

Work Plan (Jan. 2014 - June 2015)

ADDENDUM: Scaling up of income generation through traditional crafts and textiles production and marketing

One Programme Outcome: By 2018, sustainable and green economic growth that is equitable, inclusive, climate and disaster resilient and promotes poverty reduction, and employment opportunities particularly for vulnerable groups enhanced.

Expected CT Output(s): **Output 1.3: Increased domestic and external trade and industry opportunities that are pro-poor and gender responsive;**
1.6: The rural poor and under-employed have access to alternative income generation opportunities.

Implementing partner: Ministry of Economic Affairs and Agency for promotion of Indigenous Crafts

NARRATIVE

1. The overall objective of this project based AWP is to scale up income generation activities in both urban and rural areas to address underemployment and youth unemployment. This AWP will support 1) strengthening production capacity; 2) advocacy and strategic marketing; 3) enhancement of quality standards and product diversification catered to market needs; and 4) access to credit facilities for sustained business development and income generation.
2. In collaboration with implementing partners (IP) and UN agencies, the Gross National Happiness Commission coordinates the overall Work Plan implementation and progress review through quarterly, mid-year and annual review meetings. The IP is responsible for ensuring the achievement of work plan results through day-to-day management, implementation, monitoring of the activities, proper use of funds and submission of quarterly financial and standard progress reports (SPRs). The UN agencies are responsible for monitoring, timely release of funds, and technical support to implementation.
3. The partners adopt HACT procedures for fund request, release and reporting. Quarterly Direct Cash Transfer modality is applied and Reimbursements or Direct Payment when necessary with prior agreement between all the parties. Assurance activities such as joint field monitoring, on-site reviews and scheduled audits will be conducted after agreement with the GNH Commission and the IP based on the micro-assessment recommendations.

Programme Period: 2014-2018

Programme Title: Scaling up of income generation through traditional crafts and textiles production and marketing

Work Plan Title: Scaling up of income generation through traditional crafts and textiles production and marketing

Duration: 18 Months (Jan 2014—June 2015)

Estimated 18 months budget: US\$ 541,164.85

Allocated resources for 2014 UNDP (OR): US\$ 281,720.00

Allocated resources for 2014 UNDP (RR): US\$ 177,593

Allocated resources for 2015 UNDP (OR): US\$ 64,851.85

Allocated resources for 2015 UNDP (OR): US\$ 17,000.00

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Agreed by Implementing Partner (s):


Joint Secretary
Ministry of Economic Affairs

Date:


Chief Executive Officer
Agency for Promotion of Indigenous Crafts

Date:

Agreed by the Royal Government of Bhutan:


Director
GNH Commission

Date:

Agreed by UN Agencies:


UN Resident Coordinator /
UNDP Resident Representative

Date:

One Programme OUTPUT indicators	Equity	Baseline	Target	PLANNED ACTIVITIES List all activities including M&E to be undertaken	TIMEFRAME						RESPONSIBLE PARTY Implementing Partner	Source of Funds	Budget Description	Budget code	PLANNED BUDGET Amount (US\$)							
					2014		2015		2014	2015					Total							
					Q1	Q2	Q3	Q4								Q1	Q2					
<i>UNDAF Output 1.3: Increased domestic and external trade and industry opportunities that are pro-poor and gender responsive.</i>																						
<i>Project Output 1: Brand Bhutan Strategy refined and finalized to promote Brand Bhutan; Project Output 4: Increased number of awards for SOE and SO with expanded markets</i>																						
UNDAF Indicator: Number of products / industry(ies) meeting national standards (Brand Bhutan; Bhutan Seal) Project Indicator: Number of quality branding of creative/culture products developed Project Target: Revised Brand Bhutan Strategy in place Indicator: Increased number of awards for SOE and SO Project Target: At least 10 new products received SOE/SOQ Project Indicator: # of trade bazar organized and participating in trade bazar outside Thimphu. Project Target: one or two Bhutaneese products promoted in abroad market	SS	One product with seal of excellence; 22 products with seal of quality (2010)	At least 30 products maintained	1.3.2.1 Finalize/revised Brand Bhutan Strategy	X	X	X	X	CO support to NIM/DOT, MOEA	UNDP (OR)	TA	71200	50,000.00		50,000.00							
UNDAF Indicator: Number of villages implementing sustainable and innovative income generating activities/indicator.		One product with seal of	At least 30 products	1.3.2.2 Conduct advocacy and marketing on selected identified products including SEAL awarded products	X	X	X	X	DOT, MOEA/ UNDP	UNDP (OR)	Advertisement and promotion	74200	15,000.00	5,000.00	20,000.00							
UNDAF Indicator: Number of villages implementing sustainable and innovative income generating activities/indicator.		One product with seal of	At least 30 products	1.3.2.3 Support organization of trade fair at selected locations	X	X	X	CO support to NIM	APIC/DOT	UNDP (OR)	Travel	71600	10,000.00	25,000.00	35,000.00							
Sub total													262,593.00	57,000.00	319,593.00							
<i>Project Output 2: Key stakeholders have better understanding of market dynamics and opportunities for optimal income generation; Project Output 4: Increased number of awards for SOE and SO with expanded markets</i>																						
<i>UNDAF Indicator: Number of villages implementing sustainable and innovative income generating activities/indicator.</i>																						
									CO support to NIM	UNDP (OR)	training/w orkshop	75700	5,000.00		5,000.00							

