



Topic- Exploring non-farm livelihood opportunity for rural household : A case study approach

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Study Objective

1. To identify the document the non-farm livelihood opportunities available to rural household in the selected study area .
2. To analyze the socio-economic portfolio of rural household engaged in non-farm livelihood activities and understand the factors influencing their choice of livelihood .
3. To examine the role of NGO , SHG , and government intervention in promoting and sustaining non-farm livelihood opportunities
4. To study gender participation and empowerment through engagement in non-farm livelihood activities .
5. To provide suggestion and policy recommendation for strengthening non-farm livelihood

Methodology

- ▶ **Research Design** – The research follows a qualitative and descriptive design supplemented with qualitative data to capture household level information . A case study approach was selected to provide an in-depth understanding of the experience of individual household .
- ▶ **Study Area** – The research was conducted in selected village under the operational area of CECOEDECON NGO in Rajasthan The area was chosen due to high dependence on agriculture limited employment opportunity promoting non-farm livelihood activities .

Data Collection

- ▶ Primary Data : Interviews : Semi-structured interview with selected household NGO staff and community leaders .
- ▶ Case studies : Detailed life stories of individual/household (eg. Seema Devi – Sheetala Masala Udyog
- ▶ Focus group Discussion with self –help group and community member
- ▶ Observation : Direct observation of livelihood practice enterprises and training session .
- ▶ Secondary Data : NGO project report ,training , Manual SHG report
- ▶ Government publication , census data , non-farm livelihood

CECOEDECON – An Initiative

- ▶ This study focuses on identifying and understanding **non-farm livelihood opportunities** available to rural households, using a **case study approach** based on the initiatives of the NGO **COECOEDECON** (Centre for Community Economics and Development Consultants Society).
- ▶ While agriculture remains the primary occupation in rural India, non-farm activities—such as small-scale enterprises, food processing, tailoring, handicrafts, retail shops, and services—are emerging as **vital alternatives** for income generation. These opportunities are especially crucial for **landless households, women, and marginal farmers**, helping reduce dependency on seasonal agriculture and improving resilience.

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- ▶ Through field visits and interactions, the study documents successful **non-farm livelihood models** promoted by CECOEDECON in Rajasthan. These include initiatives like:
 - ▶ **Women-led enterprises** (e.g., spice processing units like Sheetala Masala Udyog),
 - ▶ **Self-Help Group (SHG)-based businesses,**
 - ▶ **Vocational training programs,**
 - ▶ **Digital and financial literacy initiatives** (e.g., Digital Sakhi),
 - ▶ **Microfinance access and market linkage support.**

Vision and Mission

- ▶ To achieve such development which is socially acceptable, economically viable, environmentally sound, effective in impact and addressing the needs of the underprivileged and marginalized people.
- ▶ To enhance the capacities of marginalised communities and other partners, by engaging in multiple strategies at different levels, so that they are able to take action independently to secure their rights for long term well being.

Importance of perception study for organization like CECOEDECON

- ▶ Positive role in livelihood promotion – CECOEDECON is perceived as a supportive NGO that provide training skill development and handholding support to rural household for income diversification .
- ▶ Women empowerment - Community members view CECOEDECON as a catalyst in promoting women's self-help groups (SHGs), encouraging participation, and enhancing decision-making power.
- ▶ Market Linkage – CECOEDECON is seen as a bridge that helps rural entrepreneur connect with market and government scheme .
- ▶ Holistic Development approach - The organization is perceived as not only focusing on income but also on nutrition, education, digital literacy, and awareness.

Project Overview – PIIRD VII

- ▶ Participatory Initiative for Integrated Rural Development (PIIRD) has been a longstanding program to support communities to strengthen their livelihood systems and attain the human and institutional capacities to access (their) right based entitlements in a dignified manner.
- ▶ Started in the year 2000, the program has evolved aligning its strategies, approaches and activities best suited to address the immediate context of the partner communities belonging to socially excluded groups including the Dalits, Scheduled Castes and Scheduled Tribes
- ▶ Geographically, the program extends direct support to the partner communities in 500 villages of Jaipur, Tonk and Baran districts of Rajasthan

Smart Farmer

1. Adopted Integrated farming system (IFS) – Smart farmer practice integrated farming , where agriculture, horticulture , livestock , poultry composting and kitchen and gender are combined . This system is reduces dependency on single crops and improve food and income security .
2. Sustainable agriculture practices : Cecoedecon promote organic farming , use of bio-fertilizers, crop rotation and water conserving irrigation technique like drip irrigation and mulching . Smart farmer avoid harmful chemical and protect soil health
3. Climate Resilience and risk management : Farmer trained by Cecoedecon understand climate variability . They grow drought resistance crop harvest rainwater and build water storage

Smart Farmer

4. Livelihood diversification - A major focus on the smart farmer model is livelihood diversification to reduce vulnerability

- ▶ Dairy and animal husbandry
- ▶ Bee keeping
- ▶ Spice Processing (like coriander ,chili , turmeric)
- ▶ Fruit Plantation (lemon guava papaya)
- ▶ Seasonal Vegetable farming in Poshan Vatika (Nutrition garden)

Integrated Farming model

Cecoedecon (Centre for Community Economics and Development Consultants Society), a reputed NGO working in Rajasthan, has pioneered the **Integrated Farming Model (IFM)** to improve the livelihoods of small and marginal farmers. This model combines various components of agriculture and allied activities to create a **sustainable, climate-resilient, and economically viable** farming system. It enhances productivity, reduces dependency on external inputs, diversifies income sources, and ensures food and nutritional security for rural households.

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1. Crop Cultivation – Farmer grow multiple crops using organic and sustainable farming technique . Practice such as intercropping , crop rotation ,bio fertilizer are promoted to improve soil health and productivity
 2. Horticulture (Fruit and vegetable cultivation) - Planting of fruit bearing trees like lemon, guava ,Pomegranate , papaya provide year round produce . Seasonal vegetable are grown in Poshan Vatika which contribute to food and nutrition security
 3. Animal husbandry - Diary Farming is essential part of the model farmer rear cows , goats or buffalo which provide milk dung for compost and an additional source of income
 4. Water resource management - Coecoedecon promotes rainwater harvesting structures like farm ponds, check dams, and drip irrigation systems to ensure efficient water use in water-scarce regions of Rajasthan

Poshan Vatika

- ▶ **Poshan Vatika** (Nutrition Garden) is a small-scale garden developed at the **household, school, or community level** to grow **nutritious fruits, vegetables, and medicinal plants**. It aims to improve the **nutritional status of families**, especially women and children, by ensuring access to fresh and diverse food. Promoted under government schemes like **Poshan Abhiyaan**, Poshan Vatika also helps in **raising awareness about healthy eating, reducing malnutrition**, and supporting **food security** through low-cost, sustainable farming practices.

Objective

1. Ensure nutrition security : The primary goal is to improve the health and dietary diversity of rural households by ensuring a regular supply of fresh, organic vegetables and fruits
2. Women empowerment : Poshan Vatika are managed primarily by women. It gives them a sense of ownership, skill enhancement, and often a small income through surplus sale.
3. Utilization of waste land and water : Many households convert unused backyard land into productive gardens, and use wastewater for irrigation, promoting sustainability
4. Climate resilience and biodiversity : Promotes native seeds, crop diversity, and eco-friendly practices that build resilience against erratic rainfall and pests.

Case study – MRS. SEEMA DEVI

1. Background – Mrs. Seema Devi is a dedicated and hardworking women actively engaged in the micro-enterprises .
2. Sheetala Masala Udyog – She has been working under CECOEDECON support initiative for the past 10 month where she contribute to the processing and production of indigenous spices .
3. Role and Responsibility – At Sheetala Masala Udyog Seema devi is involved in the preparation of three key spices
 - ▶ Coriander
 - ▶ Turmeric
 - ▶ Red chili



4. Family and support system – Seema devi is a mother of 2 son and a daughter both of whom who currently pursuing education her husband is employed in the private sector and despite economic challenge the family is tightly bonded and supportive she also plays a vital role at home by Managing household responsibility helping her children with studies supporting her husband also .

Challenges feed

- Starting her work in Sheetala masala Udyog is not easy for Seema devi . She encountered several challenges .
- Lack of prior experience
- Difficulty in packing and labelling
- Time management between home and work
- Balancing multiple role as a worker , homemaker , and a mother
- Impact and empowerment
- The opportunity work with CECOEDECON has significantly empowered Seema devi
- She has gained financial independence

Case study – Laduram Yadav (Integrated farming model)

1. Introduction – This Case study highlight the successful integrated farming model adopted by Mr. Laduram Yadav a progressive farmer from Damodar ka bas village . With supported from Cechoedecon . Laduram has transformed his livelihood through sustainable and diverse agriculture practices
2. Background – Mr. Laduram is a resident of Damodar ka bas village . He live with his family which include his wife , son and daughter . Like many rural families , he initially dependent on conventional farming , but faced limitation in income and sustainability

Support from CECOEDECON

1. As part of rural development and sustainable livelihood promotion initiative CECOEDECON extended support to Laduram under the integrated farming model
2. The support included :
 - 20 plant fruit and timber species
 - 4 cows for diary farming
 - 18 bigas of agriculture land

Livelihood Activities

- ▶ With the resources provided Laduram adopted integrated farming – combining agriculture , Dairy horticulture
- ▶ Dairy Farming
- ▶ He rear 4 cows and maintain proper hygiene and fodder management
- ▶ He sells milk directly to people in the village earning a steady income 18,000 Rs to 20,000 Rs per month
- ▶ Agriculture
- ▶ On 18 bigas of land he cultivate seasonal crops for both household consumption and market sale
- ▶ He practice crop rotation and organic method to enhance soil fertility .

Impact on family and community

- ▶ Laduram income has become more stable and diversified
- ▶ His children are attending school regularly and the family nutrition and food security has improved
- ▶ He has become a role model in the village for adopted integrated and sustainable farming practice
- ▶ His success story encourages other farmers to adopt similar models with support from CECOEDECON and other NGOs
- ▶ Conclusion
- ▶ The case of Laduram demonstrates the potential of integrated farming systems in improving rural livelihoods with proper guidance and support and dedication. Smallholder farmers like Laduram can achieve both economic stability and environmental sustainability.

Conclusion

- ▶ Economic Empowerment : Household engaged in non-farm livelihood experience improved income level , better consumption pattern and enhanced saving .
- ▶ Women Participation : Non-farm enterprises and SHG led activities significantly contribute to women empowerment increasing their decision making power and social recognition .
- ▶ Skill Development : Training , Capacity building and exposure of new trade help rural individual improve productivity .
- ▶ Social impact : Engagement in non-farm livelihood strengthen community bonds enhance self confidence improve education and health outcome .

Thank You

