KEY FINDINGS FROM THE SUPPLY SIDE OF THE SUSTAINABLE LIVELIHOOD REPORT



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GEOGRAPHY



About 34 of investors are not geographically-selective and are open to working across India



60% of all CSR initiatives are located around investors' business operation regions



Rural-urban focus: about 50% of investors are sector agnostic, 23% focus on rural areas, and none exclusively on urban areas



Geography considerations depend primarily on areas with scarce or depleted natural resources i.e. rainfed, drought-prone and remote areas



Intermediaries often align themselves with donors' geographical demands



LIVELIHOOD FORMS



Majority of investors prefer a combination of farm, rural non-farm, and urban informal sectors for investing



A smaller percentage is inclined towards (vocational) skills development



Socio-economic profiles of beneficiaries and the added vulnerabilities posed by agro-climatic conditions are the strongest factors influencing private investors' investment decisions

The livelihoods forms. inclined towards farm, rural non-farm and urban informal sectors.

Investors mostly do not have

strong opinions with respect

to location, gender, social or

occupational groups.



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INVESTOR PREFERENCES IN SUSTAINABLE LIVELIHOODS



Investors prefer to work with "invest worthy credible organisations with proven models"



All the programs are linked to one or more SDGs hence, the SDGs have automatically become a part of every investor's funding decisions.



SOCIAL GROUPS & GENDER



Most private investors do not emphasise support for specific social groups i.e. Dalits / Scheduled Castes, Adivasis / Scheduled Tribes, Other Backward Classes, religious and linguistic minorities



Funding selections are either entrepreneur/founder-centric or programme-centric, in which initiatives are aligned with funding objectives and mandates



While 60% of investors are gender-agnostic, 20% of them still support women-led initiatives



None explicitly indicates support for the third gender, with near absence of programmes for the sector



OCCUPATION GROUPS



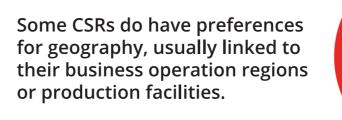
2/3 of investors do not consider the occupation category for their investment



Nonetheless, there is stronger support for agricultural and allied enterprises, skilling, micro enterprises and artisans working in traditional trades



20% of investors report investments in the urban informal sector

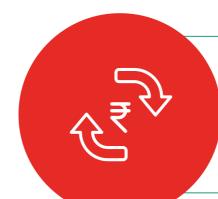




EMERGING CLUSTERS IN PERI-URBAN AREAS

Institution building to sustain work

being done around livelihoods



Intermediaries tend to follow the demands of their donors.

AREAS WITH LIMITED SUPPORT



Focus on vulnerable groups or groups with multiple vulnerabilities



Commercial sex workers who tend to be women, SC/ST/OBC from rural areas who have migrated or trafficked.



Beggars and people coming under the various vagrancy acts (People living with disability, elderly and homeless, People with mental illness, abandoned, street performers, homeless migrants etc

CORE EMPLOYABILITY SKILLS (NOT DOMAIN)



Enhancing employability though soft/life skills was secondary to vocational skills



Focus was on inputs and outputs, with outcomes ignored





- Collectives around
- Agriculture and Allied
- Creative Manufacturing Supply chain inputs , marketing linkages. etc



R&D, Innovations

SMEs and MSMEs



Common property rights

KEY CHALLENGES FOR THE INVESTORS

GAPS IN INDIAN LIVELIHOOD SECTOR



- Dearth of high-calibre organisations • Lack of innovative and tested solutions
- Limited exposure and recognition platforms
- Difficulty with collaborations
- Absence of a shared vision and short-sightedness

CHALLENGES FACED BY INVESTORS

- Insufficient resources and capacities
- Operating in settings with frequent changes in the government schemes and priorities
- Poor linkages
- Targeting ultra-poor and remote settings



GOOD PRACTICES IN THE SECTOR

- Strategic organisational partnerships
- Periodic gathering for sector and partner level reflection and learning
- State level partner-led mechanisms to promote dialogue at higher levels, while engaging at the grassroot level
- Integrating farm and non-farm solutions to address the diverse needs of the target group
- Holistic and intensive early stage support
- Grant rating and performance linked payouts