

M-Powered

Mobile Connections to Promote Women's Economic Development



MPowered programme in collaboration with Trickle Up aims to empower ultra-poor women who live on less than USD 1.25 (INR 91) per day from remote locations of Muribahal block of Bolangir district in Odisha, by enhancing their livelihood options through mobile technology and interventions that support sustainable livelihood development. Given the persistent gender gap in mobile phone usage in rural India, Tata Communications as an industry leader in telecommunications sought to bring instant access to information into the hands of women about government schemes and provide training and other resources to strengthen their economic condition. In addition, a custom-made mobile app, Package of Practices (or PoP - a step-by-step guide in vernacular with modules on organic cultivation techniques of five crops) has enabled women to adopt better agricultural, livestock and business practices.

TARGET PARTICIPANTS

500	2200	176	25
Ultra Poor HHs	Persons	WSHG	Smart Sakhis

LOCATION : BOLANGIR DISTRICT, ODISHA

Block: Muribahal, **GP:** Lebeda, Tupaudar, Bankel, Bitabandh, Malisira & Dangarpada

MAJOR OUTCOMES:

- The programme has reached to 2200 individuals
- 79% of project participants successfully adopted better agricultural practices and business practices through consistent use of the PoP app
- 73% women are engaged in livelihood activities. The women have also experienced an increase of INR 6,148 in their annual income while 88% women observed an increase in annual savings
- Migration among the target families have reduced by 73%.
- Increase in access to government schemes like PDS, Pension and MGNREGA (Mahatma Gandhi Employment Guarantee Act etc.
- Exposure to internet ensured that at least 80% project participants are sharing knowledge and will be able to exercise their rights.
- The Project beneficiaries are now aware of their rights and entitlement.
- 90% project participants are socially and financially included to take sustainable livelihood decisions.
- Promoted sustainable agricultural practices and ensuring food security of the total households covered.
- All targeted families are accessing health benefits provided by Govt. and aware of healthy living habits.
- All targeted project participants included in the fold of community institutions and 80% of the project participants actively involved and demonstrating regular representation in the community institutions.



NYDHEE SUPPORTING IN THE STRUGGLE OF ULTRA POOR

SOME FACTS:

- As per 2021, estimates for global poverty are approximately **8.6%** of the world. People who live in extreme poverty live on \$1.90 or less per day.
- World Bank data, has estimated that the number of poor in India (with income of \$2 per day or less in purchasing power parity) has more than doubled to **134 million** from 60 million in just a year due to the pandemic-induced recession.
- With around 40 percent of Odisha's population living below the poverty line, the incidence of poverty is highest here followed by Jharkhand (34.8 percent), Bihar (32.5 percent) and Madhya Pradesh (32.4 percent).

Our Intervention:

NYDHEE in partnership with TrickleUP, implementing the livelihoods enhancement program using the Graduation approach targeting the lives of the ultra-poor.

Across all six operational panchyats, we found that the program caused broad and lasting economic impacts. The targeted households consumed more, had more assets, and increased savings. The program also increased basic entrepreneurial activities, which enabled the poor to work more evenly across the year.

Economic impacts: One year after implementation of the MPOWERED program, the following economic impacts are observed among the targeted communities:

- ⇒ Average total monthly consumption among treatment households increased by 10%.
- ⇒ Food spending was also higher than in the comparison group, and more households reported having enough food every day.

- ⇒ Ownership of household and productive assets also increased significantly
- ⇒ Group level savings also increased significantly
- ⇒ Targeted households reported borrowing money from formal sources instead of informal sources/ Sahukars.

Self-employment:

- ◆ Targeted group households reported spending more time on productive activities.
- ◆ These households also experienced a nearly four-fold increase in livestock revenue relative to other households.

Social, Health & wellbeing:

- ◆ The program enhanced social skills of the targeted households
- ◆ The program did not affect measures of physical or mental health.
- ◆ There were no changes in illness, happiness, stress, or likelihood of feeling anxious or worried in the last year.