



GUIDANCE NOTE
ON
OUTREACH PROGRAMME FOR HOMEBASED WORKERS
“Strengthening the livelihood of Homebased workers in SAARC”

1. BACKGROUND:-

HomeNet South Asia is a regional network of home based workers in South Asia formed in year 2000 after the adoption of the charter Kathmandu Declaration. The Kathmandu Declaration specified the need to work on home based workers for : *Rights to organize, national policy and ratification of C.177 for recognition and visibility, providing social protection- maternity benefit, child care, housing, access to market for livelihood, official data on home based workers, raising issues of home based workers at SAARC.*

Taking the Kathmandu Declaration forward, HomeNet South Asia started organizing home based workers in South Asian countries around:

- Recognition and visibility as workers
- Housing, maternity benefit, child care, old age, occupational health security
- Livelihood- strengthening livelihoods through capacity building, training and exposure

There are two types of home based workers- own account workers and piece rate workers. Own account workers mostly buy raw material on their own and make the final products and market them on their own. Piece rate workers are those who get the raw material from a contractor or middlemen to make a partial or complete product.

During the course of working with home based workers during the last decade, home based workers have raised “access to markets” as one of their prime needs. These home based workers are skilled workers with traditional skills but are not aware of the existing market trends and hence, their product fails to capture the market. Access to markets is one of their most important concerns as



they often lack proper information and linkages and, therefore, are not able to sell their products at suitable rates in the open market. Through various exhibitions at national and regional level efforts were made to introduce and sell the products of home based workers. It was however realized that their products need to be modified as per the market need.

Though markets are a prime need, but, prior to markets, a lot of preparedness is required to make the product ready for the market like product design, costing, packaging, branding etc. However, home based workers with little resources are unable to do all this. Therefore, capacity development on a number of aspects is a must for the preparedness of the market. Training programmes, which would include training on product development, use of new equipment and technology, management training, exposure to market through visit will build the capacity of home based workers to produce competitive attractive and marketable products.

In view of the above, SEWA and HomeNet South Asia has been awarded a project by the SAARC Development Fund to strengthen the livelihood for home based workers in the SAARC region by, *inter-alia*, establishment of various trade facilitation centers and providing related technical and handholding support. Under this project titled “ Strengthening the livelihood of Home based workers in SAARC”, now commonly referred to as SABAH, steps are being taken to identify country specific products for niche markets, set up trade facilitation centres, identify and organize home based workers who have some skills, further enhance and sharpen their skills and capacities, provide them work which they can do either at their homes or at the SABAH trade facilitation centres and market their products.



2. JUSTIFICATION FOR OUTREACH PROGRAMME - ORGANIZING AROUND LIVELIHOOD AND SOCIAL SECURITY

The SABAHA programme mentioned above will be able to cater to and address the marketing needs of a limited number of home based workers in each country. However, there are many more home based workers who will remain untouched by SABAHA. These home based workers work from their home and so, they are isolated, unorganized and invisible. They work from home and so, are not aware and informed. They are far away from such information, which is vital for their livelihood. They are not aware about their basic rights and government schemes like access to health service, insurance, housing schemes, social security, maternity benefits etc.

They also have needs of capacity building and markets. Therefore the OUTREACH PROGRAMME under this project is to reach some of these home based workers who are far more scattered and isolated.

3. COMPONENTS OF THE OUTREACH PROGRAMME:

The Outreach programme will have 2 distinct components –

- i Activities that will support and assist the SABAHA trade facilitation and training centres to further their objectives and working (Primarily activities in para 4 i, ii, iii)
- ii Activities that will reach out to the larger universe of home based workers (not catered to by SABAHA) and/or home based workers being catered to by SABAHA, but only for services not being provided by SABAHA (All activities in para 4 except 4 iii)

4. ACTIVITIES THAT CAN BE TAKEN UP UNDER THE OUTREACH PROGRAMME:

Any one or more activities can be taken up under the Outreach Programme, depending on the local conditions and needs.

- i* Surveys and mapping of home based workers and needs assessment
- ii* Organising home based workers
- iii* Linking home based workers with SABAHA
- iv* Capacity building and skill enhancement



- v* Marketing information and support
- vi* Leveraging credit, including micro credit
- vii* Leveraging and supporting existing social security schemes
- viii* Leveraging housing schemes
- ix* Leveraging and supporting health services
- x* Leveraging and facilitating access to civic amenities and other government schemes
- xi* Any other activity that will enhance the incomes and well being of home based workers, subject to approval of the Outreach Programme Committee.

5. EXECUTION OF OUTREACH PROGRAMME:

The programme will be executed through local organizations – NGOs, cooperatives, trade unions, community based organizations etc. Preference will be given to membership based organizations of home based workers.

6. EXPECTED BENEFITS OF THE OUTREACH PROGRAMME:

Depending on the activities taken up, one or more of the following benefits are expected from the Outreach Programme.

- i* Surveys and mapping of home based workers will help to identify location of home based workers, their living conditions, skills, trades, existing marketing avenues etc. The needs assessment studies will help identify the different kinds of needs of HBWs – be it for skills or raw materials or markets etc.
- ii* Organising home based workers will be the culmination of a process whereby HBWs are identified, made aware of the benefits of organizing, facilitated to come together and form their own groups/organizations.
- iii* Linking home based workers with SABAH so that SABAH is able to provide services to more home based workers who may be semi-skilled or skilled in the skills / products that the



country SABAH specializes in. These HBWs would finally be absorbed in the supply chain of SABAH.

- iv* Capacity building and skill enhancement depending on their needs. This could include all kinds of training including management training, design development, negotiating skills, leadership training, quality control etc.
- v* Marketing information and support could be simply by providing HBWs with a data base of suppliers and retailers/wholesalers, or market intelligence or space in marketing outlets etc.
- vi* Credit being a very essential ingredient for any economic activity for poor HBWs, leveraging or linking HBWs with organizations providing micro credit will also be very beneficial to HBWs.
- vii* Leveraging and supporting existing social security schemes will help HBWs access existing government and non-government social security schemes for pensions, health/life insurance, maternity benefits, provident fund etc.
- viii* Leveraging housing schemes will help HBWs access existing government and non-government schemes for housing – which is not only a place of habitation like for the others but also a work place for HBWs.
- ix* Leveraging and supporting health services will help HBWs access existing government and non-government health services and hopefully address some of their specific occupational health concerns.
- x* Leveraging and facilitating access to civic amenities and other government schemes will help HBWs access existing government and non-government schemes for civic amenities like water, electricity, gas, sewerage, garbage disposal etc.
- xi* Other miscellaneous benefits that will enhance the incomes and well being of home based workers like having HBWs representation on government decision making/monitoring bodies, access to better technology tools and equipments, raising awareness of HBWs rights, helping them get proof of identity (identity cards, citizenship cards etc), providing platforms for learning and sharing (exposure visits, seminars, trade fairs, melas), child care etc.



7. MECHANISMS FOR OUTREACH PROGRAMME:

The Outreach Programme of HomeNet South Asia would be executed in partnership with local organizations working with home based workers as described in para 5, in collaboration with SABAH-PMU and the country SABAH.

Applications for conducting activities under the Outreach programme will be invited by HNSA from prospective organizations. Applications will be screened and approved by an Outreach Programme Committee having representation from HNSA, SABAH-PMU, SEWA and country SABAH concerned.

Funds will be released in quarter installments by HNSA based on the performance, according to a mutually agreed pre-determined schedule. Quarterly reports will be sent to HNSA with a copy to SABAH-PMU and country SABAH.

SAARC Development Fund (SDF) is the donor of the project, therefore, report compliance and fund utilization statement has to be in format of SDF, which would be provided with the contract.

8. FORMAT FOR SUBMISSION OF PROPOSAL:

Proposals from organisations must be submitted in the following format:

- i Introduction to the organization submitting the proposal, including mission, vision, activities, main achievements, geographic area of operation, last year's budget/turnover, governing structure and staffing (about 2 pages)
- ii Why does the organization want to participate in the Outreach programme
- iii What are the objectives, activities, number of HBWs to be covered and outcomes under the Outreach programme separately for the 2 components of the Outreach programme, ie. separately (i) for SABAH (ii) for the larger universe of HBWs not covered by SABAH. This information should be provided in the table below



Objective	Activity (this must be given in detail mentioning through which agency/dept etc.	Number of HBWs to be benefitted and from which geographic area (district/VDC)	Outcome
(i)FOR SABAH			
(ii) FOR OTHER HBWs			

iv. **Budget:** The budget should be for 17 months in the case of proposals from Nepal and Bangladesh, and for 16 months for Bhutan, Maldives and Sri Lanka. Format for budget is attached. Column on the extreme left may be modified to suit your activities. Salaries and overheads cannot exceed 15% of the total budget. As per format attached at **Annex 1**

v. The following documents must be submitted along with the proposal:

- a. Certificate of incorporation/registration of your organization,
- b. Memorandum of articles- if possible in English
- c. PAN (Income tax) number of your organization-
- d. Last two year's audited statements
- e. Your bank details – (as per format attached at **Annex 2**)
- f. Proof of registration/affiliation with any authority/organization to accept foreign funds
- g. Social Welfare Council number (for Nepal and where applicable)
- h. NGO Bureau registration number and certificate (in Bangladesh)

9. Submission of proposals: Proposals may be submitted to HomeNet South Asia by email at homenetsouthasia@gmail.com



Annex:-I

Budget Format: Enclosed.

Build up to the 'Strengthening the Livelihood Initiative of Homebased Workers in the SAARC Region

Funding Agency: SAARC Development Fund (SDF)

Implementing Agency: HomeNet South Asia

Project Period: 1/1/2012 to 31/12/2013

Project Name: Expansion & Outreach Activity

Sr. No	Budget Head	Budget	
		USD	Country Currency
1	Organizing and Membership		
2	Mobilizing & Organizing of HBWs		
3	Capacity Building and Skill Development		
4	Skill Development training		
5	Information and Communication- HNSA		
6	Programme Officer at HNSA for above Activity		
7	Monitoring Visit of HNSA to each Country		
8	Personnel & Admin Cost for Country		
Total Budget			

Note:

(i) The Above Budget in USD is converted into Local Currency at the Average rate for the Pd: 1/1/2012 to 31/7/2012

(ii) The details under each Budget headline is not given, as it may vary from organization to organization in each Country. It may be finalized once the Budget proposed by each Organization is approved by HNSA.



Annex-II

Bank Details- FORMAT
BANK DETAILS FOR TRANSFERRING THE FUNDS

Date:	
Beneficiary name:	
Address	
Beneficiary bank name:	
Address	
Bank account no.	
Bank Swift code:	
IFS Code	
Amount	
Correspondent bank details (if any)	
Bank name	
Bank address	
Bank account no. and Swift code	