Umeed

ANANTA KUKREJA | ASMEETA DAS SHARMA | THOMAS PEGU | YOGADA JOSHI

Who is a migrant?
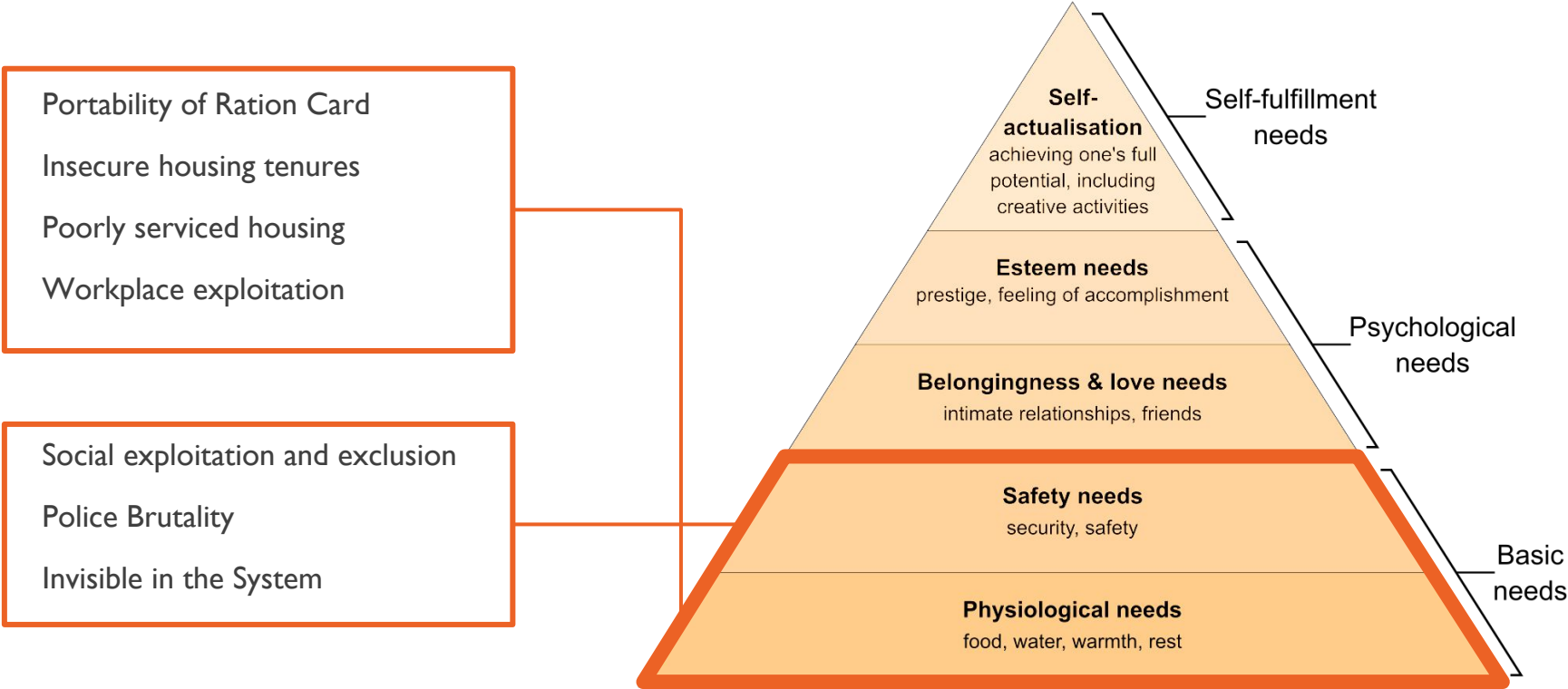
?

Census (2011)

"When a person enumerated in census at a **different place than his/ her place of birth**, she / he is considered a migrant."

NSSO (2007-08)

"A household member whose last usual place of residence (UPR), anytime in the past, was **different from the present place of enumeration** was considered as a migrant member in a household."

Migrant Needs

Portability of Ration Card

Insecure housing tenures

Poorly serviced housing

Workplace exploitation

Social exploitation and exclusion

Police Brutality

Invisible in the System

Self-actualisation
achieving one's full potential, including creative activities

Self-fulfillment needs

Esteem needs
prestige, feeling of accomplishment

Belongingness & love needs
intimate relationships, friends

Psychological needs

Safety needs
security, safety

Physiological needs
food, water, warmth, rest

Basic needs

Maslow's Hierarchy of Needs

Problem Statement

Lack of reliable, **updated data** of the floating population in a city inhibits **adequate service delivery** leading to the **invisibility and exploitation** of the migrant population.
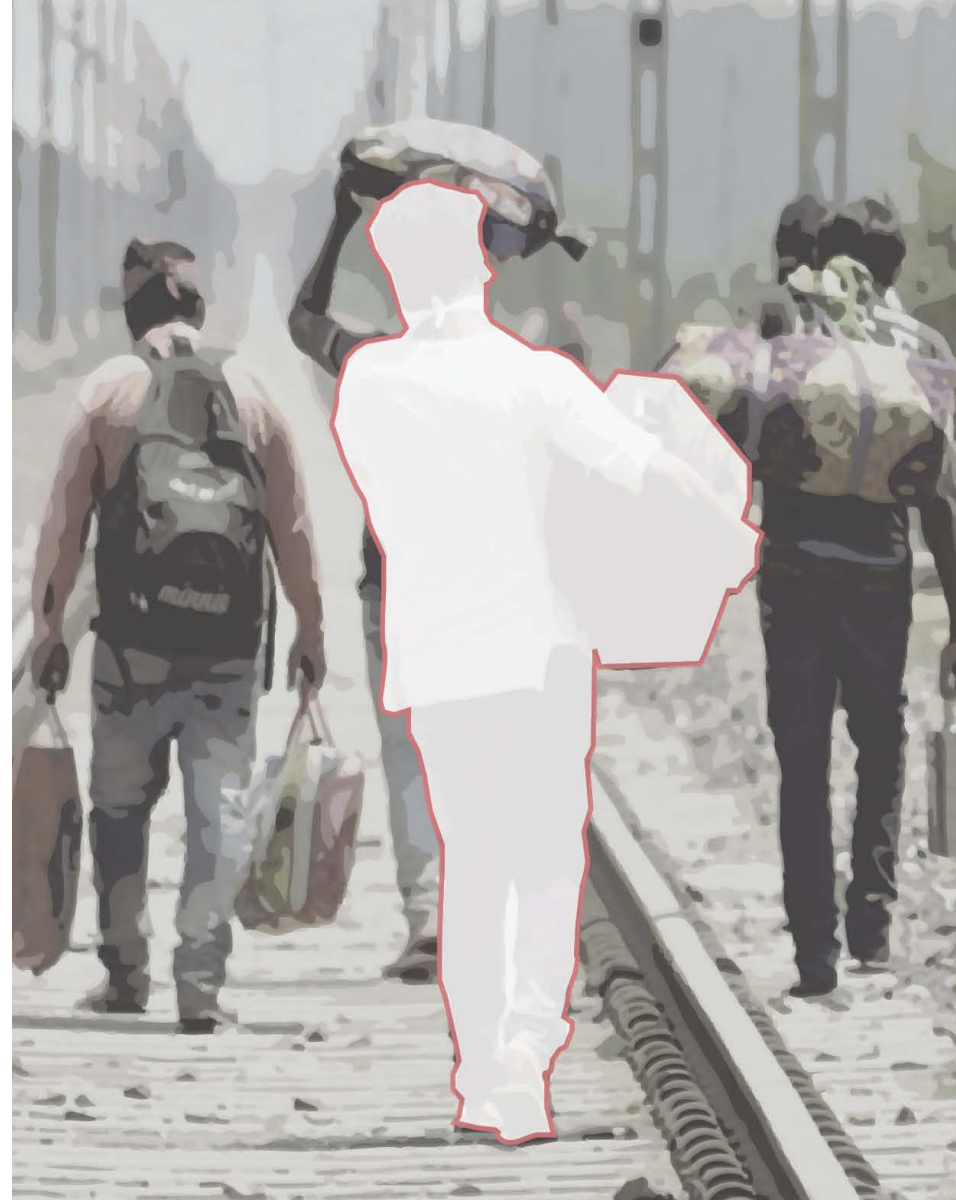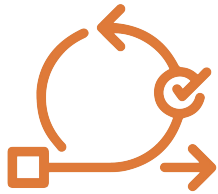
Approach

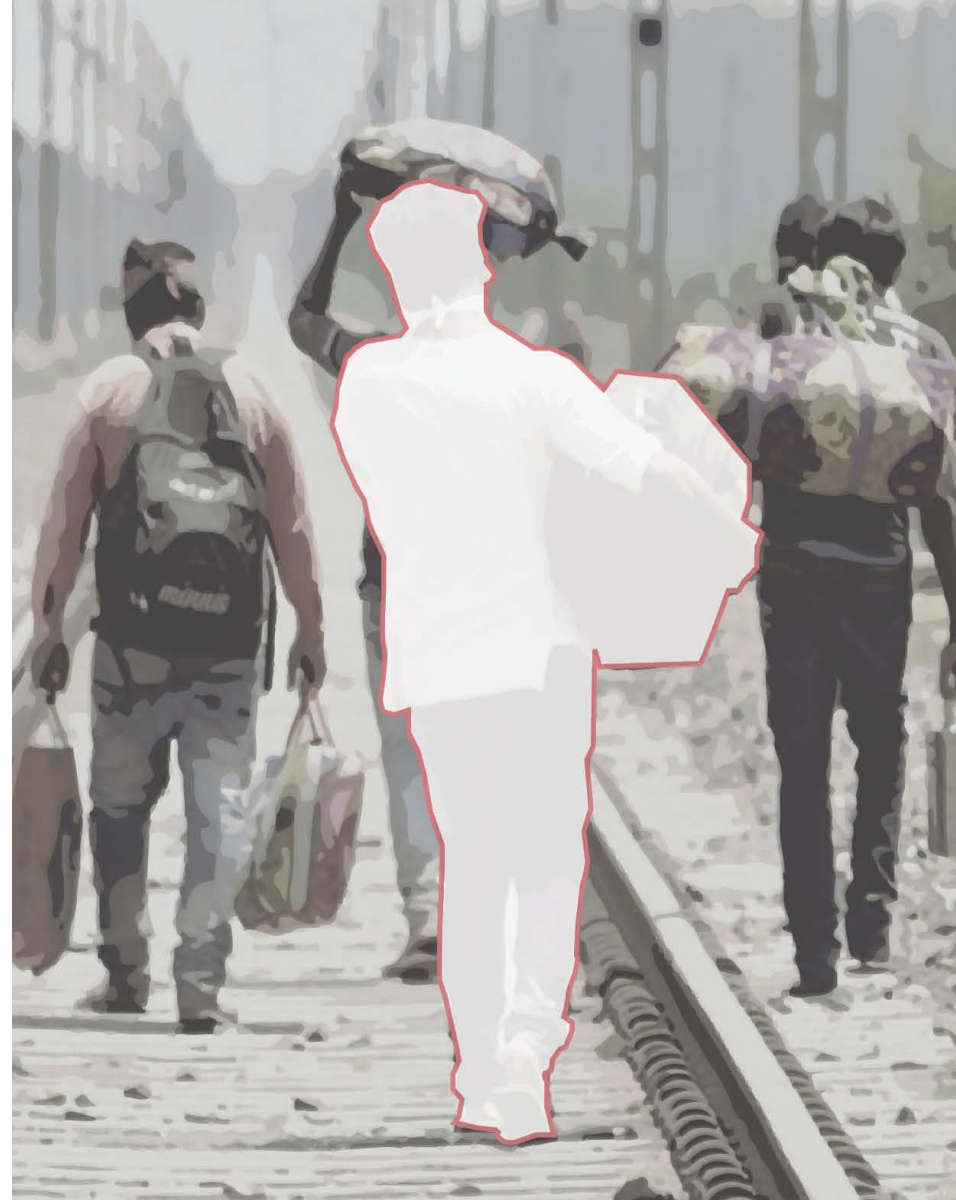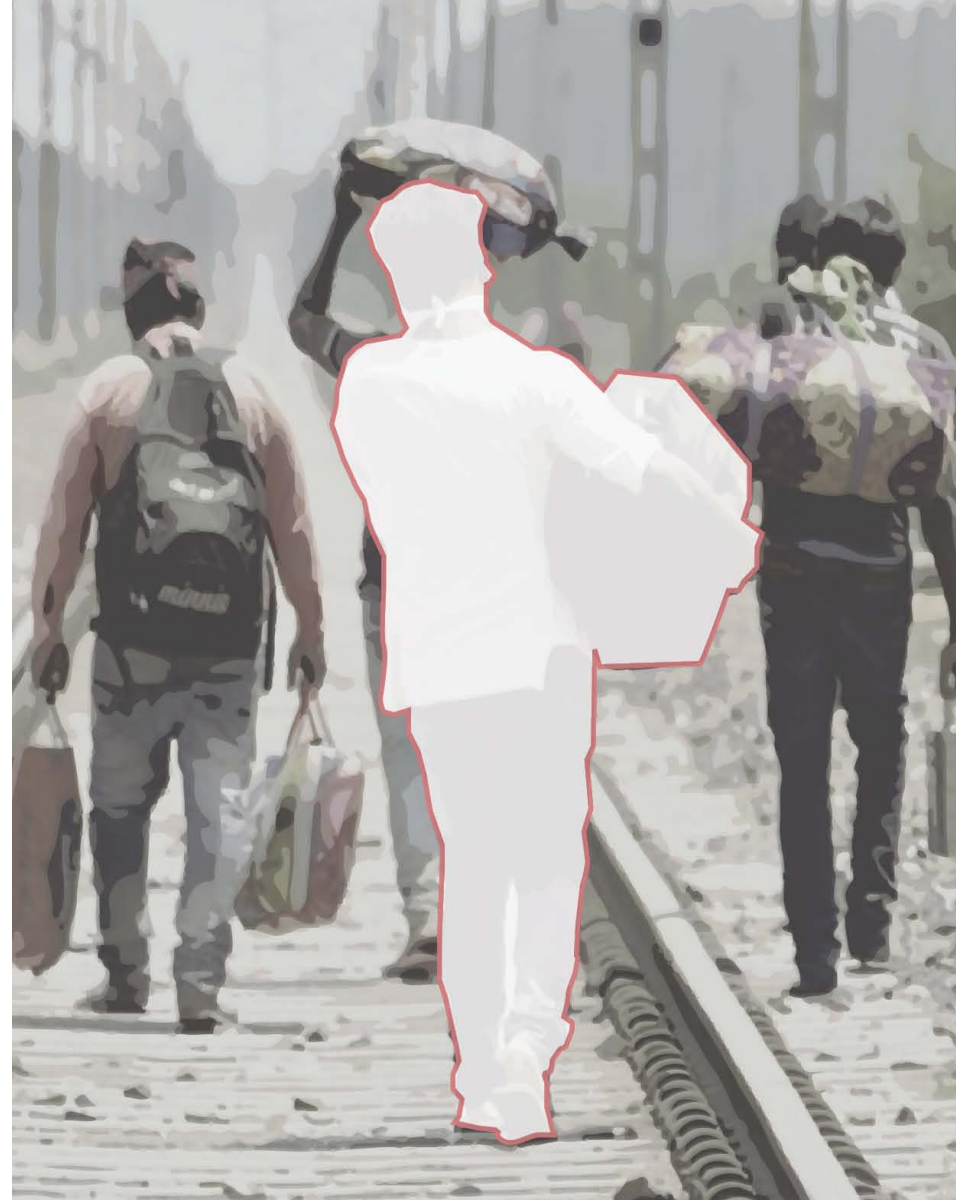Qualitative Research

Quantitative Research

Applied

Deductive

Agile Project Management

Investigation

➔ Policy Landscape

➔ State-wise Initiatives

➔ Technology Landscape

➔ Primary Data Collection

➔ Expert Talks

Policy Landscape

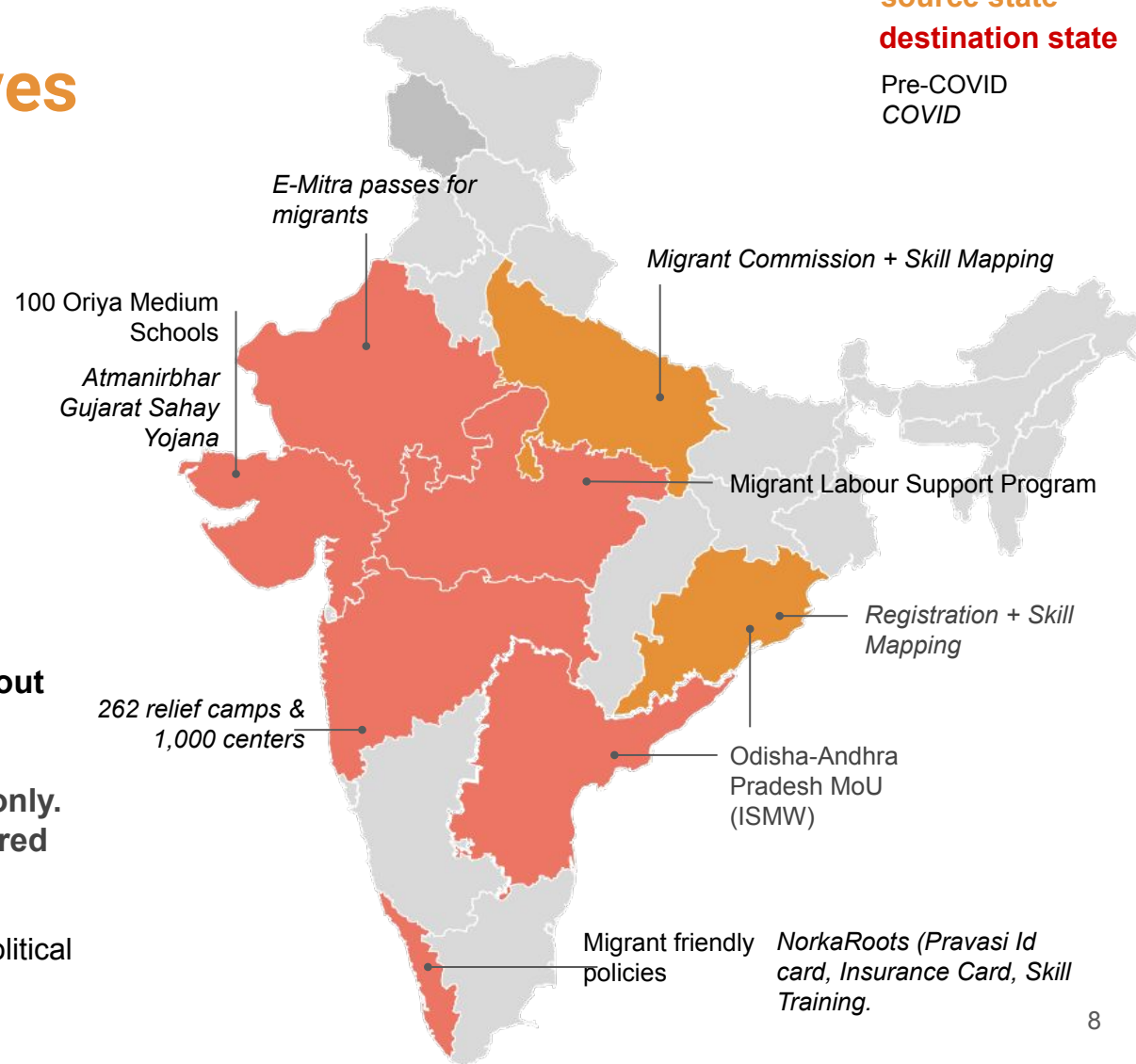| RIGHT TO SHELTER *Need for rentals*	RIGHT TO HEALTH *Need for healthcare facilities and well-being*	RIGHT TO FOOD SECURITY AND LIVELIHOOD *Need for nutritious food & decent work*	RIGHT TO EDUCATION *Need for child education*	RIGHT TO FINANCIAL INCLUSION *Need for social security benefits*
Building and Other Construction Workers Act, 1996				
Minimum Wages Act, 1949				
Inter State Migrant Workers Act, 1979				
	Factories Act, 1948	Shops and Establishment Registration Act, 1953		Unorganized workers social security Act, 2008
PMAY	Ayushmaan Bharat	Antyodaya Anna Yojana	Sarva Shiksha Abhiyan	Pradhan Mantri Shram Yogi Mandhan
				Atal Bima Vyakti Kalyan Yojana
Wage Code Bill, 2020	Occupational Safety, Health and Working Conditions Code, 2019	Code for Industrial Relations, 2019		Draft Social Security Code, 2019
		Wage Code Bill, 2020		

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State-wise Initiatives

source state
destination state
Pre-COVID
COVID

E-Mitra passes for migrants

Migrant Commission + Skill Mapping

100 Oriya Medium Schools

Atmanirbhar Gujarat Sahay Yojana

Migrant Labour Support Program

Registration + Skill Mapping

262 relief camps & 1,000 centers

Odisha-Andhra Pradesh MoU (ISMW)

Migrant friendly policies

NorkaRoots (Pravasi Id card, Insurance Card, Skill Training.

Most of the initiatives were carried out by destination States.

Focus on relief and compensation only. Indicators that needs to be considered

Identity and Registration, Labour Market, Housing, Social Security and Benefits, Political Participation

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Technology Landscape

Primary Data

US – American Community Survey : Yearly **sample survey** of **3.5 million Americans** includes variables on internal migration by place of residence, family size, education, employment inter alia mapped on a dynamic US map
    Agency : US Census Bureau

VIETNAM – A National Migration Survey was conducted in 2004 and 2015
    Agency : General Statistics Office and UN Population Fund

CHINA – Yearly Floating Population Dynamic Monitoring Surveys since 2010 (Hukou) affects land ownership, other social security (primary data) - Under Revision
    Agency – National Bureau of Statistics (Boxun), National Health and Family Planning Commission

RUSSIA – internal passport system (primary data)
    Agency – Ministry of Internal Affairs

Secondary Data

AUSTRALIA – Public health insurance data and Defence data
    Agency – Australian Bureau of Statistics

RWANDA - Research study using call data captured from location of mobile towers
    Agency : University of California , Berkeley, School of Information

UK – General Practitioners'/NHS data and Higher Education Statistics Agency (HESA) data
    Agency : Office for National Statistics

Technology Landscape

APPS

- **LABOUR ADDA, MAZDOOR**--connects unskilled and semiskilled workers to customers
- **PRAVASI ROZGAR-** matchmaker for both worker and employer (India)
- **Labour, Majdur, Shramik Card –** Procedure to get info on various labour cards (India)
- **Pravasi Khadya Mitra –** registration app for ration by Govt of Chhattisgarh (India)
- **MigApp -** International Organisation for Migration

Others

- **Recruitment Advisor (International Trade Union Confederation) –** Inter-country govt licensed recruitment agencies aggregator
- **Biometric Identity Management System (BIMS), UNHCR –** identity protection for refugees through enrolment in UNHCR database on the basis of biometrics

Data on Migrants is..

Outdated

- Last conclusive figures of internal migrants is derived from Census 2001. Complete migrant data from Census 2011 still to be released.

- Various data sources of migration in India include NSSO(2007-08) under MOSPI, Census(2011), Economic Survey of India (2017-18), Ministry of Finance. Each Ministry uses a different definition of 'Migrant'.

Static

- Due to the COVID-19 pandemic that hit the entire world, the need for collection of data on migrants has gained mileage. This data has been captured by **independent** NGOs, District Labour Offices, Police Stations, NMIS portal by NDMA and state travel portal amongst others. The data collected however, remains **static** in nature.

Incomplete

- Despite the presence of various schemes and laws to provide benefits to migrants, these remain under-utilized giving misleading numbers for the migrant population.

- Circular migration is not captured

- Migrant Source state is captured in the Census data without capturing the district/city

- Worker description is defined as per tenure not as per occupation

Key Gaps

Data

No granular source - destination data

Outdated Static data

Social Security

No portability of Social Security Benefits
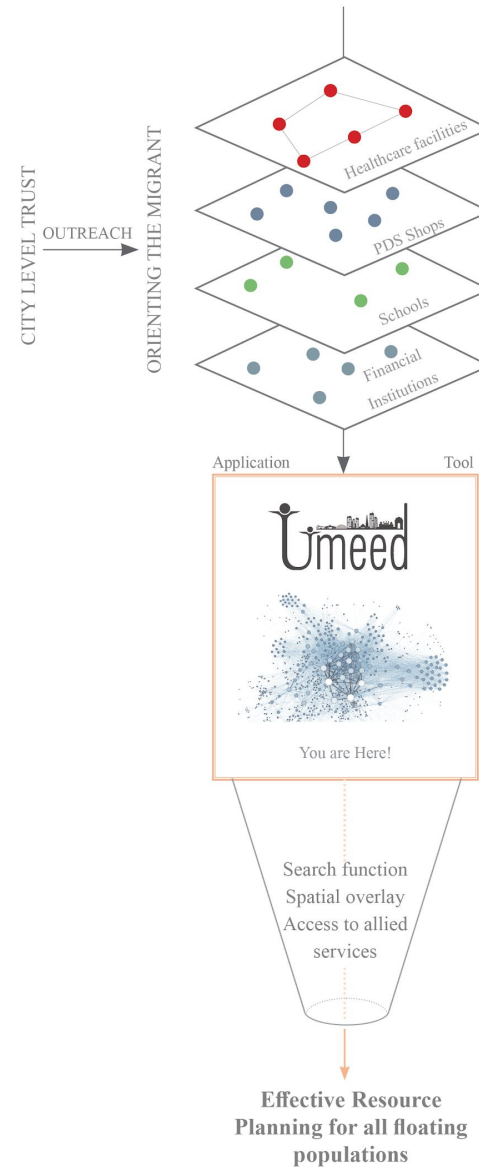
Relief compensation based approach

Tech

Siloed Tech initiatives

No one-stop infosource for city orientation

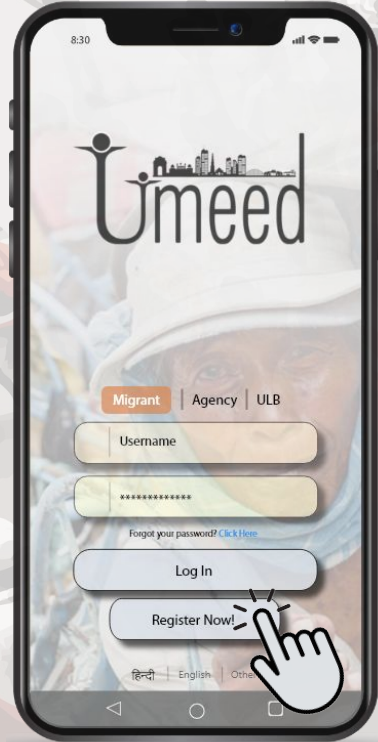Lack of comprehensive collaborative approach

Umeed APP

- **one-stop shop mobile application** for all the needs of a migrant in a city.
- **migrants to orient themselves** to the new environment
- **mapping all the relevant services**,
- **multi-layered search function**.
- Possible services : healthcare, education, rental housing,PDS, access to welfare schemes and transportation
- presenting its services in the **migrant's local language**.
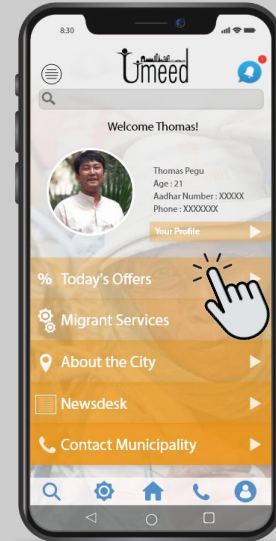- **City - specific** approach - migrant and service profiles

CITY LEVEL TRUST

ORIENTING THE MIGRANT

OUTREACH

Healthcare facilities

PDS Shops

Schools

Financial Institutions

Application   Tool

Umeed

You are Here!

Search function
Spatial overlay
Access to allied services

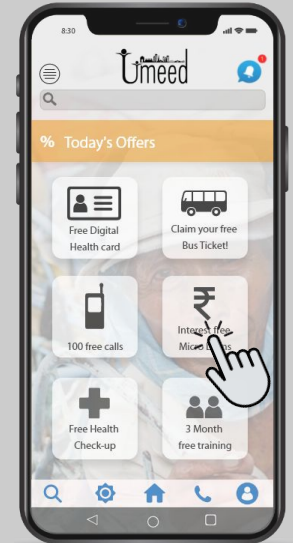**Effective Resource Planning for all floating populations**

Umeed App | MIGRANT INTERFACE
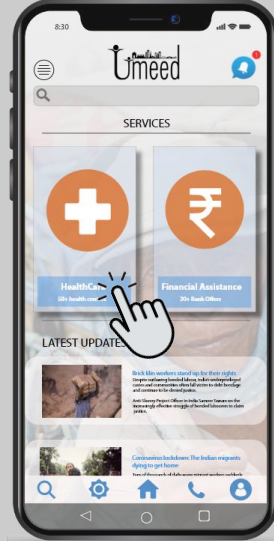

STEP - 1: Migrant Registration

STEP - 2: Migrant Dashboard

STEP - 3: Offers/coupons Dashboard

Prototype Link:
https://xd.adobe.com/view/de335880-72f4-4ac7-ad36-7214621be711-8b60/

Umeed App | MIGRANT INTERFACE
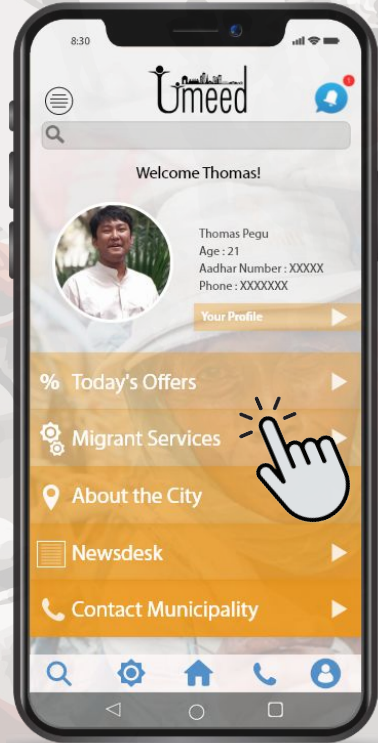
STEP - 1: Services Interface
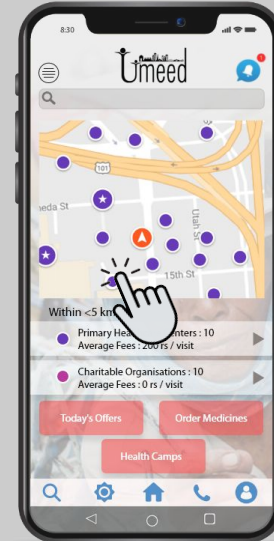
STEP - 2: Nearest Healthcare
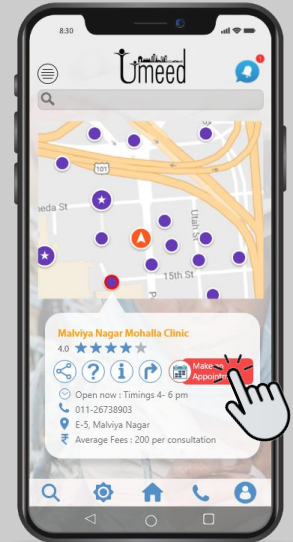
STEP - 3: Book Appointment/ Token.

Prototype Link:
https://xd.adobe.com/view/de335880-72f4-4ac7-ad36-7214621be711-8b60/

Umeed App

ULB's / AGENCIES INTERFACE
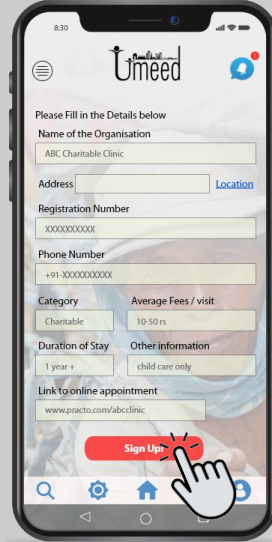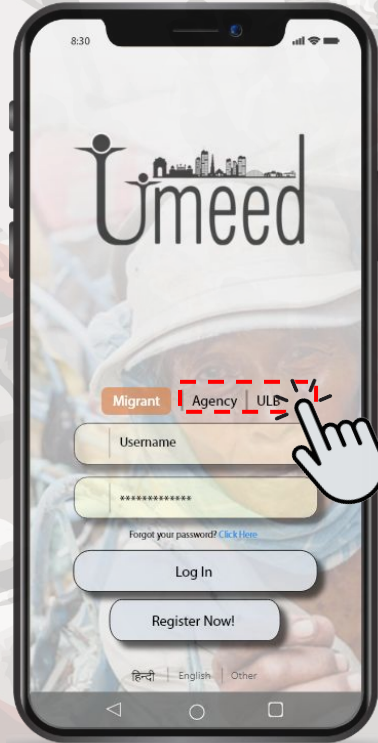
STEP - 1: Registration for Agencies

STEP - 2: ULB Dashboard (Service Profile)

STEP - 3: ULB Dashboard (Migrants Profile)

Prototype Link:
https://xd.adobe.com/view/de335880-72f4-4ac7-ad36-7214621be711-8b60/

City Selection Matrix

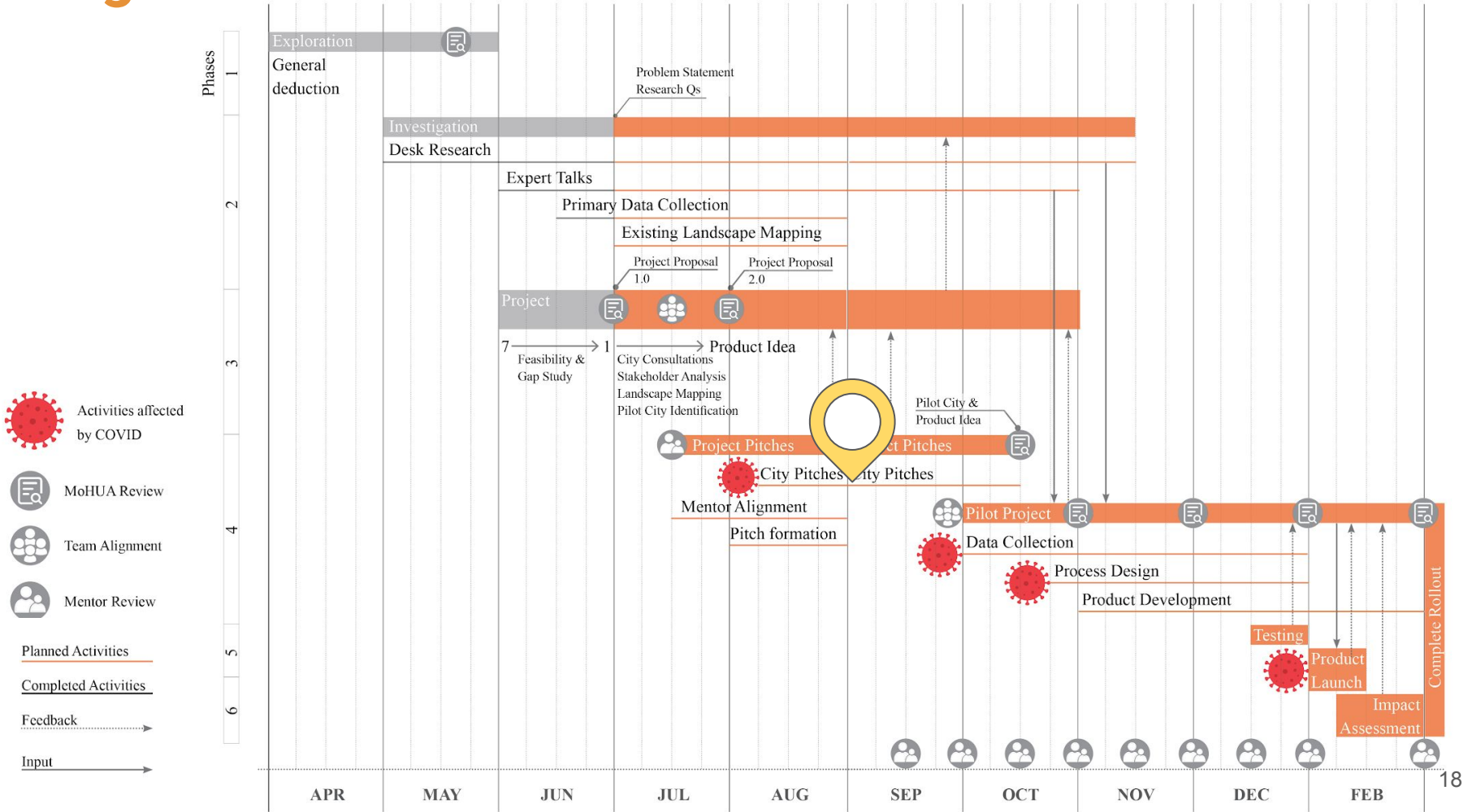| Sl	City	State	Population Census 2011	Covid scores	State Capital (proxy for healthcare infra and better access to administration)	Rank based on migrant popn/total district popn	SME cluster	Industrial city repeated mention in news articles, reports	CSO network (y/n)	MRC	Govt policy for migrants	ICCC	Language	Elections due	City Performance ranking - SCM	Distance Score	Total Score
1	Bhopal	MP	1798218	0.96	1.2	0.72	1.2	1.2	0.5	0	0.5	0.5	0.5	0	0.5	0.3	8.08
2	Jaipur	Rajasthan	3046163	0.72	1.2	0.24	1.2	1.2	0.5	0.5	0.5	0.5	0.5	0	0.2	0.5	7.76
3	Bhubaneswar	Odisha	837737	0.96	1.2	0.72	0	1.2	0.5	0.5	0.5	0.5	0.5	0.5	0.2	0.1	7.38
4	Surat	Gujarat	4466826	0.96	0	1.2	1.2	1.2	0.5	0	0.5	0.5	0.5	0	0.5	0.2	7.26
5	Faridabad	Haryana	1809733	1.2	0	1.2	1.2	1.2	0	0	0	0.5	0.5	0.5	0.1	0.5	6.9
6	Ahmedabad	Gujarat	5633927	0.96	0	0.72	1.2	1.2	0.5	0	0.5	0.5	0.5	0	0.5	0.3	6.88
7	Vadodara	Gujarat	1666495	1.2	0	0.48	1.2	1.2	0.5	0	0.5	0.5	0.5	0	0.5	0.3	6.88
8	Udaipur	Rajasthan	451100	1.2	0	0	1.2	1.2	0.5	0.5	0.5	0	0.5	0.5	0.3	0.3	6.7
9	Indore	MP	1994397	0.72	0	0.72	1.2	1.2	0.5	0	0.5	0.5	0.5	0	0.5	0.3	6.64
10	Rajkot	Gujarat	1346192	0.72	0	0.72	1.2	1.2	0.5	0	0.5	0.5	0.5	0	0.4	0.3	6.54
11	Jabalpur	MP	1081677	0.96	0	0.24	1.2	1.2	0.5	0	0.5	0.5	0.5	0.5	0	0.3	6.4
12	Chandigarh	Chandigarh	1055450	0.72	1.2	1.2	1.2	0	0	0	0	0.5	0.5	0.5	0	0.5	6.32
13	Ajmer	Rajasthan	542321	0.96	0	0.24	1.2	0	0.5	0.5	0.5	0.5	0.5	0.5	0.1	0.4	5.9
14	Ludhiana	Punjab	1618879	0.72	0	0.72	1.2	1.2	0.5	0	0	0	0.5	0.5	0.1	0.4	5.84
15	Raipur	CG	1010433	0.24	1.2	0.24	1.2	1.2	0	0	0.5	0	0.5	0.5	0	0.2	5.78
16	Amritsar	Punjab	1132383	1.2	0	0.48	1.2	1.2	0	0	0	0	0.5	0.5	0	0.4	5.48
17	Thiruvananthapuram	Kerala	958000	0.24	1.2	0.48	1.2	1.2	0.5	0	0.5	0	0	0	0	0	5.32
18	Jalandhar	Punjab	862886	0.48	0	0.48	1.2	1.2	0	0	0	0.5	0.5	0.5	0	0.4	5.26
19	Ujjain	MP	515215	1.2	0	0.24	1.2	0	0.5	0	0.5	0.5	0.5	0	0.3	0.3	5.24
20	Ranchi	Jharkhand	1073427	0.48	1.2	0.24	0	1.2	0	0	0	0.5	0.5	0.5	0.3	0.2	5.12

Progress

Phases

Exploration	General deduction
Investigation	Desk Research

Problem Statement
Research Qs

Expert Talks

Primary Data Collection

Existing Landscape Mapping

Project Proposal 1.0

Project Proposal 2.0

Project

7 → 1

Feasibility & Gap Study

City Consultations
Stakeholder Analysis
Landscape Mapping
Pilot City Identification

Product Idea

Pilot City & Product Idea

Project Pitches

City Pitches

Mentor Alignment

Pitch formation

Pilot Project

Data Collection

Process Design

Product Development

Testing

Product Launch

Impact Assessment

Complete Rollout

Legend:

- Activities affected by COVID
- MoHUA Review
- Team Alignment
- Mentor Review
- Planned Activities
- Completed Activities
- Feedback
- Input

APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | FEB

Way Forward

- **Developing Viable Business Model:**
  - Ownership Model;
  - Finance;
  - Project Sustainability
  - Integration.
- **Introducing Project to the Cities:**
  - Pitch to City CEO's;
  - Data Collections;
  - Migrant and Service Profiling;
  - Stakeholders Engagement;
  - Product Development;
  - Testing and Product Launch.
- **Impact Assessment.**
- **Pan India Implementation.**
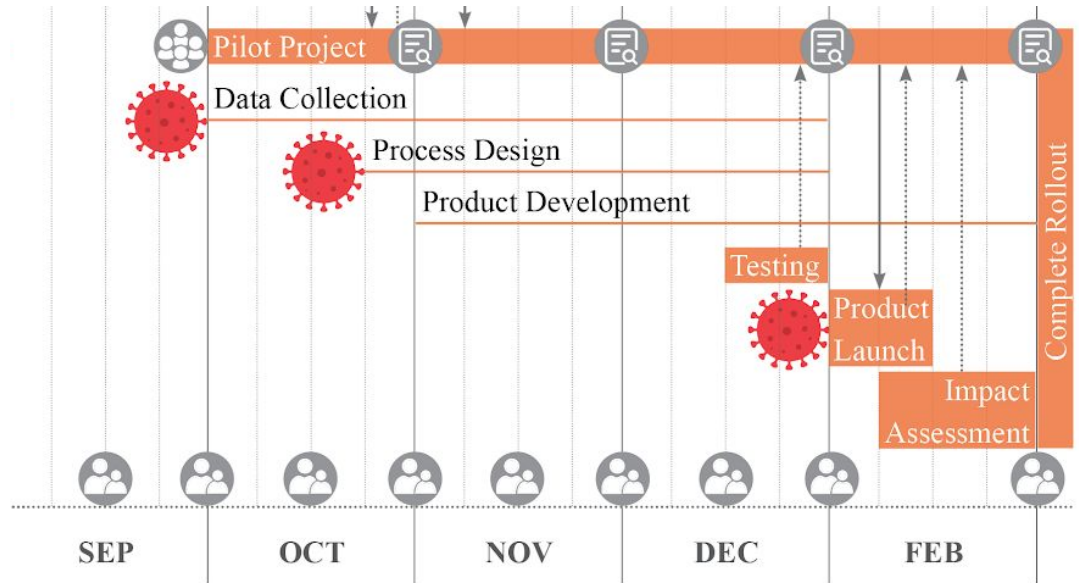
Outreach model incase of issues and challenges raised

Thank you!