

Rural Non-Farm Sector-based Livelihoods

Babbu Gungune a landless from Ambesari village, Palghar district, Maharashtra is enjoying an annual income of about INR one lakh.



Trained in tailoring and provided with a high-speed stitching machine, Sumer Bhimra receives orders from stitching companies and has constructed a house with his salary of INR 10,000 per month.



Approach: ■ Engagement of rural families ■ Priority for Unemployed youth ■ Skilling of youth ■ Hand holding, Training and Field visits

Types of Enterprises: Homestead businesses ■ Choice of enterprises as per individual interest ■ Preference for Women-centric rural enterprises

Outreach: Maharashtra, Madhya Pradesh, Rajasthan, Uttar Pradesh, Uttarakhand, Odisha, Andhra Pradesh and Telangana ■ 14,636 families benefitted ■ Emergence of 1729 rural entrepreneurs

Impact: ■ 3992 youth trained in various vocations.
■ 444 enterprises promoted.



Sonam Junnar from Dongripada in Nagzari village, Maharashtra trained in tailoring and supported with a stitching machine and pico-fall machine, earns about INR 6,000 per month.

Ganesh Barga, a landless from Gangangaon village in Dahanu, Maharashtra is earning INR 17,000 per month from masonry.



Paper making activity by the group has transformed their lives.

