

**EXPLORING NON-FARM LIVELIHOOD OPPORTUNITIES FOR RURAL
HOUSEHOLDS: A CASE STUDY APPROACH BASED ON THE PRIMARY DATA
COLLATED BY HIM**

Dissertation Submitted to



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in

Development Management

by

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Under the Supervision and Guidance of

Dr. Himadri Sinha

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TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Rishabh Tiwari** a student of – **IIHMR University, Jaipur** was engaged with the Centre for Community Economics and Development Consultants Society (CECOEDECON) for Dissertation Project Internship from **1st May, 2025 to 31st July, 2025**.

CECOEDECON is a non-government organization situated in Jaipur, Rajasthan which works for the socio-economic development, legal literacy and empowerment of the marginalized and deprived people living in the rural areas of Rajasthan.

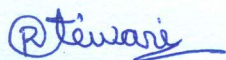
As an Intern, we found him sincere, self-driven, creative and hard-working. We wish him the very best in all his future endeavours.

P.M. Paul
Director



DECLARATION BY STUDENT

I hereby declare that this dissertation titled Exploring non-farm livelihood activity for rural household: A case study approach is the Bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.



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CERTIFICATE

This is to certify that Mr. Rishabh Tiwari in partial fulfilment of the requirements for the award of the degree of MBA Development Management from the IIHMR University, Jaipur has successfully completed his internship at COECOEDECON....., Jaipur during May 1 to July 31, 2025 and written this dissertation on '*Exploring Non-Farm Livelihood Opportunities for Rural Households: A Case Study Approach*' based on the primary data collated by him.

A handwritten signature in blue ink, appearing to be 'H. Sinha', with a horizontal line underneath.

Dr. Himadri Sinha
Guide

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I take this opportunity to express my sincere gratitude to all those who have supported and guided me in the successful completion of my dissertation titled “Exploring non-farm livelihood opportunity for rural household : A case study approach in Shilki Chaksu village

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RISHABH TIWARI

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ABSTRACT

Rural livelihood in India have traditionally been dominated by agriculture . However due to challenges such as declining landholding, seasonal employment, and vulnerability to climate risk, there is a growing need to diversify income source through non-farm activities . This study explore the scope , nature , impact of non-farm livelihood opportunities among rural household using a case study approach supported by fieldwork in selected village under the guidance of the NGO COECOEDECON .

The research examine various non-farm occupation including small scale enterprises diary farming , food processing units such as Sheetla Masala Udyog . Case studies of individual such as Mrs. Seema Devi (Sheetla Masala Udyog) . Mr. Dhanlal and Mrs. Sushila highlight the role of entrepreneurship institutional support and capacity building in enabling sustainable livelihoods. The study also investigate the role of self-help group , digital literacy like digital Sakhi and integrated farming as complementary livelihood option

Finding reveal that non-farm livelihood significantly contribute to household income , empower women , reduce migration . However , Challenges persist in terms of access of credit , market linkage and skill development . The study conclude with policy suggestion to strengthen rural non-farm sectors and recommend a more integrated , Participatory development approach through government and NGO collaboration .

This research contribute to the growing discourage on rural diversification and aims to provide practical insight for development practitioners , policymaker and researcher .

CHAPTER 1

Introduction

1.1. Background

Rural India continues to face substantial economic challenges due to declining farm incomes, land fragmentation, and unpredictable climatic events. Traditional agriculture, which remains the primary livelihood source for most rural households, is increasingly becoming unsustainable for small and marginal farmers. As a response to this vulnerability, **non-farm livelihood opportunities** have emerged as vital alternatives to secure rural incomes and improve quality of life.

In Rajasthan, the NGO **Coecoedecon (Centre for Community Economics and Development Consultants Society)** has been working with rural communities to enhance their resilience by promoting sustainable, diversified, and integrated rural livelihoods. Through initiatives such as the **Smart Farmer model, Integrated Farming Model (IFM), Poshan Vatika**, and the **Sheetala Masala Udyog**, Coecoedecon has enabled rural households to explore non-farm options such as spice processing, dairy, horticulture, and food value addition.

A. Participatory initiative of integrated rural development (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, the Landless, Small and Marginal farmers (including agricultural labourers and families defined as Below Poverty Line), Women and Children. Geographically, the program extends direct support to the partner communities in 500 villages of Jaipur, Tonk and Baran districts of Rajasthan. However, it also interfaces with the regional, national and international development processes, taking specific steps for civil society building, research and advocacy.

B. Goal of the Project - Poor Households are able to nourish themselves always, even in times of crisis of food. Major strategies were as follows:

1. Placing smallholder farmers and vulnerable groups at the centre
2. Supporting sustainable agriculture and natural resource management
3. Adapting agriculture and other rural livelihoods to the impacts of climate change
4. Fostering employment through value addition and skill building

5. Ensuring food security through realisation of the human right to food Integrated farming model

1.2 Rationale of the Study

This study focuses on the role of non-farm livelihood options in rural development, particularly those facilitated by NGOs like Coecoedecon. Given the multidimensional benefits—including economic empowerment, gender equity, nutrition, and sustainability—understanding these models through a case-based approach offers useful insights for policy, replication, and scaling.

1.3 The Project

Coecoedecon (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.

Core component of integrated farming model were:

- **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.
- **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.
- **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.
- **Water Resource Management:** Coecoedecon promotes rainwater harvesting structures like farm ponds, check dams, and drip irrigation systems to ensure efficient water use in Rajasthan's water-scarce regions.

Objective and benefits of the project:

- **Income and Enhancement:** By integrating multiple income stream , farmer are not dependent on a single crop or market.
- **Risk Reduction:** n case one crop fails due to weather condition other component support their family.
- **Nutrition Security:** Diverse food production and improve the dietary and farm families.
- **Sustainability:** Organic inputs, crop diversification and water conservation ensure long term sustainability.

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 raise awareness about healthy eating, reduce malnutrition, and support food security through low-cost, sustainable farming practices.

Objectives of Poshan Vatika:

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.

1.4 Purpose of Study

- Understand the scope nature and impact of non-farm livelihood such as spice processing , diary horticulture , and Poshan Vatika (nutrition garden) on rural household .
- Document real life case studies (Eg. Seema devi , Laduram Yadav , Anita Kanwar , Sushila , Mansha devi , Dhannalal ji) to show how institutional support , training , and community initiative lead to improved livelihood
- Assess the role of NGO and SHG in capacity building , market linkage and skill enhancement
- Identify challenges – Like water scarcity , limited skills , and lack of market access – that hinder the growth of non-farm livelihood
- Provide practical recommendation for policy makers , Ngo and development practitioners to strengthen non-farm sector

CHAPTER 2

Literature Review

2.1 Introduction to Farm livelihood

Agriculture has traditionally been the cornerstone of rural livelihoods in India, providing food security, employment, and socio-economic stability to a large section of the rural population. However, in recent decades, several challenges have emerged that threaten the sustainability of farm-based livelihoods. Issues such as small and fragmented landholdings, erratic monsoons, declining soil fertility, market volatility, and rising input costs have all contributed to growing agrarian distress. These factors have created an urgent need to diversify livelihood options for rural households, particularly in semi-arid and resource-poor regions such as Rajasthan.

In this context Coecoedecon an NGO working extensively in Rajasthan has been instrumental in promoting sustainable rural development . While agriculture remain a key component of their work COECOEDECON recognize that exclusive dependence on farm income is no longer viable for many rural families . As a result , the organization has adopted a holistic livelihood approach encouraging the development of non-farm livelihood opportunity alongside the Strength of traditional farm systems.

Farm livelihood under COECOEDECON Initiative focus on improving productivity , sustainability and resilience of smallholder farmers . Program such as Smart farmer Initiative Integrated farming model , Poshan Vatika and organic farming are designed to enhance agriculture income , food security and ecological balance . The strategic blend of strengthening farm systems while enabling non-farm avenues reflects COECOEDECON's recognition of the **changing rural economic landscape**. This dissertation, therefore, seeks to explore how rural households—especially women and marginalized communities—are navigating this transition from traditional farm dependency toward diversified livelihood strategies. Understanding this shift is crucial for formulating effective rural development policies and ensuring inclusive growth .

2.1 Theoretical Perspectives on Livelihood Diversification

The Sustainable Livelihood Framework (SLF) developed by DFID (1999) provides a foundational understanding of how households use a variety of assets (natural, physical, human, social, and financial) to engage in livelihood strategies. It emphasizes that rural households do not rely solely on farming but combine various sources to minimize risk and enhance resilience.

Ellis (2000) further elaborates that livelihood diversification is often a strategy for risk management and survival rather than for wealth accumulation. Households facing uncertainty from climate shocks, market failures, or social exclusion often turn to non-farm employment, especially women and landless groups.

The SLF also places importance on institutional support and policy environments. NGOs like COECOEDECON, as seen in your study, play a crucial role in building community capacities, promoting self-help groups (SHGs), and creating market linkages—allowing poor households to take advantage of non-farm opportunities.

2.3 Empirical Studies on Non-Farm Livelihoods

Many scholars and development practitioners have documented the growing importance of non-farm employment in reducing poverty and enhancing food and income security in rural India.

Mukherjee and Zhang (2007) highlighted that households with access to skill development, market facilities, and financial capital are more likely to adopt non-farm occupations.

Lanjouw & Shariff (2004) analysed NSSO data and found that rural households involved in non-farm enterprises tend to have higher per capita consumption levels.

Kumar and Choudhary (2016) observed that participation in rural micro-enterprises, especially by women, leads to improved decision-making power, better health outcomes, and increased school enrolment among children.

Farm Sector in the Context of Rajasthan

Rajasthan presents a unique context due to its arid climate, frequent droughts, and limited irrigation facilities. The state has seen significant investment in promoting non-farm opportunities such as:

- **Integrated Farming Systems (IFS)** combining agriculture, horticulture, and animal husbandry.
- **Skill development programs** under NRLM (National Rural Livelihood Mission).

- **Poshan Vatika** supported by NGOs and government schemes like Poshan Abhiyaan to promote nutrition and small-scale vegetable production.

2.5 Role of NGOs in Facilitating Non-Farm Livelihoods

The literature strongly supports the involvement of civil society organizations in enhancing rural livelihoods. **COECOEDCON's** multi-pronged approach—capacity building, gender sensitization, integrated farming, nutrition gardens, SHG-based enterprises—aligns with globally recognized best practices in livelihood promotion

NGOs are particularly effective in:

- Mobilizing rural women into SHGs.
- Facilitating access to training and microfinance.
- Building linkages with markets and government schemes.
- Promoting sustainable and climate-resilient livelihood models.

2.5 Research Gaps and Relevance of the Present Study

While several national-level studies have explored the role of the non-farm sector, **micro-level, qualitative, case-based studies from Rajasthan are still limited.** Your study contributes to this gap by offering primary field insights on how women and smallholder farmers transition to alternative income-generating activities through community-level support systems

Furthermore, there is limited research on how integrated farming, nutrition gardens (Poshan Vatika), and local value chains like masala processing contribute to empowerment and resilience among marginalized groups

CHAPTER 3

Research Methodology

This study adopted a qualitative case study approach to explore the non-farm livelihood opportunities available to rural households. The research aimed to understand the nature, challenges, and outcomes of non-farm livelihood activities in selected villages supported by the NGO COECOEDECON in Rajasthan.

Research Design

A case study design was chosen as it allowed for an in-depth exploration of livelihood practices within their real-life context. The qualitative nature of the research enabled the collection of rich, descriptive data from various stakeholders involved in non-farm activities.

Study Area

The research was conducted in selected villages of Chaksu block, Jaipur district, Rajasthan, where COECOEDECON has been actively implementing livelihood development programs. Villages such as Shilki, Kavarpura, and Akodiya were selected based on the presence of active non-farm livelihood initiatives and accessibility for fieldwork.

Sampling Method

Purposive sampling was used to select respondents who were directly engaged in non-farm livelihood activities. This included women entrepreneurs, SHG members, integrated farming practitioners, and beneficiaries of training programs. A total of 10–12 households were selected to represent different types of non-farm livelihoods such as food processing, animal husbandry, micro-enterprises, and value-added agriculture.

Data Collection Methods

Primary data were collected through the following methods:

- In-depth interviews with selected rural households engaged in non-farm livelihoods.
- Focus group discussions with women SHG members and community leaders.
- Key informant interviews with COECOEDECON field staff and local government officials.
- Observation during field visits to businesses such as Sheetala Masala Udyog and organic farming units.

- **Data Analysis**
- The data collected were categorized thematically and analyzed qualitatively. Recurring patterns and themes were identified, particularly regarding livelihood challenges, income generation, gender roles, and the role of institutional support. Case studies such as those of **Mrs. Seema Devi, Dhannalal Ji, and Sushila Devi** were used to illustrate specific experiences and insights.

Ethical Considerations

- Informed consent was obtained from all participants prior to interviews. Anonymity and confidentiality were ensured throughout the study. Participation was voluntary, and respondents were informed about the purpose and use of the research findings.

3.3 Study Area

The research is based in rural parts of **Jaipur district**, mainly **Chaksu block**, Rajasthan. Selected villages include:

- Damodar ka Bas
- Taj ka Bas
- Shilki Dungri
- Akodiya
- Tambadiya
- Jaipura, etc.
- Kavarpura

These villages are under COECOEDECON's operational area and exhibit different models of non-farm interventions such as spice units, Poshan Vatika, integrated farming, SHG-led enterprises, and climate-resilient agriculture.

3.4 Sampling Technique

Villages were selected purposively for case studies.

- **8–10 key case households** actively involved in non-farm activities.
- **Women participants** of SHGs and spice units (e.g., Sheetala Masala Udyog).
- **Smart farmers** with integrated farming models.
- Community members participating in Poshan Vatika, tree plantation, and dairy.

3.5 Methods of Data Collection

The following methods were used:

1. Primary data:

- **Field Visits** to villages (e.g., Kadedda, Katawala, Tambadiya).
- **Semi-structured interviews** with farmers, SHG women, and NGO staff.
- **Case Studies** prepared for individual farmers (e.g., Dhannalal, Anita Kanwar).
- **Participatory Observation** during meetings, trainings, and farm visits.

2. Secondary data:

- NGO project reports, newsletters, and evaluation documents.
- Published literature on rural livelihoods, integrated farming, and women's enterprises.

CHAPTER 4

Study Area

4.1 Introduction

The study is located in **Chaksu block of Jaipur district**, Rajasthan, where the NGO **COECOEDECON** is actively working to promote non-farm livelihood models such as integrated farming systems, Poshan Vatika (nutrition gardens), spice processing units, and women's self-help groups (SHGs). This region represents the broader challenges of **semi-arid rural Rajasthan**—such as limited landholding, water scarcity, seasonal migration, and low farm productivity—which have made non-farm livelihood options essential.

4.2 Jaipur District Overview

- **State:** Rajasthan
- **District Headquarters:** Jaipur City
- **Total Blocks:** 13
- **Major Rural Blocks for Study:** Chaksu and nearby areas

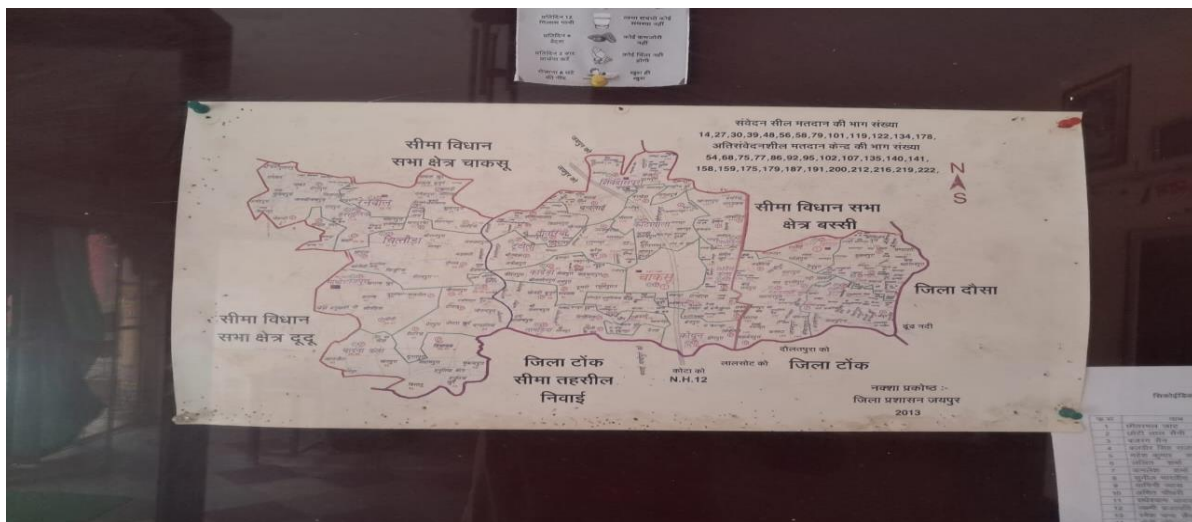


Fig. 4.1 Map of Study Area

Key Features:

- Semi-arid climate
- Agriculture as primary occupation
- Rain-fed farming system
- Emerging livelihood diversification supported by NGOs and government schemes

4.3 Selected Villages for the Study

1. Damodar ka Bas

- Farmer: **Laduram Yadav**
- Livelihood Model: Integrated Farming (Crops + Dairy + Tree Plantation)
- Landholding: 18 Bighas
- Support: 20 plants, 4 cows (COECOEDECON)
- Impact: Income diversification, food security

2. Taj ka Bas

- Farmer: **Anita Kanwar**
- Livelihood Model: Dairy + Horticulture (Lemon, Pomegranate)
- Support: 10 lemon and 5 pomegranate plants, SHG support
- Impact: Regular income, empowerment of rural women

3. Akodiya Village

- Farmer: **Sushila**
- Livelihood Model: Organic Farming + Poshan Vatika
- Land: Approx. 150 Bighas (40 Acres)
- Livestock: 15 cows
- Challenges: Water scarcity
- Support: BMC Dairy Linkages, Government Schemes

4. Shilki Dungri (Chaksu)

- Women: **Seema Devi, Mansha Devi**
- Livelihood Model: Spice Processing – Sheetala Masala Udyog
- Products: Turmeric, Coriander, Red Chili
- Income: Rs 3500–5000/month
- Support: SHG, COECOEDECON training and setup

5. Tambadiya Village

- Activities: Poshan Vatika, Tree Plantation

- Beneficiaries: Ramprasad and multiple women participants
- Crops: Papaya, Lemon, Pomegranate, Fig
- Model: Mixed Farming + Nutrition

6. Jaipura Village

- Focus: Seed distribution, smart farmer selection
- Farmer: Gopal Prajapat
- Crops: Beans, Maize, Bajra, Kachri
- Activity: Women plant distribution and meeting facilitation

7. Bhadipura & Trilokpura Villages

- Activities: SHG formation, plant distribution, community meetings
- Focus: Intergenerational dialogue, youth participation in farming
- Highlight: Participation of old and young in livelihood planning

Rationale for Village Selection

All villages fall under the operational area of COECOEDECON.

- Represent different **livelihood models** (farming, processing, dairy, plantation).
- Include **marginalized groups**, especially **women and small farmers**.
- Geographically distributed across Chaksu block, reflecting diverse environmental and socio-economic contexts.

Socio-Economic Context

- **Landholding:** Mostly marginal to small farmers (1–4 bigha average)
- **Livelihoods:** Crop farming, livestock, spice production, tree plantation, SHGs
- **Challenges:** Irregular rainfall, limited irrigation, seasonal migration, low productivity
- **Support Systems:** NGO facilitation, SHG networks, access to government schemes

CHAPTER 5

Findings and Analysis

5.1 Role of NGO intervention (COECOEDECON) in Improving Skills and Socio-economic Conditions

A. Challenges Faced in sustaining and Expanding in non-farm livelihood

1. Limited access to capital

- Difficulty in securing adequate funds for business expansion
- High dependence on informal credit source with high interest rates.

2 Market fluctuation and competition

- Unpredictable demand for product
- Competition from industry produced goods

3 Skill Gaps and Technological Barrier

- Inadequate exposure to advanced production technique
- Limited knowledge of digital marketing and e-commerce platform

4 Supply Chain and infrastructure limitation

- Poor Transportation facilities increase cost and reduce profit margins.
- Inconsistent availability of raw material

5 Social and culture barrier

- Resistant to women participation in business activities in certain communities
- Lack of family support for entrepreneurial venture

6 Sustainability of SHG and collective

- Weak governance in SHG leading to mismanagement of funds
- Dropout due to migration or personal constraints

7 Climate and economic shock

- Droughts , floods, inflation affecting both agriculture and non-farm income sources

Impact on Women Empowerment, and Community Participation

(a)Economic Empowerment

- Women engaged in small scale enterprises such as masala units , diary processing , and local food product reported increased stability
- Direct earning provided them with a sense of financial independence , reducing dependency on male family members
- Access to microcredit through self-help group (SHG) enabled women to invest in better raw material , expand production and explore market linkage .

(b) Social Empowerment

- Active participation in SHG training sessions , and exposure visit boosted women confidence and decision making skills
- Women begin taking leadership roles within the groups, managing account and negotiating with supplier and buyer
- There was a noticeable shift in societal attitude towards women capabilities with greater recognition of their economic contribution .

2 Impact on community participation

a) Strengthening of self help group and cooperative

- Formation and strengthening of SHG created platform for joint saving , collective marketing and peer learning
- Shared challenges and solution fostered solidarity among women , leading to a stronger sense of community identity

b) Increased civic engagement

- Women involved in livelihood program actively participated in village meeting , gram Sabha and development planning
- They advocated for better infrastructure , training facilities , and access to government welfare scheme .

3 Overall economic-socio transformation

- The dual impact of women empowerment and community participation created a self – reinforcing cycle as women become more confident and economically active they inspired other women to participate , further strengthening community resilience .
- Increased household income contributed to better education for children , improved nutrition and enhanced access to healthcare thereby raising the overall quality of life

5.2 Livelihood Activities undertaken by the selected individual and

Household

Six cases are given below on livelihood activities undertaken by six household on crops cultivation , vegetable cultivation , integrated farming and cattle rearing .

Case Study 1. – Empowering Women through Livelihood

Sheetala Masala Udyog – Mrs. Seema Devi, Village – Shilki.

Case Study – – Mrs. Seema Devi and Sheetala Masala Udyog .

Name – Mrs. Seema Devi

Location – Shilki Village , Chaksu

Enterprises – Sheetala Masala Udyog

Supported By – COECOEDECON

1. Background

Mrs. Seema Devi a Resident of Shilki Village is a Dedicated and hardworking women actively engaged in the micro – enterprises

Sheetala Masala Udyog She has been working under COECOEDECON supported initiative for the past 10 month where she contribute to the processing and production of indigenous spices

2. Role and Responsibility

At Sheetala Masala Udyog Seema Devi is involved in the preparation of three key spices

- Coriander
- Turmeric
- Red Chili

Her Daily work include grinding , Processing , Packing , Sticker Pasting and labelling of masala product she works approximately 5 hours per day and earns around 5000 Rs per month from her contribution

3. Family and Support System

Seema Devi is a mother of 2 – a son and a daughter both of whom who currently pursuing education . Her husband is employed in the private sector and despite the economic challenges 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 in day to day affair

Challenges feed

Starting work in Sheetala Masala Udyog is not easy for Seema Devi . She encountered several Challenges

- Lack of Prior Experiences
- Difficulties in Packing and Labelling
- Time Management between home and work
- Balancing Multiple roles as a worker , homemaker , and a mother

4. Impact and Empowerment

The opportunity to work with COECOEDECON has significantly empowered Seema Devi

- She has gained financial Independence
- Improved her self Confidence and Decision making ability
- Set an example of another women in her village
- Contributed to household income and supported her children education



Figure 5.1 Seema Devi and Mansa Devi engaged in Spice making

Case Study 2 - Laduram Yadav (Integrated Farming Model)

Name – Laduram Yadav

Location – Damodar ka bas , Chaksu

Supported By – Coecoedecon

1. Introduction

This Case study highlight the successful integrated farming model adopted by Mr. Laduram a progressive farmer from Damodar ka bas village. With the support from Coecoedecon, Laduram has transformed his livelihood through sustainable and diverse agriculture practices

2. Background

Mr. Laduram is a resident of Damodar ka bas village . He lives with his family , Which include his wife and son and a daughter . Like many rural families , he initially dependent on conventional farming , but faced limitation in income and sustainability

3. Support from Coecoedecon

As part of rural development and sustainable livelihood promotion Initiative , COECOEDECON extended support to Laduram under the integrated farming model . The support included .

- 20 Plant fruits and timber species
- 4 cows for diary farming
- 18 bigas of agriculture land

4. Livelihood Activities

With the resources provided Laduram adopted integrated farming – Combing agriculture, Diary, Horticulture

(a) Diary Farming

He Rears 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

(b) Agriculture

On his 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

5. Horticulture (Plantation)

The 20 plants given by COECOEDECON include fruit bearing and shade trees . This plant not only contribute to his income but also improve the environmental condition of the farm .

6. 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
- He success story encourage other farmer to adopt similar model with support from Coecoedecon and other NGO

Conclusion

The case of Laduram demonstrate the potential of integrated farming system in improving rural livelihood With proper guidance support and dedication , smallholder farmers like Laduram can achieve both economic stability and environmental sustainability.



Figure 5.2 Integrated Farming model as livelihood of Laduram Yadav

Case Study 3 – Anita Kanwar (Integrated Farming Model)

Name- Anita Kanwar

Location – Taj ka Bas

Supported By – Coecoedecon

1. Introduction:

This case study explore the livelihood improvement of Mrs. Anita Kanwar a resident of taj ka bas village . Through the support of COECOEDECON . She has successfully adopted a mixed farming model that include diary and horticulture , Contributing to her family financial well-being and food security

2. Background:

Mrs. Anita Kanwar lives in Taj ka bas a small rural village . She is the mother of two daughter both of whom are currently pursuing their education . Anita is hardworking women who manage both her household responsibility and farming activities

3. Support from Coecoedecon :

Under the rural livelihood program , COECOEDECON provided direct support to the Anita Kanwar in the form of :

- 10 Lemon Plant
- 5 pomegranate Plants

This support was aim at promoting sustainable horticulture and improving long term income sources for rural women farmers .

4. Land and livelihood activities :

- (a) Land Ownership – Anita Owns 4 bigas of agriculture land which she uses crop cultivation and Plantation

Horticulture Development – The lemon and Pomegranate plants are planted on part of her land. These fruit bearing trees will provided seasonal income once matured and contributed to her family nutrition

5. Diary Farming:

- Anita also owns 4 cows which she rear and care
- She sell milk directly to the villages , generating a steady income to support her household

Through specific income is not mentioned , diary serves as a regular and reliable source of cash flow for her family

6. Impact on her family :

- Anita Initiative have created a sustainable livelihood for her family
- Her income from milk sales helps cover household expenses and her daughter education .
- The planted trees will provide long term return and environmental benefits like improved soil quality and shade .
- She has become an inspiration for other women in the villages ,proving that with limited land and the right support ,women can build independent livelihood .

7. Conclusion :

The case of Anita Kanwar shows the importance of empowering rural women resource support and training . Her

story reflects how small intervention in horticulture and diary can create meaningful change in rural communities . With continued support and dedication . Women like Anita are not just improving their own lives but are becoming agents of change in their villages .



Figure 5.3 Integrated Farming as Livelihood of Ms. Anita Kanwar

Case Study 4 – Sushila (Poshan Vatika)

Name – Sushila

Location- Akodiya Village

Associated group – BMC Diary

Family member – 12

Farming Area – 150 biga (Approximately)

Livestock – 15 cow

Organic Farming – Yes

Key Produce – Pomegranate , Lemon

Water Issue – Scarcity of water

Initiative – Poshan Vatika

Government Support – Beneficiary of government Scheme

Collection center – Saras Collection

Local Influence – Sitaram Jat , Ramanlal

Background

Sushila is a Progressive farmer from Akodiya village who practices organic farming on a large piece of land measuring 150 biga (approximately 40 acre) . She lives in a joint family consisting of 12 member and is associated BMC diary which facilitate milk collection and sales

1. Farming Practices

- Main Crops : She cultivate Pomegranate and lemon , two high value crops they are well suited for organic farming
- Organic Farming : Her commitment to sustainable agriculture is evident through the complete adoption of organic technique avoiding chemical fertilizer and pesticide
- Livestock Management : Sushila owns 15 cows which are not only a source of organic manure but also provide milk that is supplied to saras collection center through the BMC Diary linkage

2. Poshan Vatika (Nutrition garden)

Sushila has also developed Poshan Vatika a kitchen garden initiative aimed at improving household nutrition . This garden provide seasonal vegetable and herbs for the family improving food security and promoting healthy habits

3. Challenges :

One of the major challenges faced by Sushila is water scarcity ,which affect both crop production and a livestock management . This is a pressuring issue in the region and impact the long term sustainability of farming activities .

4. Government scheme benefits

Sushila has been a beneficiary of various government scheme ,which support organic farming practices provide agriculture subsidy and promote diary development . These scheme has helped her improve productivity and market access .

5. Community Involvement

Leaders like Sitaram Jat and Ramanlal play a pivotal role in guiding the community and connecting farmer with institutional support . Their membership has helped farmer like Sushila participate in sustainable agriculture program and diary cooperative

6. Impact

- Improved family nutrition through Poshan Vatika
- Income generation through lemon and pomegranate and milk sales .
- Enhanced Environmental sustainability through organic practices
- Increased community engagement in government welfare program

7. Conclusion

Sushila is an inspiring example of how traditional farming combined with organic practice . community support and government scheme can lead a sustainable and prosperous rural livelihood . Despite challenges like water scarcity , she continue to innovate and contribute to the well being of her family and village .

Case Study 5 – Mansha Devi’s Shitla Masala Udyog Chaksu

Name- Mansha Devi

Village – Shilki

SHG – Shitla Mata

Work – Shitla Masala Udyog Chaksu

My name is Mansha devi , I live in the village of Shilki Dungri with my husband and three children five years ago , I had happy family but due to unemployment , it was as if a mountain of burden had fallen on me . At that time it was becoming difficult to run the family and make a living my husband Ramesh Sharma is a house driver , who drive an auto . Sometime it become a burden I started doing the household work and taking care of the family and started helping my husband , but in this small village , I was not able to get regular employment for all 12 months . I heard about the SHG run by COECOEDECON in which many women of the villages were joining and also saving . I saw all this and tried to join the group . Then a sister from the village connected me to Sheetala Mata group . I started attending meeting , listened to people views on village issue , become aware of scheme . This was an opportunity given by god to me in which I had women from the Village with me with whom I could share my views and I got a separate family then Jai Singh ji , a worker of COECOEDECON told me about Setting up a spice unit in the COECOEDECON premises and I got my name added on priority in the list of needy women to work there . Now my search for daily work is over . I come to sheetla Masala Udyog at 10:00 am in the morning . Many Women also work here . Now with them I operate masala machine , grading machine Packing machine and by working here I earn Rs 3500 -5000 per month . With this money I run my household and now I am able to help my Husband . Also by Saving I helped my children for School Education and my dream is that my children should study and move forward .People give example of my name ,I feel very good seeing this . Today I am self -reliant and have become an inspiration for other women like me . I am helping those sister to come forward as well . I am grateful to CEOEDECON and Sheetala masala Udyog industry who showed me the way to move ahead and made me aware of the group as the first step journey .



Figure 5.5 Mansa Devi making Dhanial Powder (spice)

Case study 6 - Dhannalal ji (Poshan Vatika)

Name- Dhannalal ji

Village - Kavarpura

Supported By – COECOEDECON

1. Introduction

Dhannalal ji is dedicated and innovative farming practice residence in kavarpura village. He owns 4 bigas of cultivated land and has adopted an integrated farming model with the support and guidance of COECOEDECON . His efforts represent a successful case of traditional farming evolving into a diversified and sustainable livelihood system

2. Family Background

Dhannalal ji is a father of three sons all of whom are engaged in business activities. While his children are pursuing entrepreneurship, Dhannalal ji continues to manage the family agriculture land integrated with various components of farming to make it productive and climate resilient.

3. Agriculture Practice

On his land Dhannalal ji cultivates various crops including

- Bajra
- Maize
- Sesame

Three crops are rotated seasonally to maintain soil fertility and reduce pest infestation. His farming practice combines traditional knowledge with newer sustainable approaches.

4. Support from COECOEDCON

Under the integrated farming promotion initiative COECOEDCON has supported Dhannalal ji by distributing 10 plants

- 5 lemon
- 5 Karanja

These trees are planted on the boundary of his field using space efficiently while contributing to long-term environmental and economic benefits.

5. Integrated Farming model features

Dhannalal ji's farm integrates multiple components reflecting the principle of an integrated farming system.

Crop Cultivation : Mainstay of income and food security

Tree Plantation: Lemon and Karanja trees diversify income and soil health.

Agroforestry Practices: Optimizing land use by combining trees with crops.

Organic Inputs: Use of compost, farmyard manure and natural pest control methods

6. Outcome and Benefits

Diversified Income : Addition of lemon plants provides potential seasonal income.

Sustainable Practices : Reduce dependency on chemical inputs.

Climate Resilience : Tree plantation contributes to temperature regulation and soil conservation.

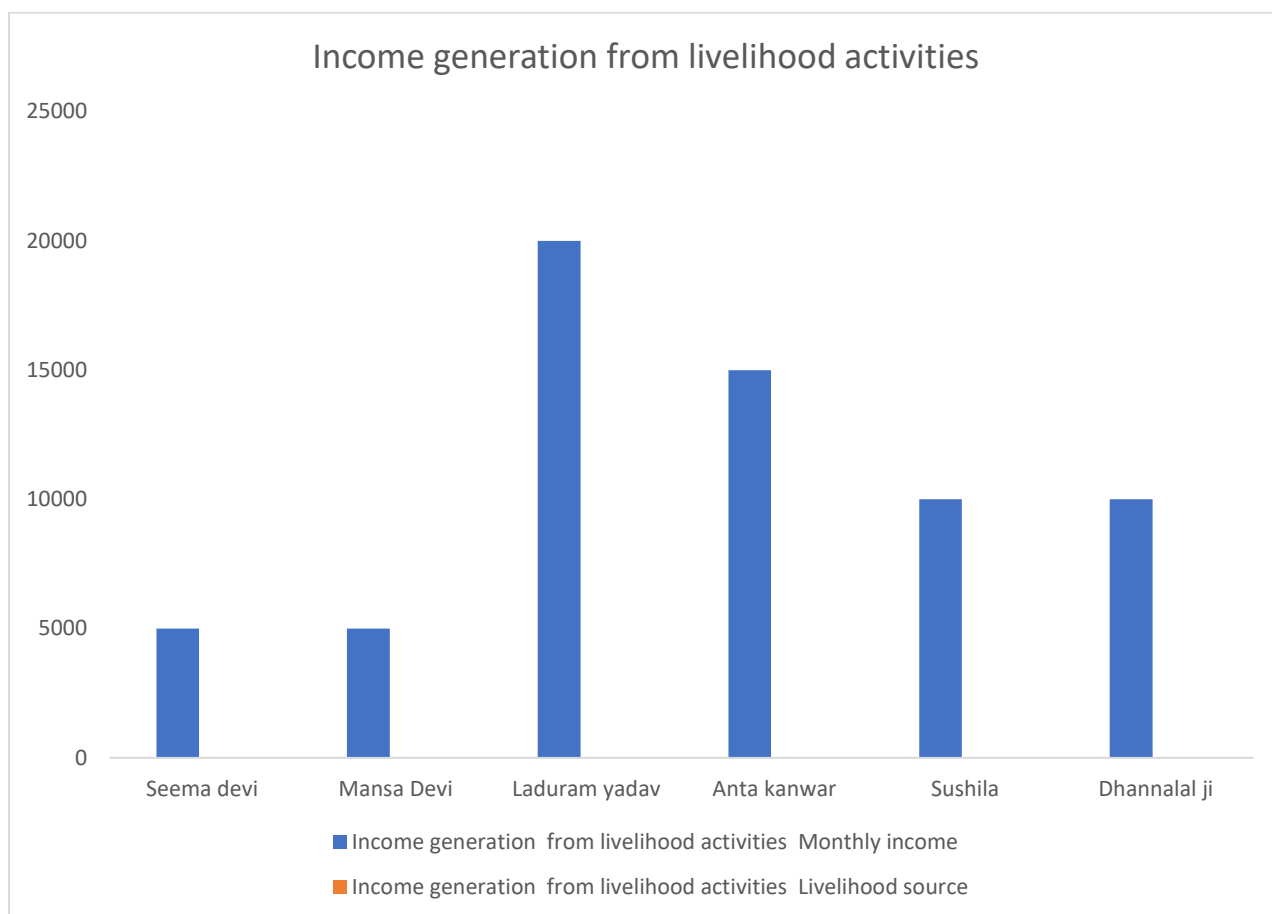
Demonstration effect : Serves as a learning model for other farmers in Kavarapura and learning village.



Figure 5.6 Poshan Vatika as livelihood of Mr. Dhannalal ji

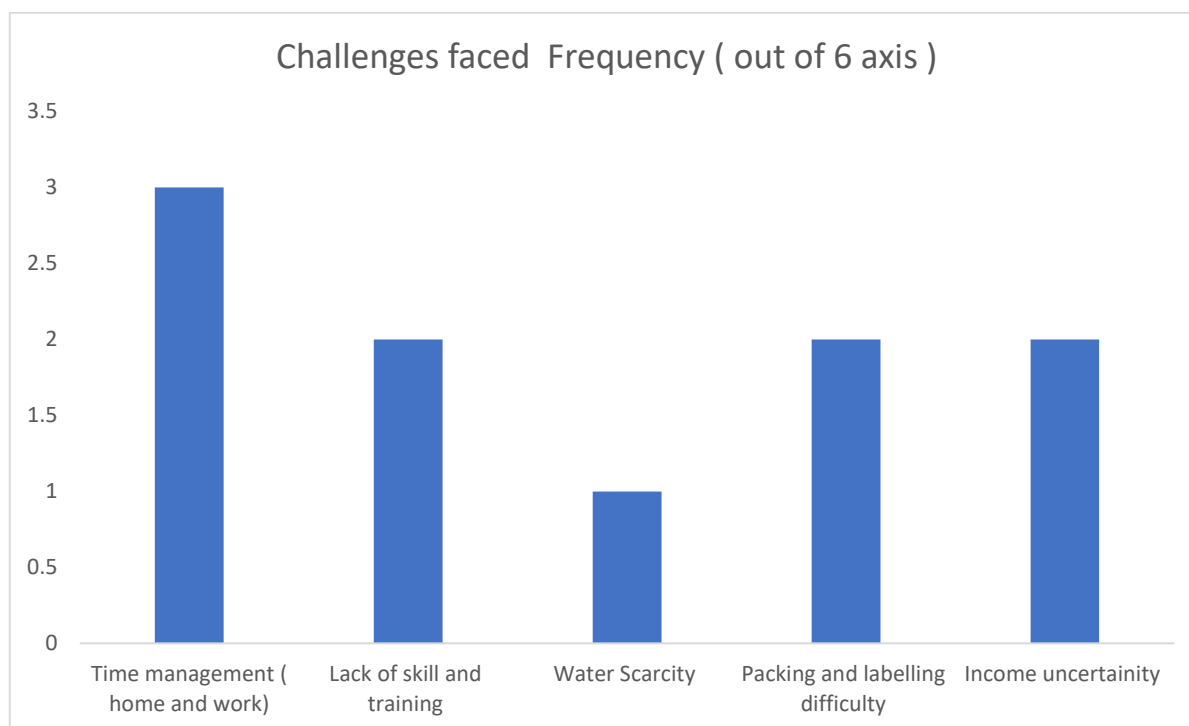
Income generation from livelihood Activity

Case Name	Monthly Income	Livelihood Source
Seema Devi	5000 Rs	Spice Unit
Mansa Devi	5000 Rs	Spice Unit
Laduram Yadav	20,000 Rs	Diary and crop sales
Anita Kanwar	15000 Rs	Milk Sales future horticulture income
Sushila	10,000 Rs	Milk/lemon/pomegranate
Dhannalal ji	10,000 Rs	Crops sales + tree plantation



Challenges Faced

Challenges Type	Frequency (out of 6 axis)
Time Management (home and work)	3
Lack of skill and training	2
Water Scarcity	1
Packing and labelling difficulty	2
Income Uncertainty	2



Digital Sakhi (COECOEDECON)

Digital Sakhi in COECOEDECON – A brief Explanation

Digital Sakhi is an initiative implemented by COECOEDECON (Centre for Community Economics and Development Consultants Society) to empower rural women through **digital and financial literacy**, enhancing their participation in the digital economy and improving their livelihoods.

Objective:

To create a cadre of **digitally skilled rural women leaders** (called *Sakhis*) who can spread awareness and provide training on:

- **Digital financial services**
- **Cashless transactions**
- **Government welfare schemes**
- **Online banking, UPI, and mobile apps** related to finance

Key Features of Digital Sakhi Program:

1. Selection of Women Leaders:

- Local women (especially from Self Help Groups - SHGs) are selected and trained as *Digital Sakhis*.

2. Capacity Building:

- Comprehensive training is provided in:

- Digital literacy
- Use of smartphones and apps
- Financial management
- Entrepreneurship and leadership skills

Community Outreach:

- Each *Sakhi* educates other women, families, and small entrepreneurs in her village or cluster.

Promotion of Digital Payments:

- Teaching villagers to use UPI, BHIM, Google Pay, etc.
- Helping shopkeepers, small vendors, and farmers shift to **cashless systems**.
- **Linkages to Government Schemes:**
 - Support in accessing subsidies, welfare programs, and digital platforms like e-Mitra, Jan Dhan Yojana, PM Awas, etc.

Impact:

- **Enhanced financial inclusion** of women and marginalized households.
- **Increased confidence** and leadership skills among rural women.
- Strengthened **non-farm livelihood opportunities** through digital empowerment.
- Better **access to markets, savings, and government entitlements**.
- **Example:**
- In villages supported by COECOEDECON in Rajasthan, *Digital Sakhis* have helped women entrepreneurs adopt digital payments in masala units, dairy businesses, and kitchen gardens, boosting income and autonomy.



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Chapter 6 Summary of finding

a. Women Empowerment through Non-Farm Livelihoods

The case studies of **Seema Devi** and **Mansha Devi** clearly illustrate how non-farm micro-enterprises such as spice processing (Sheetala Masala Udyog) are playing a pivotal role in economically empowering rural women. With support from COECOEDECON:

- Women gained **financial independence** and **self-confidence**.
- Regular earnings of ₹3,500–₹5,000/month supported household expenses and children's education.
- Participation in **Self-Help Groups (SHGs)** fostered community solidarity, awareness of rights, and access to schemes.

b. Integrated Farming for Livelihood Diversification

The success stories of **Laduram Yadav** and **Anita Kanwar** demonstrate the impact of **Integrated Farming Models**, which combine agriculture, dairy, and horticulture:

Laduram monthly income from dairy alone reached ₹18,000–₹20,000.

Both households experienced **enhanced food security**, **stable income**, and **improved soil health** through organic practices.

Adoption of **diversified farming** reduced dependence on single-crop incomes.

4.Importance of Institutional and NGO Support

All five case studies reveal the **critical role of COECOEDECON** in:

- Providing initial inputs (plants, cows, training, machinery).
- Creating livelihood platforms like spice units, nutrition gardens, and dairy cooperatives.
- Facilitating **market linkages**, **capacity building**, and **community leadership**.

. Poshan Vatika and Organic Farming for Nutrition and Environment

The case of **Sushila** highlights the dual benefits of **Poshan Vatika (Nutrition Garden)** and **organic farming**:

- Boosted household nutrition and food self-sufficiency.
- Promoted **environmental sustainability** through organic practices and reduced chemical use.
- Enabled income generation from high-value crops (pomegranate, lemon) and dairy despite water scarcity.

Social Impact and Community Transformation

Across all case studies, individuals emerged as **influential change-makers** in their villages:

- **Seema Devi**, **Anita Kanwar**, and **Mansha Devi** became role models for other rural women.
- Farmers like **Laduram** and **Sushila** inspired others to adopt sustainable practices.
- The initiatives strengthened **community participation**, **local leadership**, and **social cohesion**.

Chapter 7. Conclusion and suggestion

This study explored the potential of non-farm livelihood opportunities to enhance income security and socio-economic well-being among rural households, with a focus on selected case studies supported by COECOEDECON in Rajasthan.

The findings reveal that non-farm activities—such as **spice processing (Sheetala Masala Udyog)**, **dairy farming**, **horticulture**, and **nutrition gardening (Poshan Vatika)**—have proven effective in:

- **Diversifying household income**, reducing dependence on uncertain agriculture.
- **Empowering women**, particularly through SHGs and micro-enterprises.
- **Improving food security and nutritional outcomes**.
- **Creating local employment**, especially for landless and semi-skilled individuals.
- **Enhancing environmental sustainability** through practices like organic farming.
- NGO support, particularly from COECOEDECON, was vital in initiating and sustaining these livelihood opportunities by providing inputs, training, market linkage, and institutional support. These interventions not only improved individual incomes but also strengthened community-level resilience and inspired social change.
- The integrated and non-farm livelihood models described in the case studies demonstrate that even with limited land or resources, rural households can improve their standard of living when provided with the right support and ecosystem.

Suggestions

Based on the findings, the following suggestions are offered for policymakers, NGOs, and rural development practitioners:

1. Strengthen Institutional Support

- Expand the reach of NGOs like COECOEDECON to more villages.
- Establish more rural resource centre for training, input distribution, and market linkage.
- Encourage convergence of government schemes with NGO efforts to maximize impact.

2. Promote Women's Entrepreneurship

- Provide targeted training and seed funding for women-led micro-enterprises.
- Strengthen the role of SHGs and promote leadership among rural women.
- Include women in planning, monitoring, and evaluation of livelihood programs.

3. Diversify Livelihood Portfolios

- Promote skill development in areas such as food processing, tailoring, handicrafts, and renewable energy.
- Encourage integrated farming, agroforestry, and value-added agriculture to ensure year-round income.
- Develop small-scale agro-industries and village-level enterprises.

Enhance Market Access

- Create village-level collection and marketing centre for spices, dairy, and horticultural products.

- Promote branding and packaging (e.g., local spice brands) to increase market value.
- Use digital platforms for rural e-commerce and direct-to-consumer models.

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Annexure

Questionnaire

Section – A Respondent Profile

1. Name of Respondent (optional)
2. Age:
3. Gender: Male female other
4. Education level : illiterate Primary secondary higher secondary graduation and above
5. Martial Status : Married Unmarried Widowed Other
6. Household Size: person
7. Village Name:
8. Landholding Size: Landless <1biga 1-4 biga >4biga
9. Caste /Social Category SC ST OBC General Other

Section – B Livelihood Information

- 10 What is your primary source of income ?
(a) Agriculture (B) Diary (C) Non-farm Enterprise (D) Wage Labour (E) Other
11. Do you have any secondary income source ?
(A) Yes (B) No
If yes please specify
- 12 Type of non-farm livelihood you are engaged in
(A) Spice Processing (eg. Sheetal Masala Udyog)
(B) Diary Farming
(C) Horticulture (Lemon Pomegranate etc..)
(D) Poshan Vatika / Kitchen garden
(E) Other
- 13 How long have you been engaged in this activity ? Years
- 14 Monthly Income from this activity
- 15 Compared to before joining this activity your income has :
(A) Increased a lot (B) Increased slightly (C) Remained Same (D) Decreased
- 16 Do you face seasonal Variation in income
1. Yes (B) No

Section C – NGO and Institutional Support

17 Are you associated with CECOEDECON or any SHG ?

(A) Yes (B) No

18 Type of support received from NGO

(A) Training (B) Machinery/Tools (C) Plants/Seeds (D) Livestock (E) Market Linkage (F) Financial Support

19 How useful was the training and support

(A) Very useful (B) useful (C) Somewhat useful (D) Not useful

20 Do you have access to government scheme through NGO facilitation ?

(A) Yes (B) No

If yes please specify

Section D - Women Empowerment (for female respondent)

21 Has your participation in non-farm activity increased your role in household decision making ?

(A) Yes (B) No

22 Are you able to contribute to children education expenses ?

(A) Yes (B) No

23 Has your confidence in interacting with outsiders improved ?

(A) Yes (B) No

24 Are you now a member of any local committee group ?

(A) Yes (B) No

25 Do other women in your village seek your advice or follow your example

(A) Yes (B) No

Section E Challenges and suggestion

26 What are the main challenges you face in your livelihood activity ?

- (A) Lack of skill and training
- (B) Water Scarcity
- (C) Difficulty Balancing household and work
- (D) Lack of market access
- (E) Low income during off season
- (F) Other

27 What kind of additional support would help improve your livelihood

- (A) More Training (B) Better market linkage (C) Financial credit and loan (D) Better irrigation facilities (E) Other

Section F – Digital and Financial literacy

28 Have you received Digital Sakhi Training ?

(A) Yes (B) No

29 Can you use digital payment method (UPI Google Pay etc..)

(A)Yes (B) No

30 Have digital tools helped in your livelihood ?

(A)Yes (B) No Please explain