



REPORT

2012-13

 **Jeevika**
Campaign Report
June 2012-May 2013

SUBMITTED
TO:
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No.	Title
1	Street Vending Campaign Blueprint
2	Study of Cycle Rickshaw pulling : Three Wheels on the Road of Regulation
3	Implementation Manual for the Rajasthan Street Vendor Bill
4	Socio-economic study of Artisans – Phase 1 & Phase 2 reports
5	Business Consultation for Vendors : Vending Sector Strategy Building and Implementation
6	Extension MoU with Nidan

I. EXECUTIVE SUMMARY

The Jeevika: Law, Liberty, and Livelihood Campaign aims to achieve legal recognition for informal sector entrepreneurs to secure them from undue harassment and humiliation at the hands of public authorities and private mafia. In this report, we present a summary of the work done in the period June 2012-May 2013 and highlights of the work done in the past 4 years.

This being the final year of the campaign, the focus was on advocacy for central legislation, documentation of work done and close-looping on initiatives from the past years. Key achievements included the introduction of a Central Bill on Street Vending in the Lok Sabha in September 2012 which was subsequently approved by the Union Cabinet in May 2013, the enactment of the Bihar Street Vending Bill, publication of a campaign blueprint document summarising our work in Jaipur, the publication of an Implementation Manual for the Rajasthan State Bill on Street Vending, the demarcation of vending zones in all 29 urban legislative bodies of Bihar, the completion of a socioeconomic study of artisans and the completion of a documentary on cycle-rickshaw pulling.

The program outputs from the past year are detailed below.

A. Highlights from Rajasthan

Research, analysis and documentation

- Developed a Street Vending Campaign Blueprint document which details the strategy followed by the campaign, specific tools and techniques used and learnings from the program; this is intended to serve as a reference document for others who work in similar policy campaign areas.
- Made a documentary on cycle rickshaws in Jaipur to sensitise and create awareness on the issues of rickshaw pulling population.
- Developed an Implementation Manual for the Rajasthan State Street Vendor's Bill (2011)
- Conducted a survey of 23 markets in 2 municipal zones on pilot basis in partnership with Heritage City Thadi-Thela & Footpath Vyavasayi Union, Jaipur and issued Identity Cards for ~800 street vendors to demonstrate how the Rajasthan Street Vendor Bill can be implemented.
- Submitted a memorandum to the Parliamentary Standing Committee on Urban Development with recommendations on the Central Street Vendor Bill; this was subsequently referenced in the Standing Committee's report on the bill

Community mobilisation and mass campaigning

- Organised 1 rally of street vendors and 20 large group meetings to add pressure to our demands for removing livelihood restrictions.
- Winners of the Jeevika Essay Competition were felicitated during the Jeevika Documentary Film festival in August 2012.
- Filed a revision application for the Public Interest Litigation (PIL) to stop evictions, that was filed in 2012 in the Rajasthan High Court. This was done to facilitate follow-ups from our Delhi office once the Campaign comes to a close in Jaipur.

- Filed 30 RTI applications as a tool to build pressure on the government to deliver on commitments and to drive accountability for their work.

Project Outputs and Dissemination

- Union Cabinet approval in place for the Central Street Vendor Bill; Parliament approval pending.
- Hosted a National Dialogue with Policy Makers, in partnership with NASVI (the National Association of Street Vendors of India), to underline the need for speedy passing of the Central Street Vendor Bill.
- Hosted 124 meetings and 64 small group meetings with various stakeholders to expand outreach to the target group.
- Organised 5 workshops for street vendor leaders and contacted 17 new market leaders to create awareness on the policy.
- Hosted 2 conferences in Jaipur on the street vendor policy and requirements for its effective implementation.
- Presented key findings and challenges on issues of street vending and urban management at the Gujarat National Law University.

B. Highlights from Bihar

Research, analysis and documentation

- Completed Phase 2 of the socio-economic study of 30 artisans to understand the nature of challenges in artisanship and further build the strategy to streamline policies governing them

Project Outputs and Dissemination

- Enacted the Bihar State Street Vendors' (Protection of Livelihood & Regulation of Trade) Bill, 2012
- Organised a Round Table with the Minister for Urban Development to press for the passing of Street Vendor Bill which was subsequently passed by the Bihar assembly.
- Announcement from the Government to setup vending zones in the 29 ULBs of Bihar.
- Workshop with key stakeholders to release the study on Artisans.
- Capacity Building workshop was organized for Artisans at Nasriganj area of Patna. The main purpose was to develop their ability to identify and respond to new market trends and demands.
- Over 60,000 BPL families enrolled in RSBY in Patna through our engagement with the Labour Department for increasing enrolments among artisans and vendors.
- Completed a consultation program to advice street entrepreneurs on using business strategies; a team of eight interns from different institutes of Patna were placed under Dr. Nitu Choudhary, Economist and expert (Independent Consultant) for this program.

II. BACKGROUND OF THE PROJECT

A. About CCS

Centre for Civil Society is a public policy think tank advancing personal, social, economic and political freedoms. We are committed to usher in an intellectual revolution that encourages people to look beyond the obvious, think beyond good intentions and act beyond activism. Our mission is to promote choice, competition and community based policy reforms. Through research, advocacy and outreach, the Centre is reinvigorating civil society and rightsizing political society. Our unique focus on public policy and large-scale impact makes our research outputs crucial feeders into policymaking and opinion formulation.



Further details available at www.ccs.in.

B. About Jeevika

The Jeevika: Law, Liberty, and Livelihood Campaign is founded on the premise that quality of life is intrinsically related to the pursuit of livelihood. Choice and freedom in the pursuit of livelihoods are more valuable for those at the bottom of the economic ladder—nobody appreciates free enterprise more than the poor hawker. This entails the removal of various licences and laws, rules and regulations under which citizens live. The rich can always find a way around government controls; the poor have no way out. The market, not government, is best suited to offer opportunities for the pursuit of livelihood. Our aim through the campaign is to develop public policy measures to clear the path for free enterprise, and through research, advocacy, and outreach activities shift the terms of public debate in favour of deregulation of exit and entry barriers in the pursuit of an honest livelihood. Based on our experiences and the collective knowledge of various people working on the issue, we aim to build a knowledge centre and a lasting body of work around livelihoods and effectively contribute to the design of public policy in this space. Details of this program are available at www.jeevika.org.



C. Program Design

As agreed with the Trust, Jeevika has worked on three occupations to outline policy solutions: street vending, cycle rickshaw pulling, and artisanship. The choice of sectors was driven by the following aspects:

1. Regulatory hurdles of the occupation
2. Scope of policy intervention & streamlining
3. Time frame within the project period of SDTT

4. Past experience
5. Uniqueness of the problem
6. Financial viability

Before selecting the three occupations mentioned above, Jeevika studied other occupations relevant to the informal sector in Rajasthan and Bihar to evaluate the scope of work possible in research, advocacy and outreach, including:

1. Domestic help
2. Household industries
3. Waste picking
4. Construction work

Consultations with partner organisations and the CCS Management team, along with a review of all the occupations helped finalise our decision in May 2011.

The specific goals of the Jeevika Campaign defined at the start of the project were:

- Regulate and legalise three sectors that have been identified through CCS Research;
- Empower street entrepreneurs to achieve (maximise) all the legal protections and the support that the formal sector enjoys, like property rights over space, machinery and equipment, access to formal banking system and insurance options;
- Develop proper vending spaces using a Dilli Haat model (completely new area for vending) or Seva Nagar Market model (refurbishing existing vending space)

Details of the work done in 2012-13 towards these goals follow.

III. PROGRAM FINDINGS & ACHIEVEMENTS : RAJASTHAN

A. Research, Analysis and Documentation

This being the last year of the Jeevika: Law, Liberty and Livelihood campaign the focus has been on documenting the work done and achievements of the past 4 years in both the project sites (Rajasthan & Bihar).

Street Vending Campaign Blueprint

The Campaign Blueprint was designed with the objective of documenting the challenges faced, strategies used and the learning and achievements of the Jeevika Campaign.

The Blueprint document is intended as a comprehensive overview of the Jeevika: Law, Liberty & Livelihood Campaign's street vending program in Rajasthan. It includes insights based on the Campaign's four-pronged approach to bring recognition and legal protection to street vendors, by effectively implementing the revised Street Vendors Bill of 2009 and introducing policies and market principles that improve business opportunities for the enterprising poor.

JEEVIKA: LAW, LIBERTY & LIVELIHOOD CAMPAIGN

A BLUEPRINT OF STREET VENDING IN RAJASTHAN, INDIA



Insiders Look

A comprehensive overview of the Jeevika: Law, Liberty & Livelihood Campaign's street vending program in Rajasthan. View insights based on the Campaign's four-pronged approach to bring recognition and legal protection to street vendors, by effectively implementing the revised Street Vendors Bill of 2009 and introducing policies and market principles that encourage designated vending spaces and opportune business for the enterprising poor.

Contributors

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It details the strategy followed over the 3 years i.e.,:

1. IN YEAR ONE, we focused on the assessment and study of the issues surrounding street vendors and built partnerships with allied organisations. We studied government policies and schemes for urban livelihoods, and met various stakeholder groups to understand the approach of local governments and civil society organisations. We developed a partnership with Nidan in December 2009 and started giving concrete shape to our ideas. The first year also focused on acquiring a bank of information that highlighted the policy failures and familiarised Jeevika with the impact of a license-quota-raj (LQR) on the enterprising poor.
2. IN YEAR TWO, we focused on mobilising the street vendor community and building their capacity to self-organise, facilitating different mass campaigns, and advocacy towards implementing the National Street Vendor Policy, and local level regulations. The campaign organised awareness building activities among street vendors, educating them about the model bill for street vending and the importance of having a collective set of demands that required policy reforms and effective implementation of the Street Vendor Bill.
3. IN YEAR THREE of the campaign, focus was to build alliances between street vendor market leaders and government officials who were in support of the Campaign's reform ideas and market solutions. The Campaign team continued to build state pressure for policy reform, and also pursued legal action to force the Jaipur Municipal Corporation (JMC) to respond to the queries and concerns communicated to them by the state government, vendor unions and civil society organisations.

It also shares details of the 4-pronged approach to the campaign:

1. Research – Primary & Secondary Market Research methods used in the campaign
2. Community Mobilisation – various tools and methods used including demonstrations, rallies, Rath campaign etc. the situations where they are best suited & how to use them.

3. Stakeholder Engagement – tools like conferences, workshops, training programs, postcard campaign, press meetings etc.
4. Legal Action – through the use of RTI to drive accountability and the filing of PILs

It concludes with the recommendations of the campaign i.e., establish a Central Empowered Committee to help states implement the National Street Vendor Policy (2009) & exempt street vendors from the Sec 283 & 431 of the IPC & Section 34 of the Police Act to protect them from undue harassment. The main learnings from the program are listed finally along with key questions that need to be answered by those who seek to build similar campaigns.

(A copy of the Campaign Blueprint is enclosed for reference)

Study on cycle rickshaw pullers

On 10th July, 2012 the Centre for Civil Society organized an event to launch the study report on cycle rickshaws in Jaipur titled “Three Wheels on the Road of Regulation” and a discussion on the topic “Cycle Rickshaws in Jaipur” was conducted successfully. The event was marked by the presence of authorities and representatives from various departments and organizations including the Jaipur Municipal Corporation (JMC), Jaipur Metro Rail Corporation (JMRC), Traffic Police, Labour Department and the Department of Local bodies. Representatives of other organisations such as Kuhad Trust and Pravah Jaipur Initiative expressed their support both before and during the event. Speakers from these departments and organisations participated with enthusiasm in the event and shared their concerns and suggestions on the various issues facing cycle rickshaw pullers.



(A copy of the detailed Study is enclosed for reference)

Documentary on cycle rickshaw pullers

The documentary on cycle-rickshaw pullers that was initiated last year, has been completed. It draws from the research study on cycle-rickshaw pulling done last year and highlights the problems in this sector. Jeevika aims to utilise this documentary as an advocacy tool to sensitise the campaign communities and share possible solutions at the state level. The documentary captures:

1. The problems and living conditions of cycle rickshaw pullers.
2. Cycle rickshaw pullers in relation with various stake holders.
3. Authorities involved and their views on the regulation of rickshaw pulling in Jaipur.
4. Possible market-based solutions.

(A copy of the documentary can be accessed here: <http://jeevika.org/videos/>)

Implementation Manual for the Rajasthan Street Vendor Act

An Implementation Manual has been developed for the Rajasthan Street Vendors Act which covers the current status in the state, a comparison with the proposals in the National Street Vendor Bill, assessment of likely implementation challenges, stakeholder analysis, implementation blueprint including process maps and guidelines and finally an enumeration of likely areas of ambiguity/conflict, possible solutions for them and best practices.

This has been designed with inputs from a cross section of stakeholders including key officials in the Jaipur Municipal Corporation, the Department of Local bodies, corporators, street vendor leaders et al. We expect that this can serve as a blueprint for the National Bill once it is passed and plan to leverage this in discussions on this topic with central agencies.

(A copy of the Manual is enclosed for reference)

Street Vendor Market Survey

In order to assist the Jaipur Municipal Corporation with the implementation of the Rajasthan Urban Street Vendor Bill 2011, we conducted a survey in 23 street markets of 2 Municipal Zones (Vidyadhar Nagar and Civil Lines) on pilot basis to demonstrate how the Bill can be implemented.

We conducted a detailed survey with help from ‘Heritage City Thadi-Thela and Footpath Vyavasayi Union, Jaipur’ wherein we not only collected information but also validated that only vendors who were currently active were enrolled. Based upon our survey we developed Identity Cards for around 800 street vendors.



We organized an event in September to start distributing those cards and to educate vendors about the card and its use. The program was organized in Geeta Ashram, Jaipur and this witnessed participation of around 500 street vendors from the surveyed markets.



Details of the market surveys are available at: <http://jeevika.org/livelihood-freedom-campaign/campaign-in-jaipur/>.

Memorandum to the Standing Committee on Urban Development

We submitted a memorandum to the Parliamentary Standing Committee on Urban Development with recommendations on the Central Street Vendor Bill. Many of our recommendations including the need to preserve natural markets, functioning of the Town Vending Committee etc. were incorporated in the Committee’s report.

B. Community Mobilisation & Mass Campaigning

Rally of Street Vendors

In January 2013, Jaipur witnessed a large number of eviction of street vendors before the annual national meeting and conference of the Indian National Congress, “Chintan”, in the city. Hundreds of

street vendors were evicted and their goods and carts were confiscated during the ‘Cleaning and Beautification’ of the city by the authorities.

The Jeevika campaign in association with street vendor unions of city organised a rally and mass demonstration on January 21. The objective of the mass demonstration was to protest against the injustice of the authorities who instead of protecting livelihood of poor street vendors under the “Rajasthan Urban Street Vendor Act 2011” went on to take away their livelihood.

The rally started from Geeta Ashram, Sodala and went to the Chief Minister’s house in Civil Lines where it turned into a mass demonstration. Thousands of street vendors including women sat down on *dharna* at the CM’s residence. The demonstration ended after submitting a memorandum to the Chief Minister and on getting an assurance from authorities that confiscated goods and carts will be returned and evictions stopped immediately. Banwari Lal Sharma, Nathu Singh Rathore, Sanjay Garg, Laxmi Devi and scores of other street vendor leaders along with their union members participated in the demonstration.

Earlier a press conference was also organised on January 17, 2013 in the Pink City Press Club to communicate the issue to authorities giving enough time to authorities to stop the eviction before going for mass demonstration. However, the authorities didn’t pay heed to the warning.



There were ~40 news articles on the campaign and helped increase awareness overall of our core objectives.



Jeevika Law Essay Competition

The winners of the Jeevika Law Essay Competition which was conducted in early 2012 were felicitated during the Jeevika Documentary film festival. The 'Jeevika Law Competition: Barriers to Livelihood' essay competition was open for law students and researchers under the age of 35. The competition was to bring attention to the policies and social, religious and cultural practices preventing the poor from earning an honest living.

The competition got 522 registrations and 58 entries. However, as they did not meet expected standards, the first rank was not announced & winners were announced only for the 2nd to 5th ranks. The leading essays drew emphasis on existing market entry barriers and challenges faced by urban and rural poor. The shortlisted essays assisted Jeevika's efforts in documenting challenges of entry level occupations within informal sector. It also provided an opportune outreach platform to engage youth in colleges and cities on issues of livelihood freedom. The 4 winners were recognised during the Jeevika Film Festival in August 2012.

(Visit [Jeevika](#) to learn more about the competition and festival.)

Public Interest Litigation

In order to follow-up on the Public Interest Litigation filed against the non-implementation of the Rajasthan State Bill on Street Vending, a senior lawyer Mr. Anupam Srivastava has been engaged in New Delhi. As the lawyer appointed earlier, Mr. Sumit Singh in New Delhi could not follow-up effectively in Jaipur, he has been replaced with a local lawyer – Mr. Indresh Sharma. An application has also been filed to revise the PIL to facilitate follow-ups after the Jeevika campaign office in Jaipur is closed.

RTI Queries

Thirty RTI Applications were filed last year with the JMC, Jaipur Development Authority, Labour Dept, Chief Secretary, Principal Secretary et al on topics related to setting up of the Town Vending Committee, followup on the memoranda submitted, RSBY program, rehabilitation of walled-city vendors etc. These were useful in driving accountability among concerned stakeholders.

C. Project Outputs & Dissemination

National Dialogue with Policy Makers on Street Vendor Bill : From Agenda to Action

CCS and the National Association of Street Vendors of India (NASVI) organised a national dialogue with policy makers – titled "From Agenda to Action" on the 1st of May 2013 to reiterate the need for the Central Bill on Street Vending.

Hundreds of street vendors from about 15 states joined the National Dialogue at Kamani Auditorium in the national capital and raised their concerns over the delay in passing of the Bill. The main purpose of organizing the dialogue was to build momentum for getting an effective central law passed. Besides several street vendor leaders of Delhi, Punjab, Uttar Pradesh, Bihar, Madhya

Pradesh, Rajasthan, Gujarat, Andhra Pradesh, Tamil Nadu and Kerala, the Congress leader and Delhi MP JP Agrawal, former director general of Labour and Welfare S.K. Das, FSSAI functionary Suniti Kumar Gupta and CCS Associate Director Shantanu Gupta also addressed the convention.

Smiles and cheers prevailed among thousands of street vendors' representatives at the "Street Vendors Dialogue with Political Leaders and Civil Society Representatives" with the Union Minister of Housing and Urban Poverty Alleviation Ajay Maken sending a message that the much awaited Street Vendors (Protection of Livelihood and Regulation of Street Vending) Bill had been approved by the Union Cabinet.

The Union Minister for Housing & Urban Poverty Alleviation, Mr. Maken who was to address the street vendors' convention could not attend because of his presence in the Cabinet meeting. However, his office sent message of the development related to the Bill. The message read, "Protecting and promoting livelihood of street vendors is of paramount importance for the inclusive growth of cities and towns, and the government is committed to table the Bill in the current session of Parliament itself."



The Bill vetted by the cabinet incorporates the issue of inclusion of vendors doing their business on railway lands. The revised Bill also has greatly empowered the Town Vending Committee (TVC) and given it power to decide ultimately on almost all issues of determining the vending zones. The Bill also includes a strong grievance redressal mechanism.

The Bill states that at least 2.5 per cent of a city's population would be eligible for vending licences and it would be mandatory to form Town and Zonal Vending Committee in each and every city. Such committees would have 40 percent representation of elected representatives of vendor organizations, 10 per cent of NGOs and rest of town planners, administrators, police and elected peoples representatives.

We are hopeful that the Bill will be passed in the upcoming Monsoon session of Parliament.

Conferences and Meetings

We held over 125 meetings over the last 12 months with vendor unions, officials in the municipal commissioner's office, media and elected representatives. We submitted 35 memos to policy makers & key stakeholders highlighting the need to expedite implementation of the Rajasthan Street Vending Act and other local issues.

Capacity Building Workshops

To increase the target audience we were reaching, we held 2 conferences at a state level in Rajasthan, with civic bodies and street vendor groups in order to garner support for implementation of the Bill.

We held 5 workshops - 3 with rickshaw pullers and 2 with street vendors (total 45 participants) to increase awareness of their rights. To increase the target audience we were reaching, we held 2 conferences at a state level in Rajasthan, with civic bodies and street vendor groups in order to garner support for implementation of the Bill. The objective of the workshops was to create awareness and strengthen unionisation for policy implementation. We have developed IEC materials for the workshops and also use pictures, videos, policy briefs and order letters as demonstrative tools for our presentations.

Workshop at the Gujarat National Law University

With the aim of creating awareness on livelihood issues of people in unorganized sector of economy Centre for Civil Society in association with Legal Services Committee, GNLU organised a one day workshop on “Livelihood Challenges in the informal Sector and Policy Solutions” on October 7, 2012. This workshop essentially focused on the challenges of livelihood of street vendors and aimed to suggest possible practical solutions that could culminate into a concrete National Vendors Bill as well as effectively discuss the economic rights of rickshaw pullers. This workshop was conducted by Mr. Amit Chandra, (National Co-ordinator, Jeevika Campaign) of the Centre for Civil Society (CCS).



The workshop included a documentary and other techniques (including power point presentations) so as to inform and increase awareness of participants about the challenges faced by street vendors and rickshaw pullers. It also included a drafting workshop for the proposed National Vendors Bill where participants were divided into groups and dealt with specific aspects of the Bill.



IV. PROGRAM FINDINGS & ACHIEVEMENTS : BIHAR

A. Research, Analysis and Documentation

Socio-economic Study of Artisanship

Along with street vending and cycle-rickshaw pulling, artisanship was the third occupation that was identified as a focus area for the Jeevika Campaign. Work in this area was done by our partner organisation, Nidan in Patna.

A brief study was conducted in January 2012 to document the skills of a number of woman artisans, who have converted their precious traditional art into sustainable income generation activities, through quality up gradation and better market access. Phase two of this study was completed in December 2012.

The main objectives were to help artisans gain access to social security, welfare schemes & bank loans, conduct capacity building programs on design and quality and encourage participation in exhibitions for better market access and linkages.

The following were highlighted during the study, as major problems discouraging artisans from pursuing their trade:

- Problems of lack of access to institutional finance & loan facilities, lack of subsidies and other government interventions for the support of artisans. Due to the lack of access to capital, artisans are often forced to seek wage employment where they procure raw material from a Mahajan (middleman) and return finished goods to him for the payment of a wage.
- Lack of infrastructural facilities, lack of training, and lack of easy access to raw materials are also major problems faced
- Indifferent attitude of District Industry Centre and District rural/urban development agency, lack of support from Science and Technology department, and Small Industry Development Bank of India (SIDBI)
- Although Banks provide Artisan Credit Card (ACC) to help them, this facility is limited to only urban areas in Bihar. Majority of the artisans we spoke to, lack access to this facility.
- Marketing infrastructure promotes the growth of artisanal sectors but in Bihar this is not supportive for artisans. Neither do they have raw materials for artisanal work nor market for their products.

The conclusions and recommendations from the study were:

- About 57% of the artisans were not aware of the loan provided through the Artisan Credit Card (ACC) scheme which shows that there is a strong need to build awareness among artisans on the ACC and the benefits it provides them.
- Awareness building can be done through workshops and seminars on different artisan credit card schemes, bank linkage and financing and providing capacity building on productivity and marketing.
- It is very important that advocacy and networking with banks and other financial institutions is strengthened so that the scheme is properly implemented. It is also seen that artisans do not grow their trade due to difficulties in dealing with the government and banks.
- About 40% of respondents got the opportunity to participate in the Artisan Fair, which has increased their self confidence and provided lots of learning opportunities. These learnings have boosted them to increase their income and saving as well. So it is recommended that

such Fairs should be organized locally more often and adequate support and encouragement be provided to artisans to participate in them.

- For the recognition of artisans, the Government should take the initiative to set up a training institute and promote usage of artisan products in and around the State. From time to time the government should reward artisans in order to motivate them to develop their skills.
- To successfully implement Artisan schemes, the Government should partner with non government organizations and private enterprises on a greater scale.

(A copy of the study is enclosed)

Distribution of Artisan ID Cards

A major outcome of the above study was that 300 ID Card applications were submitted last year of which 204 have been cleared and ID cards issued, 17 have been returned for clarifications and the rest are in process.

B. Project Outputs & Dissemination

Bihar Street Vendors Bill 2012

Despite bureaucratic delays, we kept up the pressure for enacting the Bill, and this yielded results when the State Bill was passed by the Assembly in November 2012. After the Bill was passed by the Assembly, Urban Development Minister Dr Prem Kumar said, “The law, once enacted, will go a long way in relieving the miseries of the street vendors, as it will do away with the existing license system, which has been used by unscrupulous authorities to harass the vendors.” In an address to a delegation of Nidan on the issue of regulating Street vendors in vending zones, he promised that a biometric survey of street vendor will start soon, that the organisation may also submit the list of vacant Space within the city/ULBs & that the Land Identification in District / ULBs will also start soon.



Development of vending zones in 29 ULBs in Bihar

The National Policy on Urban Street Vendors has set a platform for positive state intervention to deal with vendors' issue. As a part of this process, several consultative meetings have been organized to discuss possible initiatives. Creation of vending zone on pilot basis has caught foremost attention in this process.

The two municipal bodies have consensually passed municipal resolution in favour of vending zone development in Gaya and Motihari.

Motihari is one area where the matter of development of vending zone has gained full speed and we intend to make the model zone operational in a few months time. This assignment given to Nidan was to identify and mobilize street vendors at the designated site in Motihari to establish self sustaining vendor associations/committees in the town. Specifically,

- To provide continuous support to all initiatives related to development of the pilot vending site
- To identify and mobilise the vendors at the selected site jointly with the ULB and other stakeholders

As per initial estimates of the Nidan Team, there are about 80-100 vendors operating from the identified site adjacent to the bridge over the Moti Jheel. The vendors are involved in a variety of trades and will need to be rehabilitated following development of the identified site. We identified the exact number of beneficiaries through a listing survey.

The survey conducted was mainly responsible for:

- a) Developing a consensus among the vendors operating in the area to the identified site. The proposed site is very near the current site of operation
- b) Identification of vendors doing their businesses at the present vending site
- c) Community mobilization through effective interface with street vendors, the ULB, related government agencies and other stakeholders
- d) Establishing ward and vending committees
- e) Identifying vendors who could be mainstreamed through skill and enterprise developments.

The survey listed 104 vendors and submitted the list in the Nagar Parishad. The tender was announced and contract awarded for building the vending zone.



Layout of vending Zone near Motijheel

Vending zone in Begusarai

Based on in depth consultation with various stakeholders and the recommendation of the council, the site alongside the National Highway 31 in Begusarai has been selected for organizing street vendors. Falling on both sides of the NH 31 between the Bus Stand and the Railway Crossing, this site witnesses very high vending activity, which results in congestion and traffic hassles on the NH. Following activities have been completed towards development of vendor zone along NH 31 in Begusarai:

- i. Feasibility and land suitability study with analysis on land use, traffic flow, magnitude of vending, environment in general and so on
- ii. Design of vending unit to be provided to identified vendors at the site
- iii. Photo based beneficiary identification and enumeration of all existing vendor at the site

Again, in this case, all the analyses and designing have been done on the basis of various planning and spatial norms suggested in the National Policy on Urban Street Vendors 2009.

The task of photo based *biometric* beneficiary identification has been completed for the pilot site in Begusarai. There are 344 street vendors at the selected site. Most of these vendors are stationary in nature. Vegetable is the most traded commodity among vendors at this site. Many of these have been vending for long time. However, theirs' is a population with continuous addition to the cluster every day.

Site profile of proposed vendor zone at pilot site in Begusarai

	Length available for use	Breadth available for use	Topo-graphy	Ownership status	Land use at the site	Adjacent land use	Traffic flow	Standard Holding Capacity(1 vendor = '8x6')
Bus Stand to Railway Crossing, NH 31, Begusarai	1000 feet	- Max. 80-100 feet -Min. 12 feet	Uneven	National Highway Authority of India/ Railways Dept.	Vending activity	NH 31, Bus Stand, Railway Station	Heavy and congested	300-320

Basic profile of street vendors at pilot site in Patna and Begusarai

ULB	Site	Total no of street vendors	Male street vendors	Female street vendors	Major item vending	Type
Bus Stand to Railway Crossing, NH 31, Begusarai	From Bus Stand to Railway Crossing alongside the NH 31, Begusarai	344	293	51	Vegetable (40 % approx.)	Mostly stationary

Model markets with DFID

Development of model markets is a focus area of the Jeevika campaign. We have submitted a proposal to the PMC commissioner for development of a model market. We sensitized the PMC commissioner about development of model markets and their importance in the beautification of the city. As the PMC commissioner is also the Chairman of the Patna Regional Development Authority, our expectation of his involvement and support to the idea is very high. He has assured us that an open tender will be given in newspapers for development of model market. But due to various reasons the work hasn't been initiated yet.

Business Strategy consultation for Street Vendors

We conducted a study on the development of business strategy among street entrepreneurs. A team of eight interns from different institutes of Patna and outside were placed under, Dr. Nitu Choudhary, Economist (Independent Consultant) and expert on organizing street vendors. It was conducted in the month of June and vendors from different trades and areas were covered for in the survey. A thorough study was done on their present business standard and the areas needed for development. Excerpts from the Consultation document:

“Street based activities have mostly been dealt with from a livelihood perspective, to be taken up as a last resort in absence of better options in urban areas. While this is more or less true, the inclination towards a philanthropic or welfarist approach has rendered the ‘entrepreneur’ in a street vendor somewhat unattended. There are two points to be kept in notice here –

- First, even though street vending may be the only livelihood option, the fact that street vendors are able to make some profit out of it, despite immense institutional constraints, is indicative of the potential of this sector and entrepreneurial abilities of the vendors.
- Second, while many street vendors are unquestionably poor and continue to be indifferent to expansion and scale up of their businesses, there are also such traders who are keen to expand their businesses to enhance profit. These vendors have got ideas but are clueless as to where to start from and how.

Further, it should also be kept in notice that there are street vendors who are inter-generationally better off, who make reasonably good profit out, but continue to sell on streets due to market hold or unavailability of suitable space within their outreach. These two observations are indicative of the potential of entrepreneurial expansion among street based sellers and a scope for strategic intervention to facilitate the same.

The report is structured in two parts:

Part A proposes a roadmap for strategic intervention in this direction on the basis of detailed consultation with the street vendors in Patna and close observation of their daily activity profiles and time use, and

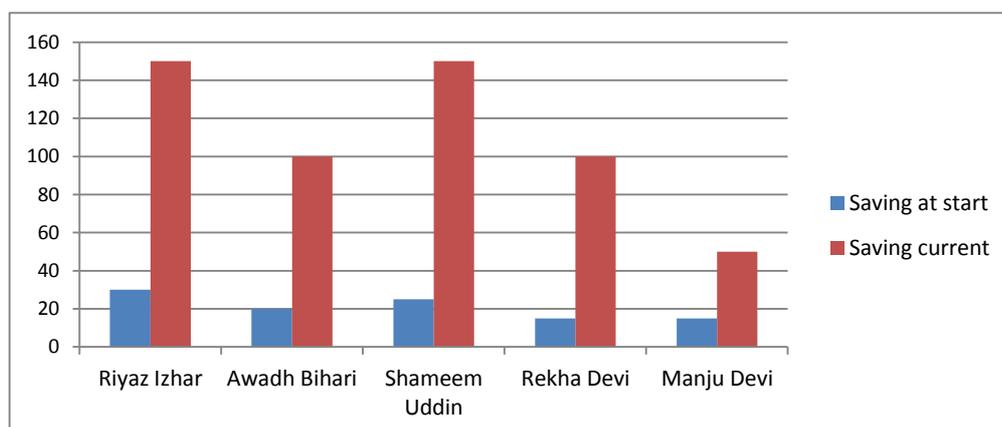
Part B brings forth actual implementation of some of the strategies and its impact witnessed on concerned street vendors' business scenario and prospects. That is part A and Part B of this report deal respectively with 'consultation based strategy development' and 'strategy implementation and impact assessment'.

Impact of the Consultation

One of the key implementation areas was to encourage the practice of saving among vendors.

The achievement underlying the vendors' saving practice is enabling the vendors to mobilize resources from their own assets. With systematic savings of small fraction of their profit, the vendors are becoming independent of the debt trap for small and contingent needs. This section elaborates on the experiences of the five street vendors with reference to their association with Sanchay cooperatives. This review separates out the effects of regular saving behaviour and of associated access to credit.

All the five street vendors started the saving process with an average of Rs. 10-30/- per day. The challenge has been to ensure consistency in this practice. With close persuasion, these vendors have been able to sustain this daily saving. The Figure below, gives levels of daily savings of these street vendors at two different stages of time – one, when they started the saving account and two, current period – after a few months since they started the practice. The figure below depicts an impressive increase in levels of daily savings among these street vendors given relatively short period of time.



Increase in daily savings or ability to mobilize fund after association with Sanchay cooperative's saving & loan scheme

During the consultations held after a few months of the selected vendors' affiliation to Sanchay cooperatives, they appeared to be satisfied and confident of their saving management. Rekha Devi shares:

'Being a woman, access to saving and credit schemes of Sanchay cooperative has offered additional support for me. Through savings, I have been able to account for frequent fluctuations in my vending activity, without the need for borrowing.'

(A copy of the detailed report is enclosed)

Social security for Artisans & Vendors

The Labour Department assigned us the task of helping the Office of the Development Commissioner (Handicrafts) in the process of enrolling vendors and artisans in the RSBY (Rashtriya Swasthya Bhima Yojana) program. A letter was given to Nidan requesting us to help them in the enrolment process of RSBY with the Artisans and Vendors.

We called a meeting with an Insurance company (Chola Mandalam) and designed the programme for enrolling vendors and artisans. We planned to carry on the process of enrolment in a planned manner at different wards of Patna. To generate maximum awareness and for maximum coverage of the BPL families we distributed pamphlets and booklets informing them about the program.

पत्रांक:- श्रम0रा0स्वा0भी0यो0-62/2011-841
 बिहार सरकार,
 श्रम संसाधन विभाग।
 राष्ट्रीय स्वास्थ्य बीमा योजना कोषांग।

प्रेषक:- परमानन्द झा,
 भा0प्र0यो0,
 कार्यकारी निदेशक।

सेवा में,
 श्री अरविन्द सिंह,
 कार्यकारी निदेशक,
 "निदान"
 304, ब्लॉक सी, गौर्या टावर, मीर्यालोक, पटना।

पटना, दिनांक:- 28.06.2012.

विषय:- राष्ट्रीय स्वास्थ्य बीमा योजना का शहरी क्षेत्रों में प्रचार-प्रसार करने के संबंध में।

महाराज्य,
 माननीय मंत्री, श्री प्रेम कुमार, नगर विकास एवं आवास विभाग का पत्र 752 दिनांक 25.06.12 प्राप्त हुआ है। उन्होंने यह चिंता जाहिर कि है कि राष्ट्रीय स्वास्थ्य बीमा योजना का प्रचार-प्रसार शहरी क्षेत्र में कम है। अतएव आपकी संस्था से मदद की आवश्यकता है।
 राष्ट्रीय स्वास्थ्य बीमा योजना का 10,000 चर्चा एवं अस्पतालों की सूची से संबंधित 500 पुस्तिका आपको उपलब्ध कराया जा रहा है। आपसे अनुरोध है कि कृपा कर शहरी भेडर के बीच इसे वितरित कराएं, ताकि इन्सोलमेंट का प्रतिशत बढ़े ताकि इसके साथ-साथ आमजन में राष्ट्रीय स्वास्थ्य बीमा योजना का लाभ के प्रति जागरूकता पैदा हो।
 अस्पतालों की सूची से संबंधित 500 पुस्तिका और लगभग 10,000 चर्चा आपको भेजा जा रहा है।

विश्वासमाजन्,
 (परमानन्द झा)
 कार्यकारी निदेशक।

Letter to Nidan



Families waiting for the enrolment of RSBY at our centers, Five members of the family are covered under the scheme.

We took this initiative ward wise and undertook the assignment with full zeal for the enrollment of our members to the scheme. Till date nearly 60,000 (sixty thousand) BPL families have been enrolled in Patna.

Dissemination of findings from Study of Artisans

We shared the Findings and the process of licensing with the Industries Department, Bankers, Labour Department and also with the Textile Department Government of India through a workshop organised on 17th January 2013.



Need for streamlining the process to get an ID card for artisans

After interaction with the artisans and the Dept. of Handicrafts, we found that the process of getting cards is very lengthy. After the filled form is submitted, the officials decide on a date and go for verification of the eligibility of the applicant and accuracy of the information provided. This takes three to four months. After that the dept., if satisfied sends the forms for approval to Delhi office, where a further six to twelve months are taken to issue the artisan card. The process is very lengthy and obsolete and needs to be modified so that the artisans do not lose interest in applying for the card.

This has been shared with concerned stakeholders. In a workshop the Minister and concerned Officer have committed that if any organisation/association of Artisans apply for the ID card in a group, the officers will complete the verification on the spot so that the processing time reduces by 2-3 month atleast. This will also help send it to the Textiles Dept in Delhi in a batch thereby reducing waiting time.

Capacity Building for Artisans

Training was organized for the artisans at Nasriganj area of Patna. The main purpose was to develop their capability to identify and respond to new market trends and demands. It was conducted in the last week of June for seven days time. A professional trainer was engaged to conduct the training program.



V. PROJECT MANAGEMENT

The campaign has been managed centrally from New Delhi with a CCS-run field office in Jaipur and a partner-managed office in Patna. The Jaipur office had 2-3 full time members and has engaged consultants on need basis for documentation and other expert activities during the year. In Patna, CCS has tied up with Nidan – a local partner to help with field support, documentation and community mobilisation.

A. Staffing

The Jaipur team has seen some changes this year. With Amit Chandra – the Campaign Co-ordinator proceeding on a sabbatical for personal reasons, the Campaign had hired Ashutosh Tiwari – a lawyer-activist, to run the field operations in Jaipur in November 2012. He however resigned in April 2013. CCS assigned Subhalakshmi D, a Senior Manager in the Livelihoods vertical in its Delhi office, to support Jeevika work with the Central Legislation. With Ashutosh's resignation, Subhalakshmi has also managed the Jaipur office remotely. Amit Gond, who has been with the campaign since inception, has continued on rolls throughout the year.

B. Partnerships

Nidan (Bihar):

Our partnership with Nidan, a grassroots organisation in Bihar dedicated to empower the marginalised poor through community-based and pro-poor participative interventions, has continued this year. Nidan works with CCS to draft all the activity plans for the calendar year and assist with documentation. This includes all official meetings, applications of FIRs, PILs and memorandums to the state government, along with outlining workshops and trainings for the various occupational issues and providing a detailed report post-activity. Our alliance with Nidan in Patna permits three full-time employees to work on Jeevika.

Extension MoU with Nidan:

We signed an extension MoU with Nidan on 1st October, 2012. Major points of extension are:

1. Timeline: six month extension (1 October 2012 to 31 March 2013)
2. Budget of Rs. 4.77L set aside for operating expenses of the Patna office & limited outreach programs
3. Focus was to complete pending activities w.r.t. development of vending zones, study of artisans etc.

The revised MoU lists the following main activities to be pursued during the extension period:

1. Implementation of National Urban Street Vendors Policy 2009 in Bihar.
2. Streamlining policy provisions for artisanship.
3. Promotion of local governance in cities.
4. Empowering street entrepreneurs to achieve legal protections.
5. Developing proper vending space.
6. Study of the natural existing and missing markets.
7. Application and documentation of new ideas with target groups.

(Please find enclosed a copy of the MoU)

VI. OVERALL PROJECT OUTPUTS AND DISSEMINATION

Quantitative summary of outputs from 2009 to 2013:

1	Collectives formed (SHGs / Groups / Associations / Cooperatives / Unions)	<p>Jaipur</p> <ul style="list-style-type: none"> • Formed a street vendor union in Jaipur: Heritage City Thadi-Thela Union • Expanded the reach of vendor unions by forming small units in all street markets in Jaipur. Currently, 35 Units formed <p>Patna</p> <ul style="list-style-type: none"> • More than 70 informal vendors associations formed and leadership team setup to reach out to more than thousand street vendors • Started the process to form a trade union and get it registered
2	Studies/Surveys	<p>Jaipur</p> <ul style="list-style-type: none"> • Ideas for Licensing Street Vendors • Successful Cooperatives • Space for Street Vendors • Women Cobblers' Socio Economic Status • Social and Economic Problems of Rickshaw Pullers • Management of Parking Spaces in Walled City • Three Wheels on the Road of regulation • Documentation of markets <p>Patna</p> <ul style="list-style-type: none"> • Street Vendors • Value Chain Addition • Minimising Markets • Wholesale Markets • Socio-Economic and Legal Status of Street Vendors • Socio-Economic study of Artisanship • Business Consultation to Street vendors <p style="text-align: right;">Studies are available on www.jeevika.org</p>
3	Capacity Building/Trainings /Workshops/ Orientations	<p>Jaipur</p> <ul style="list-style-type: none"> • Four workshops with media & government officials • One policy roundtable with MLAs • Five press conferences • Thirty two workshops with street vendors and three with cycle-rickshaw pullers; IEC Material developed • Five street plays • A 'Rath Yatra' at State level to generate policy awareness among street vendors • Three rallies and seven <i>dharnas</i>

		<ul style="list-style-type: none"> Forty five large group and ~One hundred and ninety small group meetings <p>Patna</p> <ul style="list-style-type: none"> Two workshops for media personnel Thirteen training programs on legal issues Two training programs on collective bargaining One training program for Artisans on the process for obtaining an Artisan Card and improving the quality of their livelihood Two student workshops for IIBM on skills enhancement for vendors Five training programs and one conference exclusively for women street vendors One Consultation meeting each with Municipal Ward Councillors and the Standing committee of Municipal Corporation Thirty six meetings with Street Vendor Association Leaders and more than Two hundred and fifty meetings with Market Committees. Exposure visit for 25 Street vendor Leaders in Delhi and Bhuneshwar to Kolkata One Work Shop to understand the Socio-economic and Legal Status of Artisans
4	Membership Strength	<ul style="list-style-type: none"> We are not a membership-based organisation. However, our outreach in Jaipur is approximately 8,000 street vendors and in Patna approximately 20,000.
5	Policy Initiatives.	<p>Jaipur</p> <ul style="list-style-type: none"> The Urban Street Vendor Bill 2011 was passed in State Assembly on 29 August 2011 Workshop with government officials to help them draft the Rajasthan State legislation on street vending; Submitted comments to the Urban Development Department on the legislation Policy Roundtable with MLAs Memoranda submitted - 5 to JMC, 2 to DLB, 3 to CS, 3 to PS, 10 to CM, 5 to UDHM, 1 each to PM, NIC President Central, NIC President State, 3 to Governor, 3 to MLAs and 2 to the Media One hunger strike to press for enactment of the Bill. Filed over 130 RTI applications Assisting the state government to draft rules and schemes under the legislation – including through the Implementation Manual for the Street Vendor Bill <p>Patna</p> <ul style="list-style-type: none"> Enacted the Bihar State Street Vendors’ (Protection of Livelihood & Regulation of Trade) Bill, 2012 Memoranda submitted to the Deputy Chief Minister, the

		<p>Urban Development Minister, Principal Secretary, and the Industries Department</p> <ul style="list-style-type: none"> • Five Rallies and seven <i>dharnas</i> to press for enactment of the Bill.
6	Building Linkages to Government Schemes	<p>Jaipur:</p> <ul style="list-style-type: none"> • The major focus of our work in Jaipur has been to get a proper regulatory framework for street vendors as this is key for them to be able to access benefits available to them from the government. • One workshop organized with state government officials on providing benefits of National/State Health Insurance Scheme. <p>Patna</p> <ul style="list-style-type: none"> • Artisan card from Handicraft Office: 300 applications submitted to the textile Department against which 204 ID Cards have been issued. • Forged an engagement with the Labour Resource Department for Enrolment of Street vendors and artisans under RSBY - ~ 60000 enrolled
7	Outreach	<p>Jeevika website</p> <ul style="list-style-type: none"> • Over 23000 unique visitors annually with ~60000 page views <p>Jaipur</p> <ul style="list-style-type: none"> • In 40 street markets covering around 40 wards of Jaipur • Approximately 8,000 street vendor participants <p>Patna</p> <ul style="list-style-type: none"> • All 72 municipal wards • Approx 20,000 street vendor and artisan participants
8	Implementation pilots	<p>Jaipur</p> <ul style="list-style-type: none"> • Submitted two proposals to JMC to develop model markets • Submitted one proposal to Jaipur Development Authority to develop model market • ID Cards issued to ~800 vendors in 21 markets <p>Patna</p> <ul style="list-style-type: none"> • Submitted one proposal to PMC to develop model markets in 14 sites in Patna • Model vending zones have been proposed in partnership with DfID; awaiting approval. • ID Cards issued to 204 artisans (~96 underway)
9	Value of benefits- small or big benefits achieved through direct or indirect interventions. (This may include RTI's drafted	<p>Jaipur</p> <ul style="list-style-type: none"> • Urban Street Vendor Bill 2011 passed in Rajasthan State Assembly on 29 August 2011 • Streamlined and documented the process of returning street

	and filed, benefits achieved, vendors saved from confiscation/ vendors saved from penalties/ vendors who got back their sellable items etc.)	<p>vendor confiscated property during eviction</p> <p>Patna</p> <ul style="list-style-type: none"> • Enactment of Bihar State Street Vendors’ (Protection of Livelihood & Regulation of Trade) Bill, 2012 impacting 5 lakh street vendors of Bihar. • PMC abolished contract system , impacting 30,000 vendors • 7 places identified for developing Vending Zones in Bihar • Constituted a Town Vending Committee in Patna
10	Litigations or legal benefits/ disputes resolved	<p>Jaipur</p> <ul style="list-style-type: none"> • Filed over 100 RTI applications • Filed a PIL in the Rajasthan High Court against the eviction of street vendors <p>Patna</p> <ul style="list-style-type: none"> • Filled over 50 RTI applications • Submitted a PIL in High court, • Two FIRs lodged against the contractor in Meena Bazar Patna • Intervener petition in High court (CWJC 4605 of 2009)
11	Services delivered in terms of education, health, transport, sanitation / housing/ relocation etc.	<p>Patna:</p> <ul style="list-style-type: none"> • Linked street vendors through SSY of Nidan; 6,747 members enrolled • Supported enrolment of ~60000 BPL beneficiaries in RSBY

VII. PROJECT IMPACT AND RECOMMENDATIONS

To assess the project outcomes and impact delivered by the Jeevika Campaign against the goals set at the start of the project:

Goal	Project Outcomes & Impact
Regulate and legalise three sectors that have been identified through CCS Research	<ol style="list-style-type: none"> Street Vending : State level legislation successfully passed in both States that were a part of the Jeevika Campaign (Rajasthan & Bihar); the Union Cabinet has approved the Central Street Vendor Bill and this is pending enactment in Parliament Cycle-rickshaw pulling : completed a detailed study of the issues hampering cycle-rickshaw pulling as a livelihood and developed a documentary to increase awareness regarding the same. Artisanship : conducted a socio-economic study of artisans in Bihar to understand their concerns, issued ID cards to facilitate access to credit among other benefits and increased awareness of the need for streamlining the ID card issual process.

<p>Empower street entrepreneurs to achieve all the legal protections and the support that the formal sector enjoys</p>	<ol style="list-style-type: none"> 1. Formed a street vendor union in Jaipur: Heritage City Thadi-Thela Union and conducted ~ 55 capacity building workshops and training programs for vendors, artisans and rickshaw pullers over the last 4 years in Rajasthan and Bihar 2. ~60000 street vendors and artisans enrolled in the RSBY program in Bihar
<p>Develop proper vending spaces</p>	<ol style="list-style-type: none"> 1. Demarcation of Vending zones in all 29 ULBs of Bihar has been initiated 2. Earmarked Street Vending Zones in the walled-city area in Jaipur

The accomplishments of the campaign notwithstanding, there are several new areas of work which are logical extensions of the above, which need to be pursued in order to fully leverage the work done till date and realise the potential that lies locked in the informal sector. Specifically:

1. Once the Central Legislation on Street Vending is enacted, the immediate need rises for designing a robust Implementation Plan and supporting the nodal agency in implementing the Bill across the country.
2. The research studies on cycle-rickshaw pulling and artisanship have flagged the need for reforms in the two sectors – from the need to streamline the process for issuing ID Cards to removing licensing restrictions and significantly step-up awareness building and capacity building efforts in both areas to enable those in the sectors to demand for and secure their rights.
3. The Business Consultation program in Patna has shown the value of deploying simple management techniques and advice to help street entrepreneurs realise their business potential. If extended on a larger scale, the benefits that could be reaped will be immense.
4. The Jeevika website can extend far beyond it’s current role in becoming an online portal for all interested stakeholders to meet and exchange notes/best practices etc. This will be especially useful once the Central legislation is passed.

The above areas merit further investments, in order to fully realise the goals set by the project.