ADDENDUM: Scaling up of income generation through traditional crafts and Work Plan (Jan. 2014 - June 2015) 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:

UNDAF

Ministry of Economic Affairs and Agency for promotion of Indigenous Crafts

tion catered to market needs; and 4) access to credit facilities for sustained business development and income generation 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 diversifica-

2 In collaboration with implementing partners (IP) and UN agencies, the Gross National Happiness Commission coordinates the overall Work Plan implementation and proare responsible for monitoring, timely release of funds, and technical support to implementation agement, implementation, monitoring of the activities, proper use of funds and submission of quarterly financial and standard progress reports (SPRs). The UN agencies gress 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 man-

NARRATIVE

ω 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. The partners adopt HACT procedures for fund request, release and reporting. Quarterly Direct Cash Transfer modality is applied and Reimbursements or Direct Payment

Programme Period: 2014-2018

and marketing 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

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

ADDENDUM: Scaling up of income generation through traditional crafts and textiles production and marketing Work Plan (Jan. 2014 - June 2015)

Agreed by Implementing Partner (s):

Joint Secretary

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:

Date:

UN Resident Coordinator/ UNDP Resident Representative

Agreed by UN Agencies:

UNDAF Indicator: Number of villages implementing sustainable and innovative income generating activitiesIndicator:	Project Output 2: Key stakeholders have better understanding of market dynamics and opportunities for optimal income generatio; Project Output 4: Increased number of awards for SQE and SQ with expanded markets	Sub total	Project larget: one or two Bhutanese products promoted in abroad market	Project Indicator: # of trade bazar organized and participating in trade bazar outside Thimphu.	developed Project Target: Revised Brand Bhutan Strategy in place Project 1.3.1 Indicator: Increased number of awards for SQE and SO Project Target: At least 10 new products received SOE/SOQ	national standards (Brand Bhutan; Bhutan Seal) Project Indicator: Number of quality branding of creative/culture products	UNDAF Indicator: Number of products / industry(ies) meeting	UNDAF Output 1.3: Increased domestic and external trade and industry opportunities that are pro-poor and gender responsive. Project Output 1: Brand Bhutan Strategy refined and finalized to promote Brand Bhuta; Project Output 4: Increased number of awards for SQE and SO with expanded markets		One Programme OUTPUT indicators	
One product with	e better und			(2010)	of excellenc SS e; 22 products with seal of curiling	One product		and externa		Equity Baseline	
5	erstandir			10) industri		ne At least Juct product		ıl trade a nd finalize		eline Target	
At least 30	ig of ma		1.3	s		T	·	nd indus ed to pro		get	<u>.</u>
	rket dynamics and opportunities fo		1.3.2.3 trade fair at selected locations	Support organization of	Conduct advocacy and marketing on selected 1.3.2.2 identified products including SEAL awarded products	1.3.2.1 Bhutan Strategy	Finalize/revised Brand	try opportunities that are pro-poor mote Brand Bhuta; Project Output			PLANNED ACTIVITIES List all activities including M&E
	r optim				×			and ge	Q1 Q2	2014	Į,
	al incor				× ×	×		nder re eased r	Q3 Q4	14	TIMEFRAME
	ne gene		×		× ×	×		sponsiv	01 02 03 04 01 02	2015	ME
CO support to NIM	ratio; Projec		CO support to NIM	APIC/DOT	DOT, MOEA/ UNDP		CO Support to	e. of awards for		Implemen Source ting of Partner Funds	RESPON SIBLE PARTY
UNDP (OR)	t Output 4		UNDP (OR)	UNDP (OR)	UNDP (OR)	UNDP (RR)	UNDP (OR)	SQE and		Source of Funds	
training/w orkshop	: Increased n		Travel/Mi sc	Travel	Advertise ment and promotion	TA	TA	SO with exp		Budget Descripti on	
75700	umber of		71600	71600	74200	71200	71200	ınded maı		Budget code	PLA
5,000.00	awards for SQE	262,593.00	10,000.00	10,000.00	15,000.00	177,593.00	50,000.00	rkets	2014		PLANNED BUDGET
	and SO with ex	57,000.00	10,000.00	25,000.00	5,000.00	17,000.00			2015	Amount (US\$)	Ţ
5,000.00	kpanded	319,593.00	20,000.00	35,000.00	20,000.00	194,593.00	50,000.00		Total		

	1.3.3			Projec capito incon		1.3.2	
artisans/producers Project Indicator: APIC and MoEA has set up a joint monitoring system for income generation activities Project Target: Joint monitoring mechanism, including a standard operating procedure (SOP) in place in coordination among APIC, MoEA, GNHC.	have access to micro-credit Project Target: 30 producers have access to micro grants. Project Indicator: No. of producers fully capable of quality production in the selected craft. Project Indicator: # of producers with better knowledge and skills to produce marketable products. Project Target: 200	Project Indicator: No. of raw material bank locations with sufficient stocks Project Target: 2 raw material banks for textile, covering East and Central regions. Project Indicator: No. of producers	UNDAF Indicator: Number of rural women in the 5 targeted dzongkhags that develop viable business plans or apply for new	Project Output 2: Key stakeholders have better understanding of market dynamics and opportunities for optimal income generation; Output 3: Local producers will have increased accessibility to raw materials and capitals; Output 5: APIC and Ministry of Economic Affairs have improved capacity in monitoring income generation activities in conjunction with the expansion of SOE and SO.	Sub total	Project Indicator: No. of business plans with a focus on optimizing income generation activities utilizing a comprehensive value chain analysis. Project Target: Business plan training conducted	
	SS			ve bette ve incre		SS	
	seal of excellen ce; 22 product s with seal of quality (2010)	One product with		r understo ased capa th the exn		excellen ce; 22 product s with seal of quality (2010)	
	mainta in standa rds. At least 2 industri es	At least		anding of		ts mainta in standa rds. At least 2 industri es	
1.6.2.4	1.6.2.3	1.6.2.2	1.6.2.1	market oduce h		1.6.1.1	
Design viable Standard Operating Procedure to connect field monitoring on employment and income generation level and scaling up in conjunction with SQE and SO with technical guidance.	Develop capacity of the potential enterprises/ community groups/ artisans in selected arts and crafts	Identify target beneficiaries and provide micor grant to artisans	Establish raw material bank for arts and crafts as a resource center for rural artisans	dynamics and opportunities for igh-quality, marketable and divides of the same		Conduct training on business plan development after identifying product lines	
			×	optimo ersifiea		×	
× ×	×	×	× ×	ıl inco		×	
×	×	×		me ger			
APIC	X APIC/ UNDP	X APIC	APIC	neration; Outp output 6: APIC		APIC/ UNDP	
UNDP (OR)	UNDP (OR)	UNDP (OR)	UNDP (OR)	out 3: Local and Minist		UNDP (OR)	
TA	training/w orkshop	Micro grants	Materials	producers w		training/w orkshop	
71200	75700	72600	72300	ill have inc tic Affairs		75700	
10,000.00	15,000.00	90,000.00	40,000.00	reased accessi	10,000.00	5,000.00	
				bility to raw mo	10,000.00	10,000.00	
10,000.00	15,000.00	90,000.00	40,000.00	rterials and nitoring	20,000.00	15,000.00	

		Grand total	Sub total	Door and a second	Accurance Activities		
							1.
				2 Joint field monitoring visits and advocacy visits	1 Half yearly Project Board Meetings	Facilitation and administration cost	1.6.2.5 National project management cost
				toring visits	ect Board	ost	ost
	III			×	×	×	×
				×	× × × ×	× × × ×	×
				×	×	×	×
				-	\ \ \ \	×	×
				× × × × NIM	CO support to	CO support to	× × × × UNDP
Sub tota	Sub tot			(OR)	UNDP	(OR)	(OR)
I for UNDP	Sub total for UNDP (RR)					F&A	Salary
(OR)						75100	61105
Sub total for UNDP (OR) 281,720.00 64,851.85 363,571.85	177,593.00 17,000.00 177,593.00	459,313.00 81,851.85 541,164.85	186,720.00 14,851.85 201,571.85			22,720.00	9,000.00
64,851.85	17,000.00	81,851.85	14,851.85			5,851.85	9,000.00 9,000.00 18,000.00
363,571.85	177,593.00	541,164.85	201,571.85	ı	ı	28,571.85	18,000.00