

INTEGRATE

Informal sector in urban markets

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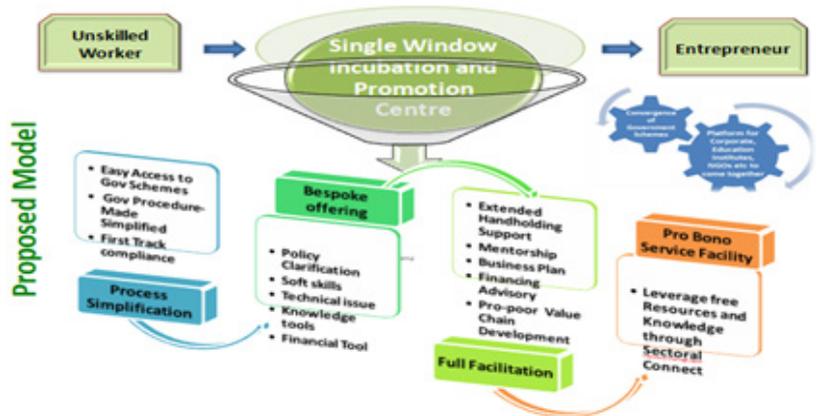
Current Scenario

When you think of the smart city, what comes to mind? Who is missing from the broad streets and futuristic buildings of the smart city imagination? The informal sector. Although the formal economy depends on the informal, and they provide a net contribution to the city economy, but there is a persistent conflict between the government, citizens, and the informal sector. The state often perceives them as invasive, obstructive, and intrusive, while on the other hand informal workers are often under threat of eviction, bribery, discrimination, and exploitation.

This is exacerbated by there not being enough formal jobs in cities to meet demand, so the informal economy is likely to continue to expand. Further, government does not have enough capacity to absorb them into the formal structure. Therefore there is a need to explore an alternative way to promote livelihood, which can exist in the larger ecosystem of the city economy.

Idea: Project Integrate

The goal of the project is a win-win scenario where the informal sector has an alternative source of income (and creates a generational shift towards economic and social empowerment) and the city's economy is benefited by tapping into their value. In the long-term, formalization may be a consequence of our project but it is not the end goal.



To achieve our goal, we propose to promote and facilitate grassroots level entrepreneurs and bring about generational transformation 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.

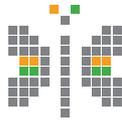
We propose for a city-level Incubation and Promotion Centre and a single-window digital platform to operate the same:

- i. To bring government, corporate, education institution, NGOs, financial institutions, labor unions and citizen groups onto one platform
- ii. To converge Government schemes for informal sector into one platform for easy access.

Within the next 6-months, to identify viably implementable projects in the pilot city, Team Integrate will actualize four projects tailored to each separate target group (waste pickers, street vendors, home-based workers, and informal transportation). After monitoring and finding the successful project, we will move to designing the framework of the Promotion and Incubation Centre.



Ministry of Housing
and Urban Affairs
Government of India



Smart City
MISSION TRANSFORM-NATION

Key Characteristics of the model

- A platform where the step-by-step nurturing process is brought under one system
- 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; even 20% of participation can be the infection point that then transforms the entire community to bring about generational occupational shift
- It will focus on not only breadth but also depth. Aspects such as long-term handholding, teaching soft skills, and shifting peoples' mindsets to believing they can better themselves, will tackle internal disablers and guarantee generational and institutional change