

Competency Enhancement Programme on 'Non-farm Sector: Scoping Entrepreneurial Opportunity'

March 16-18, 2021

Programme Co-ordinator: Prof. Geetika Varshneya

Introduction

Non-farm livelihood sector is considered as an important sector for income generation. In India, the non-farm sector is yet to accelerate its pace. Especially in rural spaces where agriculture is still considered as the major sector which provides livelihoods to many families; the non-farm is accepted as supplementary set of activities which do not necessarily relate with the notion of livelihood generation. Vulnerable, marginalised and poor people from rural spaces migrate to urban centres of opportunity rather than exploring the non-farm livelihood options in their own villages. Reasons could be plenty viz- lack of market linkages, quality management, value addition, backward-forward linkages, credit availability, value chain management, support of financial institutions, reach of ICT to the artisans/crafts persons, required skills enhancement etc.

A few efforts and initiatives have been taking place towards making non-farm sector a viable option for income generation, in different parts of the country. But if the sector has to be scaled up, many multipronged actions are required to be taken up by communities themselves in a spirit of entrepreneurship. The non-farm sector has great market potential and needs to be tapped efficiently.

Learning Objectives

1. To introduce the participants to the scope and significance of non-farm livelihoods.
2. To enable the participants to appreciate the variety of artisanal activities for livelihoods and role of women in non-farm sector.
3. To explore possible livelihoods intervention in the non-farm livelihoods domain and understand the issues related to entrepreneurship and enterprises with regard to nonfarm sector.

Learning Deliverables

- Appreciation of the contribution of non-farm sector in creating livelihoods
- Ability to understand the issues related to non-farm livelihoods domain
- Understanding of the possible livelihoods intervention in the non-farm livelihoods domain
- Know-how for the issues related to entrepreneurship and enterprises with regard to non-farm sector

Programme Content

1. The Non-Farm Livelihoods Sector Analysis in India, Importance and Scope of activities
2. Enterprises in the Non-Farm Sector and issues in the sector like scaling-up, market linkages, quality management, value addition, backward-forward linkages, credit availability, value chain management, support of financial institutions, reach of ICT to the artisans/crafts persons, required skills enhancement etc.
3. Women in Non-Farm Livelihoods and the Informal Sector
4. Non-farm Livelihoods and Market Dynamics
5. Artisanal Clusters in India, Existing Interventions (success stories/ cases), Non- Farm Collectives, Possible interventions in the sector
6. Entrepreneurship in the Non-Farm Sector
7. Sector Scoping through 3E Exercise (Explore the External Environment)
8. ICT for Non-Farm Sector

Pedagogy

The programme will use a mix of participative methods to facilitate learning that includes:

- Context-specific case studies
- Structured exercises
- Group discussions
- Management games and role play
- Videos/Documentaries

The programme will provide adequate opportunity for participants to discuss and understand various aspects and contexts of non-farm livelihoods/enterprises and share their experiences to learn from each other.

Who Will Benefit?

The programme would be of great importance for community based institutions/federations, professionals working in the area, NGOs, SRLM functionaries, community resource persons of DDU-GKY, and bankers to understand the non-farm livelihoods sector and entrepreneurial possibilities, the processes, the management issues, challenges and approaches.

Programme Fee

The programme is fully residential and fee per participants is INR 12,000/- per person. The fee is inclusive of GST (current rate), boarding, tuition fee, reading material, stationery, etc. Accommodation cost* will be chargeable on actual basis as per the choice of participant.

*Accommodation Cost (checkout 12:00 Noon)

#	Components	Amount (INR)
1	Single Occupancy	Rs 4,500 /-
2	Double occupancy	Rs 3,500 /-

Faculty Profile for the Program

<https://dmi.ac.in/about-faculty/4/Geetika>

Deadline for the Confirmation of Participation: March 01, 2021

Contact Details

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