



Live Webinar

Women in Public Finance Fellowship

Cohort 2 (2025-27)



22 July 2025



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Agenda

1. About Janaagraha

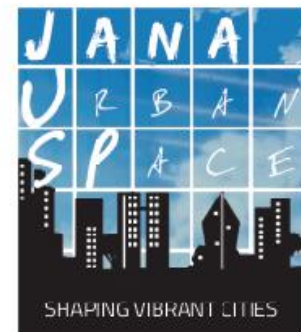
2. Janaagraha's track record in Municipal Finance
3. Why Women in Public Finance
4. About the Fellowship
 - a. Structure
 - b. Project Hosts
 - c. Highlights
 - d. A day in the Fellowship
 - e. Selection Process & Timeline
5. Question-Answer Session





JANA URBAN SERVICES FOR TRANSFORMATION PVT. LTD. Municipal Consulting

Partners with bilaterals, multilaterals, NGOs and governments as a governance consulting expert on cities.



Jana Urban Space Foundation (India)

JANA URBAN SPACE FOUNDATION Urban Planning and Design

JUSP is a Professional Services Social Enterprise (PSSE), delivering transformational work on the spatial dimension of India's cities. Jana Urban Space is a not-for-profit entity.

Jana Group



COMMITTED TO FIXING INDIA'S CITIES

The Jana Group was founded by Ms. Swati Ramanathan and Mr. Ramesh Ramanathan in 2001; it is a non-profit group from which the co-founders receive no financial benefit.



JANAAGRAHA Citizen Participation and City Governance reforms



JANAADHAR Affordable Housing

Founded in 2008 with a vision to realise the home-ownership dreams of the urban Indian population by building high-quality, affordable homes.



JANA SMALL FINANCE BANK Financial Inclusion

With over 14,000 employees, Jana SFB (earlier known as Janalakshmi) has touched 8 million households through its network of 600 banking outlets across 19 states. It was founded in 2008 and has a balance sheet in excess of USD 2 billion.

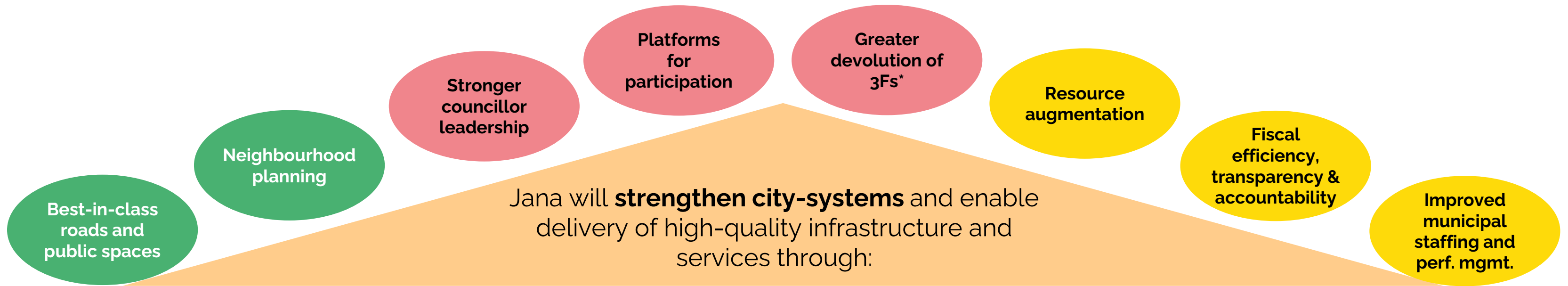
Mission & Goals

Transform quality of life in India's cities and towns

Mission

Impact goals

Intended impact
Strategic priorities



1 Planning and design

Enable govt. adoption of plans (**neighbourhood improvement plans, rural-urban transition, etc.**) and design guidelines (**roads, public spaces, etc.**) and demonstration through **lighthouse projects**

2 Decentralised Participatory Governance

Advocacy for decentralisation, **leadership development of councillors**, and demonstration and scaling of **sustainable models of civic participation and civic learning**

3 State Capacities

Strategic assistance to the union and states on **municipal finance and staffing reforms**

Enabled by **Policy and Insights**

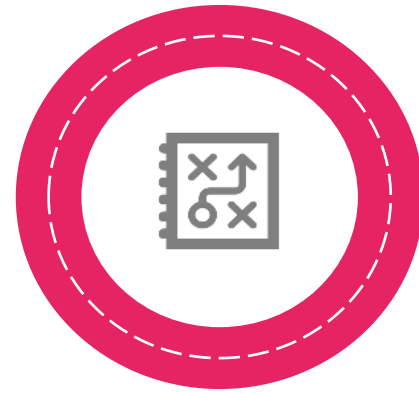
At the intersection of **climate, health, and equity**

* Funds, Functions and Functionaries

Approach to large scale systems reforms

Thought leadership

Conception of a systems solution, which addresses root causes and hence multiple symptoms, based on policy analysis, research and lighthouses/prototype



Policy engagement & coalitions

Enlist champions within the government (bureaucrats and elected representatives together) and outside (citizens, CSOs, industry, academia) who advocate collectively for change



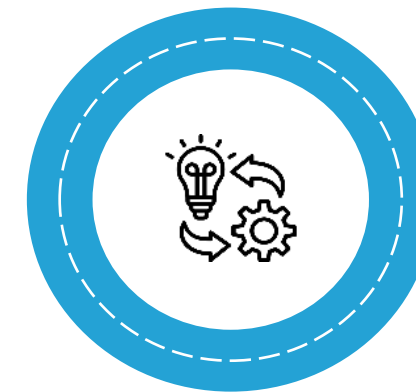
Reform implementation support

Handholding and implementation support to union and state governments including toolkits, training and capacity building, and close project monitoring to ensure reform is adopted and fully owned by the government for scale -up



Reform design

Technical support to governments on laws, policies, institutional design and processes, and budgetary allocations to effect the intended reform

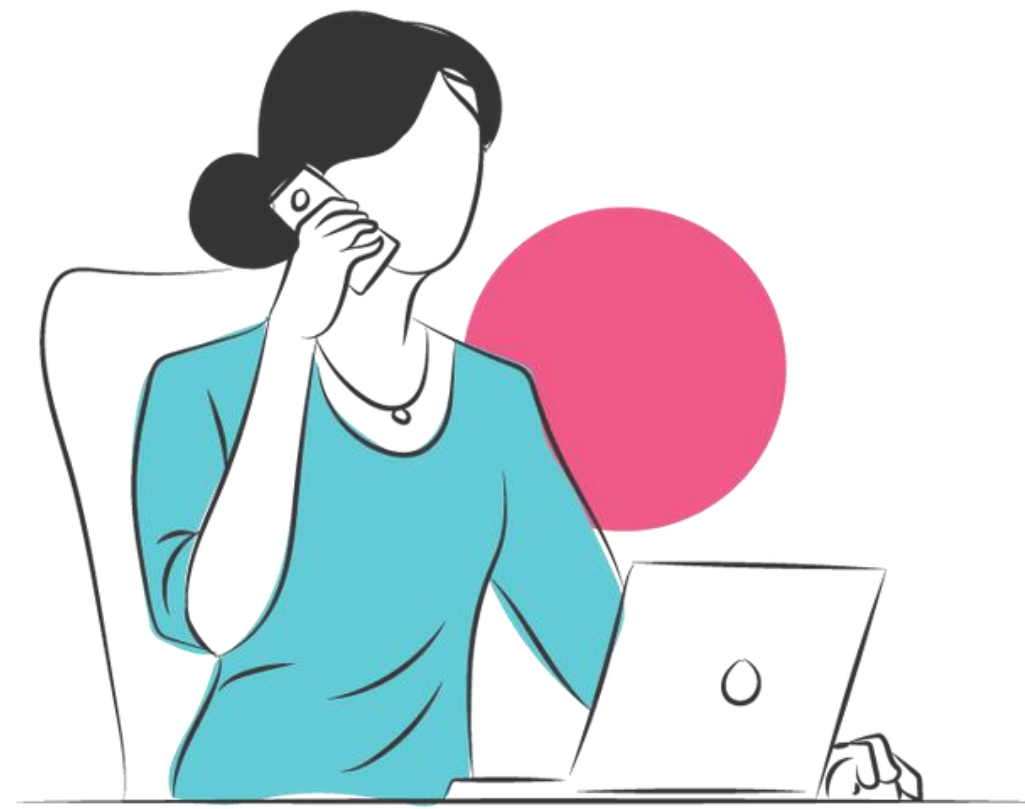
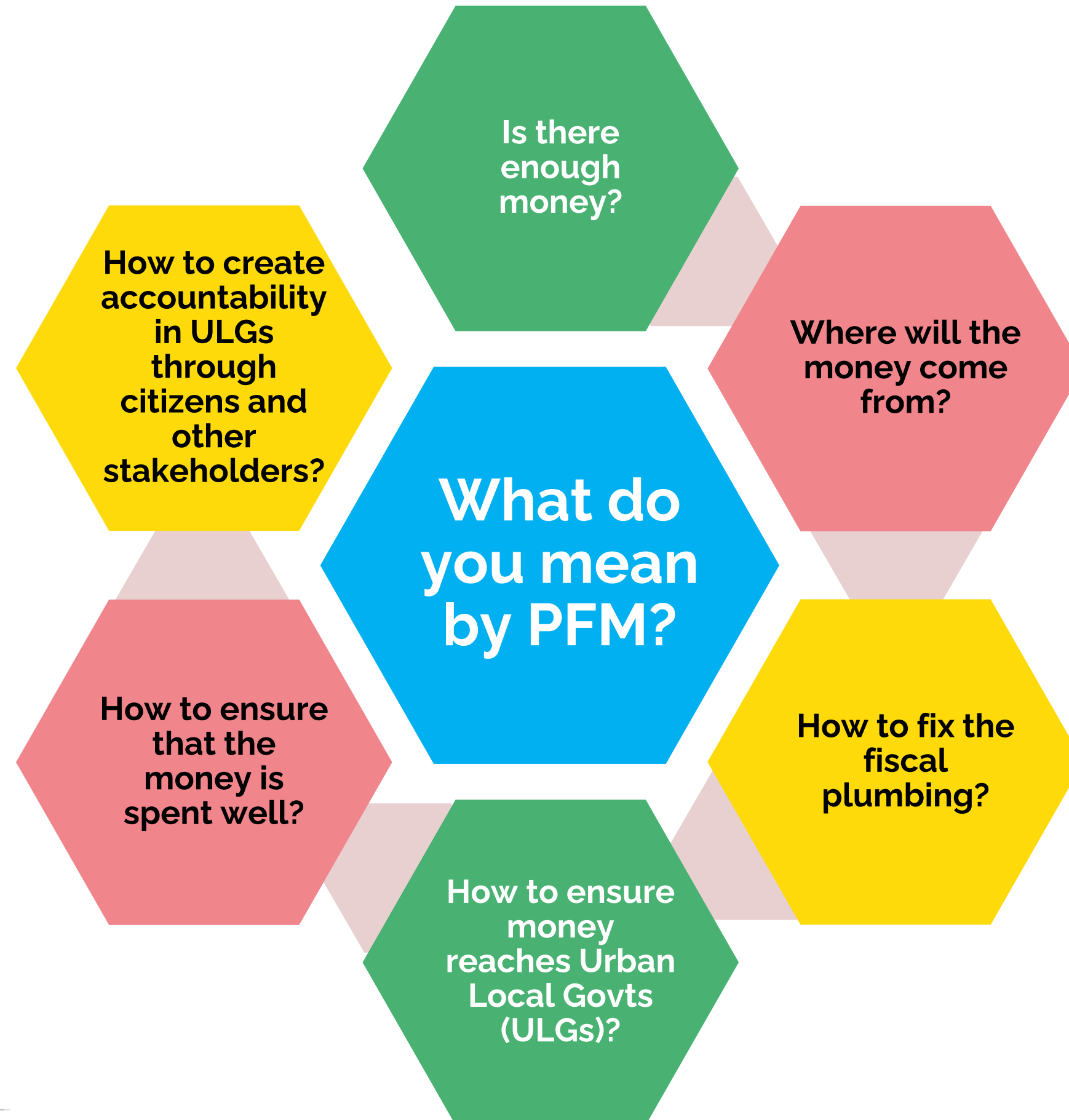


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Towards Public Finance (PFM) Reforms



Janaagraha's track record in Public Finance

Financial Sustainability

1. Property Tax Reforms Toolkit
2. Assessment framework & Technical Assistance to States for undertaking property tax (Atmanirbhar Bharat/ 15th Finance Commission grants)
3. AMRUT/ Special Assistance Scheme for Capital Investment
4. **Digital grant management for 15th Finance Commission (15th FC) Grants**
5. Workshop & advocacy on municipal borrowings
6. **16th Finance Commission**
7. Karnataka & Odisha State Finance Commission Study

Financial Efficiency

1. **Grants Dashboard** for Government of Odisha for tracking expenditure
2. **Budget reforms** in ULGs in Assam, UP & Odisha (Formats, rules, guidelines, IT systems, Budget control)
3. Citizen budgeting in Uttar Pradesh
4. Payment process re-engineering in Odisha
5. PFM diagnostic study in Assam, Odisha
6. **Scheme bank management systems** for ULGs in Odisha

Financial Accountability

1. Design, development and maintenance of **www.CityFinance.in**
2. Development of framework & launch of a national-level CityFinance ranking of municipalities based on financial health
3. Support to Rajasthan in audit of accounts
4. CAG: Manual for technical guidance for state local fund audit departments for audit of ULGs for standardization of Audit
5. **Design of Accounting reforms and IT based accrual accounting in Assam, UP**
6. Revision of Odisha Municipal Accounting Manual (MAM) & Assam MAM

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Why Women in Public Finance?

Only
22%

of all finance-related Central Government jobs are held by women.

Source: MoSPI Report

Only
29%

of employees above Under Secretary level in State Finance Departments are women.

Source: Janaagraha's internal assessment

Only
11%

of the world's finance ministries have women in charge..

Source: EJS center

According to the **UNDP**, **having more women in public administration makes governments more responsible** and accountable to diverse public interests, improves quality of services delivered, and instils trust amongst citizens towards it.

Governments typically **spend one-third of their GDP** on public services, and as per **Public Finance Focus**, this means that **women in public finance have a greater chance of affecting real change** and advancing gender equality

What we have set out to achieve?

1

Nurture women professionals to emerge as leaders in PFM, having voice and agency to drive better development outcomes in the future

2

Develop a nationwide network of young women professionals and women finance officers working towards tangible reforms in urban governance

3

Catalyse reforms in public finance management for better quality of life through improved public infrastructure and services

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Structure



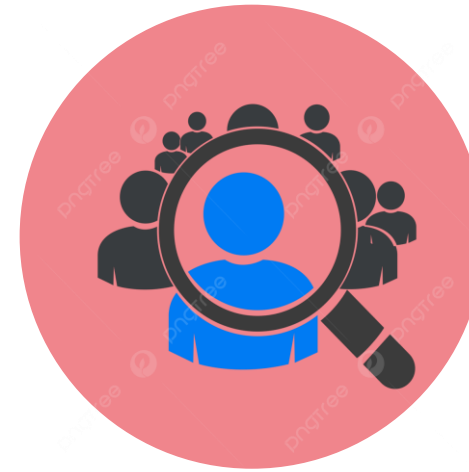
DURATION

Two-years full-time commitment, with technical and professional training combined with mentorship support



PLACEMENT

Fellows will be placed with senior government officers in state Urban Development Depts



TARGET AUDIENCE

Post-graduates or graduates with at least 2 years of experience in urban governance, municipal finance, public finance, consulting, looking to transition to impact sector or government advisory



COHORT SIZE

6-8 Fellows



STIPEND

Rs 1,00,000/- per month

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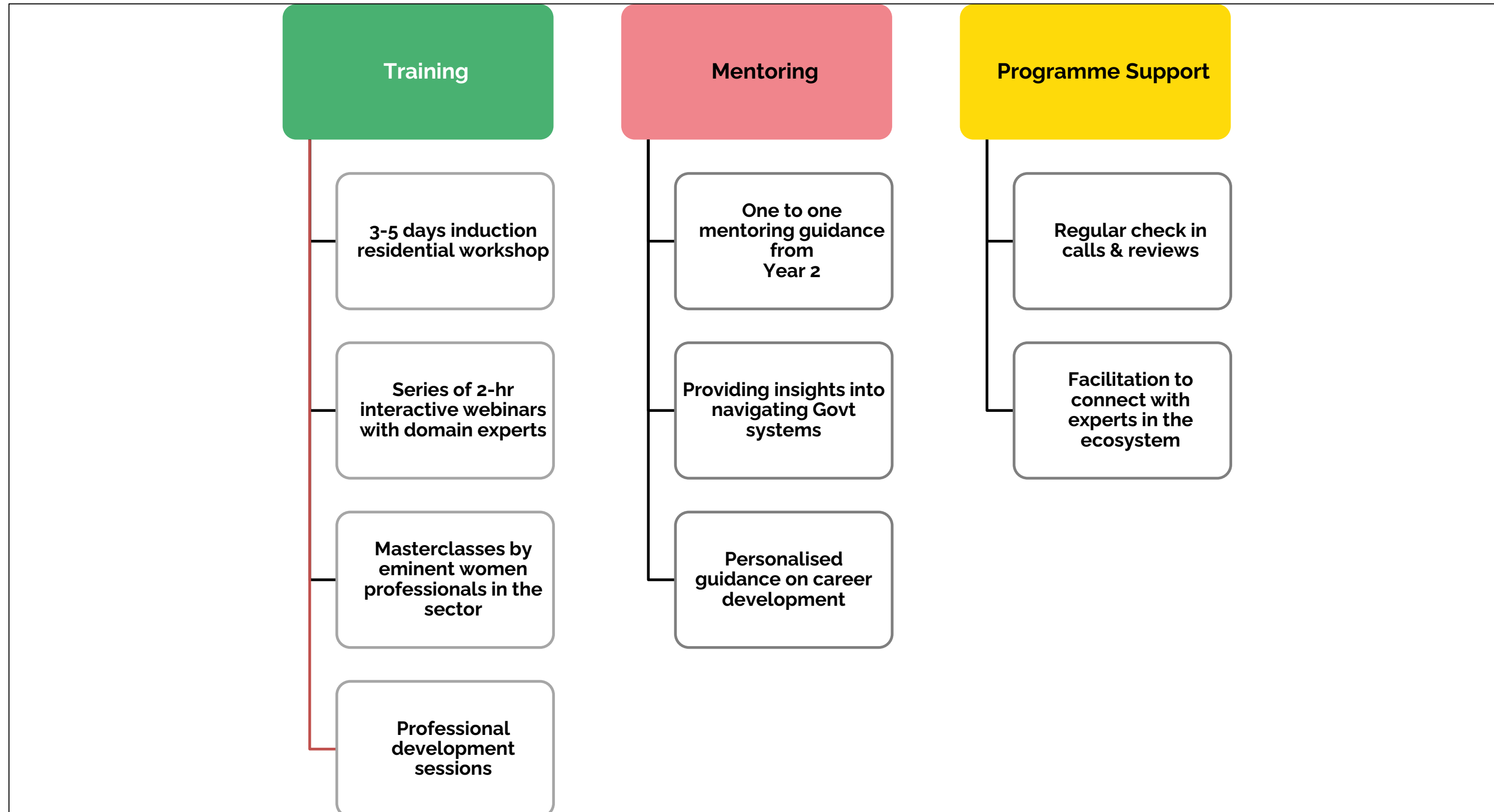


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Highlights



This year, in addition to the women professionals, the Fellowship also includes young women officers of Municipal Finance cadre

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A day in the Fellowship



Explore the policy landscape

- 1) Research laws and budgets
- 2) Understand how cities are financed, prepare & spend budgets and disclose information



Analyse budgets and financial reports

- 1) Analyse data from budgets and reports
- 2) Uncover insights and gaps



Manage stakeholders

- 1) Collaborate with Government officials
- 2) Align on project outputs
- 3) Seek feedback and conduct reviews
- 4) Follow up on the agreed Scope of Work



Facilitate systemic reform

- 1) Design and implement solutions across
 - a) Policies,
 - b) Processes &
 - c) Toolsthat strengthens public finance systems



Document and disseminate

- 1) Capture key learnings to support peer learning
- 2) Contribute to the wider PFM discourse in India

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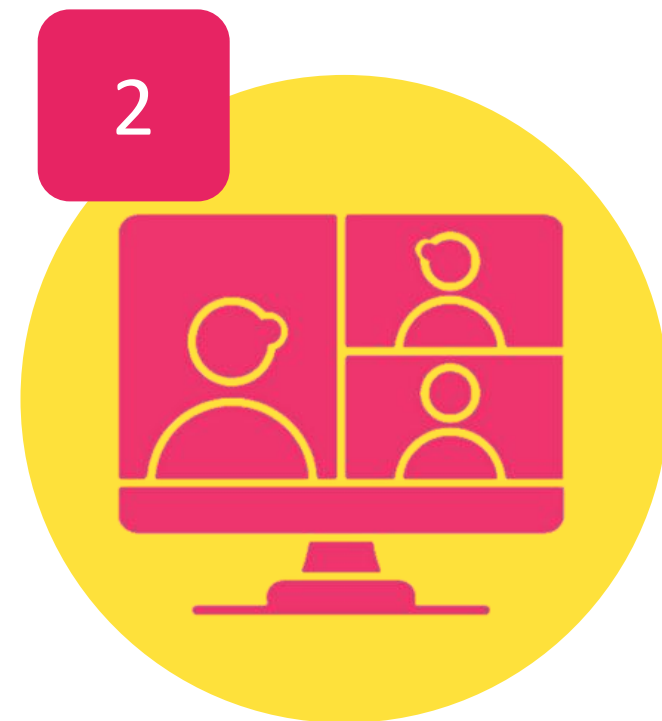


Selection Process & Timeline



Online Application Submission

10th July 2025 – 10th August 2025



Data Assessment Round

Concludes on 18th August 2025



Virtual Screening

Concludes on 04th September 2025



In person interview

22nd September 2025 – 26th September 2025



Roll out of selection offers

06th October 2025

Ask your questions!



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