

INTEGRATE

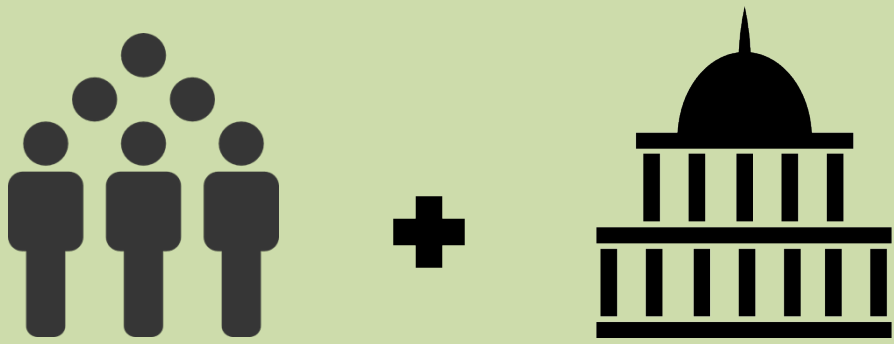
Transforming Smart City urban markets to include the informal economy



BACKGROUND

- **Nearly 81% of the Employed in India Are in the Informal Sector (ILO)**
- They are missing from the smart city imagination. The street vendors and waste pickers and other forms of informal workers who populate public spaces are missing from this picture.

Although there is a mutual dependency on informality in the city economy, the problem with informality is at two level



Social Problems :

- **Invasive**
- **Intrudes**
- **Obstructs**
- **Threat to security**

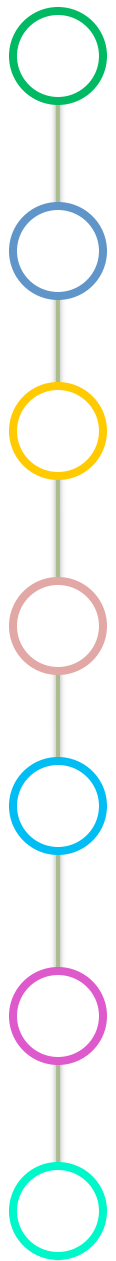
Under Threat of :

- **Eviction**
- **Jugad**
- **Discrimination**
- **Exploitation**
- **Low bargaining power**



- The transformation of informality to formality is a constant process, an organic process. As one form of informality is labeled as 'formal', a new informality will emerge.
- So the question is: if informality exists in a space, how do we make the informal sector respectable and formal in an organic way? How do we help them exist in a larger ecosystem?

By promoting and facilitating **grassroot level entrepreneurs** and bringing about **generational transformational shift** for those at the bottom of the economic pyramid, our objective is to **bring various institutions together and converge social schemes in a single-window institutional framework.**



Vendors

Informal Transport

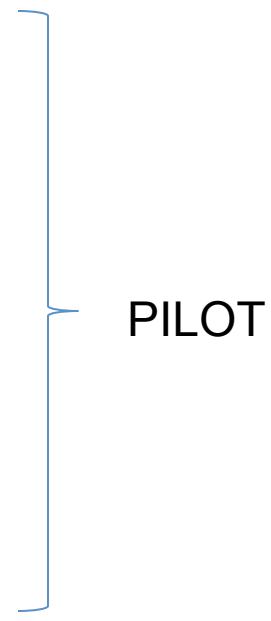
Waste Pickers

Home based workers

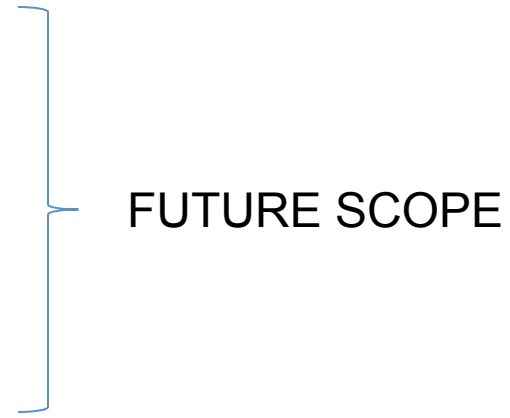
Physically Disabled

Construction workers

Domestic Workers



PILOT



FUTURE SCOPE

Challenges faced by the Informal Sector



Hurdles to become an entrepreneur !



What made it possible ?

In a neighborhood dumping spot, you see a site that is routine in Bengaluru. You see men and women, armed with with old shoes, recycled clothes and sticks, picking out trash to recycle. They are waste pickers. This is their story.



Anamma



Krishna

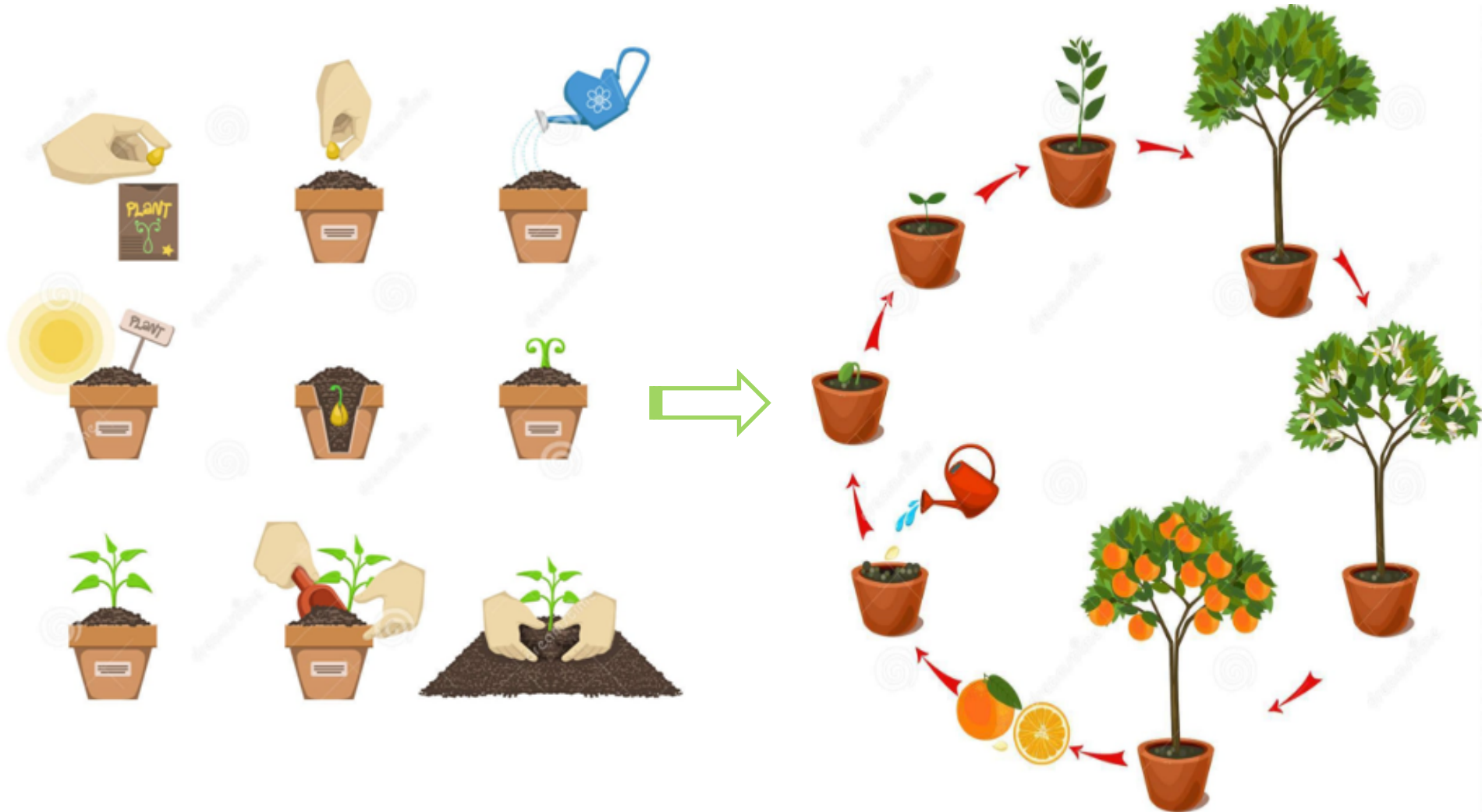


Mansoor



Sadashiviah

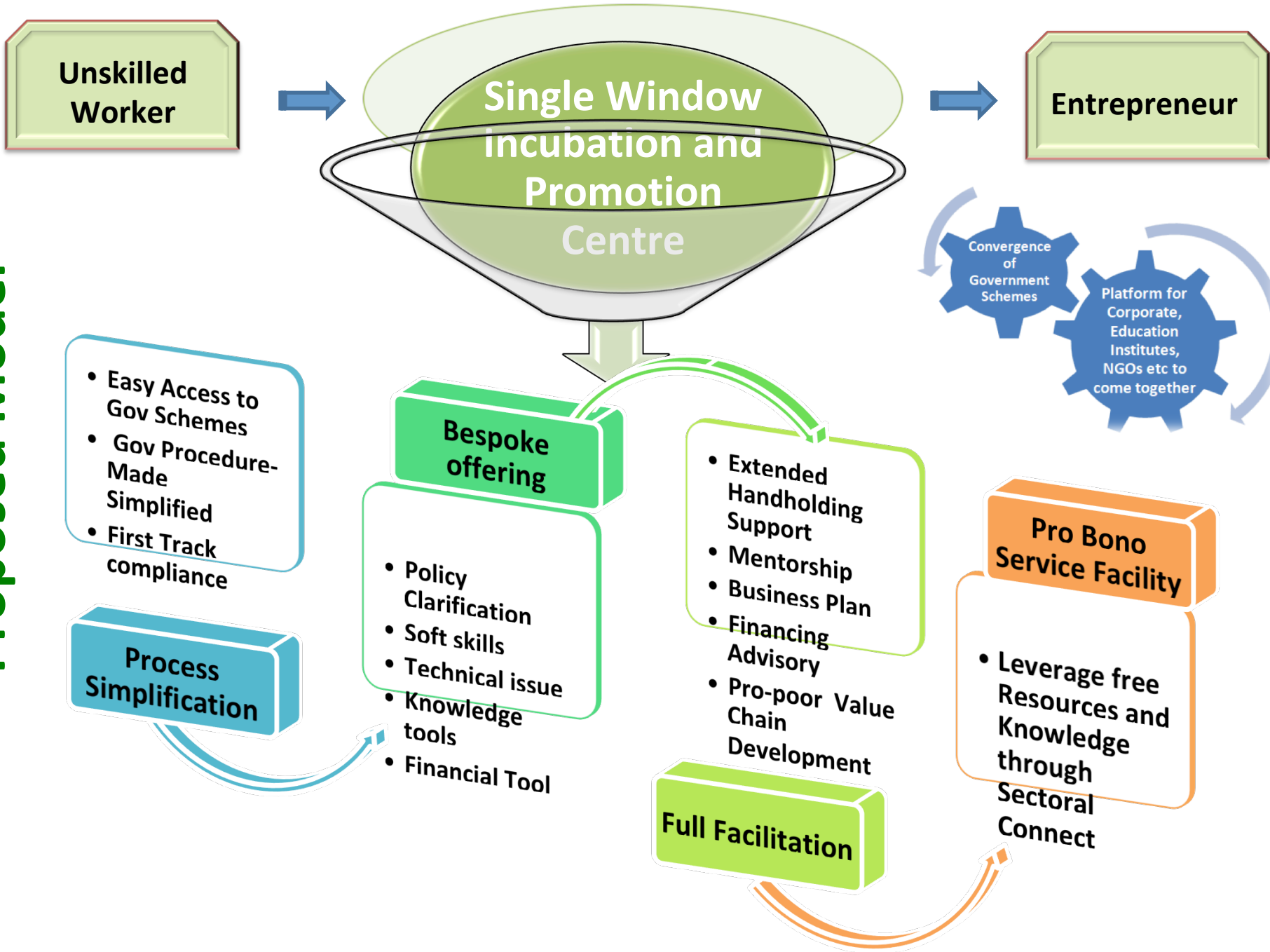
Nurturing a Grass root level Entrepreneur for transformational shift.. . .



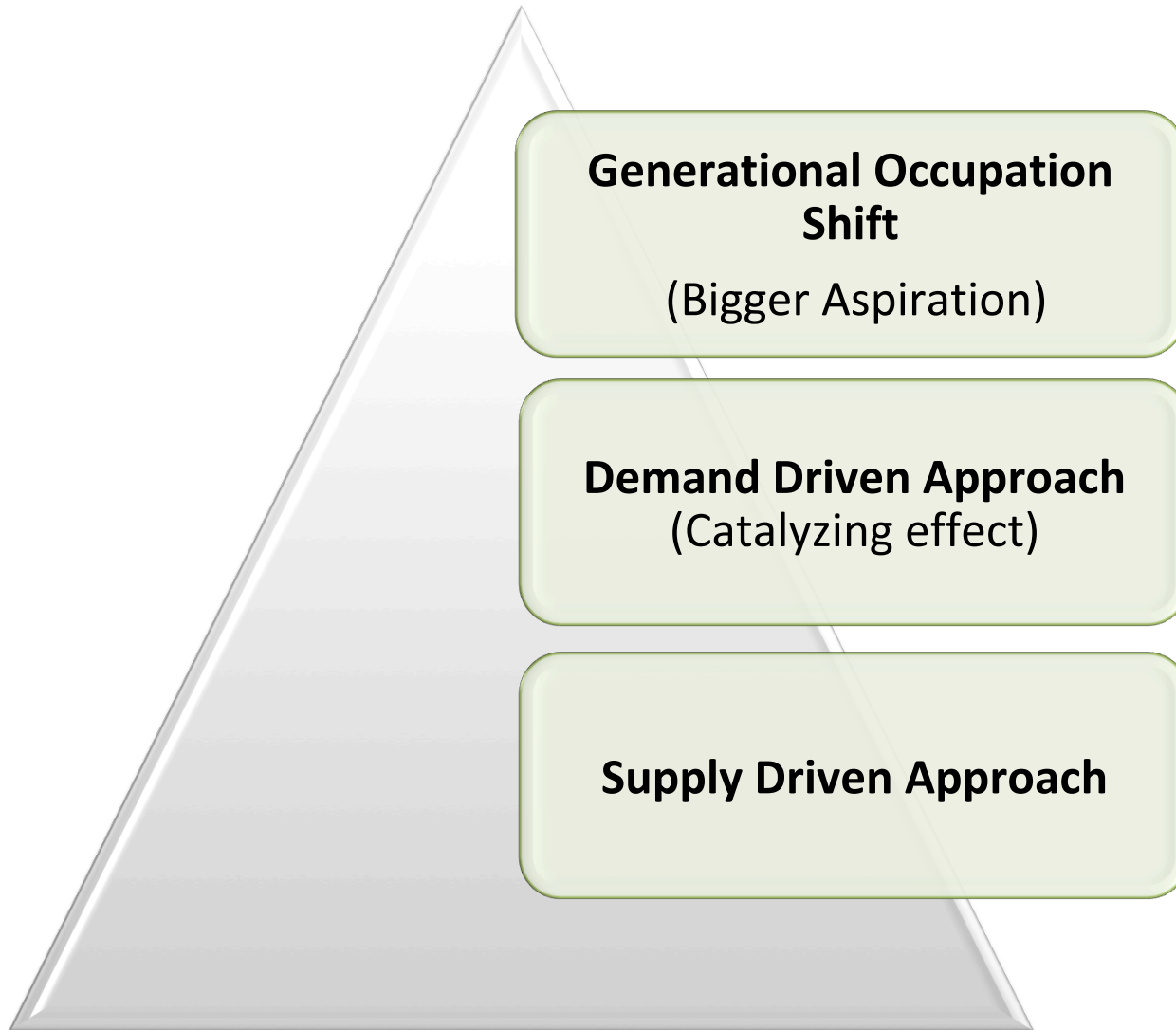
What can help us to achieve it ?

- **A platform** where the step by step nurturing process is brought under one platform
- Something which is **'By the people, for the people and of the people'** of that particular occupational group
- It acts as a **catalysing effect** in the community
- It brings about **generational occupational shift**

Proposed Model



Vision



Pilot Project For Waste Pickers



Waste picker

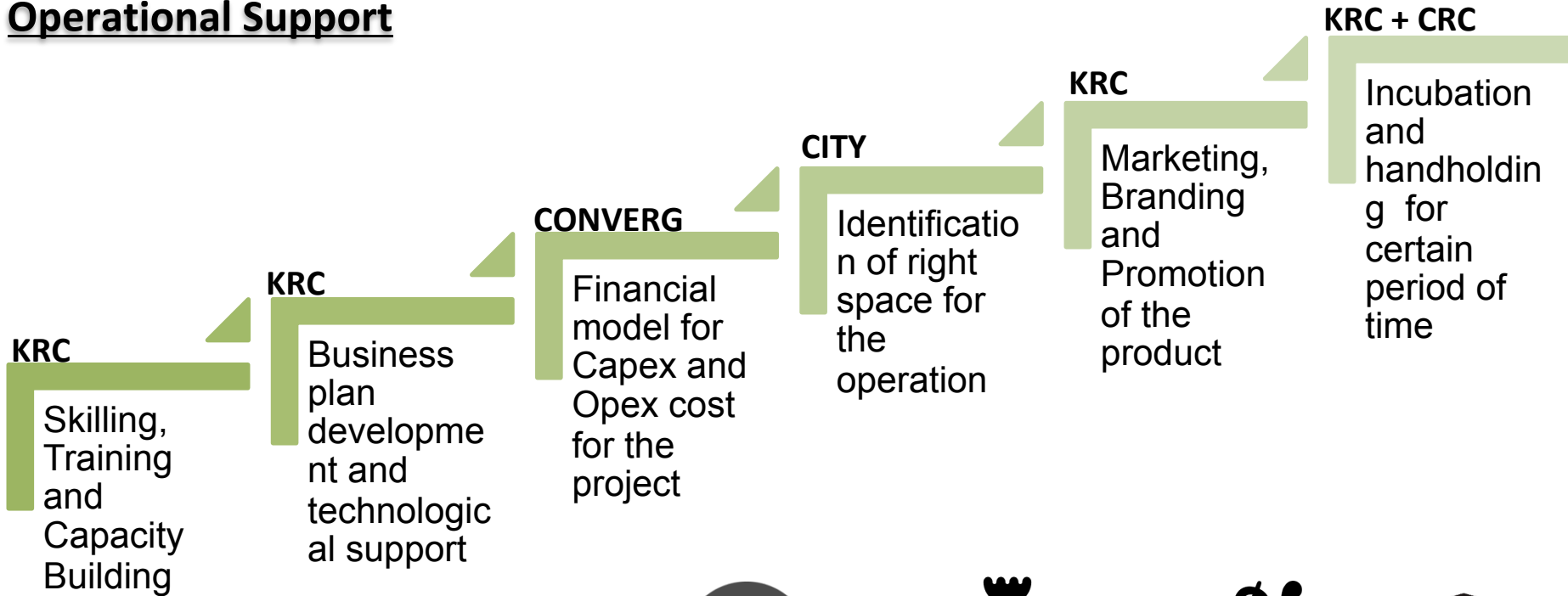


Micro Enterprise Promotion and Incubation Centre



Waste Management: Entrepreneur

Operational Support



Social Security



Health



Minimum Wages



Pension



Scholarship



Pilot Project For Differently Abled



Differently Abled

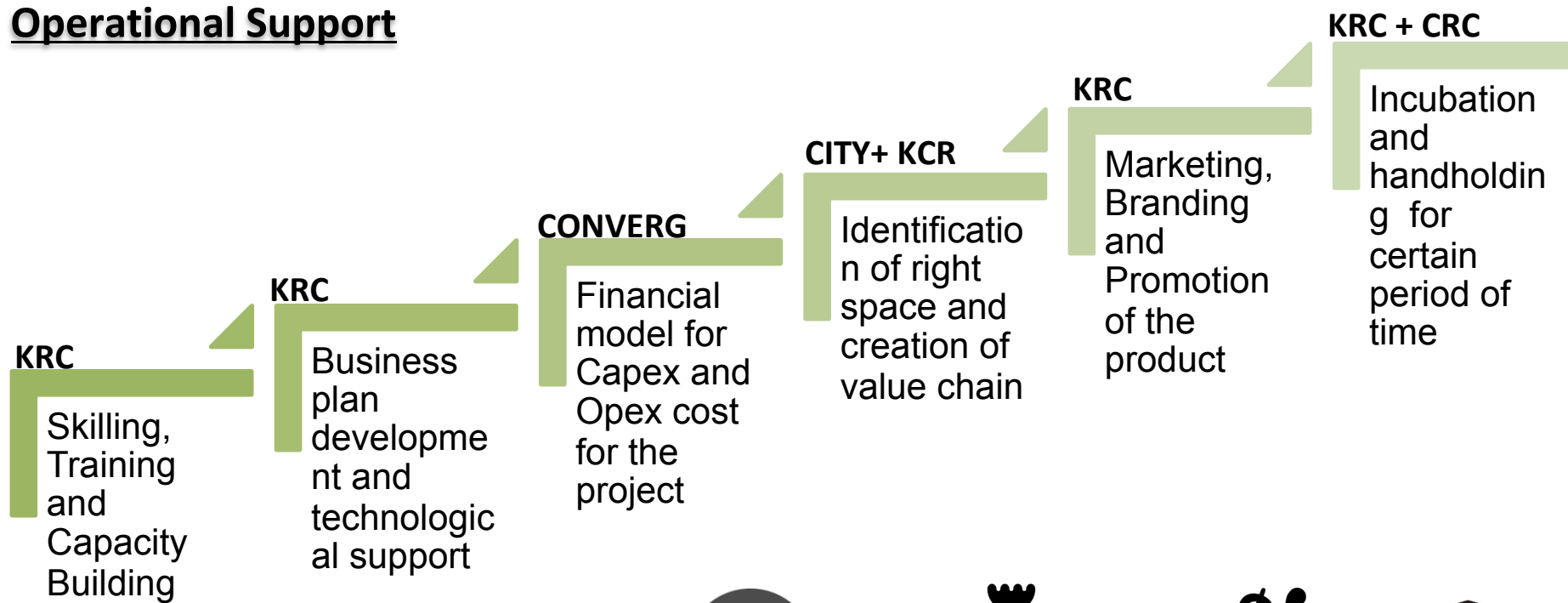


Micro Enterprise Promotion and Incubation Centre



Cafe chain run by Differently Abled

Operational Support



Social Security



Health



Minimum Wages



Pension



Scholarship

Pilot Project For Home Based Worker

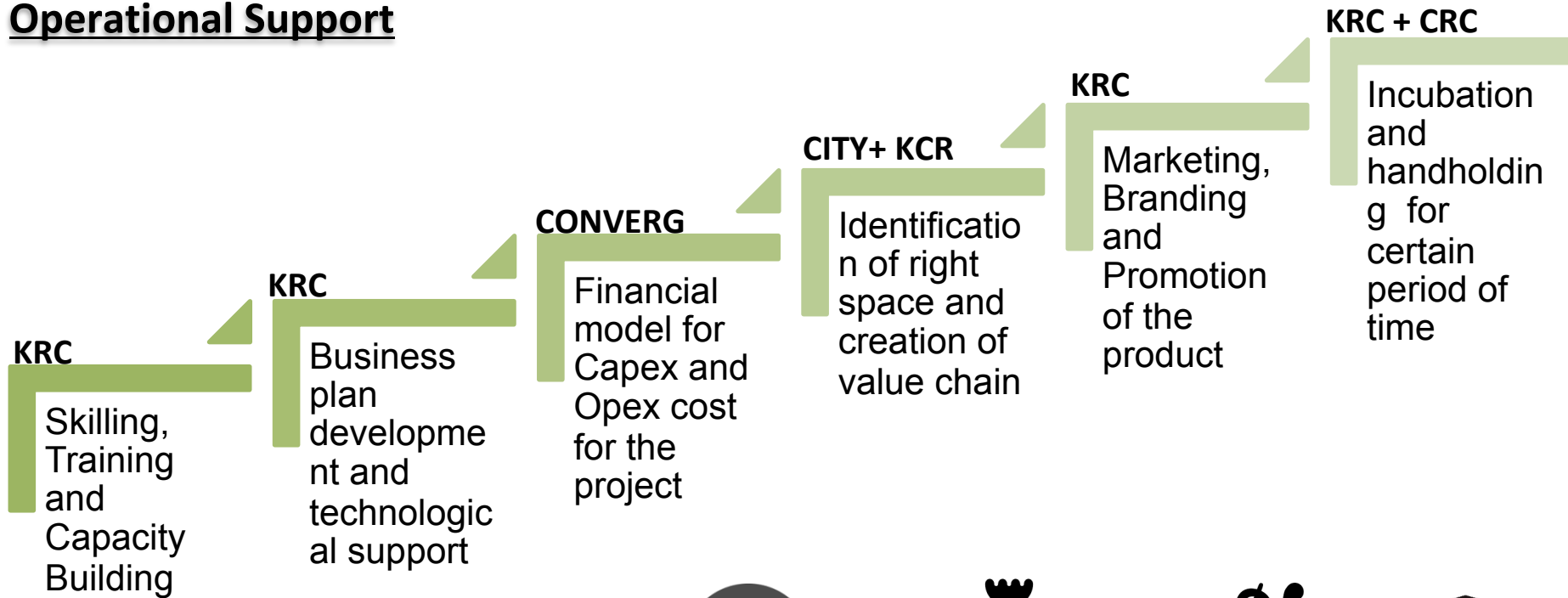


Home Based Worker

Micro Enterprise Promotion and Incubation Centre

Enterprise

Operational Support



Social Security



Health



Minimum Wages



Pension



Scholarship

STREET VENDORS

One who offers easy access to wide range of goods and services



INFORMAL – TRANSPORTATION

These provide the much needed mobility services



10 million street vendors in India .
Street vendors represent **4 percent**
of urban employment in India.

1.5 million e-rickshaws in India.
11,000 **e-rickshaws** are sold every
month and expected to increase
around 9% by 2021.

Create congestion on road as they are un
organised and unevenly distributed

STREET VENDORS



E- RIKSHAW

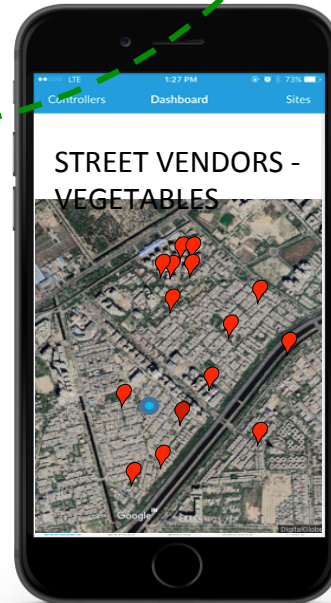
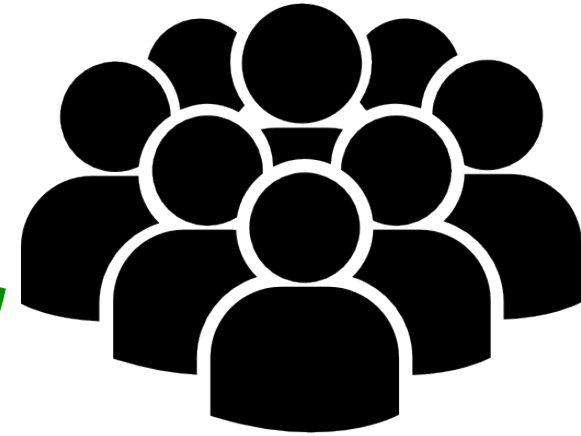


SERVICE PROVIDERS

**RFID TAG/
GPS CHIP**

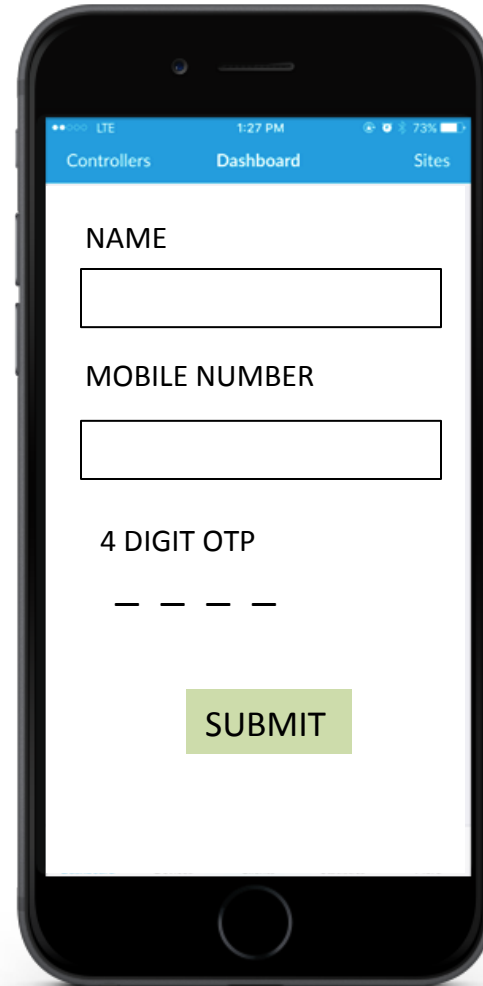
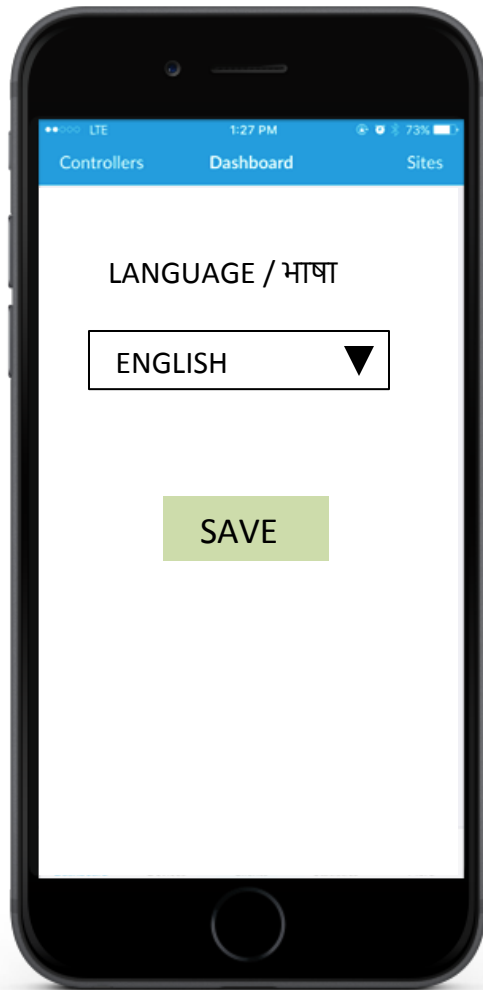


USERS



**MOBILE APP
(RFID READER)**

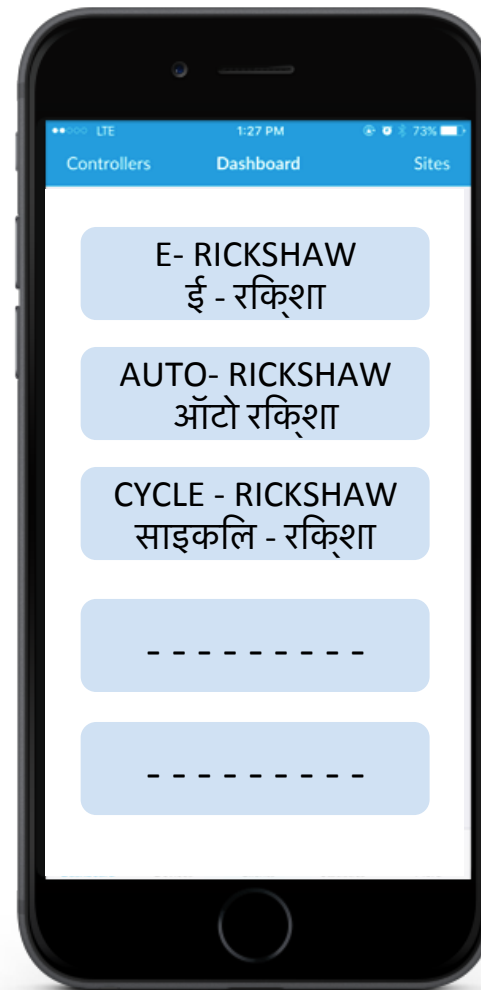
Application for an USER

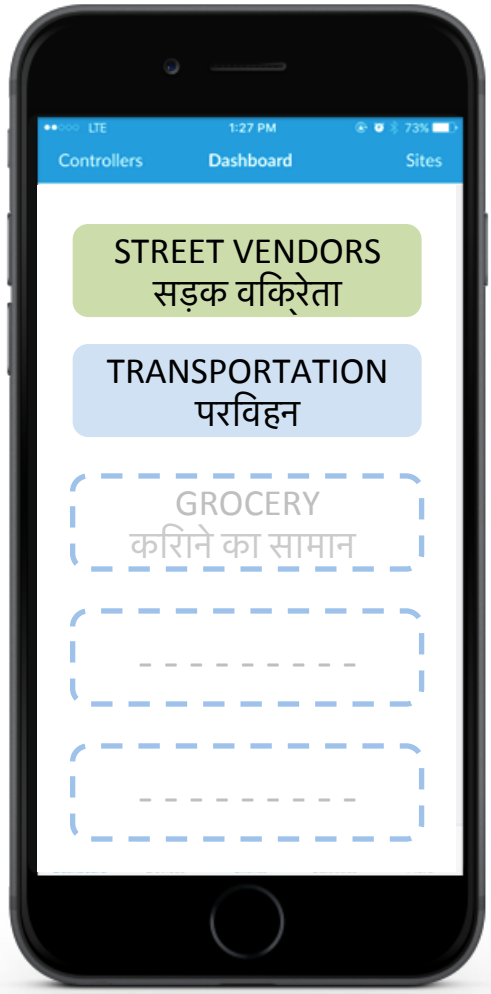


FREE APPLICATION AND EASY REGISTRATION



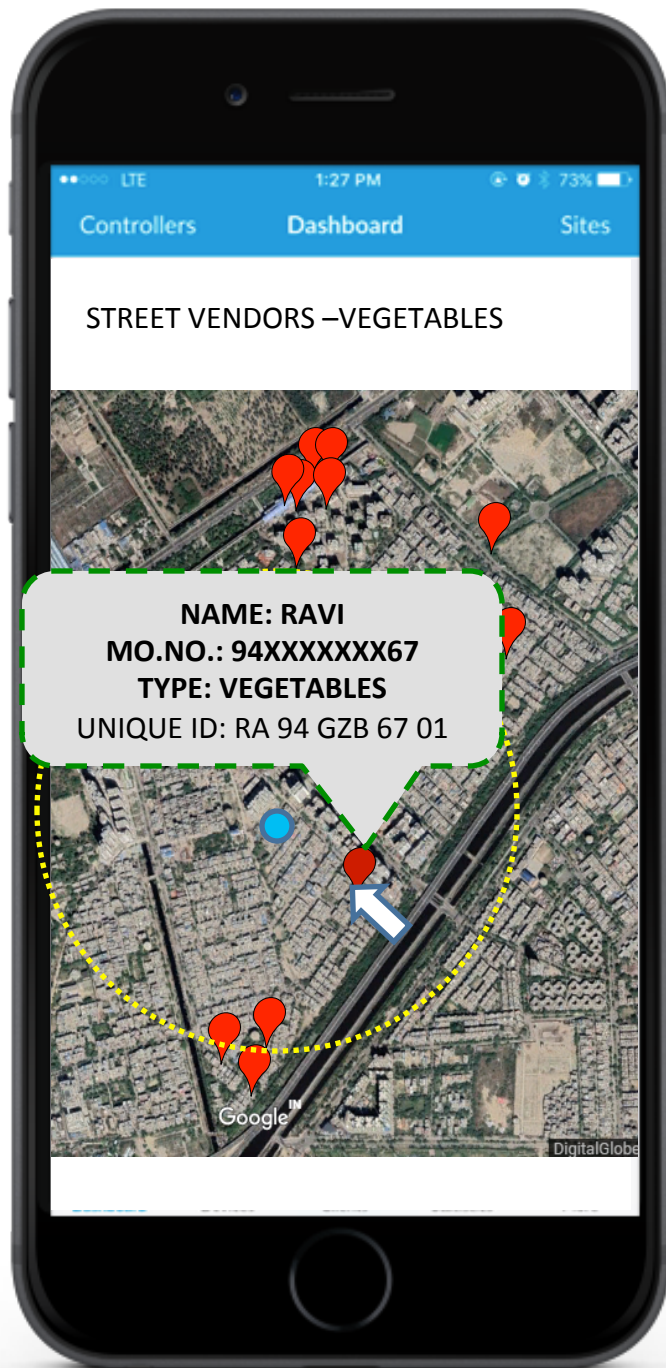
FUTURE
EXTENSION





FUTURE
EXTENSION





As one clicks on vegetables the vegetable vendors will show on map

One can restrict its radius. Default will be set to 500m-1000m (.5km to 1km)

One can locate the nearest vendor and click on it will show the details of the vendor

One can chose to walk or call the vendor to her society.

As the vendor has unique id he will be free to enter the arterial roads without any security threat.

Why would vendors /e - rickshaws will install these RFIDs?



RFID

BENEFITS LINKED

1

ATAL PENSION YOJANA

2

PM JAN DHAN YOJNA

3

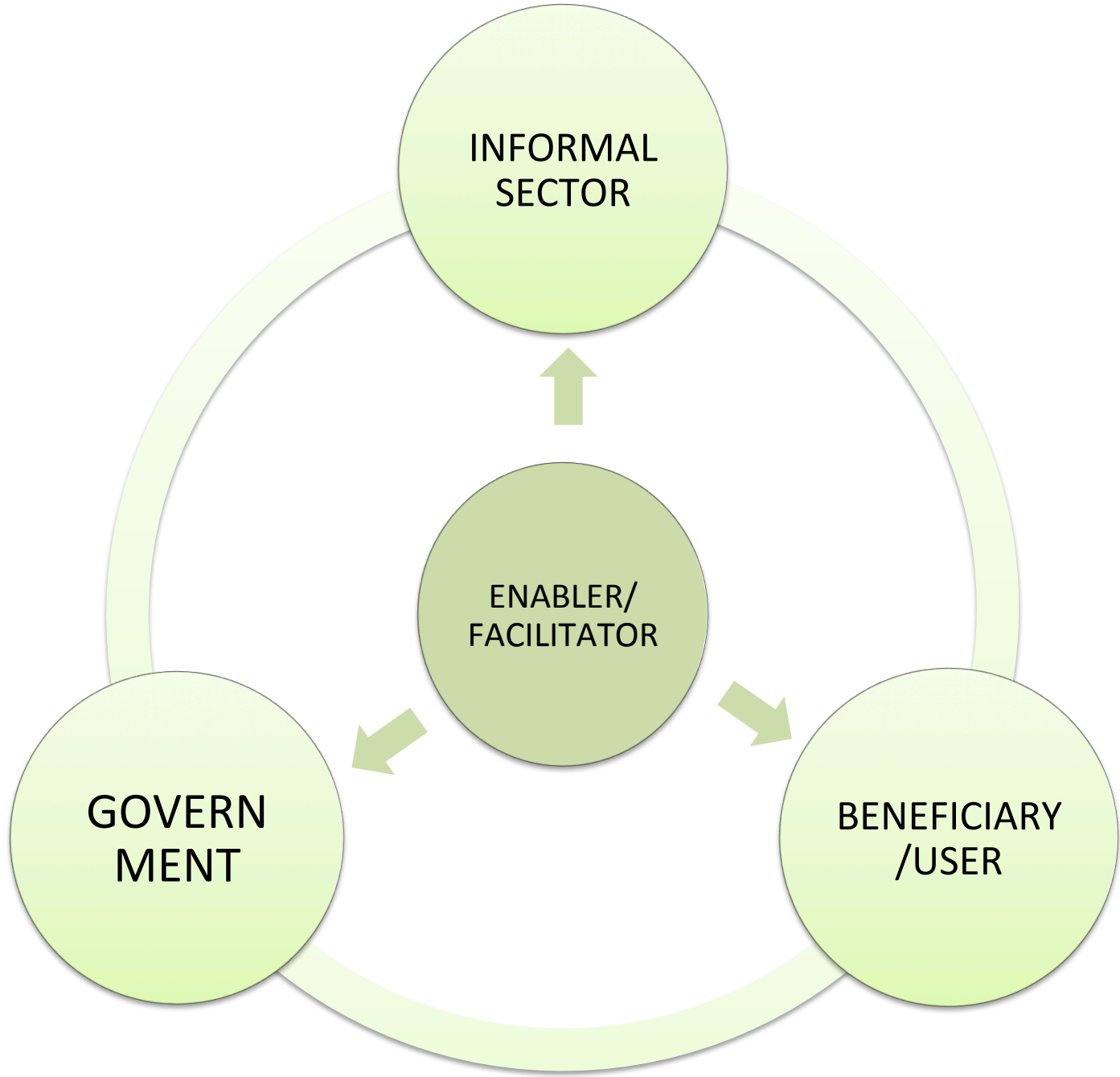
PM JEEVAN JYOTI BIMA YOJNA

4

SURAKSHA BIMA YOJNA

5

ADHAR CARD





How can the system be sustained?



Immediate text message: for unique id and their registration confirmation for the Yojna with registration details.



Text message every month so they are updated about the Yojna. The **government** would have positive effect on the sector.



After 1 year, optimisation for **Peak Hour Capturing** by updating the data in chip and app.



If the RFIDs are no longer tracked (if its dead) their **pension Yojna would also lapse.**



The demand and supply gap will be reduced by locating the service

Sector will be re-organised as it can locate its customers place and time.
Leading to decongestion at bottle necks like metro stations etc.

It eliminates the middleman and gives the flexibility to users and service providers to decide their rates

When a person gets registered he will be **formally tapped on system**, that's how government gets **data generated** for the sector.

As the system further links to the yojna the data for bank account will be added to the card, which will **facilitate the online transaction** .

Online transaction (even if its 40% pf total transaction) will track the **digital money** hence the **subsidies will reach the right target**.

Project Outcome

1

Framework and Digital portal to facilitate the functioning of Micro Enterprise Promotion and Incubation Centre

Benefits

Produce entrepreneurs, not only skilled labourers

Extensive mentoring and step-by-step assistance in becoming successful

Benefit to urban poor and their access to market

Create a multiplier effect in creating inclusive growth and employment

Benefit to government : a data base for employment generation, better quality of life for the poor.

promotion of non-grant based sustainable initiative with reduced depending on subsidy

NGOs and Organisations visited

SAAHAS
zerowaste



ಹಸಿರು ದಳ
Hasiru Dala



CHINTAN
ENVIRONMENTAL RESEARCH
AND ACTION GROUP



SEWA
Self Employed Women's Association



Solid Waste Management Round Table
SWMRT
Public Interest Group of Experts and Concerned Citizens



Azim Premji
University

THE LIGHTHOUSE PROJECT





***Intervention must go
hand-in-hand with policy
that supports it in order
to ensure institutional
change***



***NGOs are crucial partners
and facilitators who can
gain trust within the
community***



***Forms of identification,
such as ID cards, creates
empowerment and a
right to space***



***Handholding support in
the form of counseling
and mentoring is crucial
for transformational
change***



***Teaching soft skills equips
them with professional
skills to assimilate
to the formal sector***



***Collective action
between all
stakeholders under one
umbrella is needed***



***In order to create
transformational shift
there needs to be a
mindset shift, an
inner shift.***



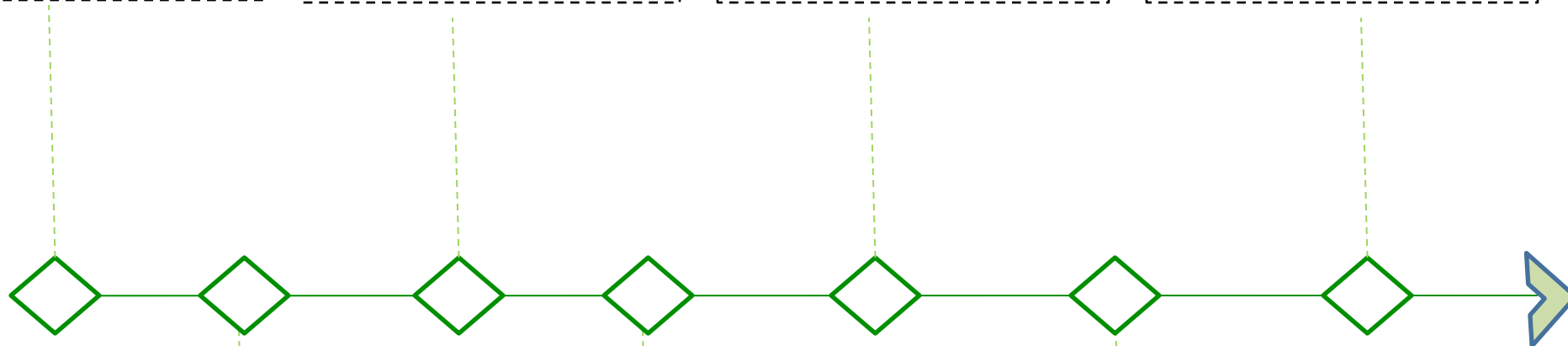
Time line.....progress

Ideation
Consultation
Draft Proposal

Visit to pilot city
Profiling of city
Implementation model

Docs and approvals
Enrolling beneficiary
Feedback and documentation

Designing digital platform
2 additional projects
Evaluation (KPI)



Case study
Consultation
Exposure visits
2nd draft proposal

Target population
Social mobilization
cost estimation
Training levels 1,2,3,4.

Opex and copex cost
Grounding of project
Monitoring
On ground evaluation



Thank you.....

