

Agra micro skill development centre for local women

Summary:

As Agra is globally known for its tourism potential, various arts, craft and fine work exists in this city. However, the major problems of the targeted population in Tajganj are unemployment of women and livelihood insecurity. Targeted households face lack of capital and productive assets; do not have required skills and capacity to involve with sustainable livelihood activities. They do not have access resources. High levels of inequity and social marginalization exacerbate overall poverty and livelihood insecurity. This gender inequity results in further marginalization of women. Lack of exposure combined with inadequate access to markets and opportunities limits employment and income generating opportunities. Skill development for employability is being used as an agent of change in promoting women's employment. Engaging the women section of Tajganj area with the income generating activities through micro-skill development centres and skill enhancing trainings will definitely improve the life of the residents. The project involves development of 4 micro-skill development centres to impart traditional skills; zardosi embroidery and stone inlay to women in the area.

Objectives and rationale:

With the objective of improving livelihood opportunities for women, a project that promotes traditional skills - zardosi work and stone inlay, has been taken up by Agra Smart City. The main objective is to focus on women empowerment and their socio-economic growth along with the promotion of local art. It also provides skill development trainings to target SHGs. It has also targeted to establish micro skill centres.

Key stakeholders:

- Agra Smart City Ltd.
- Local Self-Help Groups

Implementation strategy:

The project is focused on women empowerment and their socio-economic growth, blended with promotion of local arts and craft. This project strengthens the economic opportunity for women in Tajganj area (part of ABD area in Agra) through skill development initiatives coordinated through Self-Help-Groups (SHGs).

Impact:

Around 104 women SHGs have been identified comprising 1024 women members in Tajganj area. The expected outcomes are well established micro-skill centres, increased capacity of SHGs with micro-entrepreneurship skills, recognition of traditional art, and a well-developed portfolio of products that sustain livelihoods of local women, establish linkages with other resources, increased stakeholder's participation, increased awareness among the community, improved socio-economic condition of SHGs, inventory of handicraft and other livelihood resources, etc.

Android application, Brochures, booklets and other IEC (as per requirement) will also be developed highlighting the SHG's interventions and products which will be developed during the project. The quality IEC will support the SHGs to promote their products and services not only on a domestic basis but internationally. Exposure visits of the community groups including women section will also give the strength to the project *Source: (Agra smart city, 2018).*



Key Challenges and Issues

The ratio of working and non-working population in Agra is 32 per cent workers and 68 percent non-workers accordingly. Among the working & non-working population; 13.2 per cent women comes under working population and rest of the 86.8 per cent are non-working women. This data clearly indicates the poor state of women employment in Agra. Most of the examples reflects that, men are more likely to participate in livelihood generation activities than women.

Replicability and Sustainability

Several smart cities have taken up developing micro-skill development centres to empower local workforce and promote local products and culture.

Fact Sheet:

Thematic area	Women empowerment, skill development
First-year of the program	2018
Responsible institution	Agra Smart City Ltd.
Target audience	Women Self Help Groups
Coverage	Agra, Uttar Pradesh