at slum and city level as slum and town federations.
- Savings are encouraged and resources are pooled for poverty alleviation
- The groups are also included in the policy making process in various government programmes

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Ward and area sabhas

- The ward sabha is an assembly of elected peoples representatives at each ward level
- Below this an area sabha consisiting of elected representatives at area is also elected
- These ward and area sabhas meet periodically, review the progress of work, provision of services and also plan the future course of action

Ward and area sabhas

- Ward and area sabhas thus act as direct representation of the public aspirations
- It takes planning to the doorsteps of the citizens by directly involving them in the planning and implementation process in the urban areas as city plan in an aggregation of ward plans and area plans.

Thank You