



India Country Office Project Initiation Plan

Project Title	: Boosting Female Labor Force Participation through Strengthened Urban Care Ecosystem
Expected UNSDCF/CPD Outcome(s)	: UNSDCF Outcome 4: By 2027, people will benefit from and contribute to sustainable and inclusive growth through higher productivity, competitiveness and diversification in economic activities that create decent work, livelihoods and income particularly for youth and women.
Expected CPD Output(s)	: CPD Output 2.2: Women, youth and other vulnerable groups transition into gainful employment and productive economic activities.
Initiation Plan Start/End Dates	: January 1, 2024 – September 30, 2024
Implementing Partner	: UNDP

Brief Description

The care economy entails a diversified range of productive work with both paid and unpaid work activities for providing direct and indirect care for children, the elderly, disabled and ill, as well as for prime age working adults. A substantial amount of this care work is performed on an unpaid basis in the domestic sphere. Across the world, women perform three-quarters of unpaid care work, or 76.2 per cent of the total hours provided. Even with many gains in education, India's Female Labour Force Participation Rate (FLFPR) is one of the lowest in the world, ranking 165 among the 176 countries, and it has been falling in the recent decades. The ability of women to participate in the labour force is dictated by various economic and social factors, unpaid care work being one of the primary ones. Amongst care related chores, childcare arguably takes a large part of women's time. Both private and public care services, particularly childcare, exist in India, but are mainly targeted towards middle to higher income households, with barely any services available for poor households, especially those in urban areas.

UNDP India plans to embark on a project to find an effective way of strengthening the urban care system including engaging with men and boys to break the stereotypical gendered division of unpaid care work. This is to reduce the unpaid care work burden and time poverty faced by women. While the care ecosystem encompasses different forms of unpaid care, keeping in view the criticality of childcare, UNDP plans to start with a specific focus on provisioning of childcare services targeting urban poor households and establish the critical need for an increased investment in care services in general from the government, private sector, and development partners to enable women to join and/or re-enter the paid workforce. In the medium term, efforts will be made to mobilise additional resources to start engagement on other aspects of care economy such as elder care.

Through this PIP, UNDP India plans to start the preparatory work for the project mentioned above. This will include initiating a landscape analysis of the care ecosystem in India, feasibility analysis of financing options including blended instruments and launching a challenge call for innovative childcare service provisioning solutions.

<p>Programme Period: 1st Jan 2024 – 30th Sep 2024</p> <p>Quantum Project Number: TBC</p> <p>Quantum Output Number: TBC</p> <p>Gender Marker: GEN 3</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Total resources required</td> <td style="text-align: right; padding: 2px;">USD 6,43,572</td> </tr> <tr> <td style="padding: 2px;">Total allocated resources:</td> <td style="text-align: right; padding: 2px;">USD 6,43,572</td> </tr> <tr> <td style="padding: 2px;">• Regular</td> <td style="text-align: right; padding: 2px;">NA</td> </tr> <tr> <td style="padding: 2px;">• Other:</td> <td style="padding: 2px;"> <ul style="list-style-type: none"> ○ Donor (BMGF) USD 6,43,572* ○ Government NA </td> </tr> <tr> <td style="padding: 2px;">Unfunded budget:</td> <td style="text-align: right; padding: 2px;">NA</td> </tr> <tr> <td style="padding: 2px;">In-kind Contributions</td> <td style="text-align: right; padding: 2px;">NA</td> </tr> </table>	Total resources required	USD 6,43,572	Total allocated resources:	USD 6,43,572	• Regular	NA	• Other:	<ul style="list-style-type: none"> ○ Donor (BMGF) USD 6,43,572* ○ Government NA 	Unfunded budget:	NA	In-kind Contributions	NA
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* Funds received from donor for main phase, part funds accommodated in PIP.

Agreed by UNDP:


3/1/2024

I. PURPOSE AND EXPECTED OUTPUT

The care economy entails a diversified range of productive work with both paid and unpaid work activities for providing direct and indirect care for children, the elderly, disabled and ill, as well as for prime age working adults. A substantial amount of this care work is performed on an unpaid basis in the domestic sphere.

Across the world, women perform three-quarters of unpaid care work, or 76.2 per cent of the total hours provided. Even with many gains in education, India's Female Labour Force Participation Rate (FLFPR) is one of the lowest in the world, ranking 165 among the 176 countries, and it has been falling in the recent decades. The ability of women to participate in the labour force is dictated by various economic and social factors, unpaid care work being one of the primary ones. Amongst care related chores, childcare arguably takes a large part of women's time. Additionally, gendered work division and norms fuel the perceptions of childcare being a woman's job. The impact of the burden of unpaid care work, specifically childcare, on a women's ability to actively participate in the paid workforce holds particular significance in India. A study conducted by the National Sample Survey Organization (NSSO) in India found that in urban areas, 44% of women who were not in the labour force cited domestic responsibilities, including childcare, as the reason for their limited or non-participation in economic activities.

The care industry in India has grown significantly in recent years. However, these services, mainly operated by private companies, primarily in urban areas, are typically used by middle-income and higher-income households. While there are a few public programmes and policies which support the provision of childcare / creches, these remain concentrated in rural areas, leaving little to no attention on India's urban childcare needs. This is especially critical given the vast informal economy that exists in the urban sector, of which poor urban women with no social or economic protection make up a majority. Apart from the lack of government-run childcare services, some of the other main challenges related to childcare provision in urban areas include little or no public financial provision to support or subsidize private childcare services, trust issues of parents concerning small-scale privately run childcare centres, lack of trained childcare professionals, high cost of providing quality care, etc.

UNDP India proposes to launch a project to find an effective way of strengthening the urban care system including engaging with men and boys to break the stereotypical gendered division of unpaid care work. This is to reduce the unpaid care work burden and time poverty faced by women. While the care ecosystem encompasses different forms of unpaid care, keeping in view the criticality of childcare, UNDP plans to start with a specific focus on provisioning of childcare services targeting urban poor households and establish the critical need for an increased investment in care services in general from the government, private sector, and development partners to enable women to join and/or re-enter the paid workforce. In the medium term, efforts will be made to mobilise additional resources to start engagement on other aspects of care economy such as elder care. This would be done through three main strategies:

- Assessment of the current childcare service landscape in India and various models targeting urban lower income households including feasibility and scale potential, synthesis of the existing research and key partners and enablers in India. To achieve this, a landscape assessment including feasibility and scalability potential analysis of existing services models for urban lower income households will be undertaken. Based on the results of the landscaping study, models targeting urban lower income households will be identified for piloting along with potential partners and enablers. Along with this, a comprehensive plan including impact measurement framework and toolkit for piloting accessible, affordable, and quality childcare service models will be formulated along with identification of partners and enablers. A feasibility analysis of financing options including blended instruments will also be undertaken. A challenge call to identify innovative childcare service provisioning solutions will also be designed and launched.
- Increased availability and uptake of accessible, affordable, and quality childcare services, alleviating the unpaid care burden on urban poor women and unlocking their economic potential. To achieve this, adapted and customized training content will be developed and used to train childcare workers and carepreneurs along with piloting of childcare service models partnership with existing and new service providers.
- Enhanced awareness and capacity of public and private sector key stakeholders and enablers to increase investment for childcare service facilities and support measures for redistributing the burden of unpaid care work specifically targeting urban lower income household. A Care Coalition/Network will be established which will enable the sharing of documented best practices, lessons learnt, and policy briefs; policy dialogues, roundtable

convenings and capacity building workshops at state and national level will be conducted; and convergence with and leveraging of investments under public funded initiatives such as NULM, national creche scheme, smart cities scheme, etc. will be prioritized. Awareness and nudge campaigns aimed at changing perception and promoting shared responsibilities related to unpaid care work will also be undertaken.

Establishing partnerships will be crucial for the success of this project, and the aim will be to bring together the entire gamut of ecosystem actors who have a direct or indirect impact on taking up the agenda of childcare services for urban poor. This will include partners in the government, private sector, civil society, research, media and communications as well as other UN agencies. While the landscaping and policy advocacy pieces of the project will focus on the entire country, the pilots will be rolled out in 5-6 cities (a combination of metro and non-metro cities).

To roll-out this project, a **Project Initiation Plan** is proposed for 6 months (Jan – Jun 2024). Through this PIP, UNDP India plans to start the preparatory work for the project mentioned above. This will include:

- Initiating a **landscape analysis of the care ecosystem in India** to develop a detailed and complete understanding of the magnitude of unpaid childcare work, develop improved measurement tools and generate evidence regarding the significant adverse impact of lack of affordable, accessible, and quality childcare services on women's time and economic wellbeing.
- Commissioning a **feasibility study/analysis of financial instruments** to outline the financing options that are available and are relevant for the childcare sector, including case studies from an international lens and recommendations of instruments that can potentially be designed in the context of India that can cater to the outcomes in the child-care economy. With reference to investment models, there may be different types of instruments that can lend themselves to the childcare service investment requirements, which may vary from pay for success to a concessionary loan. For example, for capital cost pertaining to a childcare center, a concessionary or interest-free loan might be more suited, whereas a pay for success might be more feasible for training of carepreneurs. As part of the study, a stakeholder convening will be organized to bring together market participants who can provide inputs on the characteristics and structure of required financing. The feasibility study shall be complemented by a **position paper** that can provide recommendations on regulatory frameworks as well as policy changes that can incentivize mobilization of private capital in this sector.
- Launching a **Challenge Call for Innovative Childcare Service Provisioning Solutions** to identify innovative childcare solutions targeting urban poor.
- Starting activities to build a **Care Coalition**: Awareness generation and capacity building of public and private sector key stakeholders and enablers is essential to increase investment and collective action for childcare for lower income urban households. To this end, the PIP will start preparatory activities to establish a **Care Coalition** to enable sharing of best practices, intelligence, and better understanding of innovative financing mechanisms to attract private sector capital for childcare. Awareness raising workshops and nudge campaigns, communicating to public and engaging with men are also planned to nudge positive change in societal norms, particularly men's acceptance of childcare as a shared responsibility.

Expected Outputs:

- A landscape assessment including feasibility and scalability potential analysis of existing care service models for urban lower income households will be commissioned.
- A feasibility analysis of financing options including blended instruments will also be commissioned.
- A challenge call to identify innovative childcare service provisioning solutions will be designed and launched.
- Activities to launch the Care Coalition will also be initiated.

II. MANAGEMENT ARRANGEMENTS

The activities under the PIP would be implemented by UNDP India through Sustainable and Inclusive Growth (SIG) Unit. The overall reporting of deliverables and achievements would be made to UNDP Resident Representative or Deputy Resident Representative.

The PIP will be implemented by UNDP under the Direct Implementation Modality. UNDP assumes overall management responsibility and accountability for project implementation. Accordingly, UNDP would follow all policies and procedures established for its own operations and will be responsible for all financial management, reporting, procurement and recruitment.

The project will be directly implemented by UNDP in cooperation with the Ministry of Housing and Urban Affairs (MoHUA). UNDP will further partner with a number of other technical organizations (such as NGOs, CSOs, think tanks, etc.) to implement the project activities. UNDP will be responsible for the effective use of resources and the achievement of project outcomes and outputs as set forth in the document.

III. MONITORING AND FINANCIAL MANAGEMENT

UNDP will ensure monitoring by (a) tracking performance through the collection of appropriate and credible data and other evidence; (b) analysing evidence to inform management decision-making, improve effectiveness and efficiency; and (c) reporting on performance and lessons to facilitate learning and support accountability.

The PIP result framework will be monitored on a quarterly basis with standard UNDP project quality assurance criteria to record progress towards the completion of activities and results achievement. The report will monitor and update risks and issues to manage changes during the implementation. An end of project (PIP) results report will be prepared along with the lessons learnt for sustainability and to inform future programming of UNDP. The end of project report will be shared with the relevant stakeholders.

Monitoring Activity	Purpose	Frequency	Expected Action	Partners (if joint)	Cost* USD (if any)
Track results progress	Ensure timely implementation of all actions	Monthly	Slower than expected progress will be addressed by project management.	Project partners	7,000
Monitor and Manage Risk	Ensure timely adjustment of actions to any change in risks	Quarterly	Adjustment of actions based on analyses.	Project partners	
Review and Make Course Corrections	Internal review of data and evidence from all monitoring actions to inform decision making.	Quarterly	Adjustment of actions based on analyses.	Project partners	
Project Report	An end of project report will be developed consisting of progress data showing the results achieved against pre-defined targets.	End of project	The progress report will be reviewed by the management and insights noted for use in future programming.	Project partners	

Project Audit: The PIP will be audited as per UNDP rules and regulations.

Funding from Donors/Funding Agencies: The donor funds shall be subject exclusively to the internal and external auditing procedures provided for in the financial regulations, rules, policies, and procedures of UNDP. Should the annual Audit Report of the UN Board of Auditors to its governing body contain observations relevant to the donor funds, such information shall be made available to the donor by the country office.

Project Closure: The PIP would be closed as per UNDP rules and regulations.

IV. WORK PLAN

Period: 1st January 2024 – 30 June, 2024

Expected Outputs	Planned Activities and Sub Outputs	Planned Budget			Responsible Party	Funding Source	Planned Budget	
		Q1 2024	Q2 2024	Q3 2024			Budget Description	Amount
1. Assessment of the current childcare service landscape and various models targeting urban lower income households including feasibility and scale potential, synthesis of the existing research and key partners and enablers in India	1.1 Conduct childcare landscape assessment including feasibility and scalability potential analysis of existing childcare services models for urban lower income households							
	1.2 Conduct feasibility analysis of financing options including blended instruments		3,00,000	100,000	UNDP	BMGF/30000	72100	4,00,000
	1.3 Launch challenge call for innovative childcare service provisioning solutions designed and launched							
Gender Marker 3 Indicator: Number of landscape assessments commissioned Target: 1 Baseline: 0								
2. Enhanced awareness and capacity of public and private sector key stakeholders and enablers to increase	2.1 Establish and convene Care Coalition at regular intervals	5,000	10,000	20,000	UNDP	BMGF/30000	73100/71300/72100	35,000

<p>investment for childcare service facilities and support measures for redistributing the burden of unpaid care work specifically targeting urban lower income household.</p> <p>Gender Marker 3</p> <p>Indicator: Number of Care Coalition meetings organized Target: 1 Baseline: 0</p>	<p>2.2 Conduct policy dialogues, roundtables, convenings and training workshops at state and national level</p>					
<p>Project Management Unit and M&E</p>	<p>Salary of project staff</p>	50,000	50,000	UNDP	BMGF/30000	1,50,000
<p>Travel</p>		2,000	3,000	UNDP	BMGF/30000	10,000
<p>Total A</p>		55,000	3,60,000	UNDP		5,90,000
<p>GMS @ 8%</p>		4,400	28,800	UNDP		47,200
<p>Total B</p>		59,400	3,88,800	UNDP	74596	6,37,200
<p>RCO Levy @ 1%</p>		594	3,888	UNDP		6,372
<p>Grand Total</p>		59,994	3,92,688	UNDP		6,43,572

