

Government of the People's Republic of China

United Nations Development Programme



Project Document

Project Title: Promoting Women's Development and Empowerment in Ethnic Minority Regions.

UNDAF Outcome(s)/Indicator(s): **Outcome 1: More people, particularly the vulnerable and disadvantaged, enjoy improved living conditions and increased opportunities for economic, social and cultural development.**
Indicator 1.2: Poverty headcount ratio at \$1.25 a day (purchasing power parity) (% of population)

CP Output(s)/Indicator(s): **Output 1.1: Targeted poor and most vulnerable have an increased income and better access to financial services**
Indicator 1.1.1: Number of new jobs created for ethnic minority women and rural residents through poverty reduction programmes

Implementing Partners/ Co-operating Partners:

China Soong Ching Ling Foundation
Cultural system reform and cultural industry development office of Kaili Municipal Government, Guizhou Province

Brief Description

- The overall goal of this project is to develop community led feature cultural industry in minority ethnic area with women as the main participants; to help China realize the goal of raising 70 million population out of poverty before 2020; to preserve culture and tradition, increase job opportunities and improve livelihood through developing feature cultural industry; to focus on gender equality, and facilitate culture-oriented women empowerment and development;
- The project is expected to be a demonstration project for localizing United Nations 2030 Sustainable Development Goals in the area of poverty alleviation and women development, through various measures including local capacity building, community organization incubation, development of local ethnic minority cultural industry and products, women empowerment and livelihood improvement, as well as research and promotion.

Programme Period: 1 January 2016 – 31 December 2018

Project Title: Promoting Women's Empowerment and Development in Ethnic Minority Regions

Project ID: 00096986

Management Arrangement: NIM

Total budget: USD 308,350/Year

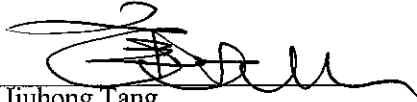
Allocated resources:

- Government: USD 143,320/Year
- UNDP: USD 165,030/Year

China Soong Ching Ling Foundation

SIGNATURE

DATE



Mar. 7, 2016

Jihong Tang
Director of the Foundation
Department

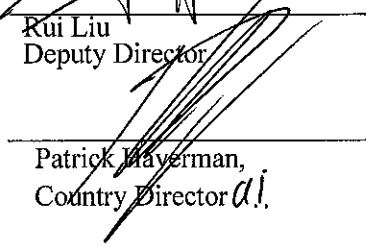
Cultural System Reform and Cultural Industry Development office Kaili Municipal Government, Guizhou Province



2016.3.10

Rui Liu
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2016.4.4

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Country Director

I. SITUATION ANALYSIS

On 25 September 2015, 193 representatives of member states of the United Nations gathered at the United Nations Headquarters in New York for the World Summit on Sustainable Development, and passed 17 sustainable development goals, namely the Sustainable Development Goals (SDG). It replaced the United Nations Millennium Development Goals and set new human development agenda for the next fifteen years of human history, which includes eradicating poverty, promoting prosperity and environment protection, adapting to climate change and addressing other issues. The primary objective of SDG is to eliminate all forms of poverty before 2030. Although in the past 15 years there were more than 1.1 billion people have been raised out of poverty, there are still 800 million people living under the international poverty line. Eliminating poverty is the greatest challenge confronting the world today, and an indispensable requirement for sustainable development.

Since the 'reform and opening up' was initiated 30 years ago, China has made great efforts in reducing poverty in rural areas. It included poverty alleviation into overall national development strategy, carried out special poverty alleviation action on large scale, and executed its development-oriented poverty reduction policy. Up to now, it has raised more than 600 million Chinese people out of poverty. China became the first developing country that had achieved the Millennium Development Goals in poverty reduction, which was a significant contribution to human development. However, if the 2014 poverty line is set at 2,800 yuan for farmers' annual per capita net income, then by the end of 2014, there are still 70.17 million rural poor in China, among which more than a third of the poor population are from ethnic minority areas. Raising the ethnic minority out of poverty has been proven the most challenging but must-do task for China to build its visional prosperous society.

In some ethnic minority communities, it is a prominent phenomenon that women have less voice than men in community planning and decision making. In ethnic minority areas, women have to take roles in both agricultural production and everyday care of their families. Heavy workloads deprive girls and women's access to quality education and employment opportunities, comparing to their male counterparts. Apart from that, because of cultural barriers, heavy family burden and low social status, women are often neither to participate in community governance and planning process of development projects, and nor to have full access to social services. However, women are often the heir and main practitioners of traditional culture and special techniques, such as embroidery and textiles. These skills do not only produce everyday necessities for their families, but also reflect the value system embedded in local communities, social order, and cultural and historical connotations expressed by the products. If these cultural heritages can be properly preserved and developed, they could be a strong force for social and economic development in the local communities. They can especially help to generate income, and be a means of empowering local women.

Nevertheless, the cultural resources possessed by the women from ethnic minority areas have benefited neither the possessors, nor the local development. The main issues are the lack of: a) initiative to preserve and inherit culture; b) the idea of converting cultural resources into livelihoods; c) the capability of institutional operation and business management; d) skills of developing cultural products and sales channels; e) skills of financing and information technology; f) awareness of self-development and social recognition.

To address the above-mentioned issues, Chinese government has made its determination to raise the poor out of poverty. It proposed to take targeted poverty alleviation, which aims at alleviating all-forms of poverty before 2020. It is expected that all poverty-stricken counties will be ‘uncapped’, and regional overall poverty will be resolved. Among the measures against poverty, one is to reduce poverty through industrial development. The State Council issued the "Development of Chinese Women (2011-2020)" (hereinafter referred to as the "Program") in 2011. According to the analytical report of the implementation of the Program published by the National Bureau of Statistics (NBS), women's health is improved and stays on an upward trend, so is women's education degree. Women are more extensively involved in job market. The social and legal protections on women have been enhanced at various degrees. However, the degree of women's participation in decision-making and executive level still needs to be further improved. Regional disparities in terms of women's health are still rather evident. Common screening rates among women greatly decreased. In 2014 it was 55.1 percent, 13.6 percentage points lower than the previous year, 6.1 percentage points lower than that in 2010. It increases the gap to achieve the ‘80%’ target rate.

The per capita income in Guizhou province is far lower than that of all the other provinces in China. It is the main battlefield for China to fight against poverty. By the end of 2011, there was still a population of 1,149 million living under poverty line, accounting for 9.4% of the country's poor population. Guizhou is a multi-ethnic province. 38.98% of the total population is ethnic minority. There are over thirty thousand natural villages. The remaining poor population of Guizhou mainly concentrate in the ethnic minority areas, such as the Qiandongnan Miao and Dong Autonomous Prefecture. This prefecture is inhabited by the Miao, Dong, Han and other 33 ethnic groups, which is the largest least-developed area in Guizhou Province. Within the 16 municipalities in Qiandongnan prefecture, 14 counties are national poverty counties; among the 206 towns in the prefecture, 155 villages and towns are regarded as national poverty-stricken townships. Due to poverty and geographical isolation, it is common that Qiandongnan's young labor – especially the male -- work in other more developed areas. Distinct from the other regions, poverty and development issues in Qiandongnan Autonomous Prefecture appear to be at the intersection of local ethnic minority and left-behind women. It prompts the significance of carrying out targeted poverty alleviation outlined by the national development strategies and the SDG for 2030.

UNDP has been committed to community-led feature industry development in ethnic minority areas which involves women as the main participants. It assists China to win the battle against poverty, and to achieve the goal of raising all remaining poverty population -- 70 million -- out of poverty before 2020. It intends to help in minority culture preservation, job creation, and livelihood improvement through feature industry development; and promotion of culture-oriented women empowerment and development by focusing on gender equality. To this end, UNDP launched project **“Promoting Women’s Development and Empowerment in Ethnic Minority Regions”** (hereinafter “the Project”) in October 2015 collaborating with public and private partners including government, foundations and others. Between 2016 and 2018, Marie Claire Female Happiness Fund--China Soong Ching ling Foundation, Kaili Cultural Industry Development Office and UNDP, will work together on this Project. To build capacity of community organisations in terms of research and development of feature products and commercial operation, and to foster women development including good awareness of healthcare, the project will also involve private sector and non-profit organizations in project implementation. This strategy responds to

the Goal 17 'Global Partnership' of SDGs, that is resolving development issues through inclusive partnership – government, private sectors and civil society. Meanwhile, it is also consistent with the policy of Chinese Government's which encourages social forces to participate in development process.

II. STRATEGY

2.1. UNDP previous interventions

In order to aid poverty population in ethnic minority areas and marginalized groups living in the remote and ecological fragile areas, and to promote comprehensive development and win-win poverty alleviation solutions, UNDP in the past decade facilitated and coordinated partners from different fields for livelihood enhancement in Yunnan, Xinjiang, Guizhou, Qinghai, Inner Mongolia, Tibet, and amongst others. It helped to boost economic development oriented by the development of local cultural industry. The fields have extended into community-based tourism, ethnic minority handicraft, cultural resource protection and management, and the promotion of community livelihood development. Programs adopt need-oriented poverty alleviation strategy, which encourages local communities, especially local women to actively participate. With participatory poverty alleviation approach, it is expected that government at all levels and the communities can have their capacity improved through the projects. Local government is encouraged to mobilise communities to participate in its self development decision making, and enable local communities to have the ownership of local development, which may allow them to be more efficiently involved in projects and receive benefits.

In the case of "Promoting Women's Development and Empowerment in Ethnic Minority Regions", the pilot community-led cultural industry development project developed a model:

- a) It strengthened the capacity building of local of women's organizations, workers at women's federation, local officials and three pilot communities;
- b) It improved the market competitiveness of Yi embroidered products and enhanced women's livelihood. By the end of 2015, the project supported more than 2,650 beneficiaries, of which over 90% were female. Yi embroidery helped to increase their monthly income from 750 yuan to 1,300 yuan;
- c) It promoted the introduction of local policies. Government departments at four levels issued policies relevant to Yi embroidery cultural heritage protection, official guidelines and development planning. Local governments set up special funds for Yi embroidery, and give preferential policy support in loans, tax ablation, entrepreneurship services and subsidies.
- d) In addition, the project has attracted female migrant workers return home to start business, which to some degrees eases empty-nest and left-behind children phenomenon. Since the project was initiated, 457 women returned home thanks to the development Yi embroidery industry. 558 left-behind children got benefit from the project in the meantime.

Marie Claire Female Happiness Fund of the China Soong Ching Ling Foundation was established in March 2011. It is designed to improve women's living conditions in ethnic minority areas, social status, and preserving local cultural heritage and traditional handicraft techniques through training and promotion. In recent years, Marie Claire Female Happiness Fund actively attracts attention from fashion industry to Miao embroidery. It dedicated to designing, marketing Miao embroidery and representing the charm of traditional culture. It aims at mingling Miao embroidery as a world heritage into to people's

everyday lifestyle. It is expected that it will not only bring opportunities for people to improve livelihood, but also delivering the specific skills from generation to generation. Since the project was launched four years ago, eight Miao villages have received support; preservation-oriented trainings were carried out for 7 types of endangered Miao embroidery, thousands of works have been completed, 600 families benefit from the project. On average, participant families had annual income increased by 3000-5000 Yuan, reproduced four sets of Miao embroidery. Through mobilizing local government counterparts to implement the project, it raised awareness of the Miao embroidery in local government. Government department issued various policies to support project villages, and organized embroidery training and contests, which aimed at creating platforms and opportunities for the embroidery women.

2.2. Project strategy

This project aims at taking actions from four dimensions to meet the requirement of targeted poverty alleviation. It is to level up the development of cultural industry in ethnic minority areas, to empower women, and hence foster women's development.

First, the project will assist pilot communities to establish community organizations step by step, which will encourage cultural inheritance among women and ethnic minorities, and contribute to local development. It is expected to foster local economic and social development, manage and develop special cultural resources of ethnic minority, and nurture ethnic minorities' cultural industries to adapt to local development needs. Community organisations will mobilise the participation of local women, explore and establish community governance structure fitting into local context, nurture female leaders in local communities, combing out internal management and labor division to improve operational capacity. This strategy highlights the empowerment of women organisations and female individuals. It aims at developing a type of cultural industry fitting local context, so that it will enable women to participate in job markets or undertake entrepreneurship. It is expected to bring different ways to generate income for livelihood, and be raised out of poverty.

Second, the project will assist pilot communities with established community organisations to build partnership with modern markets and fashion industry, to foster inheritance and development of ethnic cultures. This project will act on the principle that "Inheriting through preservation, developing through inheriting". It will assist the pilot communities and community organisations to integrate ethnic minority cultural products and market needs with fashionable elements, through synergy of different sectors. This strategy aims at equipping local communities and community organisations with understanding of market needs, generating more economic benefits, and encouraging communities and community organisations to practice and pass down ethnic cultures with new perspectives.

Third, the project will establish an open and shared platform involving various parties and different sectors for common goals. Aside from government partners, the project will invite private sectors and NGOs/NPOs to participate in project implementation. It will pool human resources, skills, and other resources of different parties into the shared project platform, allowing project partners to fully play their own roles. The program management and implementation standards of UNDP will be introduced for further innovation. It is expected to globally feed the development needs of local communities and community organisations.

Forth, the project will refer to the domestic and international experiences of UNDP's global expertise and technical network, and that of Marie Claire Women's Happiness Fund in order to improve the awareness of gender development and the diversity of ethnic minorities. It is expected that the project outcome will be able to be replicated and popularized in other areas with similarities in China, and bring pride and self-

recognition to ethnic minority communities and local women. Furthermore, the project is also expected to assist ethnic minority's cultural industries to go overseas, to enhance south-south cooperation in poverty alleviation, women empowerment and development, and cultural industry development.

III. Project objectives, outputs, activities and expected outcomes

3.1. Project objectives and output

The overall objective of this project is to establish community-oriented feature cultural industry development model, in which women are the major participants. It is to fulfil the objectives that a) before 2020, the remaining poverty population of 70 million will be all raised out of poverty; b) through developing feature industry, traditional culture of ethnic minorities will be preserved, job opportunities are generated and livelihood is improved; c) culture-oriented women empowerment and gender development will be enhanced.

The outputs for fulfilling the overall goal are:

Output 1: Enhancing local capacity building. It is to improve the capacity of local officials and women based in pilots villages; improve the nurturing and institutional capacity of community organisations; enhance ethnic minority women's participation in community management and cultural industries, improve skills for job market or entrepreneurship, and increase healthcare knowledge. It is expected to lay solid foundation for community-led cultural industries in terms of human resources and institutional management;

Output 2: Introducing market mechanism to push forward the inheritance and further development of ethnic cultures. It is to nurture local industries and product development, to improve the market competitiveness of local cultural products, and to enhance women's livelihood, fostering socio-economic development of ethnic minority areas, which eventually raise all people out of poverty;

Output 3: Carrying out researches and publicities in order to wrap up and popularize project outcome and lessons. It is to improve public recognition towards women empowerment and development, as well as the strategy of reducing targeted poverty through developing ethnic cultural industry. It is to improve ethnic minority women's status in their families and the society. The project outcome will be replicated and popularized to the other parts of China and the region for 'south-south cooperation'. It is expected to be the best practice of China's efforts to reduce poverty and foster women development in the framework of 2030 SDG agenda of the United Nations;

3.2. Project pilot villages

The project targets Guizhou Province as a pilot province, and Kaili City of Qiandongnan Prefecture as a pilot city. It is based on previous project experiences, and full consideration of local context including natural, cultural, ethnic, social and economic development, transportation, local demand and capacity, as well as other factors. After pre-project field research, the project selects Jidao Miao Village of Kaili, Maomahe Village of Leishan and Mei Xiang Village of Kaili as pilot villages.

Jidao Miao Village of Kaili: Jidao, in Miao's local language means "deep pond". The village is crowned the name because of a deep pond sitting in Bala River at the foot of the village. It is located 20 km away in the southeast of Kaili City, accommodating more than 110 households, nearly 500 people. Pan as a family name is the majority in the village. The village is divided into the upper village and lower village. Jidao Miao Village is good at embroidery using double-needle winding. As young people crowd out to work in the recent years, the number of women knowing embroidery decreases. Currently, no more than 20 women in the village still have the skill. In 2014, Jidao Miao women had per capita income of around 1,500 yuan.

Maomahe Village of Leishan: Maomahe Village is located in the northwest of Leishan Town, which is two kilometers away from the downtown. Miao people are the majority of the village. Crop farming is the main economic sources for the local people. The village is surrounded by old pine trees and beautiful landscape. Villagers are friendly. Now, 126 households, 609 people are living in the village, among which 148 are adult women, including 60 embroidery women. In 2014, women at Maomahe Village have annual income 2380 yuan per capita.

Mei Xiang Village of Kaili: Mei Xiang Village of Kaili is located in the northeast of Kaitang County, 3 km away from the seat of township government, administering one natural village, two villager groups, 128 household composed of 673 people. Its total arable land area is 450 acres. Miao people are the majority in the village. Farmer's income relies on traditional agriculture and the remittance of migrant workers. Mei Xiang Village is good at producing seed embroidery. Over 50 women in the village mastered the skill. With the assistance of the Cultural Industry Office and relevant organizations, the village established embroidery associations. It helped improving women's livelihood. In 2014, the per capita income of women in Meixiang Village was 2000 yuan.

Pilot villages are selected basing on the following considerations: a) the development needs of local communities; (b) local culture and natural resources, and their potential for developing cultural products; (c) motivation among local communities and women in participating in the project, as well as necessary capability and experience; (d) existing community-based organizations; (e) support from local government; (f) consistency with local development planning; (g) geographical location and traffic conditions; (h) potential impact on nearby communities; (i) Infrastructure conditions; (j) necessary skill level for market needs.

Based on this, the project will support women in establishing Miao Embroidery Association in three Miao villages, and launch a series of project activities. Those activities are expected to build the capacity of community organization, to create sustainable business models, to promote cultural inheritance and development, and to develop policy implication and advocate for further policy intervention.

3.3. Project activities

Output 1: Fostering local capacity building. It is to improve the capacity of local officials and women based in pilots villages; improve the institutional capacity of community organisations; enhance ethnic minority women's participation in community management and cultural industries, improve skills for job market or entrepreneurship, and increase healthcare knowledge. It is expected to lay solid foundation for community-led cultural industries with regards to human resources and institutional management.

Community organization is the basic platform for community to realize self development and management. Also, it connects people for communities to take collective actions. Developed community organisations can reconcile conflicts, ally individual producers, harmonise production and sales, assist in resources competition and attract young people to inherit ethnic culture. Support and foster community-led mechanism and institutional innovation is the main direction for realizing community-led sustainable development. The project will assist three pilot villages to establish their own Miao embroidery association by referring to the experiences that UNDP had in community organization development, in order to ensure the development of community organisations is sound and sustainable.

The Project highlights participatory (bottom-up) approach. Project design will collect women's needs at the grassroot level, encourage communities to participate in decision-making process, and enable them to have the ownership of local development. This will improve the effectiveness of beneficiaries'

participation, and bring them benefits. Basing on the development level of communities and their will, the Project could experiment different community-led development model, such as operation-oriented, service-oriented, or professional.

1.1. selecting three pilot villages in Kaili City, Qiandongnan Prefecture, Guizhou Province:

This activity will confirm the cultural products that could be developed and receive project support, through consultation with ethnic minority women and other project partners;

1.2. conducting baseline survey and needs assessment on pilot communities:

This activity is to draft baseline report through consultation with local government and various stakeholders, as well as the ethnic minority women;

1.3. cultivating community organizations in pilot villages (such as associations of Miao embroidery, Miao women's development association):

This is to improve governance structure of the associations, labour division and collaboration, and nurturing backbones in community organisations;

1.4. conducting training and capacity-building activities for local officials and other stakeholders, as well as the ethnic minority women.

1.4.1. carrying out training for local officials:

The topics cover poverty alleviation, empowerment and development of ethnic minority women, and 2030 sustainable development agenda;

1.4.2. organising regular meetings with the government and stakeholders for consultation and deliberation:

This activity is to develop ethnic culture industry into a key strategy for targeted poverty alleviation in local development planning;

1.4.3. carrying out training targeting on community organisations' leaders and outstanding women representatives:

The topics cover participatory development, community organization and project management, product development, product technique and business operation;

1.5. providing health-related seminars and trainings for minority women through the platform of community organisations:

It is to carry out health knowledge lectures, free physical examination, dissemination of health manuals, and amongst others, enhancing the awareness of self testing, self awareness, and self care;

1.6. upgrading machineries and equipment;

1.7. facilitating information and knowledge exchange between project pilot villages and similar communities that have successful experiences in Yunnan Provinces;

1.8. training on participatory budgeting

This project will introduce participatory budgeting at the late stage of the project, specifically encourage women's participation. It is to enhance financial management skills of community organisations, and improve gender sensitivity in community planning;

Output 2: Introducing market mechanism for the inheritance and further development of ethnic cultures. It is to nurture local industries and product development, to improve the market competitiveness of local cultural products, and to enhance women's livelihood, to foster socio-economic development of ethnic minority areas, which will eventually achieve zero poverty.

2.1. developing a set of training materials on local culture preservation and development, incorporating international standards:

It will be based on the successful experiences of UNDP and the Marie Claire Foundation – China Soong Ching ling Foundation for Miao embroidery skill inheritance and development;

2.2. inviting local handicrafts technique masters and UNDP international handicrafts experts to identify skills and design that fits local context, and conduct trainings:

It is to enhance the capability of community organisations in terms of product design, which enables the products to meet the needs of modern market and fashion industry while the traditional design and quality are being passed down; The Project will adopt the model of "training + order", and carry out customised Miao embroidery skills training. It will combine training with practice to generate material benefits to embroidery women, and improve the capability of community organisations in terms of order management;

2.3. collecting cover page patterns for UNDP SDG notebook:

It will mobilise and invite local women to design cover page patterns for UNDP SDG notebook;

2.4. supporting old craftsmen to pass skills and knowledge down to the young generation in summer vacation:

It will offer skill training to young local women, so as to preserve local culture and tradition and cultivate successors of cultural industries. Men are also strongly encouraged to participate in the activities, to enlarge the base of force inheriting local tradition;

2.5. organizing handicraft contest named "happiness on the fingertips":

It is to encourage the participation of minority women from different age groups in cultural preservation and industrial development. It will also issue UNESCO certification for outstanding handicraft;

2.6. setting up revolving fund:

It is to increase the accessibility of micro-loan to low-income women, which could be converted to development capital for project beneficiaries;

Output 3: Carrying out researches and publicities in order to wrap up and popularize project outcome and lessons. It is to improve public awareness and recognition towards women empowerment and development, as well as the strategy of reducing targeted poverty through developing ethnic cultural industry. It is to improve ethnic minority women's status in their families and the society. The project outcome will be replicated and popularized to the other parts of China and the region for 'south-south cooperation'. It is expected to be the best practice of China's efforts to reduce poverty and foster women development in the framework of 2030 SDG agenda of the United Nations.

3.1. developing a product manual:

The manual will include handicrafts techniques, main products, quantities, raw materials and common patterns. It will also include stories of the minority women in community development in product presentations;

3.2. cooperating with local academic institutions and government departments to systematically comb, research community-based cultural development model;

The report is expected to generate policy recommendations and enhance public awareness of Miao embroidery culture and influence;

3.3. documenting project and facilitating public interaction:

This is to inform the public about project outputs and ideas, and to attract public attention to minority women's economic empowerment, which will eventually extend project impact;

3.4. south-south exchange:

Basing on project outcomes, it will use UNDP South-South cooperation platform to facilitate dialogue and exchange with other countries having similar communities, in particular in developing countries;

3.5. project assessment and wrap-up:

The project will be concluded as research reports and final reports;

3.6. project exhibition (international and domestic):

It will select project products to participate in local, national or international exhibitions and activities to raise public awareness, integrating ethnic elements into fashion products, and expanding the channels of culture product market;

3.7. recording successful cases, and disseminating projects outcome to a wider range of potential partners and the public;

3.8. wrapping up the experiences from pilot projects, and proposing policy recommendations:

UNDP will take advantage of its global experience to establish professional project evaluation and management system, tracking, analyzing and monitoring projects, wrapping up project outcomes and experiences. It will also propose policy implication basing on the experiences from pilot projects, promote pilot model, and channel local policy support to promote the industrialization and development of Miao embroidery association.

3.4. Expected project outcomes and impacts

The project is designed for three years to help community organisations to achieve development sustainability. The expected outcomes and impacts are as follow:

Gradually increases the income of ethnic minority women, and boost local economic development

Enable the business model of community-led ethnic minority handicraft to achieve commercial sustainability. With project support, maximise the participation of ethnic minority women in activities, establish community-led cooperatives, and improve institutional development. Basing on this, improve operational capability among local women and women organisations, such as product development, market expansion, financial management and budgeting, order management, and amongst others.

Preserve and develop ethnic minority's traditional culture

Traditional Miao embroidery culture is expected to be passed down and developed through the projects. Protective development and market mechanism is expected to be efficiently combined.

Empower ethnic minority women, and enhance their capacity for comprehensive development

Through systematic capacity building training, ethnic minority women are expected to have improved capability in community organisation management, business operation and cultural preservation. They are also expected to have better knowledge of healthcare.

IV. Project Management

The United Nations Development Programme (UNDP) oversees project implementation and ensures overall outcome through improving project management, monitoring expected outcome and progress, and coordinating project assessment. As an international organisation, UNDP will introduce the best international practices in the field of poverty alleviation, minorities cultural industry development, women's empowerment and development into the project, and coordinate project implementation. UNDP will set up an internal inter-departmental team referring to the project framework, and dispatch one project officer to have residence in Kaili, in order to effectively support project activities.

China Soong Ching Ling Foundation will represent the Chinese Government to implement the project under the national implementation modality (NIM) of UNDP. China Soong Ching Ling Foundation will enhance the effectiveness of project management and monitor progress and expected outcome, ensuring the implementation of the project is consistent with the management requirement of the Chinese Government. The China Soong Ching Ling Foundation will introduce its relevant experiences in project implementation, and be specifically responsible for activities relevant to embroidery skill training. Besides, it will carry out cross-sector cooperation and promotion activities.

Project will establish a steering committee, whose founding members will include all stakeholders. New members might be introduced, depending on the needs of the Project. Annual meeting of the steering committee will be convened to review the overall implementation of the Project. It will discuss and approve annual work plans, coordinate for outputs, and make decisions on major issues.

Cultural System Reform and Cultural Industry Development office Kaili Municipal Government (KCIDO) will be responsible for the coordination of project implementation on the ground, and mobilizing the relevant sectors in kaili city, qiandongnan Prefecture. It will establish project office, assign a project director, and give administrative support for project implementation, arrange a project officer to manage and implement the project. It will collect information from the grass-root level for project work plan, propose recommendations, and carry out work plan. In the meanwhile, the KCIDO will coordinate community activities, monitor and evaluate the effectiveness and impact of project activities, and seek project support in kinds or funding from the government.

The project office set up in KCIDO will be responsible for project management, implementation and monitoring. Project management office will have a team composed of three project officers, who are respectively from Marie Claire Fund of the Song Ching Ling Foundation, KCIDO and UNDP. Project office will ensure project input, output and outcomes are consistence with project requirement. Meanwhile, project director oversees the project everyday management and coordination, monitoring on project outcome and output, as well as reporting and project promotion. Project director should prepare all necessary monitoring and reporting, ensure project expenses are consistent with the budget. UNDP

will be responsible for the evaluation on project implementation and auditing, coordinate for solving project challenges, and facilitate deliberation on project implementation.

The activities designed in this project document are expected to be completed within three years from 2016 to 2018. The project period could be extended depending on project implementation. The essential input of this project is from the fund channelled by UNDP, which is sponsored by Huayi Brothers Fund and Guangdong Jing Xing Sanitary Products co., Ltd.. First year (from 1 January 2016 to 31 December 2016) UNDP's cost share is USD 308,350. UNDP will implement USD 165,030. China Soong Ching Ling Foundation will implement USD 143,320.

V. Monitoring Framework and Evaluation

Annual work plan and related budget will be prepared and planned basing on the standards of the UNDP. It will be provided with other necessary detailed documents. Work plan and budget supervision requires consistency with quarterly project progress report provided by the project office. Quarterly project progress report needs to present expected progress, actual progress, analysis of the differences between the plans and actual implementation, and give recommendations. Budget monitoring should be carried out in the same manner. Any supplement or amendment related to activities and budget require agreement between UNDP and the China Soong Ching Ling Foundation in advance before implementation. In addition to quarterly reports, the project office is also required to submit annual progress reports on the project. Annual progress reports wrap up and evaluate project outputs, the effect of multi-party collaboration, technical support as well as the lessons. Project Office is also required to provide project final report for the project wrap-up meeting.

VI. ANNEXES

RESULT AND RESOURCE FRAMEWORK 2016-2018

INTENDED OUTPUTS	INDICATIVE ACTIVITIES	RESPONSIBLE PARTIES	INPUTS
Output 1 Fostering local capacity building.	Activity 1.1. selecting three pilot villages in Kaili City, Qiandongnan Prefecture, Guizhou Province;	UNDP/S QLF/KCI DO	Consultants Training/Workshops Travel Miscellaneous
	Activity 1.2. conducting baseline survey and needs assessment on pilot communities;		
	Activity 1.3. cultivating community organizations in pilot villages (such as associations of Miao embroidery, Miao women's development association);		
	Activity 1.4.1. carrying out training for local officials;		

	<p><u>Activity 1.4.2.</u> organising regular meetings with the government and stakeholders for consultation and deliberation;</p> <p><u>Activity 1.4.3.</u> carrying out training targeting on community organisations' leaders and outstanding women representatives;</p> <p><u>Activity 1.5.</u> providing health-related seminars and trainings for minority women through the platform of community organisations.</p> <p><u>Activity 1.6.</u> upgrading machineries and equipment;</p> <p><u>Activity 1.7.</u> facilitating information and knowledge exchange between project pilot villages and similar communities that have successful experiences in Yunnan Provinces;</p> <p><u>Activity 1.8.</u> training on participatory budgeting</p>		
<p><u>Output 2</u> Introducing market mechanism to push forward the inheritance and further development of ethnic cultures.</p>	<p><u>Activity 2.1.</u> developing a set of handicrafts training materials, incorporating international standards</p> <p><u>Activity 2.2.</u> inviting local handicrafts technique masters and UNDP international handicrafts experts to identify skills and design that fits local context, and conduct trainings</p> <p><u>Activity 2.3.</u> collecting cover page patterns for UNDP SDG notebook;</p> <p><u>Activity 2.4.</u> supporting old craftsmen to pass skills and knowledge down to the young generation in summer vacation</p> <p><u>Activity 2.5.</u> organizing handicraft contest named "happiness on the fingertips";</p> <p><u>Activity 2.6.</u> setting up revolving fund;</p>	UNDP/S QLF/KCI DO	Consultants Training/Wor kshops Travel Miscellaneous
<p><u>Output 3</u> Carrying out researches and publicities in order to wrap up and popularize project outcome and lessons.</p>	<p><u>Activity 3.1.</u> developing a product manual;</p> <p><u>Activity 3.2.</u> cooperating with local academic institutions and government departments to systematically comb, research community-based cultural development model;</p> <p><u>Activity 3.3.</u> documenting project and facilitating public interaction;</p> <p><u>Activity 3.4.</u> south-south exchange;</p> <p><u>Activity 3.5.</u> project assessment and wrap-up;</p> <p><u>Activity 3.6.</u> project exhibition (international and domestic);</p> <p><u>Activity 3.7.</u> recording successful cases, and disseminating projects outcome to a wider range of potential partners and the public;</p> <p><u>Activity 3.8.</u> Wrapping up project experiences and lessons, proposing policy implications.</p>	UNDP/S QLF/KCI DO	Consultants Training/Wor kshops Travel Miscellaneous

VI. ANNUAL WORK PLAN 2016

EXPECT OUTPUT	PLANNED ACTIVITIES	TIMEFRAME				RESPONSIBLE PARTY	PLANNED BUDGET (USD)			
		Q1	Q2	Q3	Q4		Budget description	Amount	Notes	
Output 1: Fostering local capacity building.	Activity 1.1. selecting three pilot villages in Kaili City, Qiandongnan Prefecture, Guizhou Province;	100 %				UNDP	Project travel	5005		
						UNDP	Miscellaneous	1000		
	Activity 1.2. conducting baseline survey and needs assessment on pilot communities;	100 %				UNDP	Project travel	480		
							Venue	1800		
							Miscellaneous	600		
							Accommodation	540		
	Activity 1.3. cultivating community organizations in pilot villages (such as associations of Miao embroidery, Miao women's development association);					100 %	SQLF	Consultants' travel	600	3days/village
							SQLF	Venue	1500	
							UNDP	Community activity fund	5400	
							SQLF	Miscellaneous	600	
							SQLF	Project accommodation	360	
	Activity 1.4.1. carrying out SDG localization training for local officials;					100 %	SQLF	Project travel	1200	3days
							SQLF	Venue	500	
							UNDP	Course design and training	1800	
							SQLF	Miscellaneous	200	
	Activity 1.4.2. organising regular meetings with the government and stakeholders for consultation and deliberation;	25%	25%	25 %	25 %		SQLF	Project travel	4800	3days
SQLF							Venue	2000		
UNDP							Consultants' subsidy	1800		
SQLF							Miscellaneous	200		
Activity 1.4.3. carrying out training targeting on community organisations' leaders and outstanding women representatives;					100 %	SQLF	Project travel	1200	5days	
						SQLF	Venue	500		
						UNDP	Course design and training	3000		
						SQLF	Trainees'	12750		

							accommodation		
						SQLF	Miscellaneous	200	
	Activity 1.5. providing health-related seminars and trainings for minority women through the platform of community organisations.		100 %			SQLF	Project travel	1800	1day/village
							Venue	1500	
							Doctor	750	
							Miscellaneous	1200	
							Physical examination	10000	
							Project accommodation	360	
	Activity 1.6. upgrading machineries and equipment;		80%	20 %		UNDP	Equipment	9450	3days/village, 3 types of machine
						SQLF	Venue	1500	
							Training volunteers	450	
							Trainer's accommodation	360	
							Trainer's travel	1440	
							Miscellaneous	600	
							Project accommodation	360	
	Activity 1.7. facilitating information and knowledge exchange between project pilot villages and similar communities that have successful experiences in Yunnan Provinces;	100 %				SQLF	Project travel	5400	5days
							Food and accommodation	2700	
							Venue	1500	
Output 2: Introducing market mechanism to push forward the inheritance and further development	Activity 2.1. developing a set of handicrafts training materials , incorporating international standards;		100 %			UNDP	Course design and training	6000	15days
						SQLF	travel	600	
							Local vehicle	1280	
							Field research	1000	8days
						UNDP	Publication	2000	
							Miscellaneous	200	
	Activity 2.2. identifying skills and	25%	25%	25	25%	SQLF	Project accommodation	480	
						SQLF	Transport	1600	Internationa

of ethnic cultures.	designs that fit local context, and conducting training workshops;			%					1 and domestic	
		UNDP					Course design and training	5400		
		SQLF						Local vehicle	1440	
								Venue	5400	
								Trainees' accommodation	10350	
								Compensation for trainees	41400	
						Miscellaneous	1800			
	Activity 2.3. collecting cover page patterns for UNDP SDG notebook;	100 %					UNDP	Procurement	1800	
								Posting	200	
	Activity 2.4. supporting old craftsmen to pass skills and knowledge down to the young generation, and offer skill training to young local women			100 %			SQLF	Training	3000	1 day/village
								Travel	480	
								Miscellaneous	600	
								Project accommodation	360	
	Activity 2.5. organizing handicraft contest named "happiness on the fingertips";			100 %			SQLF	Venue	500	4days
						UNDP	Consultant's subsidy	2400		
						SQLF	Travel	3000		
							Miscellaneous	1000		
							Training	500		
						Accommodation	12000			
Output 3 Carrying out researches and publicities in order to wrap up and popularize project outcome and lessons.	Activity 3.2. cooperating with local academic institutions and government departments to systematically comb, research community-based cultural development model;	25%	25 %	25 %	25%	UNDP		15000		
	Activity 3.3. documenting project and facilitating public interaction;		30 %	40 %	30%	UNDP		15655		
	Activity 3.4. south-south exchange;				100 %		UNDP	International flight	8350	5 days
								Accommodation	5000	
								Local transport	1000	
						Translation/Interpret	4000	5 days		

	Activity 3.6. project exhibition (international and domestic);				100 %	UNDP	ation		
							International flight	8350	
							Accommodation	5000	
							Local transport	1000	
							Translation/Interpretation	4000	
M&E		25%	25%	25 %	25 %	UNDP	Consultants' subsidy	6000	
							Consultant's travel	600	
							Fieldwork	1400	
Management fee (8%)								25800	
Salary for a project coordinator								15000	
TOTAL								308350	