



Kurukshetra

A JOURNAL ON RURAL DEVELOPMENT

Vol. 67

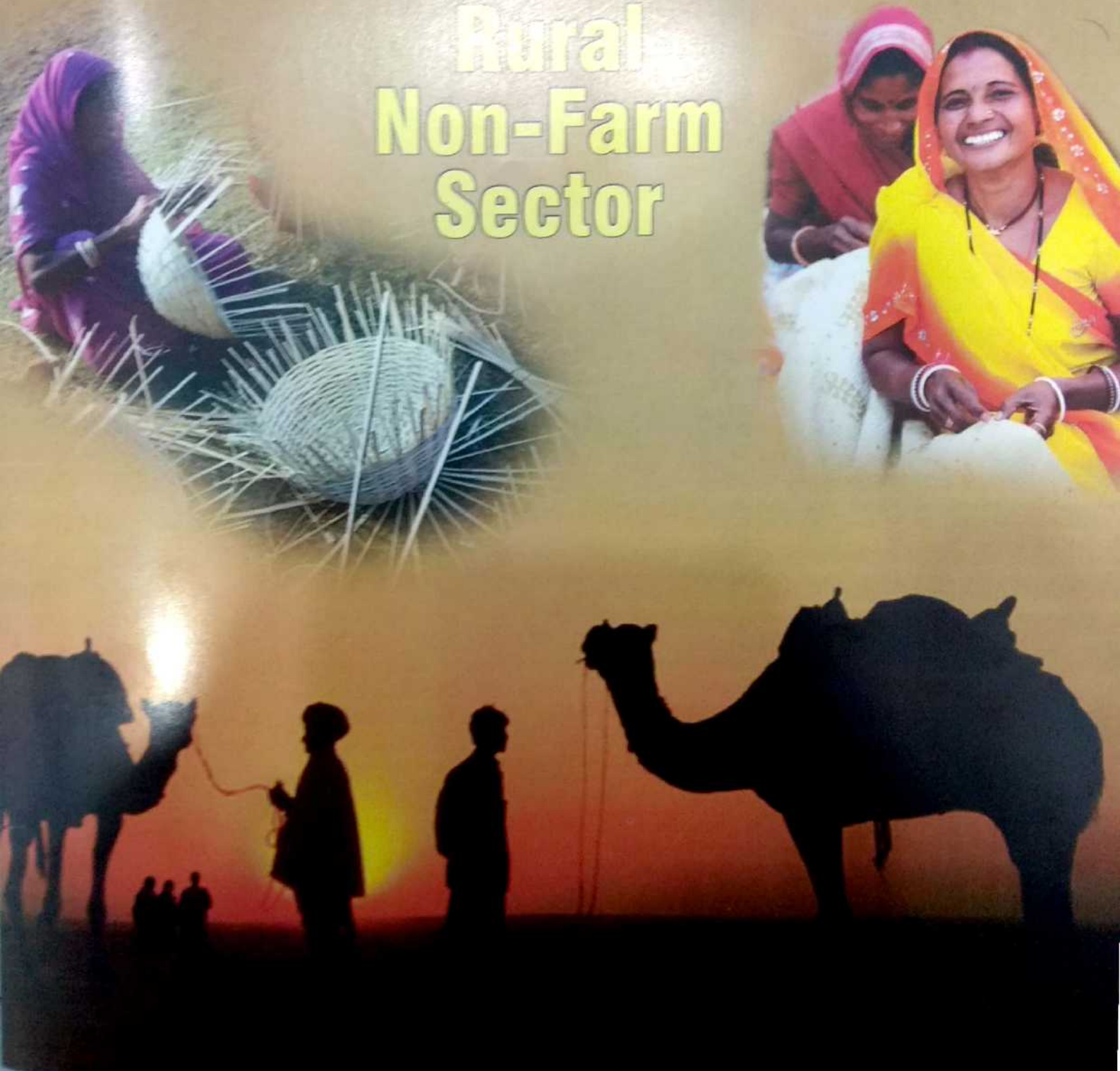
No. 9

Pages 52

July 2019

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Rural Non-Farm Sector



PRIME MINISTER HIGHLIGHTS IMPORTANCE OF GOVERNING COUNCIL OF NITI AAYOG AS A PLATFORM TO INSPIRE COOPERATIVE FEDERALISM

In his address at the Fifth Meeting of the Governing Council of NITI Aayog, the Prime Minister highlighted the importance of the Governing Council of NITI Aayog as a platform to inspire cooperative federalism, stressing the need to collectively combat poverty, unemployment, drought, pollution, pockets of under-development and all such factors that constrain India's progress. He emphasized that the goal is to realize the potential of this great country, to create a New India by 2022 and a USD five trillion economy by 2024.

The Prime Minister emphasized the need for every State to focus on increasing its share in the country's GDP by evaluating the export potential of the State and determining the steps necessary for increasing exports and boosting employment. Welcoming the constructive discussion and suggestions made by various Chief Ministers, the Prime Minister assured the Council that these suggestions would be seriously considered in the course of decision-making.

The Prime Minister appreciated the efforts of the States towards water conservation and urged all States to streamline and implement innovative water management measures. The creation of the Ministry of 'Jal Shakti' is a key step by the Union Government to develop an integrated and holistic perspective on water as a developmental resource.

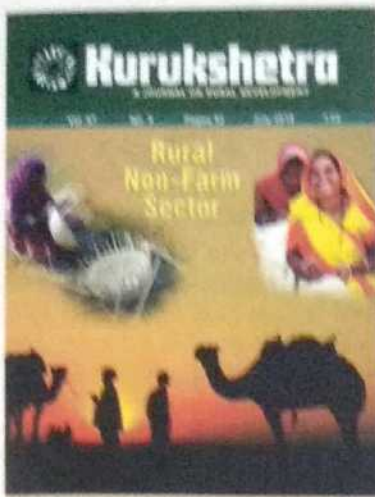
The Prime Minister also called upon the Fifth Governing Council Meeting to undertake foundational reforms in the agri-economy, leading to a complete transformation of the agriculture sector in India. The Governing Council also reviewed the implementation of the Aspirational Districts Programme. The Prime Minister reaffirmed the commitment of the Government to combat Left Wing Extremism (LWE), noting that many of the aspirational districts are affected by Naxal violence. He assured the Council that the Ministry of Home Affairs will coordinate with all affected States to decisively end LWE violence and drive the agenda of development in these regions.



On the health sector, the Prime Minister said that several targets are to be kept in mind, to be achieved by 2022. He also mentioned the target of eliminating TB by 2025. The Prime Minister urged those States who have not implemented PMJAY under Ayushman Bharat so far, to come onboard this scheme at the earliest. Elaborating on the Union Government's guiding principle of Sabka Saath, Sabka Vikas and Sabka Vishwas, the Prime Minister said the schemes of the Union Government are no longer limited to certain people, or to certain regions, and are reaching everyone without discrimination, in a balanced way.

The Prime Minister announced the creation of a high-powered committee on structural reforms in agriculture. He further said that global circumstances currently offer a unique opportunity to India. He said India is establishing itself on global benchmarks such as Ease of Doing Business. To achieve the goal of becoming a five trillion dollar economy by 2024, the Prime Minister urged States to aim to increase their economy by 2 to 2.5 times, which would also increase the common man's purchasing power. He called upon Chief Ministers to study their State's export potential and work on export promotion.

The Prime Minister thanked the Chief Ministers for their suggestions and reiterated that the Union Government is keen to partner with the States, and work together for India's development.



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ISSUE ONWARDS



The Monthly Journal Kurukshetra

MINISTRY OF RURAL DEVELOPMENT
Vol. 67 No. 9 Pages 52
July 2019

CONTENT

Non-Farm Sector In India	Madhura Chakravorty	5
Non-Farm Sector for Employment Generation	Brajesh Jha	11
Rural Tourism: An Asset to Non-Farm Sector	Dr. Suyash Yadav	15
NGOs and Private Sector in Non-Farm Sector	Dr. Nandini Sahay	21
Handlooms and Handicrafts: Potential Employers in Non-Farm Sector	Hena Naqvi	30
Food Processing for Non-Farm Sector	Sushma Rawat and Bhuvnesh Nagar	36
Swachh Bharat Mission (Gramin): Translating Mission Into Milestone	Dr. Amiya Kumar Mohapatra, Dr. Vidya Mahesh Iyer	40
Swachhta Success Story: Integrated & Sustainable SLRM in Udupi		45
Non-Farm Sector in North-Eastern India	Nilanjana Das	47



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Editorial

Predominantly an agrarian society, the rural economy of India is heavily dependent on agriculture and the farm sector. However, with urbanisation, the growing population and unpredictable natural phenomena, the people in farm sector are generally suffering from diminishing returns and damages to their produce. As the Agrarian economy is yet to achieve its desired pace, there is a growing need to support the farm sector with other sources of income and employment. In this context, the role of Rural Non-Farm Sector becomes indispensable for sustaining the rural economy. With non-agricultural activities viz., mining, quarrying, construction, transport, trade, processing, handloom, handicrafts, tourism and other services.

Rural Non-Farm Sector provides a cover from the instability of the agricultural sector. Since many of the activities in non-farm sector are related to agriculture, it helps in forming backward and forward linkages with the agricultural mainstream. Non-farm sector helps rural households in diversification of their income sources and reduce migration to urban areas by providing ample employment opportunities and improved standards of living in their own surroundings. The flow of steady income results in enhanced quality of life and a thriving rural economy that can contribute significantly to the nation's growth. Increase in income and employment opportunities in rural areas not only helps in equalizing the income divide but also helps in decreasing the rural-urban divide.

It is in this scenario that the Government has introduced several schemes aimed at strengthening of rural economy through wage employment as well as skill development. These schemes are training Indian youth in various job-oriented skills, and hence, this sector is on the rise and increasingly becoming popular among the rural masses as a means of livelihood and prosperity. Furthermore, for providing support, the Government of India has introduced several schemes that are helping rural people secure employment and organise Self-Help Groups with women members from each household at village and national levels. These schemes are helping them break the vicious circle of poverty through regular wages and ample employment opportunities.

In India, the agricultural surplus alone provides several avenues for Rural Non-Farm Sector to thrive. Food processing is one such area for rural households to augment their agricultural income by adding value to their primary product and package and process to distribute nationally and internationally. In addition, it helps in modernizing the supply chain in an era where the demand for healthy and nutritious food is increasing rapidly.

With thriving art and culture, Indian handlooms and handicrafts present a rich tradition in the form of beautifully woven cloth and intricate works of art from all regions of the country such as cane and bamboo crafts of Assam, Zari and Chikankari works and Gulabi Meenakari of Uttar Pradesh, mirror work and puppets of Rajasthan, Phulkari embroidery of Punjab, Bandhej of Gujarat, coconut shell craft of Kerala, rosewood inlay of Karnataka, Thanjavur paintings of Tamil Nadu, Madhubani painting and Sujni art of Bihar etc. Here lies a huge potential for Rural Non-Farm Sector to reach the global audience with products that signify a part our heritage, while carving a niche for themselves. To give impetus to this sector, the Ministry of Textiles has developed several schemes such as National Handloom Development Programme, Weavers Mudra Scheme to support artisans and rural enterprises. Various SHGs and NGOs are also working towards providing this sector with modern means of marketing and a wider reach.

Rural Tourism is another such flourishing prospect for the growth of Rural Non-Farm Sector, which is a significant way to showcase rural life, art, culture and heritage at rural locations that brings in foreign exchange for the country. Rural Tourism provides an opportunity for the tourist to experience native life and closely observe the rural culture by interacting with the local population and learning their ways. This unconventional way of Tourism offers for a more inclusive and mutually enriching way of travelling. Furthermore, it also helps in creation of jobs and infrastructure and offer a platform for other Rural Non Farm Sector activities to prosper.

For overall development of rural sector, it is important to focus not only on enterprise, but also on bringing about a change in mindset and behaviour. The Swachh Bharat Mission - Gramin is one such endeavour by the Government to encourage cleanliness and hygiene across rural areas. The SBM-G is a community-led movement, which aims at bringing a change in the attitude of people towards sanitation and health. The Mission's objective is to make all villages Open Defecation Free as well as building toilets and educating people in using and maintaining them. This campaign aims at making every single Indian aware of the importance of hygiene at physical and mental levels.

Though in India, agriculture is the primary source of employment for most rural households, it is quite difficult to sustain only on agriculture. Hence, there is an increasing need for rural areas to advance both economically and socially and to bring inclusive development where the benefits of progress reach the last person of the country.

Mahatma Gandhi had said, "The future of India lies in its villages." It is time to bring the rural sector into a life of progress and sustainability and move towards building a New India.

NON-FARM SECTOR IN INDIA

Madhura Chakravorty

With increased urbanization and decrease in the agricultural land, Non-Farm Sector in rural India is gradually gathering momentum. This is supported by the implementation of different schemes of the Union Government like Skill India, Make in India, Digital India, etc. More livelihood and poverty alleviation programmes will bring in more participation in the non-farm activities, thus reducing the dependence on agriculture. Agriculture needs to be incentivized in its own way along with the development of non-farm activities to improve the economic situation of rural India.

The citizens of a country form its basic building block. In India, almost 70 per cent of the population lives in the countryside, thus ascertaining that the soul of India lives in villages. Again, India has been traditionally an agrarian country. Thus, rural India has always been the centre of both national as well as international focus. Besides agriculture, traditional handlooms and handicrafts of India like weaving, pottery, etc. have also been nurtured in rural India, making it the cradle of modern Indian civilization.

Besides these traditional sources of income, development in the non-farm sectors of rural India is slowly taking place.

What is Rural Non-Farm Sector?

The Rural Non-Farm Sector (RNFS) encompasses all non-agricultural activities: mining and quarrying, household and non-household manufacturing, processing, repair, construction, trade and commerce, transport and other services in villages and rural towns undertaken by enterprises varying in size from household own-account enterprises to factories.

Need for Rural Non-Farm Sector

Over the years, the economic contribution of agriculture to India's GDP is steadily declining with the country's broad-based economic growth. As per the Tenth Agricultural Census, the average size of agriculture landholding declined to 1.08 hectare in 2015-16 from 1.15 hectare in 2010-11. This explains the rise of employment in Non-Farm Sector. It is observed that 64 per cent of



rural employment is in the agriculture sector, while the share of agriculture in rural output is 39 per cent. Hence, reducing the dependence of rural masses on agriculture as a source of income will help improve the overall income of the rural population. This has necessitated the involvement of the rural workers into the dynamic rural non-farm opportunities.

Between 2011 and 2015, the number of agricultural jobs fell by 26 million while non-farm ones rose by 33 million, according to different international studies on India's labour market. Some of these reports highlight the structural shift from agriculture to the non-farm sector. The top four sectors contributing to the non-farm jobs between Financial Years 2011 and 2015 are Trade and Hospitality (15.6 per cent), Construction (14.3 per cent), Transport (5.7 per cent) and Education & Health (1.6 per cent).

Different Rural Non-farm Sectors

A. Mining and Quarrying: According to Periodic Labour Force Survey (PLFS) by Ministry of Statistics and Programme Implementation (MoSPI), the



percentage of rural males and females employed in this activity is 0.5 per cent and 0.2 per cent, respectively during 2017-18.

B. Household and Non-Household Manufacturing:

As per PLFS, during 2017-18, about 52.2 per cent of rural households had major source of income from self-employment. The share of rural households with major source of income from casual labour during 2017-18 was 25 per cent and that of regular wage/salary earning was 12.7 per cent.

C. Construction and Manufacturing: The proportions of male and female workers in rural areas engaged in 'construction' sector were 14.5 per cent and 5.3 per cent, respectively. The proportions of male and female workers in rural areas engaged in 'manufacturing' sector were 7.7 per cent and 8.1 per cent as per PLFS.

D. Trade, Hotel and Restaurant: As per PLFS 2017-18, the number of rural males and rural females engaged in these activities are 9.2 per cent and 4.0 per cent, respectively.

E. Transport, Storage and Communications: 5.2 per cent of rural males and 0.3 per cent of rural females are engaged in these sectors as per PLFS 2017-18.

The PLFS data also indicate that 55 per cent of rural males and 73.2 per cent of rural females are engaged in agricultural sector. From the survey data, a fall in the proportion of rural workers engaged in

the agricultural activities is observed. From 80.6 per cent in 1977-78 to 66.5 per cent in 2004-05, and then to 59.4 per cent in 2011-12, the proportion has further decreased to 55 per cent during 2017-18. Similarly, for female workers, the proportion engaged in the agricultural activities decreased from 88.1 per cent in 1977-78 to 83.3 per cent in 2004-05, and then to 74.9 per cent in 2011-12 which further decreased to 73.2 per cent in 2017-18.

In contrast, in rural India, over the years, there has been considerable increase in the proportion of male and female workers engaged in 'construction' – from 1.7 per cent in 1977-78 to 14.5 per cent in 2017-18 for males and from 0.6 per cent in 1977-78 to 5.3 per cent, in 2017-18 for females. The proportions of male and female workers in rural areas engaged in 'manufacturing' sector were 7.7 per cent and 8.1 per cent respectively. Over the period from 1977-78 to 2017-18, share of rural male workers increased in 'trade, hotel and restaurant', 'transport, storage and communications', 'manufacturing' and 'other services' sectors and share of rural female workers increased in 'manufacturing', 'other services' and 'trade, hotel and restaurant' sectors.

How can RNFS be developed?

In order to develop Rural Non-Farm Economy, heavy investments are needed for inclusive, sustainable and diversified rural development along



with the right governance system. For proper implementation of same, the Government of India has introduced a large number of schemes over the years to diversify the rural population into non-farm activities.

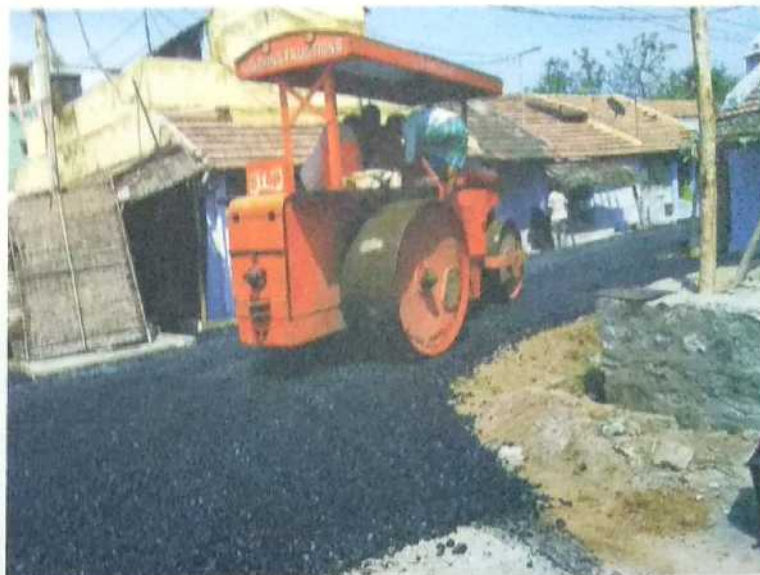
a) Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA):

The pioneer scheme to diversify agricultural activities was MGNREGA. Started off in 2005, this scheme intended to provide at least 100 days of guaranteed wage employment in a financial year to every rural household whose adult member volunteers to do unskilled manual work. In rural areas, according to PLFS, average wage earnings per day by casual labour engaged in MGNREGA public works ranged between Rs. 141 to Rs. 171 among males and nearly Rs. 131 to Rs. 165 among females during July – September 2017, October - December 2017, January – March 2018 and April – June 2018.

b) Deendayal Upadhyay Grameen Kaushal Yojana:

According to Census 2011, India has 55 million potential workers between the ages of 15 and 35 years in rural areas. At the same time, the world is expected to face a shortage of 57 million workers by 2020. This presents a historic opportunity for India to transform its demographic surplus into a demographic dividend. The Ministry of Rural Development implements DDU-GKY to drive this national agenda for inclusive growth, by developing skills and productive capacity of the rural youth from poor families.

There are several challenges preventing India's rural poor from competing in the modern market, such as the lack of formal education



and marketable skills. DDU-GKY bridges this gap by funding training projects benchmarked to global standards, with an emphasis on placement, retention, career progression and foreign placement. For the FY 2018-19, 2,26,850 candidates were trained as against a target of 2,00,000 in 433 different trades conducted in 1,196 centres. Around 1,34,800 candidates were placed during this financial year.

c) Deen Dayal Antyodaya Yojana - National Rural Livelihoods Mission:

Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM) seeks to reach out to 8-9 crores rural poor households and organize one-woman member from each household into affinity-based women SHGs and federations at village level and at higher levels. During 2018-19, the growth under this scheme has been extremely good with SHGs extending a capitalization support of Rs. 743.29 crores.

d) Aajeevika Grameen Express Yojana

(AGEY): The Government of India has launched a new sub-scheme named "Aajeevika Grameen Express Yojana (AGEY)" as part of the Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM). The Self-Help Groups under DAY-NRLM will operate road transport service in backward areas. This will help to provide safe, affordable and community-monitored rural transport services to connect remote villages with key services and amenities (such





as access to markets, education and health) for the overall economic development of backward rural areas. This will also provide an additional avenue of livelihood for SHGs. Around 624 routes are currently served by AGEY across the country as on January, 2019.

e) Development of Rural Tourism: India's rich cultural, historical, religious and natural heritage provide a huge potential for development of tourism and job creation. In due recognition of this potential, the Union Government, in the Budget Speech of 2014-15 decided to create tourist circuits around specific themes. Besides, Ministry of Tourism is promoting Farm Tourism as niche products and is also encouraging Home Stay Facilities in rural areas. Many villages in India are gradually undertaking community development programmes to showcase their abilities to the outside world by organizing Home-Stay Facilities for couple of days. These villages may have done outstanding jobs ranging from generation of renewable energy to organic farming, which are attracting many tourists and have featured as a major source of income.

Strength in Rural Non-Farm Sectors

In India, the institutions underlying the development of non-farm sector have been strengthened over the years. The introduction of JAM Trinity - Jan Dhan, Aadhar and Mobile has increased the share of total disbursement of money in the non-farm sectors. This is in addition to the existing financial institutions like Khadi and Village Industries Commission (KVIC), State Khadi Boards,

Small Industries Development Bank of India (SIDBI) etc., which have helped in the development of agro-industries, domestic marketing channels for rural non-farm production as well as government support in export promotion.

Challenges in Rural Non-Farm Sectors

- i. **Infrastructure:** The most significant bottleneck in generating higher levels of non-farm activities in India is the quantity, quality and reliability of infrastructure. Corrective steps are being taken in this regard like development of roads, increase in road connectivity, improvement of power supply, etc. as discussed in the previous sections, resulting in a more holistic development. More efforts in this regard will lead to more flourished non-farm sectors.
- ii. **Regulatory restrictions on small sectors:** Regulation of the small-scale sector constitutes an important aspect of non-farm development policy in India. In the initial stages, capital investment restrictions were imposed to protect the small-scale sector, especially in rural areas, from predation by large industry. Reservation of products for the sector was initiated to create a domestic market and quantitative restrictions imposed to protect them from competition from imports. At the end of the 1990s, however, these very policies have become detrimental to the dynamism of the small-scale sector, especially in the rural areas. Capital investment limits have discouraged economies of scale, and concessions offered to small industry have created adverse incentives against re-investment.

Reservation of products for the small-scale sector has gradually reduced in significance. The decision of the government to put all the reserved items in the open general license category from April 2005 meant free import of such items at the prevailing tariff rate. With the latter slated to come down over time to around 20 per cent as per the WTO norms, this will effectively signal the end of protection for the small-scale industry.

- iii. **Education and Awareness:** High levels of illiteracy in rural India have hampered the growth of the rural non-farm sector. Education

has both intrinsic and instrumental value. Apart from having a positive correlation with wages, a minimum basic standard of education is necessary to apply for credit, to be aware of one's rights and responsibilities and to deal with instances of corruption and malpractice. Often, a lack of education is intrinsic to poverty, which seems to have been the case in India until recently. This is also supported by the fact that wage rates are not defined and depends on the contractors' wishes. Women are more vulnerable than their male counterparts because generally they are less educated and less paid.

The penetration of the vocational training in the rural areas may help to arrest this problem in the days to come.

- iv. Migration of skilled labourers from rural to urban regions also leads to a low of workforce in the rural small-scale industries.

Conclusion

Around 70 per cent of Indian population still lives in rural areas with the major source of income continuing to be agriculture. However, with increased urbanization and decrease in the agricultural land, Non-Farm Sector in rural India is gradually gathering momentum. This is supported by the implementation of different schemes of the Union Government like Skill India, Make in India, Digital India, etc. More livelihood and poverty alleviation programmes will bring in more participation in the non-farm activities, thus reducing the dependence on agriculture. Agriculture needs to be incentivized in its own way along with the development of non-farm activities to improve the economic situation of rural India. This can be more facilitated by providing more financial/credit facilities, research and development and increase



woman's participation to make non-farm activities self-sustainable in the days to come.

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UNION AGRICULTURE MINISTER SHRI NARENDRA SINGH TOMAR HOLDS REVIEW MEETING WITH AGRICULTURE MINISTRY OFFICIALS

After taking charge of the Agriculture and Farmers Welfare Ministry, Union Minister Shri Narendra Singh Tomar held a review/presentation meeting with senior officers of Department of Agriculture, Cooperation and Farmers Welfare at Krishi Bhawan on 1st June, 2019. Secretary, Department of Agriculture and Farmers Welfare Shri Sanjay Agarwal welcomed the Ministers and briefed them about major initiatives and priorities of the Department. Other senior officials explained programs, policies and activities of their divisions and institutions.



The Union Minister of Rural Development, Panchayati Raj, Agriculture & Farmers' Welfare Shri Narendra Singh Tomar meeting with senior officers of Department of Agriculture, Cooperation and Farmers Welfare at Krishi Bhawan on 1st June, 2019. Ministers of State for Agriculture Shri Parshottam Rupala and Shri Kailash Choudhary were also present.

While addressing the officials, Shri Narendra Singh Tomar reminded them of the vision of Prime Minister Narendra Modi for doubling farmers income by 2022 and he urged the officials to orient their work and focus to realise this goal. The Minister emphasized on strengthening and fast tracking of e-NAM to facilitate agricultural trading. He said that government in its first cabinet meeting approved extension of the PM-Kisan Samman Nidhi Yojana, income support scheme to all farmers and also cleared a pension scheme (PM Kisan Pension Yojana) for agriculturists. He alerted the officials for the need to keep a strict vigil on the monsoon and drought conditions in the coming agriculture season. He stressed on the need to strengthen field institutions and coordination with State Governments for expanding out-reach and extension to farmers. He urged the Agriculture Ministry officials to make a lasting contribution with integrity, team spirit and focussed approach in their respective fields for the growth of agricultural production and welfare of farmers.

Both the Ministers of State for Agriculture Shri Parshottam Rupala and Shri Kailash Choudhary emphasised on the vision of the Prime Minister for doubling farmers income by 2022 and urged all the officers to put in their best efforts.



NON-FARM SECTOR FOR EMPLOYMENT GENERATION

Brajesh Jha

Construction along with trade and transport has propelled growth of employment in RNFS in the recent period. However, productivity growth in these sectors remains important for a better life of rural workers. The study based on development experience argues that productivity growth in agriculture, manufacturing and tourism are important to trigger growth of productive employment in other sectors of rural economy.

The rural non-farm sector (RNFS) has been named differently in India's development trajectory.¹ This has been the main source of supply of non-agricultural goods and services to rural households. Of late, with development of trade and transport, villagers' demands for non-agricultural goods and services were increasingly fulfilled with goods and services not necessarily produced in its vicinity. Many of artisans' work are increasingly produced in factories with machines, which are conveniently located in places closer to consumption centre: the cities, urban centres and peri-urban areas. As the economy opens, focus on trade, specialization and scale in economy increases. The above process, to some extent, was decelerated in Indian economy with the policy of reservation for small-scale industries. Many small-scale industries proliferated in rural areas. However, with trade liberalisation, reservations for small-scale industries were replaced with Micro, Small and Medium Enterprises (MSME) Act. It is to promote MSME enterprises but it is reported to have urban biases.

In India with low transition of workforce and complex land laws for agriculture, small and marginal

farmers dominate rural economy.² Income from agriculture (cultivation and livestock) is not enough for their livelihood. In fact, more than one-third of rural poor are farmers. They require adequate off-farm income opportunities in their vicinity, for this to happen, growth of productive employment in rural non-farm sector is important (Jha 2011). This paper, after presenting growth of employment in country, discusses policies for growth of productive employment in subsequent section.

Status of Rural Employment

The rural labour force continues to swell. Table 1 presents distribution of workers in nine major industries in the selected years of reference 1973, 1983, 1993-94, 2004-05, 2009-10 and 2017-18. This shows percent distribution of male and female workers, separately for rural and urban sector of India. The details are based on usual status of employment and include both principal and subsidiary activity of employment.

The table shows a steep fall in share of agriculture in rural workforce after 1990s. It shows

Table 1. Sector-wise Distribution of Usual Status of Workers (principal + subsidiary status) in India by Sex, Residence over the Years

Sectors	Locale	Male						Female					
		1972-73	1983	1993-94	2004-05	2009-10	2017-18	1972-73	1983	1993-94	2004-05	2009-10	2017-18
Agriculture etc.	Rural	83.2	77.5	74.1	66.5	62.8	55.0	89.7	87.5	86.2	83.3	79.4	73.2
	Urban	10.8	10.6	9	6.1	6.	5.4	32	31.5	24.7	18.1	13.9	9.1
Mining & quarrying	Rural	0.4	0.6	0.7	0.6	0.8	0.5	0.2	0.3	0.4	0.3	0.3	0.2
	Urban	1	1.2	1.3	0.9	0.7	0.6	0.7	0.7	0.6	0.2	0.3	0.2
Manufacturing	Rural	5.7	7	7	7.9	7.0	7.7	4.7	6.4	7	8.4	7.5	8.1
	Urban	26.9	26.8	23.5	23.5	21.8	22.4	26.2	26.7	24.1	28.2	27.9	25.2
Utilities	Rural	0.1	0.2	0.3	0.2	0.2	0.5	-	-	0.1	0	0.0	0.0
	Urban	0.8	1.1	1.2	0.8	0.7	1.3	0.1	0.2	0.3	0.2	0.4	0.6
Construction	Rural	1.6	2.2	3.2	6.8	11.3	14.5	1.1	0.7	0.9	1.5	5.2	5.3
	Urban	4.3	5.1	6.9	9.2	11.4	11.7	3.3	3.2	4.1	3.8	4.7	4.1
Trade, hotels & restr.	Rural	3.1	4.4	5.5	8.3	8.2	9.2	1.5	1.9	2.1	2.5	2.8	4.0
	Urban	20.2	20.4	21.9	28	27.0	24.5	9.5	9.5	10	12.2	12.1	13.0
Transp., stor & com.	Rural	1	1.7	2.2	3.8	4.1	5.2	-	0.1	0.1	0.2	0.2	0.3
	Urban	9	10	9.7	10.7	10.4	12.7	1	0.6	1.3	1.4	1.4	3.3
Services	Rural	4.8	6.1	7	5.9	5.5	7.6	2.8	2.8	3.4	3.7	4.6	8.9
	Urban	27.1	24.7	26.4	20.8	21.9	21.5	27.2	26.7	35	35.9	39.3	44.4

Note: Information is based on National Sample Survey organisation's (NSSO) quinquennial and periodic survey on employment.

the increase in importance of non-agriculture sectors even in rural areas. Traditionally, manufacturing has been the most important of non-agriculture sectors; however its share has declined in recent period in both rural and urban sector. Construction is now the largest employing industry of rural workers, its share has been increasing since 1990s. Employment in construction is influenced by many factors, such as the policy of extending basic infrastructure like roads, growth of population and specific economic policies.³

In non-agriculture sectors, services are playing important role, though this has largely been confined to the urban areas. Services actually consists of community-social-personal services (CSPS), which are largely under public domain. Governments emphasis on social overhead may increase employment in CSPS. Finance-insurance-real estate-business services (FIREBS) are mostly private initiatives. The increased investment in infrastructure may increase quality of real estate and consequent employment in the real estate business. This will have spread-effects on growth of business services. Transport-storage-communication (TSC) is another sector which has registered an increased share in rural employment.

Employment in TSC is influenced with the increase of investment in infrastructure such as road and storages.

Employment in trade-hotels-restaurant (THR) sector continues to increase in the reference period. Though there are evidences of retail trade emerging as a new residual sector, (Jha 2011). Employment is low in mining and utilities. These sectors are largely under public domain and Government often attempts to downsize it. However, importance of utilities in rural sector has increased in recent years with decreasing and degrading natural resources. Women account for around 30 per cent of rural workforce; bulk of them are in agriculture. However, there is significantly high level (one-third) of disguised unemployment among female workers in rural sector since Table 1 is based on principal and subsidiary activities of employment.

The RNFS actually consists of several heterogeneous industries and employment growth in each of these industries is influenced by a host of separate factors. These can broadly be grouped as development or distress-related factors of RNFE growth. In several development-related factors,



Conclusions

The above discussions suggest a decline in share of employment in agriculture and increase in share of RNFS in the recent period. Construction along with trade and transport has propelled growth of employment in RNFS in the recent period. However, productivity growth in these sectors remains important for a better life of rural workers. The study based on development experience argues that productivity growth in agriculture, manufacturing and tourism are important to trigger growth of productive employment in other sectors of rural economy.

productivity-led growth in agriculture has been the most important (Mellor 1978). This hypotheses in Indian context was followed by the growth of urban centre as a stimulant for growth of RNFS (Visaria and Basant 1994); however this needs to be integrated with rural sector with adequate infrastructure. In the above table also, infrastructure like road is important for growth of employment in many sectors.

Manufacturing in particular is important for a broad-based growth of productive employment in rural India. Though there have been numerous public institutions to encourage rural manufacturing, the gap between productivity of manufacturing in the rural and urban sector continues to widen (Jha 2011).

The residual sector hypothesis for growth of employment in RNFS was propounded by Vaidyanathan (1986). He argued that in a situation where labour absorptive capacity of agriculture becomes limited and urban industrial sector is not able to accommodate ever-growing labour force, the RNFS tends to act as a sponge for surplus labour. The growth of RNFS in a region is propelled by either of the above development or distress-related factors. This has effect on wages of workers in RNFS. Development-induced growth of RNFS results in increase of wages of workers and this must be targeted for betterment of rural workers. In dearth of development-induced growth of RNFS, a significant proportion of rural non-farm labour remains poor. They are widely referred to as 'working poor'.

The study therefore argues for sufficient incentives to encourage manufacturing in rural vicinity. These incentives can be in the form of creating suitable infrastructure like common facility centres (CFCs) and incentives like cheap electricity. Rural industrialization must adopt a cluster-based



approach wherein large and medium size enterprises based on local resources are linked with the micro-small enterprises. A robust growth of rural manufacturing requires massive investments in skill formation and entrepreneurship development. Often there is demand for a single window integrated service centre to promote rural non-farm sectors.

While fruits of development and benefits of policies will be realized by different groups of people with the varying degree of success, direct employment generation programme like Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) remain important. Such programmes implemented at distress wages will affect positively the other sectors of economy; however this should be based on the needs of the region.

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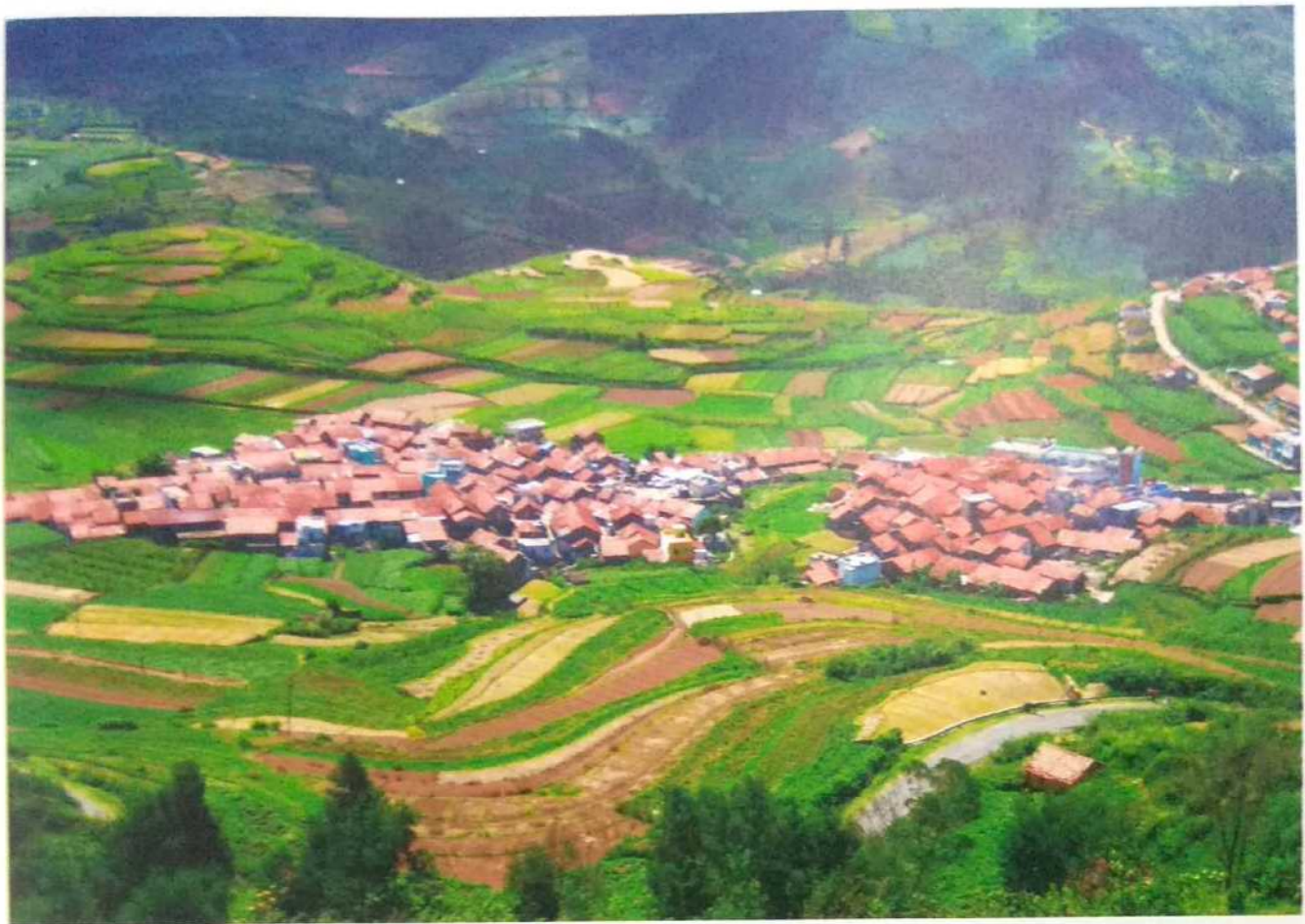


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Footnote

1. The Planning Commission used the concept of village and cottage industries in the 1950s, for implementation of Integrated Rural Development Programme (IRDP); the Ministry of Rural Development used the concept of industry, business and services (IBS) in the 1970s; NABARD used the term RNFS in 1980s. The RNFS encompasses all rural industries and services. This includes all non-agricultural activities: mining and quarrying, household and non-household manufacturing, processing, repair, construction, trade and commerce, transport and other services in villages and rural towns undertaken by enterprises varying in size from household own-account enterprises (OAEs) to factories.
2. Small and marginal farmers together account for around 86 per cent of farmers, they together held around half of cultivated area under agriculture.
3. Favorable policy environment for cement and similar other construction activities and the consequent fall in relative price of these commodities has encouraged construction activity after mid-80s. Introduction of tax incentive in house loans towards the end of nineties is another example of Government incentives for promotion of construction activity.

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RURAL TOURISM: AN ASSET TO NON-FARM SECTOR

Dr. Suyash Yadav

There is an urgent need to improve the economic scenario in rural India to have a sustainable growth model for the country as a whole. Rural tourism resources could be instrumental in bringing out the much needed turnaround of rural communities and at the same time provide visitors a wholesome tourism experience. When developed to its fullest potential, it could provide jobs to villagers who otherwise are increasingly migrating to cities. It can revive many traditional crafts which are dying a slow death. Socially, it can open rural mindset to new thoughts and ideas from the outside world.

India is predominantly a rural country with two-third population and 70 per cent workforce residing in rural areas. National Sample Survey data shows that more than one-fifth of rural households with self-employment in agriculture have income less than the poverty line. Interventions to enhance farm productivity are easier said than done, as they require consistent long-term efforts. Rural economy constitutes 46 per cent of national income. Despite the rise of urbanisation, population projections indicate that India will continue to be predominantly rural till the year 2050; after which

urban population is estimated to overtake rural population (United Nations 2012). Thus, growth and development of rural economy is a key to overall inclusive development.

A NITI Aayog paper published in the year 2017 states that, contrary to the common perception about predominance of agriculture in rural economy, about two-third of rural income is now generated in non-agricultural activities. Rural India is, therefore, witnessing a transition from agriculture to more productive non-farm sectors. Share of agriculture in rural output is merely 39 per cent, rest is contributed

by the manufacturing, construction and service sectors. An attempt is made here to explain the role of rural tourism as part of non-farm sector in improving 'overall' rural income.

Importance of Rural Non-Farm Sector

Rural non-farm activities may differ from one country to another and also from one geographical zone to another. Scholars suggest that even within the same country, the proportion and types of activities may vary among regions (Artemyan 2015). Non-farm sector is being accorded wide recognition in recent years for the following reasons:

- It may facilitate employment growth.
- It may prevent many rural people from migrating to urban areas.
- It offers more remunerative activities to supplement agricultural income.
- It provides a means for the rural poor to cope when farming fails.

Role of Rural Tourism

As per Ministry of Tourism (MoT), any form of tourism that showcases rural life, art, culture and heritage at rural locations, thereby benefiting local community economically and socially as well as enabling interaction between tourists and locals for a more enriching tourism experience can be termed as rural tourism. As against conventional tourism, rural tourism has certain typical characteristics like it is experience oriented, the locations are thinly populated, it is predominantly in natural environment, it engages local events and is based on preservation of culture, heritage and traditions (Equations 2008).

India's National Tourism Policy 2002 identified Rural Tourism as one of its focus areas. A collaborative effort, termed as Endogenous Tourism Project-Rural Tourism Scheme, between MoT and United Nations Development Programme was initiated in 2003. As per MoT website, 52 rural sites have been commissioned across India. Each of these sites has a speciality (USP). Even after UNDP withdrew from the project, MoT continued to fund such projects through various schemes. Rural Circuit Development has been included among the thirteen thematic circuits identified under 'Swadesh Darshan' (Central Government scheme for integrated development of theme-based tourist circuits).

Vision statement of national tourism policy (draft) 2015 aims to develop and position India as a "Must EXPERIENCE" and "Must REVISIT" destination. Today, tourism is all about experiences; tourists no longer just want to go see a site and come back. They need to feel that they have interacted, have been enriched and come to learn something more about the society. Tourism is at times perceived as an elitist activity. Rural Tourism has the capability to make tourism more inclusive by invoking entrepreneurial pursuits and focusing on human resource empowerment.

Mapping the Rural Resources for Tourism

Villages in India have a facet that makes them unique. A survey to identify such resources may be started in order to showcase the attractions and transform them into tourism products. Though each of the 52 commissioned rural sites of MoT has a USP (rural resource), it has attempted to divide the rural resources into three categories:



Dancing Fireflies in Purushwadi



1. Resources by virtue of geographical and climatic characteristics of the region, flora and fauna, rivers, landscape, scenic beauty etc.
2. Aspects of the rural culture like village folklore, handicrafts, textile products, social bonds etc.
3. Farm produce and practices like sowing, harvesting etc.

Following is a brief description of some of the numerous rural tourism initiatives that fall in the aforesaid categories:

1. Geographical and Climatic Attribute (Eco-Tourism/ Responsible Tourism)

Homestays in Kalap Village (Uttarakhand):

The significance of the non-farm sector is even more pronounced in the agriculturally backward hill areas. An example of such destination is Kalap, a village located in Garhwal region of Uttarakhand, which offers stunning scenic beauty. Kalap is ideal for the 'New Age' tourist who wants to experiment and experience, looks at being a responsible traveller and wants to give back to the community (tourism is entirely executed by locals; organic local vegetarian food is served) and wants an interaction with host

community (traditional houses are converted into homestays with basic amenities, local story telling is another attraction).

Fireflies Festival in Purushwadi Village (Maharashtra)

Purushwadi is a tribal village, situated in Western Ghats, in the Akole district of Maharashtra. It has been adopted by an NGO dedicated towards promoting eco-friendly tourism in villages and providing livelihood to the villagers. Purushwadi plays host to a Fireflies Festival every year, when the monsoons are about to hit India. Visitors can enjoy traditional village life, home stays and camping tents that are well equipped with all the necessary amenities. They can even try swimming in a river.

2. Cultural Facet (Cultural Tourism)

Stone Craft and Pattachitra in Raghurajpur Village (Odisha)

Raghurajpur is a heritage crafts village located in Puri district of Odisha. It has a long lineage of artists specialising in a unique painting style known as 'patachitra'. They specialize in palm leaf paintings, stone carvings, masks and wood carvings. Tourists



can be encouraged to purchase directly from local artists. By doing this, tourists can be responsible and community oriented also, as they encourage a unique local art form, give confidence to a struggling artisan community and walk away with a beautiful painting as a souvenir. Tourists can also be offered rural bicycle tours.

Tribal Cultural Trails in Bishnoi Village (Rajasthan)

Tribals literally mean 'original inhabitants'. As per the 2013 Survey of Ministry of Tribal Affairs, tribals form 8.6 per cent of total Indian population. In Tribal tourism, tourists visit tribal villages in order to be exposed to a culture completely different from theirs. It may create financial opportunities for the tribes and foster awareness about the indigenous people in India. One such example is villages of Bishnoi tribe near Jodhpur in Rajasthan. Bishnoi tribe follows a set of principles related to the protection of animals and conservation of trees. It is to be noted that social and psychological consequences of tribal tourism are often more detrimental than beneficial for the tribals therefore proper management is needed.

Textile Village Tour in Sarai Mohana Village (Varanasi, UP) and Pochampalli (Telangana)

Sarai Mohana is a village in Varanasi District of Uttar Pradesh. It is known for its silk weaving as most of the locals indulge in this craft. The Banarasi sarees

made by these weavers are among the finest in India and are known for their gold and silver brocade or *zari*, fine silk and embroidery. A sari can take from 15 days to a one month and sometimes up to six months to complete. Textile village tours involve visit to the areas where the looms are situated accompanied by interaction with weavers. Shopping for tourists is not just confined to buying a sari from a showroom. They are eager to know about the art and effort that goes in the weaving as it is experiential and enriching. Pochampalli in Telangana is also a similar destination.

Farm Produce and Practices (Farm/Agro/Horti Tourism)

Farm/ Agro /Horti-tourism comprises of act of visiting a working horticulture farm (fruit orchard or vegetable garden or ornamental garden) for the purpose of education, recreation or active involvement in the activities of the farm.

Mangoes in Malihabad (UP), Ratnagiri (Maharashtra)

Mango can act as a resource to attract tourists towards the orchards. Mango tourism is an experience consisting of travelling to the mango orchards in bullock carts, guided walk around the farm and climbing mango trees to pluck mangoes and eating them. Activities can also involve an interaction with expert farmers on the process of plantation, discussion on the varieties of mangoes and mango eating competitions. Abdul Nursery is run by Kaleem Ullah Khan in Malihabad, UP. In 2008, Khan was awarded the Padma Shri for his contribution to horticulture, earning him fame as the 'mango man' of Malihabad. He has planted a mango tree on which he has managed to grow 300 different varieties of mangoes. Lucknow's mango belt, Malihabad, is famous for Dussehri variety of mango. Ratnagiri district in south-western part of Maharashtra is world famous for Alphonso

mango as it got GI (geographical identification) tag by Ministry of Commerce, Government of India.

Almonds, Saffron, Walnut, Apple etc in Kashmir (J&K)

J&K is probably the only state in the country where almonds and saffron grow. It has an almost monopoly in walnut, apple, apricot, peach, cherry, olive crops, kiwi, etc. In 2017 to promote farm tourism, Department of Tourism, Kashmir organized a familiarization (FAM) trip of the valley's tour operators and houseboat owners. A delegation of around 30 persons from travel industry was taken to the tour of nurseries and farms to showcase high yielding varieties of the fruits and vegetables.



Vineyards in Nasik (Maharashtra), Nandi Hills (Karnataka)

Wine tourism refers to travel whose purpose includes tasting, consumption or purchase of wine, often at or near the source. It consists of visits to vineyards and may include wine festivals and events. Visit to the wineries located in dominant wine producing regions such as Nandi Hills, Doddaballapur, Bangalore, Karnataka and Taluka Igatpuri, Nashik, Maharashtra can also be a rural tourism endeavour.

Spices in Kumily Village, Idukki district (Kerala)

Spices are integral to Kerala's history. Vasco da Gama came to Kozhikode and returned to Portugal with a shipment of Indian spices. Kerala Tourism is promoting spice tourism. The tourists get to visit spice farms, they are provided knowledge on the different spices grown in the state, spice processing practices, grading methods, effective packaging, quality control methods, opportunity to buy pure (unadulterated) spices as souvenir etc. Kerala Tourism is also making an effort to revive two millennia old Spice Route from Kerala to the Western countries by presenting archaeological evidence excavated from Muziris, the major port of entry to India from the West for the ancient spice trade.

Capacity Building and Government Schemes

Community mobilization and building capacities in rural areas are very important as rural tourism can provide livelihoods to those who can participate in tourism, whether in hospitality or in craft or in any other allied services that a tourist requires. Hospitality and accommodative spirit are the core virtues of rural India; a basic orientation with respect to operational aspects of tourism is enough to make villagers embrace tourists. Those educated in the village may be imparted fundamental technological skills (use of smart phones in execution of tourism) so that they can connect with the tourists before and after the visits and also with the various service providers in the supply chain.

Schemes of central government like National Rural Livelihood Mission, Deen Dayal Upadhyay Grameen Kaushal Yojana and similar schemes of the state governments can offer significant help in conducting training programs in hospitality, housekeeping, catering, basic accounting etc. *Hunar Se Rozgar* Scheme and regional level tourist guides training programme executed by MoT can also assist in capacity building. As rural tourism sites are state specific, therefore assistance of tourism departments in various state universities can also be taken for imparting skills.

Co-ordination among Stakeholders

For tourism to thrive, there has to be sync between attractions (rural resources), accessibility,



accommodation and amenities. Mere possession of a resource does not guarantee tourism promotion automatically. Therefore, necessary infrastructural facilities such as transport to access the rural destinations, facilities to stay, healthcare facilities, ATMs, telecommunication facilities, internet connectivity are equally essential. Scheme of e-tourist visa that allows visa approval on the email through e-application within 72 hours of the application has eased foreign tourist entry in India. Swachh Bharat Abhiyan aims towards image building of India as a clean and hygienic destination. Hodka Village Resort in Rann of Kutch, Gujarat is one of the most successfully implemented rural tourism initiatives. Hodka story signifies the role of the Village Tourism Committee (Paryatan Samiti) headed by the District Collector of the concerned rural tourism site. There is a need to make Panchayat functionaries aware about the concept and benefits of the rural tourism. Support from State Institute of Rural Development and Panchayati Raj and Tourism Department of State Governments can act as catalyst.

Marketing Strategies for Rural Tourism

A big challenge in implementing rural tourism successfully is that of marketing. Rural communities have very little resources for marketing of the products. Promotions can be done through government magazines, weekly news letters, television, government portals and e-mails. Familiarization trips to rural sites can be organized for travel writers and bloggers. Social media platforms should also be used. In-flight magazines

should have write-ups of success stories in this area. MoT has contributed by prominently displaying the rural tourism sites on its main website. Many state tourism departments like Kerala Tourism showcase rural tourism emphatically. Involvement of artisans in Dilli Haat, mega craft melas in different cities across the country has also been facilitated by MoT. Ministry of Rural Development and collaborative convergence of various stakeholders can work wonders in marketing.

Conclusion

There is an urgent need to improve the economic scenario in rural India to have a sustainable growth model for the country as a whole. Rural tourism resources could be instrumental in bringing out the much needed turnaround of rural communities and at the same time provide visitors a wholesome tourism experience. When developed to its fullest potential, it could provide jobs to villagers who otherwise are increasingly migrating to cities. It can revive many traditional crafts which are dying a slow death. Socially, it can open rural mindset to new thoughts and ideas from the outside world. Urban areas are characterised by monotony, fatigue, job stress, pollution; rural tourism can act as stress buster.

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NGOs AND PRIVATE SECTOR IN NON-FARM SECTOR

Dr Nandini Sahay

There is a need to identify institutional set up for development of non-farm sector policy, so that more employment opportunities can be created in the rural areas. It is also necessary to improve rural road transportation as it would help in marketing of goods and articles manufactured in rural non-farm sector, by easier access to markets and by facilitating the procurement of raw goods for these non-farm sectors. The Prime Minister Gramin Sadak Yojana (PMGSY), aimed at improving connectivity to the unconnected villages, has changed the livelihood pattern of many villages.

Mahatma Gandhi once said, "The soul of India lives in its villages". This quote is relevant even today as around two-third of India's population still lives in rural areas. According to the 2011 Census of India, 68.84 per cent of Indians (around 83.3 crore people) still live in around 6.4 lakh villages. Findings of a survey¹ revealed that 89 per cent of the bottom 20 per cent of poorest people in our country live in rural areas.

Villagers earn their living mainly through agriculture. However, since the land available to each family has remained the same and the number of members in a family has grown, supporting all of them through agriculture alone is becoming difficult. Further, rural India has witnessed a sharp decline in its workforce at 6.4 per cent compared to the 4.7 per cent reduction in urban Indian workforce.

The working women population of rural India has witnessed a decline of 22 million during 2004-05 to 2011-12. There is also a continuous increase in the population which is adding to the labour force. Due to this increase in population, there are many more mouths to feed and the agricultural sector is unable to take care of all the people residing in rural areas. It is in this context that finding an alternative employment opportunity is imperative, activities which are not based on agriculture alone, known as non-farm activities, can become a game changer.

Farm activity means agricultural activities, whereas Rural-Non-Farm-Sector (RNFS) includes all economic activities viz., household and non-household manufacturing, handicrafts, processing, repairs, construction, mining and quarrying, transport, trade, communication, community and personal



services etc. in rural areas. Non-farm employment includes regular employment, self-employment and casual employment. Activities somehow related to agriculture itself, like fishing, forestry, animal husbandry etc. are commonly included in the non-farm activities sector.

The heavy dependence on agriculture and consequent poverty and unemployment can be reduced by encouraging non-farm activities in rural sector. These non-farm activities can provide forward and backward linkages to agricultural activities. This would result in growth of both farm and non-farm sectors, boosting income and growth in the rural areas. Once the non-farm activities and the consequent economic activities are sufficiently developed, this would also reduce the migration from rural areas to urban areas, reducing thereby the immense pressure of planning, development and provisioning of services in the urban areas. A proper integration of farm and non-farm activities in rural areas would also enhance the quality of life in rural areas and contribute significantly to the national income. One big way in which farmer incomes can get a boost is by improving farm productivity (ratio of agriculture output to agriculture inputs). By providing supplementary and non-seasonal employment to small and marginal farmers in rural areas, the non-farm activities can help reduce income inequality and

enhance the quality of life in rural areas. Enhanced focus on rural non-farm sector can also help rural households diversify their economic income streams. The agriculture income is heavily dependent on natural factors like monsoon and availability of water and therefore diversification of their income streams would help reduce their misery. Diversification of income also gives a household more options to improve their livelihood and raise their living standard. Therefore, enhanced focus on rural non-farm sector leading to more employment opportunities and cross-sectoral income to the rural households, would be in the interest of both rural households and the national economy.

Growth in employment in the formal sector has been lagging behind the general growth and employment in the country. In this context, rural non-farm sector, which is sustainable and less capital intensive, appears more appealing to people. It has a scope to employ a large number of people, especially people from lower socio-economic strata of rural sector, as they participate much more intensively in non-farm activities. This would further uplift rural poor above the poverty line and enhance their quality of life. It would also reduce the rural-urban income gap.

There has been gradual loss of farmland to make room for roads, real estate and factories. Non-farm activities serve as an alternate source of income for those who were hitherto employed in agricultural farms. Further, non-farm activities do not get affected by crisis of crop failure, bad harvest and drought, which often happen in the case of farming. Workers who get employment in shops or manufacturing units get regular wages which ensures continuity in their incomes and it helps in improving their economic condition. According to a paper report quoting McKinsey global Institute,³ between 2011 and 2015, the non-farm sector contributed an additional 33 million jobs. The report further says that this increase partly compensated reduction in agricultural jobs, which had reduced by 26 million. Another report published by Institute for Social and Economic Change, Bangalore⁴ mentions that rural non-farm sector accounted for 36 per cent of total employment in rural areas in 2011, which

was up from the figure of 27.3 per cent in 2009. This report further mentions that surplus from rural non-farm activities was an important source of income generation and also helped fund the agriculture.

Government Programme and Policies

There are examples and indicators that the Government is actively working to support livelihood opportunities for the rural people, for wage employment as well as for skill development. The Government of India has launched programmes like Skill India (a campaign launched in 2015 to train 40 crore people in different skills by 2022), National Skill Development Mission, the National Skill Qualification Framework (NSQF), Pradhan Mantri Kaushal Vikas Yojna (to enable Indian youth to take up industry relevant skill training), National Apprenticeship Promotion Scheme (to promote apprenticeship) and Community Colleges (offering short-term and long-term job-oriented courses). The National Rural Livelihood Mission (NRLM) also known as Aajeevika, is going to create platforms to enable rural poor to access sustainable livelihood opportunities and financial services. Its flagship scheme Deen Dayal Upadhyaya Gramin Kaushal Yojana trains youths under BPL category in various skills with a view to make them employable.

NRLM aims at reducing rural poverty. The idea is to enable poor households have an access to self-employment and skilled wage employment opportunities. The programme aims to strengthen community institutions so that there is a sustainable improvement in the livelihoods of the poor people. The central objective of the Mission is to “establish

efficient and effective institutional platforms for the rural poor which would enable them to increase household incomes through livelihood enhancements and improved access to financial and public services”. Young Professionals (YPs) scheme was developed under the NRLM with an objective to provide a well-structured exposure to Young Professionals in different thematic operations of NRLM. This scheme would help the professionals to learn and acquire requisite skills as well as competencies to help in eradication of poverty.

“Aajeevika Skills” was introduced to skill rural people who are poor and to provide them with jobs. This cluster of initiatives of the Ministry of Rural Development, Government of India (MoRD) aims to promote rural livelihoods. The focus of this programme is on skilling and placement of poor rural population in the formal sector. This is very relevant in the present scenario of India for around 430 million people, who are in the age group 15-34 and who constitute 35 per cent of the population (Census 2011). This age group is projected to increase to 464 million by 2021. If the potential of this age group is harnessed in the right way, it would result in “demographic dividend” for India.

Pradhan Mantri MUDRA Yojana (PMMY) is introduced to provide loans up to Rs 10 lakh to the non-corporate, non-farm small/micro enterprises. These loans are given by the Commercial Banks, RRBs, Small Finance Banks, Cooperative Banks, MFIs and NBFCs. Under the guidance of PMMY, three products have been created viz, ‘Shishu’, ‘Kishore’ and ‘Tarun’, to signify the stage of growth/development and





funding needs of the beneficiary and also provide a reference point for the next phase of graduation/growth.

However, there still exist some gaps in the programmes of the Government and the target group. Despite introduction of various new Government programmes and policies, factors like lack of education and infrastructure, poor access to finance, poverty, lack of fundamental resources etc., account for the problem of unemployment and underemployment among the rural people. The Government has certain limitations in addressing the problem of lack of employment opportunities. Government organisations are not very flexible in their programmes apart from the fact they are also not well equipped to deal with such an enormous administrative-social issue. To make these programmes successful, there is a need to rope in other organizations committed to give something back to the society. This paves the way for social work intervention.

Non-Governmental Organisations

The concept of voluntary social service is existing since ancient times. In the present times, the professional NGOs have taken up this role. An NGO is a non-profit, voluntary citizens' group which is organized on a local, national or international level. It performs variety of services and humanitarian functions, brings citizen's concerns to Governments, advocates and monitors policies and encourages

political participation through provision of information. India has possibly the largest number of active non-Government, not-for-profit organizations in the world.⁵ NGOs are increasingly playing an important role in the development of Rural Non-Farm Sector. In the present day society, the role of NGO is to complement the services of the Government. They are now attracting professionals from different fields to take up the role of planners and implementers of developmental plans in rural non-farm sector, which is an important area to provide employment to the rural youth of India as this sector has higher return on

labour and on investment and also provides higher potential for diversification of income and helps in higher productivity in agriculture.

Community Based NGOs interact with the local people, making them their member, build relations of co-operation and trust with them. They understand their issues and try to convince them to initiate the non-farm livelihood opportunities to meet their needs. Advocacy NGOs scan and mobilize successful campaigns and raise public awareness regarding issue of unemployment and under employment. Self Help Group (SHG) movement was initiated in 1980s, with the expansion of this movement and its adoption by the Government, more social capital is being created. Today, there are more than 5.6 crore women attached to 49.7 lakhs SHGs in the country. Many of these SHGs are also in the non-farm sector. Their activities include handicraft, simple manufacturing, construction, running of shops where goods of local use can be sold, service sector activities like hair cutting, tailoring, education, soft toy making etc. SHGs can be very useful in employing young girls and women by linking them with non-farm activities component of these programmes. Further, participatory communication, gender sensitization training, enhanced educational employment opportunities, training of technology etc., which are components of SHG operation, also enhance livelihood options of rural young women.

NGOs can provide training in soft skills with the help of digital tools to rural population, which

would help them in accessing quality inputs and crop advisory for many of the non-farm activities. The National Institute of Rural Development and Panchayati Raj (NIRDPR) and Syngenta Foundation India (SFI) are working on Agri-Entrepreneurship (AE) model, which includes certain non-farm sector activities, to address the problem of unemployment among rural youth. Social workers can encourage the young generation to learn the techniques of group non-farm activities, which have direct linkage to market. This would eliminate the role of middlemen.

To encourage non-farm activities in villages, the NGOs and private sectors can provide demand driven skill training. It is one of the critical issues which have been raised by different organizations. There exists a gap between the requirement of trained human resources and the available human resource. To fulfil the demand of the employer/industry, skill upgradation and training to young generation is needed through schemes, which would motivate the rural youth and provide them the chance to select the skill course or institute to receive training of their choice.

NGOs and private organizations are expected to join hands to help Government in its mission. NGOs can help create direct link with the Government for marketing of goods produced by rural youth. Further, NGOs can train the rural people in village industries such as pickle making and cottage industries (carried out by the artisans in their own cottage

with the help of family members) such as paper products, bamboo products (basket, bamboo tray), woodworks (flower vase, idols, items of decoration), stitching & embroidery etc. Such items are in great demand in urban areas. However, the rural poor will have to be helped in the matters of procurement of raw materials, finance, marketing and managerial skills. NGOs can also help in establishing cooperative societies so that the economic activities which require larger resources, can be pooled together. The cooperative societies would also be helpful in managing forward and backward linkages with the banks, financial institutions and the consumer markets. Social workers can help identify barriers which exist in the entry of rural poor into the non-farm sector. They can further structure suitable training programs and help arrange required finance for this migration of the rural poor, from farm to non-farm sector.

CSR (Corporate Social Responsibility)

Business cannot succeed when the society fails. Private organizations owe to the people their social and economic successes. The profit making business houses have been mandated to spend 2 percent of their net profit to the charity areas. Their primary emphasis is on the health and education welfare schemes. Other thrust areas include rural projects, gender equality, hunger and environment-related causes. Such initiatives can also promote the non-farm sector. As the CSR funds are flexible, the needs



are intensively analysed and evaluated before such funds are passed on to the local entrepreneurs. Understanding the needs and motivations of the private sector is important so that they would be willing to support individual entrepreneurs through the NGOs. This requires good interaction of the NGOs with the community as well as with the private sector.

Private Sector

Private sector companies with trained social workers possess requisite skill to assess the problems of the rural people and to quickly plan suitable interventions. They can mentor and motivate rural people to participate in their development programmes. They can organize community development programmes, empower the community members by providing educational and employment opportunities, can help them improve their work efficiency and assist them with the knowledge of utilizing resources in an optimum way. The private sector also plays an important role in developing innovative strategies for infrastructure development as well as employment opportunities for the poor rural people in non-farm sector. Responding to the need of creating employment opportunities in NFS, the private sector has come forward and they have set up Kaushal Vikas Kendra to provide vocational training to semi-literate youth from poor economic and social background in a variety of trades, which are in great demand in the industry.

Conclusion

Due to increased attenuation of farmland, urbanization, deteriorating quality of land, irrigation problems and other similar reasons, the farming economy is gradually getting constricted. Due to this reason, the non-farm activities have a potential to provide alternate economic resources, especially in those activities which are based on locally available resources. These activities can also help in reducing unemployment and in bringing people out of cycle of poverty. Over the years, the various non-farm activities have contributed significantly in providing employment opportunities to rural poor and in enhancing the income of rural households. Studies have also proved that Rural Non-Farm Sector has helped in poverty alleviation, sustainability of natural resources, food security, economic growth and rural development.⁶

There is a need to identify institutional set up for development of non-farm sector policy, so that more employment opportunities can be created in the rural areas. It is also necessary to improve rural road transportation as it would help in marketing of goods and articles manufactured in rural non-farm sector, by easier access to markets and by facilitating the procurement of raw goods for these non-farm sectors. The Pradhan Mantri Gram Sadak Yojana (PMGSY), aimed at improving connectivity to the unconnected villages, has changed the livelihood pattern of many villages.

It is important that all stakeholders come together and develop an integrated farm and non-farm sector development plan with a common goal of enhancing the rural household income. Governmental Organisations, Non-Governmental Organisations (NGOs), Policy makers, Private Sector, CSR representatives, Academician, Researchers and the Rural Residents themselves, can play a significant role in this context. They can help identify viable non-farm activities and linkages of these non-farm activities with the farm activities already being undertaken in the rural areas.

The Rural Non-Farm Sector is not an alternative to employment in agriculture. It is a complementary measure. Though agriculture still plays an important role in the development of rural areas, its contribution to the economy is declining. This makes non-farm sector an important provider of employment and income to rural population.

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Footnote

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Bridging the Urban-Rural Gap

The Government is implementing several programmes that aim at bringing about overall improvement in the quality of life of the rural people and bridging the urban-rural gap through creation of employment opportunities, strengthening of livelihood opportunities, creation of rural infrastructure, provision of other basic amenities etc. These programmes, inter alia, include Mahatma Gandhi National Rural Employment Guarantee Act for wage employment, Deendayal Antyodaya Yojana-National Rural Livelihoods Mission for livelihoods promotion through self-employment, Pradhan Mantri Awas Yojana for rural housing, National Rural Mission to stimulate local economic development, enhance basic services, and create well-planned rural clusters, Prime Minister's Employment Generation Programme to generate self-employment opportunities through establishment of micro-enterprises in the non-farm sector by helping traditional artisans and unemployed youth, National Social Assistance Programme for enhancing the incomes of rural poor and Pradhan Mantri Gram Sadak Yojana for rural roads.

The focus of the Government on agricultural sector with programmes for irrigation, insurance, soil health, market, credit and farm infrastructure together with its announced policy on Minimum Support Price is also likely to boost farm and rural incomes. The shift of approach in policy planning from production centric to income centric and the launch of various schemes accordingly.



DAY-NRLM - Reducing Poverty through Livelihood Diversification

The pace of reduction of poverty in India has speeded up in recent years as per the Global Multi-dimensional Poverty Index 2018 as also the note published by the Brookings Institution.

The Deendayal Antodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM) is aimed at alleviation of rural poverty through building sustainable community institutions of the poor. It seeks to mobilize about 9 crore households into SHGs and link them to sustainable livelihood opportunities by building their skills and enabling them to access formal sources of finance, entitlements and services from both public and private sectors. It is envisaged that the intensive and continuous capacity building of rural poor women will ensure their social, economic and political empowerment and development.

Since FY 2015-16, DAY-NRLM has also made significant efforts on creating value chain

development interventions to enhance market linkages. The idea is to develop a complete business model to provide primary producers with end-to-end solutions from creating producer organizations to building marketing linkages. The Mission has approved proposals to support 2 lakh SHG members under value chain development interventions. The sanctioned projects cover a variety of agriculture, livestock and NTFP commodities. The interventions are in vegetables, floriculture, mango and ginger, cashew, hill broom, tamarind, amla, bael, salai gum and other NTFP products, dairy, fishery and goatery value chain development. These interventions are focused on developing value addition and market linkages through Producers' Enterprises. As on date, 1.2 lakh SHG members have already been covered under these interventions.

DAY-NRLM: SUCCESS STORY

BOTTOM OF POVERTY TO PROSPERITY External Institution Building CRP Pakiramma



Name	: Pakiramma
Age	: 50 years
Caste	: SC
Total Family Member	: 7 (3 Children, 2 in-laws & spouse)
Total Land in Acres	: 6
SHG	: Vasundhara SHG
VO	: Janmabhoomi Gramabhivrudhi Samstha
Mandal	: Orvacal
District	: Kurnool
States Supported	: 9-J&K, Nagaland, Tripura, Meghalaya, UP, Bihar, Rajasthan, West Bengal, Gujarat

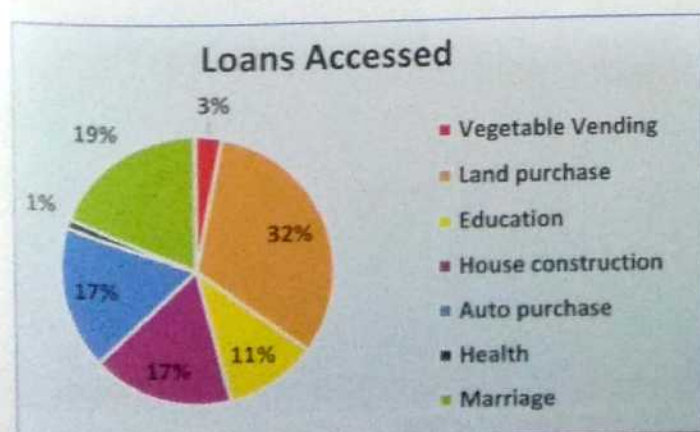
Pakiramma was born in a very poor dalit family and her father was a cobbler in a small village of Kurnool district, Andhra Pradesh. Kurnool district is well known for its feudalism and strong caste structure. Due to poverty and social taboos,

her father couldn't send her to school. Going to school was dream for her, those days. At the age of 10, she got married and her husband was a scavenger. After her marriage, she also got involved in scavenging activity to support her joint family that

has 7 members including her 3 children and her in laws. They could clean only 2 toilets per day and their daily income was just Rs. 30. Every day was a challenge for them to provide a decent meal to their children and in-laws. Many a times, they slept with empty stomachs. Poverty embraced them from all corners. At that point of time, Self Help Group came as saviour to rescue her from that difficult situation. With support of her neighbours, she joined in one of the Self Help Groups – Vasundhara SHG. Now, with a broad smile on face, she proudly says, “Twenty five years of my journey with my group took me to a new world - a new life. In one word I can say that joining group is a rebirth to me”.

Her Journey with SHG:

Along with her co-SHG members, she also started saving Rs.1/day in the SHG weekly meetings. With their internal corpus, their SHG started providing loans to its members with 24% rate of interest initially for meeting small consumption requirements. Also, they selected 3 members as SHG leaders and appointed a SHG book keeper for writing books of accounts. After 6 months, they opened a bank account on their group's name. After seeing the performance of SHG, the bank started providing loans. Slowly doors of capital opened for the poor. So far, she took Rs.14 lakhs loan from the SHG. She invested 52% of the amount on various livelihoods and the rest on children's education, marriage, health and house construction etc. Initially, she started vegetable vending business as a street vendor. Later on, she became a wholesale vegetable dealer and now supplying to many hotels. Her current income is Rs.53,000/- rupees per month. With the support of her SHG, she accessed all her entitlements. Government sanctioned her one house and a toilet and she constructed both. She also got a piece of land from the Government, in which she invested Rs. 3 lakh for land development. Currently



she is getting an income of Rs. 50,000/- per annum through cultivating the same.

During her journey with the SHG, she acquired various assets like house, 6 acres of wet land, one car and an auto and jewellery. She also thought about her security in the old age and deposited Rs. 2 lakhs in the fixed deposit. In her case, age did not become a hurdle in learning. After joining in SHG, she learnt Hindi and English speaking skills for training SHGs members of other states. Her elder son completed his MBA and currently working in a finance company. Her daughter is a trained teacher and her daughter-in-law is lecturer in a college. She did not take dowry for her son's marriage. Now, she could break all deep-rooted social taboos. She supported her family to come out of their traditional scavenging livelihood and pursuing alternate sustainable livelihoods.

Name of the Asset	Value of Assets (Rs. In Lakhs)	Income Sources	Monthly income
5 Cents House	20	Fruit Business	5000
6 Acres wet land	30	Vegetable Vending	3000
30 Cents dry land	1.5	Flower Business	1500
Jewellery	3.4	Auto	12000
Auto	2	Son's salary	17000
Car	3	Daughter-in-laws salary	10000
Fixed Deposit	2	House Rent	4000
Total	61.9	Total	52,500

Her journey did not stop in just bringing change in her family. She took up a bigger challenge of bringing out fellow poor households from the vicious cycle of poverty. She is now inspiring fellow poor women in the country, sharing her own case study and helping them in organizing into Self Help Groups. So far, she worked in 9 states - Uttar Pradesh, Bihar, Rajasthan, West Bengal, Nagaland, Meghalaya, Tripura, Jammu Kashmir, and Gujarat. She observed one common point among the poor of all these states. Poor are good everywhere. They are looking for a way to wriggle out of poverty. With her two-and-half decade experience with SHG, She strongly opined that unity and self-help is the time tested means for the poor to come out of poverty.

HANDLOOMS AND HANDICRAFTS: POTENTIAL EMPLOYERS IN NON-FARM SECTOR

Hena Naqvi

The efforts are diverse, need-based and driven by vision of the Government. The vision is to convert this twin sector as a sustainable venture and as a potential employer contributing towards minimisation of poverty and unemployment in rural and semi-urban areas. Accelerated by such initiatives, the sectors of handloom and handicrafts are gradually heading towards becoming self-reliant enterprise, the dream of Mahatma Gandhi is about to come true!

An economy comprises three vital sectors of production viz. agriculture and agro-based activities as the primary sector, manufacturing (including processing and construction) as the secondary sector and services as the tertiary sector. In the Indian economy, agriculture and agro-based activities occupy the major share in the pie. The secondary sector has a sub-sector called non-farm sector. It is huge in itself covering both rural and urban areas ranging from traditional occupations like pottery and carpentry to small scale/cottage industries and to contemporary trades/services like shops, masonry or even unskilled labour. Non-farm-sector in the rural context implies the activities that are not associated with agriculture and taken up in non-agricultural season. Handlooms and handicrafts may be named among such skills or occupations of non-farm sector of rural areas. Passed on from generation to generation as a legacy, these activities took an economic form and went on to become an alternative livelihood for the farmers and rural people in off-seasons.

The handloom emerged as a symbol of patriotism and our indigenous identity during Indian national movement. In contemporary times, comprehensive varieties of handlooms exhibit the glory of their

native places. Similar is the case with handicrafts of India that have innumerable forms and widespread presence in different parts of our country, like



Sujni Art of Bihar

Threads of Ethnicity and Identity

Phanek of Manipur, Kullu Shawls of Himachal Pradesh, Naga shawls of Nagaland, Kalamkari of Andhra Pradesh, Mysore silk of Karnataka, Bhagalpuri silk of Bihar, Chanderi of Madhya Pradesh, Eri Silk of Meghalaya, Kasavu of Kerala are among those handlooms varieties that are almost synonymous to the identity of their region and their producer-communities. Despite facing the onslaught of modern technology and competition from cheaper alternatives, these indigenous forms of handlooms have retained their existence.

bamboo crafts of Assam, Zari and Chikankari works and Gulabi Meenakari of Uttar Pradesh, mirror work and puppets of Rajasthan, Phulkari embroidery of Punjab, Bandhej of Gujarat, coconut shell craft of Kerala, rosewood inlay of Karnataka, Thanjavur paintings of Tamil Nadu, Madhubani painting and Sujni art of Bihar etc. As implied by name, handicrafts and handlooms originated as handworks but later on adopted light technology in order to cater to the needs of the market. These are now known as an unorganised cottage industry (which includes carpet sector as well).

Significance of handicrafts and handlooms has grown manifold in rural areas because of our agriculture system being mainly a rain-fed farming system. Due to its seasonal nature, Indian agriculture system provides seasonal employment to the farmers

and agricultural labourers. In non-agricultural season, handicrafts and handlooms provide subsidiary employment to their practitioners. By bridging the employment gap, these two genres contribute to the cycle of consistent employment and thus, minimise the risk of food insecurity in rural areas. Preventing migration of artisans, weavers and small-marginal farmers from rural to urban areas is their other contribution in the rural economy. By addressing the economic issues, these handworks also help in getting social recognition to the respective producer-communities and thereby in maintaining a social stability and harmony in the rural society.

The weavers and artisans earn directly through production of the artefacts and handloom articles, insertion but various sub-segments like production of raw materials, their supply and marketing of finished goods also provide indirect income to them and associated people. This fact is proved by the figures of the Annual Report of the Ministry of Textiles, Government of India for the year 2017-18. The report says that handloom provides employment to more than 43 lakh weavers and other associated people directly and indirectly. Out of this figure, approximately 77 per cent are women and allied workers. As per another set of figures mentioned in the report, there are 68.86 lakh artisans engaged in handicrafts sector; out of which 38.61 lakhs are female artisans. Figures on women's engagement in



Production with a handloom



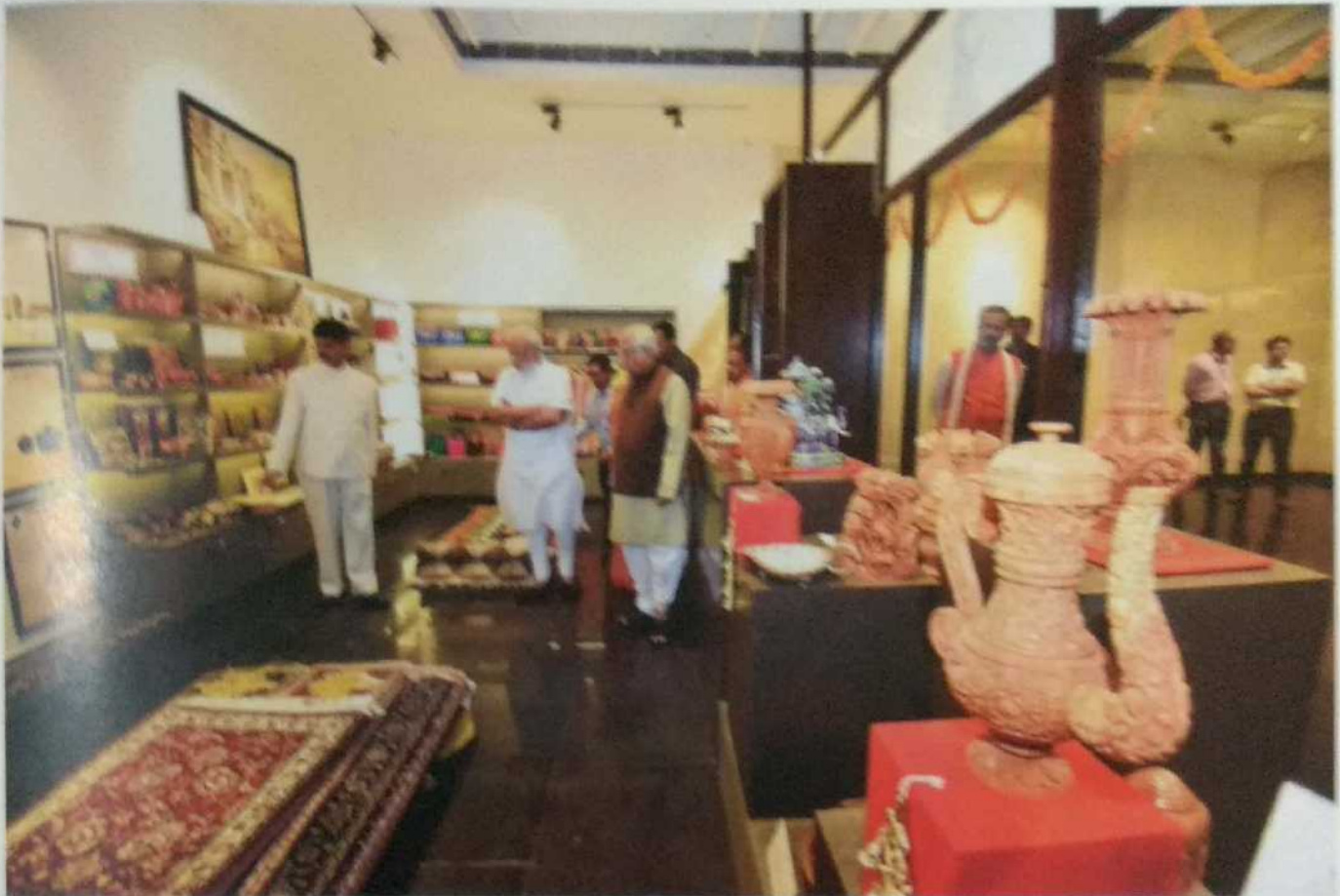
Marketing of hand- woven products through stalls

these two sectors prove the role of handloom and handicrafts as important tools of bringing about women's empowerment in rural areas. These sectors also contribute significantly in the export domain and thus become a means of foreign exchange. The report further says that export of handicrafts (excluding gems and jewellery) was worth 34394.30 crore rupees in the year 2016-17 and that of handlooms was worth 2392.23 crore rupees in the said year. Potential of these two sectors can be understood from these figures.

Handloom sector has equally made its presence felt in the fashion industry. Reputed fashion designers of the country have created a luxury brand handloom (including Khadi) with an inclusion of traditional embroidery, dyeing-printing techniques and global patterns. This modern version of handloom has managed to reach fashion-centric upper strata of the society. The approach has helped in revival of handloom products and increase in their demands in domestic and overseas markets.

Despite their potential and contribution in the rural economy, the twin sector has been facing various threats in the contemporary times. Consumers' changing preferences, challenges from the international market, availability of low-cost alternatives and lack of interest in the younger generation to sustain the traditional craftsmanship are some of the concerns for these enterprises. Kudos to the recent initiatives of the Government that proved instrumental in providing an enabling environment to both the sectors! Some of the interventions being implemented are being mentioned here. Office of the Development Commissioner-Handloom and Office of the Development Commissioner-Handicrafts, Ministry of Textile are the nodal agencies of Government of India to implement the schemes, legal frameworks and other interventions for the growth of handloom and handicrafts sector, respectively.

To begin with handloom sector 'National Handloom Development Programme' is an umbrella



*Prime Minister's visit to Deen Dayal Upadhyaya Hastkala Sankul, Varanasi
(Picture source: PIB)*

scheme consisting of two major components, i.e., overall development of the handloom sector and welfare of the handloom weavers. 'Weavers Mudra Scheme', a concessional credit scheme for the weavers was launched in the year 2015 as one of the major components of this umbrella. Under this scheme, loans are provided at a concessional rate of 6 per cent for a period of three years. It also provides margin money assistance up to an amount of Rs.10,000/- per weaver and credit guarantee. The scheme has so far benefitted more than fifty thousand weavers. The block level cluster projects aim at providing financial assistance of up to Rs. 2 crores to a cluster in a block for common facility centre. A common facility centre is a package with various components for technical and professional assistance in handloom production. The year 2017-18 (up to December 31) saw a total of 43 block level clusters being sanctioned across 12 states covering over thirty-five thousand beneficiaries.

Apart from production, marketing assistance is also provided directly to the weavers or through agencies like State Handloom Corporation with a

view to link the buyers and sellers and thus encourage direct marketing. In order to expand the handloom market with the help of modern technology, 21 leading e-commerce companies have been engaged for online marketing of handloom products. Bunkar Mitra Helpline was introduced in the year 2017 as a solution to weavers' professional queries. Deendayal Upadhyaya Hastkala Sankul, Varanasi is worth mentioning among handloom and handicrafts' promotion related initiatives. The Sankul is the art-cum trade centre and crafts museum dedicated to the public by the Prime Minister in September 2017. Thus, apart from being a showcasing venture, Sankul stands to provide standard marketing facilities to the weavers and artisans.

There have also been measures to establish Indian handloom as a reputed brand at par with any global brand in domestic and international markets. The 'India Handloom' Brand (IHB) is an initiative to create market for premium handloom products. Launch of the IHB in the year 2015 by the Prime Minister marked the first 'Handloom Day' on August 07, 2015. The IHB includes measures like widespread



Vibrancy of handmade articles

awareness and brand building activities, e-marketing and partnership with well-known retail stores. Similarly, 'Handloom Mark' has also been launched to assure quality and genuineness of handloom products to the consumers. Enterprise Resource Planning (ERP) system and e-Dhaga mobile App may also be named in the context of use of technology in this traditional domain. The step to bring about efficiency in service delivery in yarn supply.

Apart from production, promotion and marketing initiatives for the handloom sector, the Government has also taken some steps to encourage the weavers and their younger generations to sustain their ancestral livelihood. Sant Kabir Award, National Award and National Merit Certificates are such motivational efforts. As a long-term measure, professional courses in handloom technology have been introduced through six central 'Indian Institutes of Handloom Technology' (IIHTs) in Varanasi (Uttar Pradesh), Salem (Tamil Nadu), Jodhpur (Rajasthan), Guwahati (Assam), Bargarh (Odisha) and Fulia-Shantipur (West Bengal),

and four state sector IIHTs namely in Venkatgiri (Andhra Pradesh), Gadag (Karnataka), Champa (Chhattisgarh) and Kannur (Kerala).

With professional courses in different techniques of weaving, textile designing and processing; these centres aim at giving a professional direction to the weaving sector and turn it into a significant contributor of the Indian economy. Mahatma Gandhi Bunkar Bima Yojana (MGBBY) and Health Insurance Scheme (HIS) are significant among welfare measures for the weavers. Government is also striving for integrating the children of handloom weavers in formal education through Indira Gandhi National Open University (IGNOU) and The National Institute of Open Schooling (NIOS). The Ministry of Textiles provides 75 per cent of the fee in case of SC, ST, BPL and women weaver families.

Handicrafts sector has also witnessed various development and growth-oriented initiatives by government in the recent years. The 'National

Handicraft Development Programme' (NHDP) strives for integrated development of handicrafts sector whereas 'Comprehensive Handicrafts Cluster Development Scheme' (Mega Cluster scheme) has three-fold objectives viz. infrastructure development, technology upgradation and product diversification at certain unorganised handicraft clusters. *Ambedkar Hastshilp Vikas Yojana* under the NHDP has the major components vis-à-vis schemes like Design and Technology Upgradation, Human Resource Development, Direct Benefit, Infrastructure and Technology Support, Research and Development and Marketing Support and Services.

Marketing and promotion of the artefacts through events like Gandhi Shilp Bazaar, Crafts Bazaar, Suraj Kund, Bharat Parv etc. have been useful in increasing demand for handicrafts in domestic market. On the other hand, participation of artisans in international fairs is also being encouraged by Government with a view to build a global image of Indian handicrafts. Affordable *Mudra* loan is another step envisaging handicrafts sector as a flourishing and independent cottage industry. The initiative has so far benefitted more than three thousand artisans in the country. Nine mega clusters have been set-up on the basis of presence and diversity of handicrafts therein. These mega clusters are: Srinagar, Jammu and Kashmir, Moradabad, Mirzapur-Bhadohi, Lucknow, Bareilly, Jodhpur, Kutchch and Narsapur. Major activities of the cluster include setting up common facility centre, skill-based training, direct assistance to artisans, design and product development and marketing.

With a view to cater to special needs of the clusters like Uttarakhand, Jharkhand, Tamil Nadu, Kerala, Madhya Pradesh, Varanasi, Telengana and Kerala, ten 'Integrated Development and Promotion of Handicrafts Projects' have been sanctioned for which more than 80 crore rupees have been sanctioned so far. Some safeguarding and quality assurance measures include 'Handicraft Mark', a trademark certification to assure authenticity of the product and to provide collective identity to the artefacts. Launched in the year 2016, '*Pehchan*' (meaning identity) aims at facilitating artisans' smooth access to their due benefits. By the end of the calendar year 2017, more than eleven lakh artisans received Pehchan I-cards. As a measure

Geographical Indication

Geographical Indication (GI) is a step towards increasing authenticity and credibility of the goods in the market. Under Government's initiatives to strengthen the handloom and handicrafts sector, 57 handloom products and 92 handicrafts have been registered under 'The Geographical Indications of Goods (Registration and Protection) Act 1999'. Gujarat's Kutch embroidery, Bihar's Madhubani painting and Sikki grass products, Lucknow's Chikankari craft, Santiniketan leather good, Konark stone carving, Villianur Terracotta works of Puducherry, Jaipur's blue pottery, Bastar iron craft, Tami Nadu's Thanjavur paintings etc. are some of the handicrafts registered under Geographical Indication Act. Similarly, Jammu-Kashmir's Pashmina, Madhya Pradesh's Chanderi, Gujarat's Patan-Patola, Bihar's Bhagalpuri Silk, Himachal Pradesh's Kullu Shawls, Assam's Muga Silk, Banaras brocade and sarees Narayanpet Handloom Sarees of Telengana, etc. are some handloom articles registered under the said Act.

to intensify marketing efforts, various field-level activities have been initiated including buyers-sellers meetings, Indian Handicrafts and Gifts Fair, Hastkala Sahyog Shivar etc.

Aam Admi Bima Yojana (AABY), support in indigent circumstances, Interest Subvention Scheme etc. are some of the welfare measures for the artisans. On the pattern of motivational efforts in handloom sector, Government has introduced similar measures in the handicrafts sector as well. Some of these are *Shilp Guru*, National Award and National Merit Certificate. Efforts to provide formal education to the children of artisans through IGNOU and NIOS equally find a place in handicraft sector.

The efforts are thus diverse, need-based and driven by vision of the Government. The vision is to convert this twin sector as a sustainable venture and as a potential employer contributing towards minimisation of poverty and unemployment in rural and semi-urban areas. Accelerated by such initiatives, the sectors of handloom and handicrafts are gradually heading towards becoming self-reliant enterprise, the dream of Mahatma Gandhi is about to come true!

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FOOD PROCESSING FOR NON-FARM SECTOR

Sushma Rawat and Bhuvnesh Nagar

The food processing activities are critical to India's growth and the government is focused on providing adequate thrust to the sector and is trying to engage more rural farmers in this sector. A well-developed food processing sector will help in facilitating various opportunities such as modern processing techniques for processing food which will result in improved shelf-life of the agricultural produce and ensure steady revenue to farmers. With the correct set of policy implementations and support, the sector can grow profoundly, taking India to a new position of strength and prosperity in the global economy.

Food processing sector in India plays an important role in linking Indian farmers to consumers in the domestic as well as international markets. It is of enormous significance for Country's development and provides synergies to support industry and agriculture by contributing to social and economic growth. During the last decade, food processing sector in India has grown significantly and moved from a situation of insufficiency to surplus in food production which is expected to be doubled in the next ten years. For this reason, there is a prospect for huge investments in food and food processing activities. The food processing sector has been given main concern by

the Government of India, with a number of financial relief and incentives, to promote commercialization and value addition.

Currently, India stands second in terms of global food production and has good status in producing numerous food products like milk, ginger, banana, guava, mango and papaya. With such a vast raw material base, it can be assumed that India can become the leading provider of food items in the world in next coming years which will further strengthen the link between agriculture and manufacturing by the use of modern food processing and storage technologies. However, in order to





understand the maximum potential of the sector, a rising apprehension about the wastage needs continuous attention.

Food processing sector faces various problems, which have a direct consequence on the approach and required intervention for the development of the sector. Therefore, the sector needs support for infrastructure establishment and targeted incentives to draw investment for designing of processing capacity. To address these issues, substantial investments are required in various components of the supply chain.

Food Processing Sector: Current Scenario

India's vast agricultural resources alone produce enormous potential for investments in its food processing and equipment industry. Major areas holding possibility for value-added processing are packaging, canning, frozen food, dairy, food processing and thermo-processing industries. The food processing sector in India accounts for almost one-third of the total food market in India. The food processing sector is valued at 258 billion US dollars (USD), and it is the fifth largest sector domestically in terms of production, consumption, export and expected growth in the country. It contributes to around 14 per cent of manufacturing Gross Domestic Product (GDP) and 13 per cent of India's total food exports.

Currently, the Indian Government food market is valued at 1.3 billion USD and is growing at a Compound Annual Growth Rate (CAGR) of 20 per

cent. The Processed food market is expected to grow to 543 billion USD by 2020 from 322 billion USD during 2016, at a CAGR of 14.6 per cent. The sector engages approximately 1.77 million people in around 39,319 registered units with fixed capital of 29.2 billion USD and aggregate output of around 144.6 billion USD. Major industries constituting the food processing sector are grains, sugar, edible oils, beverages and dairy products. It contributes around 8.80 per cent and 8.39 per cent of Gross Value Added (GVA) in manufacturing and agriculture, respectively, 13 per cent of India's exports and 6 per cent of total industrial investment. As per Department of Industrial Policy and Promotion (DIPP), the food processing sector in India has received around 7.54 billion USD worth of Foreign Direct Investment (FDI) during the period April 2000-March 2017 while FDI equity inflow during 2017-18 was 484.82 million USD. Further, Indian government aims to boost growth in the food processing sector by leveraging reforms such as 100 per cent FDI in marketing of food products and various incentives at central and state government level along with a strong focus on supply chain infrastructure.

Food Processing for Livelihood Sustainability

Food processing is an activity that changes the raw food stuff into a suitable form for marketing purpose. It is the major source of employment and income for rural areas and holds the key to reduction of waste in the fragile supply chain, avoids food wastage and also helps in attaining food security. In present times, the demand for nutritious fruits

and vegetables increases every year. Therefore, modernizing of supply chain will prove to be a boon for both producers and consumers. Food processing sector primarily engages a major share of workers from the agriculture sector, who face disguised unemployment.

Processed food occupies less space for storage and can be exported for foreign exchange. The Indian food processing sector has remarkable potential to nurture, due to its increasing demand presently. Growth in food processing sector will help in creating new employment opportunities, enhance agricultural yields, improve productivity and enhance the quality of standard of living of the people across the country, especially of rural people.

To ensure remunerative prices to the farmers for their produce is the major issue in the country. In order to create greater opportunities for employment generation and enhancing farmer's income, there is a necessity to increase the processing and marketing various cereals, fruits, vegetables etc. In this regard, a well-developed food processing sector is required with higher level of processing which further helps in crop diversification, commercialization of agriculture, reduction of wastage, role in enhancing shelf life, improves value addition, ensures better return to the farmers, promotes employment as well as creates markets for export of agro foods. In the process, the

farmers will be able to raise their own level of income and employment. Apart from farmer, the consumer is also likely to benefit as there will be an increase in the supply of food products with a longer shelf life. The broader idea behind the food processing activities is to bring together farmers, processors and retailers and link agricultural production to the market so as to guarantee maximization of value addition, minimization of wastages and improving enhancing farmers' income.

In India, there is huge land capacity for food production and more than 50 per cent of Indian population work in agriculture and its allied activities. If there are good food processing industries in India, raw materials such as grains or fruits can be processed into food for domestic and foreign consumption. The increase in the incomes of the working class has led to increase in the demand for availability of processed foods. Another important factor for the rising demand of processed food is the change in the food habits of the working class who prefer readily available convenient foods. Food processing sector is also capable of addressing critical issues of food security, food inflation and providing healthy food to the public and consequently has also emerged as an important segment of the Indian economy in terms of its contribution to GDP, employment and investment.



Government Initiatives For Food Processing Sector

India's food ecosystem offers huge prospects for investments with stimulating growth in the food retail sector, economic policies and monetary incentives. The Government of India through the Ministry of Food Processing Industries has also taken steps to boost investments in the food processing sector through Pradhan Mantri Kisan Sampada Yojana (PMKSY). Major activities covered under the Yojana are establishment of mega food parks, integrated cold chain and value addition infrastructure, expansion of food processing & preservation capacities, infrastructure for agro-processing, creation of backward and forward Linkages, food safety and quality assurance infrastructure, generation of human resources and Institutions. Till now, the government has sanctioned 42 mega food parks to be set up in the country under the Mega Food Park Scheme while 17 mega food parks have become functional. Apart from this government has identified food processing sector as one of the priority sector under Make in India campaign.

The allocation for food processing sector under PMSKY is Rs. 6,000 crore for the period 2016-20 co-terminous with the 14th Finance Commission. PMKSY is expected to influence investment of Rs.31,400 crore for handling of 334 lakh million ton agro-produce valued at Rs.1,04,125 crore, helping 20 lakh farmers and generating 5,30,500 direct and indirect employment in the country by the year 2019-20. Further, the PMSKY scheme will assist in building modern infrastructure with a well-organized supply chain management from farm gate to retail outlet. It will not only boost the growth of food processing sector in the country, but also help in providing better returns to farmers and is a big step towards doubling of farmers income, creating a wide variety of employment opportunities especially in the rural areas, reducing wastage of agricultural produce, increasing the level of processing and enhancing the export of the processed foods.

Future in Rural India

The future prospects of food processing sectors in India are bright. Food and beverages companies are persistently exploring better ways to augment their sales and market share by the means of adding new products in markets as as by modernizing more professional promotional campaigns. New practices

and methods are being developed to enhance the quality of the processed food. It can be said that India has an advantage of huge agricultural land and this can help potentially to become an ideal sourcing destination for food products internationally. Food processing sector is one of the promising sectors in India which offers unique opportunities in production and export of processed food. In this regard to expand food processing sector, Indian government has also launched numerous schemes to promote food processing sector by making huge investments.

The food processing activities are critical to India's growth and the government is focused on providing adequate thrust to the sector and is trying to engage more rural farmers in this sector. A well-developed food processing sector will help in facilitating various opportunities such as modern processing techniques for processing food, which will result in improved shelf-life of the agricultural produce and ensure steady revenue for farmers. With the correct set of policy implementations and support, the sector can grow profoundly, taking India to a new position of strength and prosperity in the global economy.

Challenges and Way Forward

It has been observed that there are many factors that lead to the growth of food processing industries in India. Despite huge development in this sector, there are several constraints that hinder the development of food processing industries. The key challenges identified overall for the food processing sector in India are capital intensive functions, poor supply chain linkages, infrastructure bottlenecks, lack of skilled manpower and low adherence to quality standards due to low competition. These challenges can be minimized by making awareness programmes related to food processing to rural farmers who are primarily engaged in agricultural activities which in turn will help them to improve their livelihood mechanism and hence economic status. Therefore, there is a need to frame such policies which would focus on the involvement of rural farmers in this sector as they play an important role in management of Indian food ecosystem.

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SWACHH BHARAT MISSION (GRAMIN): TRANSLATING MISSION INTO MILESTONE

Dr. Amiya Kumar Mohapatra, Dr. Vidya Mahesh Iyer

A better and healthier tomorrow is not only the government's responsibility but a collective duty to be equally shared between the citizens and government. Government has been taking significant steps to improve the environment of the nation, however, even the citizens need to buckle up their shoes and contribute in making the dream of "Clean India" a success. Swachh Bharat would therefore make a significant impact on public health, and in safeguarding income of the poor, ultimately contributing to the national economy.

Swachh Bharat Mission was launched on October 2, 2014 on the occasion of Gandhi Jayanti to achieve "Clean India" by 2019. This mission was premeditated to accomplish the mark of 150th birth anniversary of Mahatma Gandhi, the Father of Nation. Swachh Bharat Mission has got a Nation-wide acceptance and has mobilised masses and public-private sector corporations alike. The Swachh Bharat Mission-Gramin has become a peoples' movement, through which our Prime Minister has evoked a sense of responsibility among the people towards Clean India. Unveiling of Swachh Bharat Mission is laudable not just for sanitation development, but also for bringing about the behaviour and mindset of change in millions of

Indians. The mission is a community-led movement focused on building toilets and educating people about the importance of sanitation and cleanliness. Mahatma Gandhi had rightly quoted, "Uncleanliness of the mind is more dangerous than that of the body. The latter, however, is an indication of the former", and this campaign aims at making every single Indian aware of the importance of hygiene at physical and mental levels.

Swachh Bharat Mission-Gramin

Sanitation is not only about building toilets but also includes safe management and appropriate disposal of waste. The concept includes a planned approach towards dealing behaviour issues,

Table - 1: Swachh Bharat Mission-Gramin: Toilets Built (As on 4 February 2019)

States	IHHL Coverage 2 October 2014	IHHL Coverage 4 February 2019	Cumulative Total (Household Toilets Constructed)
Jammu and Kashmir	25.21 per cent	100 per cent	1095586
Himachal Pradesh	88.04 per cent	100 per cent	172551
Punjab	75.23 per cent	100 per cent	303968
Haryana	77.83 per cent	100 per cent	634462
Uttarakhand	68.56 per cent	100 per cent	480442
Uttar Pradesh	35.18 per cent	100 per cent	17141388
Rajasthan	29.74 per cent	100 per cent	7642960
Madhya Pradesh	27.53 per cent	100 per cent	6279683
Gujarat	54.43 per cent	100 per cent	3185871
Maharashtra	49.68 per cent	100 per cent	5547863
Karnataka	35.85 per cent	100 per cent	4397988
Kerala	94.94 per cent	100 per cent	225618
Tamil Nadu	46.41 per cent	100 per cent	4830009
Andhra Pradesh	35.84 per cent	100 per cent	3808617
Telangana	26.78 per cent	95.02 per cent	2826597
Chhattisgarh	40.26 per cent	100 per cent	3307492
Jharkhand	28.71 per cent	100 per cent	3344353
Bihar	21.61 per cent	100 per cent	10900011
West Bengal	58.19 per cent	99.74 per cent	6123354
Sikkim	88.71 per cent	100 per cent	4514
Meghalaya	56.11 per cent	100 per cent	209623
Assam	41.28 per cent	100 per cent	3234646
Manipur	52.16 per cent	100 per cent	245200
Nagaland	49.49 per cent	100 per cent	128793
Arunachal Pradesh	45.38 per cent	100 per cent	115620
Tripura	62.66 per cent	100 per cent	297487
Mizoram	74.13 per cent	100 per cent	34000
Odisha	11.72 per cent	81.27 per cent	5457089
Goa	60.72 per cent	76.22 per cent	28637

(Source: MDWS & www.sbm.gov.in)

providing proper infrastructure and coming up with appropriate policies and delivery of services which helps in safe sanitation. Particularly for rural areas, availability of adequate and safe sanitation has always been a major challenge, in almost all parts of India. The rural sanitation had been a concern ever since the first rural sanitation programme was introduced in 1954 as part of the First Five Year Plan. But the growth had been slow despite a number of initiatives undertaken over the years. As a result, India failed to achieve its mandate until 2014. Finally, the government recognised that the sanitation problem is not limited to inadequate infrastructure, but is seeped

deep in the minds and behaviour. Thus, to attain better sanitation, Swachh Bharat Mission-Gramin (SBM-G), was launched focusing on 'transforming and changing behaviours in rural India.' The main objective of this movement is to make India Open Defecation Free (ODF) by October 2, 2019. The SBM-G is administered by the Ministry of Drinking Water and Sanitation (MDWS).

Overview of Rural Sanitation - Achievement (2014-19)

A country's GDP is the measure of its economic progress, similarly proper sanitation and hygiene of

Table - 2: Swachh Bharat Mission-Gramin: Progress & Achievement (As on 4 February 2019)

Month & Year	No. of ODF Districts in India
Oct-14	4
Dec-15	5
Mar-16	9
Jun-16	13
Dec-16	65
Mar-17	136
Jun-17	149
Dec-17	267
Mar-18	400
Aug-18	421
Sep-18	468
Feb-19	602
Year	Toilet Constructed in India (in per cent)
2011	30.80
Oct-2014	38.70
2015-16	50.41
2016-17	64.46
2017-18	83.80
Feb-2019	98.86

(Source: MDWS, & www.sbm.gov.in)

a nation is the yardstick of a nation's socio-economic development. According to recent data, except Odisha, Goa, Telangana and West Bengal, all the other states had been covered 100 per cent by Individual Households Latrines (IHHL). During the period of 2014-19, the government was scheduled to spend Rs. 1.34 lakh crores for this mission in the rural areas. As a result, 9, 21, 10,150 household toilets were newly constructed since 2014 and 98.86 per cent people now have toilet facility in their premises. In addition, 5,50,295 villages 2,46,146 Gram Panchayats, 602 districts and 28 states are declared as ODF. Swachh Bharat Mission-Gramin plays a crucial role in improving the situation of sanitation and is making a significant impact on public health. It helps in safeguarding the self-esteem and security of the masses.

There are enough evidences drawn from the above data and statistics, which show the determination of the present

government in achieving the sunset clause of 2019 in making India an ODF nation.

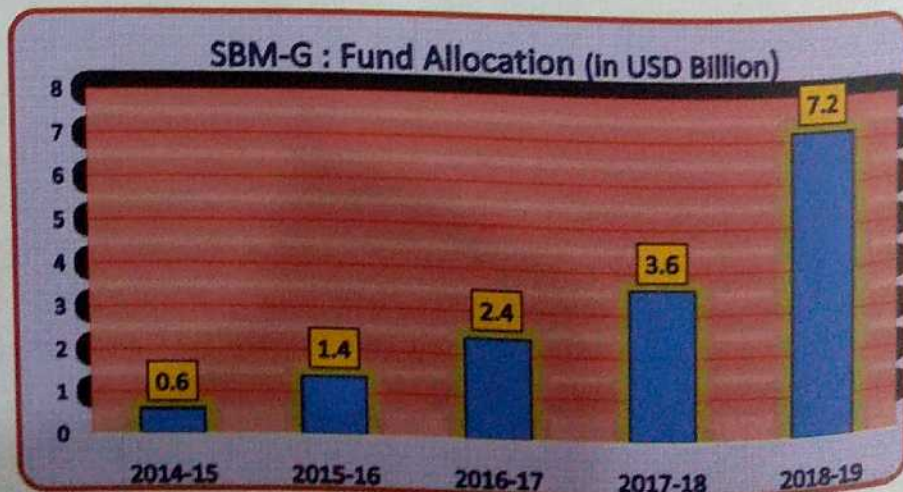
Funding SBM-G

The government proposes to spend 1.34 lakh crores to construct 11.11 crores toilets in the rural areas by October 2019. The funding for SBM-G is provided by Central and State government and from Swachh Bharat Kosh while some funding comes through multilateral agencies. The Swachh Bharat Kosh has been established to collect and mobilise funds from non-governmental agencies and corporate sectors.

Social and Economic Impact of SBM-G

Swachh Bharat Mission-Gramin will improve the quality of life of people of rural areas by promoting a clean and hygienic environment. A country can progress only if the citizens of the nation are healthy and sanitation plays a key role in it. Healthy citizens significantly contribute in the socio-economic development of a nation.

- According to a study conducted in 2017 by UNICEF on the request of Ministry of Drinking Water and Sanitation, average households in ODF villages, accrued of Rs. 50,000 per year; there was a property increase of Rs. 19,000. Summing up all of it, the total benefit bagged by households exceeded the cost by 4.7 times. This survey was conducted on a sample of 18,376 respondents representing of 10,068 rural households, randomly selected from 550 Gram Panchayats across 12 states.
- It is hard to measure the intangible benefits of SBM-G campaign but the impact on the dignity of both nation and individual is remarkable. The quality of life and social status of rural citizens has been elevated.





- SBM-G is one of the largest behavioural change programme initiated by a government in the world covering 18 per cent of the world population. It strengthens the safety of women, girls and children and increases their workforce participation because of better health and hygiene.
- Due to decline in open defecation, the overall health situation improved resulting in great substantial reduction in the medical expenses and a drop in mortality. Attainment of 100 per cent toilet coverage would prevent 3 lakh deaths due to various waterborne diseases (World Health Organisation).
- With a focused strategy involving various stakeholders in achieving the mission, powered by strong political will and political leadership driven by dedicated officials, the biggest achievement of the mission has become 'making sanitation everyone's business'.

Sustainable Concerns and Future Strategy

The issues of sanitation need to be dealt through a

sustainable process i.e., without depletion over period of time and in order to ensure this sustainability, we need to march an extra mile.

- Just building a toilet is not enough, it also needs to be maintained. People will not prefer to use uncleaned and unhygienic toilets. Thus, proper hygiene and use of toilets is to be done in a sustainable manner. There should be water availability and proper knowledge about waste disposal in order to maintain the toilets.
- During the past five years, almost all the states have achieved 100 per cent sanitation; still sanitation campaigns need to be organised in order to educate the people the hygienic use of toilet and economic use of water.
- The biggest challenge that lies ahead is not 100 per cent toilets for individual households but the issue of hygiene in lieu of maintenance, water supply and cleanliness. Also many people do not maintain the hygiene of their toilets by



properly flushing, cleaning toilets or using sanitary cleaning material such as phenyl etc.

- People look forward for good quality latrine suiting to their requirement and to set up for such needs, financial support from various financial institutions are required. So, to promote defecation-free environment, government should make the provision for interest-free loan to these beneficiaries.



- It is a movement which demands behavioural change and persistent efforts are needed to bring such a social change. Recognizing efforts through appreciations and awards to various social workers, villages, Gram Panchayats, blocks and districts could build commitment towards long-term involvement towards promoting sanitation awareness.
- With taboos and beliefs operating, educating the public is another crucial activity to be undertaken. For instance, many people with access to toilet facilities at their houses still defecate in the open owing to pre-conceived beliefs.
- Communicating for change in behaviour of public is a key to education and behavioural changes. Substantial initiatives including partnering with various implementing agencies and voluntary organizations for better sanitation drive should be given impetus, both philosophically and monetarily.
- Above all, maintaining a momentum is a prime responsibility for achieving a task as such. Therefore, emphasizing the role of rural youth and social workers and motivating them is pivotal in continuing the urge for rural sanitation awareness.

Conclusion

A better and healthier tomorrow is not only the government's responsibility but a collective duty to be equally shared between the citizens and government. Government has been taking significant steps to improvise the environment of the nation, however, even the citizens need to buckle up their shoes and contribute in making the dream of "Clean India" a success. Swachh Bharat would therefore make a significant impact on public health and in safeguarding income of the poor, ultimately contributing to the national economy. The outcome and achievement of sanitation initiatives should not be assessed only in terms of number of toilets constructed but should ensure that there is proper and regular use of it and thus, leading to cleanliness and hygiene in the mind. The primary necessity is for strong behavioural changes and strong motivation in making the mission not only a success but also self-sustainable. The intent, endeavour and achievement of the government on sanitation is truly a milestone.

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SWACHHTA SUCCESS STORY

INTEGRATED & SUSTAINABLE SLRM IN UDUPI

About 50 Gram Panchayats in Udupi district of Karnataka have a solid and liquid Resource Management (SLRM) Centre, each equipped with a specially designed tricycle/vehicle that the local Self Help Group (SHG) use for collection of household waste. The system works like clockwork, contributing to making the villages look clean and beautiful.



SLRM is a method by which garbage is converted into a source of income, while creating many employment opportunities. Waste collected from the households is brought to the centre for processing in a scientific manner. The project is a part of the Swachh Bharat Mission Grameen (SBM-G) ODF (open defecation free) plus activities.

The project is a part of the Swachh Bharat Mission Grameen (SBM-G) ODF (open defecation free) plus activities.

The objective of the project was to ensure a garbage free, dustbin free and dumping site free Udupi district through sustainable solid and liquid resource management, according to District Consultant (Sanitation and Hygiene), Mr. Sudheer A. K.



Survey: Initially, a baseline survey was carried out to understand sanitation practices, methods of waste disposal followed at households and health effects encountered owing to unscientific methods. Thereafter, a draft "Solid Waste (Resources) Management" by law was prepared at the district level and sent to GPs for effective implementation of waste management, complete with user-fee collection system and plastic ban initiatives.

Awareness building: At the outset, communities were provided awareness about the need to segregate waste and how to go about doing so. Thereafter SLRM training programme was first organised in July 2017.

Responsibility of households: Each household has been given two dustbins, i.e., green and red to segregate waste as wet and dry, which is collected daily. For scattered households a "bora" bag has been provided to store only dry waste which will be collected once a week. Instructions have been given to wrap sanitary napkins and medical waste in newspaper separately and marking it in red and blue colours respectively for identification and safe disposal.

Process: Today, waste is collected twice a day once every 12 hours so that organic waste would remain fresh, clean and easy to handle. Instead of trucks, tricycles, goods carrying vehicles or E-rickshaws are used to collect the waste. In this project, manpower is a major resource as only humans can differentiate the categories of wastes clearly, Sudheer said.

Management of Organic Waste: Organic waste is further segregated and fresh vegetables and fruits are taken out, washed and fed to cattle twice a day. A cow shed would eventually be set up close to the SLRM Centre, or vegetables would be sent to nearby cow shelters. The remaining organic waste is mixed with cow dung slurry to make compost, while egg shells which are rich in calcium are dried, powdered and used for gardening or sold for the same purpose. Waste flowers that are collected from the flower shops and marriage halls are sold to Rangoli powder manufacturers.



Grey Water: Grey water generated in centres is used for growing Canna plants which while absorbing waste water play a vital role in liquid waste management. Growing of those flowering plants is encouraged at households, panchayats, urban local bodies, etc.

Management of Inorganic Waste: Inorganic items from the red bucket are segregated into 17 categories in SLRM centres such as: pet bottles, plastic items, plastic covers, paper, card board, metal, glasses, e-wastes etc. and sold to authorized recyclers at

value added price. Even non-recyclable items are stored separately and sent to cement factories for safe disposal.

Quantity of waste generated: Based on data from 50 SLRM centres of Udupi district, on an average 10 tons of waste per day/300 tons of waste per month is processed scientifically.

Villages covered: Upto January 2018, out of a total 158 GPs in Udupi, 50 Gram Panchayats have initiated SLRM centres, of which 23 centres are collecting both wet and dry waste daily and 27 centres are collecting dry waste once a week.

Infrastructure: Gram Panchayats that have commenced the SLRM project have built a new shed for the purpose. The other GPs have put to use old abandoned and unused buildings after renovation. Each centre comprises of a washing unit to clean segregated waste; one tricycle or one motor vehicle; a compost pit, safety equipment and tools for segregation.

Employment generated: Currently, around 200 people are employed under SLRM project in Udupi. Having found that women are more patient, reliable and better suited to communicate with women who normally are in charge of waste disposal, the district administration have appointed women SHGs to take care of SLRM. Their involvement helps supplement their family's income. Money earned from selling recyclable items and user fee collection is used to run the SLRM Centres.



Outcome: Since the commencement of the SLRM project, villages appear cleaner as people have stopped dumping waste on the roadside. Over 90% of households and commercial organizations properly segregate waste into organic and inorganic items. Further, the practice of throwing waste in public places and unscientific ways of burning waste, or throwing meat waste into rivers surrounding the village has been minimised.

Income is being generated out of waste items which hitherto people would throw out. In addition, roadside dustbins have been removed so that sanitation is maintained.

Earlier, people were not willing to work in waste management, owing to unscientific methods of handling waste and because of bad odour and nature of work. Today, however, SHG members, youth and others are keen to join SLRM projects which have created new employment opportunities, enabling them to earn their own income. The success of project commissioned in the district has changed the views of the public towards waste management programmes.

Across the district, Green protocol by which use of single use plastic and disposables is minimised is encouraged at all public meetings, ceremonies, schools, anganwadis, government offices, etc.

NON-FARM SECTOR IN NORTH-EASTERN INDIA

Nilanjana Das

The Non-Farm sectors in the state are available both in manufacturing service sector and tourism. At present, there is a credit link to schemes like PMEGP for educated unemployed youth, MUDRA and Start Up India which are routed through all banks in the region, the small-scale industry is starting to pick up in a slow but at steady pace. Recently, Meghalaya Cabinet has approved the Meghalaya Start-up Policy 2018 to help budding entrepreneurs and create employment opportunities. This start-up policy shall act as a channel in the economic growth of Meghalaya, creating models for scalability and reliability across the state resulting in large-scale employment opportunities.

North-East India is a cluster of seven states with vivid culture and traditions. The region is divided into seven states: Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura. Each state has its unique features and the region is highly ethnically and linguistically and culturally diverse in India. The region is mainly populated with ethnic and tribal population. The rich natural beauty, serenity and exotic flora and fauna of the area are invaluable resources for the development of eco-tourism, it is endowed with forest wealth and is perfectly suited to produce plantation crops, spices, fruits and vegetables and flowers and herbs.

Meghalaya is one of the four states of North-Eastern Region that has a tribal base and is home to three major tribal communities: the Khasi, Jaintia and the Garo with their divisions into several clans.

Agriculture is the mainstay for the people in which about 80 per cent of the total population still depend on it for their livelihood. Agriculture and allied activities engage nearly two-thirds of the total work force in Meghalaya. However, the contribution of this sector to the economy of the state is about one-third. The total geographical area of Meghalaya is 22,42,900 hectares approximately, out of which the net cropped area is 3,39,725 hectares. The availability of limited land for cultivation signifies the potential growth of non-farm sector. The present land condition and the hilly terrains of the State do not offer much scope in bringing additional area under cultivation; however it possesses vast potential for development of non-farm sector. Meghalaya receives the highest rainfall among all the North Eastern states and also receives the highest amount of rain in India. However, despite high rainfall, the state suffers from





infrastructure for the development of the non-farm sector. The non-farm sector in the state can be categorized into manufacturing, handicrafts, processing, repairs, construction, mining and quarrying, transport, trade, etc. Non-farm products are usually identified with manufactured items. But in economic terms, non-farm products can be identified as those which after some sort of processing in small units become value-added and are traded at premium.

moisture strain as most of the rainwater runs off the hills and is taken away to plain areas of Bangladesh and Assam. There are large dry spells in the year.

The geo-climatic situation of Meghalaya offers an excellent scope for growing different types of crops including fruits, vegetables, spices, plantation crops, medicinal and aromatic plants of high economic values. All over the State, tropical, sub-tropical and temperate fruits such as Pineapple, Banana, Mandarin, Orange, Lemon, Guava, Pear, Plum and local and region-specific fruits like *Myrica nagi* (sohphie), *Prunus nepalensis* (sohiong), *Eleagnus khasianum* (sohshang), *Flemingia vestita* (sohphlang), *Docynia indica khasiana* (sohphoh khasi), "chow chow" etc. are bestowed with medicinal and high nutritional values are grown, besides a large variety of indigenous as well as exotic vegetables. Broccoli and coloured capsicum have also been introduced in the state and doing exceptionally well. Plantation crops such as tea, cashew nut, areca nut and other spice crops like black pepper are also grown in abundance. The State has made a successful venture into high value, low volume crops, like strawberry. The state of Meghalaya is bestowed with natural beauty and rich flora and fauna but there is a low level of industrialization and relatively poor infrastructure to exploit the natural resources. Focussing on the economic activities in the non-farm sector of the state, it can be observed that there is minimal

The state is blessed with rare region or location-based local fruits which are high in nutritional values but are not getting the required market value as the aspect of value addition is unknown to the farmers of the state, hence there is a huge loss of raw material. There is no linkage between the farmers and the manufactures. A good example is jackfruit and other local fruits, which are grown abundantly in the state but due to lack of expertise gets wasted as the value addition is not done to the products and there are no good cold storage facilities in the state. If start-ups are initiated with the idea to manufacture products, market them, the economy of the state will get a major boost.

The Non-farm sectors in the state are available both in manufacture service sector and tourism. At present, there is a credit link to schemes like PMEGP





for educated unemployed youth, MUDRA and Start Up India, which are routed through all banks in the region and the small-scale industry is starting to pick up in a slow but at steady pace. Recently, Meghalaya Cabinet has approved the Meghalaya Start-up Policy 2018 to help budding entrepreneurs and create employment opportunities. This start-up policy shall act as a channel in the economic growth of Meghalaya, creating models for scalability and reliability across the state resulting in large-scale employment opportunities. Meghalaya plans to create an enabling environment, which supports the ecosystem that facilitates at least 500 start-ups in the next five years. The government has assured to provide both fiscal and non-fiscal incentives. The State Government through Meghalaya Industrial and Investment Promotion Policy 2012 offers various packages of incentive to existing and functioning industrial limits. However, there is still inadequate infrastructural facilities in terms of power and connectivity. A lot of developmental work is required in the state to develop the non-farm sector. The state is conferred with abundant natural resources which are not utilized to its full potential. If more food processing units come up, there will be less wastage and more income through value addition of these products instead of selling them in their raw form.

North-East India has all the potential resources to transform into a commercial hub. The area is a vivacious source of diverse agricultural crops and region-specific fruits, which can be linked to distant markets within the country as well as for export. To increase Meghalaya's share in trade and employment generation, there is a need to boost the production of high value crops and link the production with value chain management through processing units and value addition to products. The need of the hour is to map the movement of price and journey of the raw materials from farmers to commission agent, traders, processors, wholesalers, retail chains and ultimately to the end consumer, to identify the

location of the proposed collection centres in terms of the sustainable supply and profitability, to locate and pinpoint possible collection centres for crops, to develop the proposed crop calendar, activity calendar from sowing to harvesting across various months, to calculate the number of man-days utilised for various crop groups in the district, to separate peak and off season of focus crop groups, to study particular crops from the view point of various stakeholders such as farmers, traders, consumers etc.

In interaction with the budding entrepreneurs' of the state, a few suggestions came up which the government can incorporate for the development of the non-farm sector of the State. According to the entrepreneurs, district level exhibitions trade fair market linkages with various buyers' local "haats" emporiums can give a boost to the income of the local farmers. There are few successful entrepreneurs, who manufacture world class products but are not getting good market to showcase their products. Urlong tea is one such example from the state which is a world class tea, but proper marketing is required to get the true value of their products. The state has region-specific fruits which if processed and marketed can get good remuneration, but the state lacks food processing units. If the local products are promoted in a large scale, the state can make a mark in the non-farm sector. Exhibitions should be organised where the buyers and sellers can meet.

The government should encourage export-oriented manufacturing units and promote village and small-scale industries. According to the budding entrepreneurs, the government should provide a mandate to procure material from local manufacturers and identify sick units and provide assistance for their revival. Promote vocational training, help curb disguised unemployment where the whole family is involved in the farming sector, promote self employment and income generation thus contributing to economical development of



the State. Value addition to spices, processing of handicrafts handloom, juices, orange squashes pickles, local fruit wines, crushed stones bakery, etc. can be developed to a large extent and the entrepreneurs will get the maximum value from the quality products. Handicrafts is one area where the state can stand out as there are exquisite products made from bamboo, but the products are limited only to the state and not exported due to lack of facilities and scope. The only market the products get is from the tourists who visit the state. The bamboo products can be a good replacement, the hazards of plastic use, it will lead towards the protection of the environment.

The state of Meghalaya follows the matrilineal society, eighty percent of the entrepreneurs are female. Some of the most successful enterprises are run by women. Most of self help groups are women

led. But the State is also battling the menace of unemployment. The government needs to promote self-employment and income generation thus contributing to the economical development of the state. The state of Meghalaya has all the potential to make it big in the non-farm sector, but there are few loopholes and drawbacks which hold the state from reaching its goal. One of the major setbacks for the state is that it does not give due value to the local products. The local fruits and region-specific products should be promoted more by the government. The connectivity to the region

should be improved; the state lacks rail and airways connectivity. The only means of communication to the state is the roadways, which also needs a lot of improvement. The fragile ecosystem of the system of the state needs development in sync with nature. Eco-friendly products are the unique feature of the state, which the state needs to promote for growth and expansion. The potential of the state is untapped, it is high time that the government should intervene and give a boost to the budding entrepreneurs who are full of promising ideas but are not getting the right platform to showcase their potential.

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Integrated Farming Needed to Increase Productivity of Livestock and Double Farmer's Income: Vice-President

The Vice-President of India, Shri M. Venkaiah Naidu has stressed on the need to promote integrated farming practices to improve the productivity of livestock and double farmers' income. Delivering the 8th Convocation address of Sri Venkateswara Veterinary University in Tirupati, Shri Naidu said that Animal husbandry was vital for ensuring a more inclusive and sustainable agriculture system. Saying that Agriculture industry contributes 17% of India's total GDP, out of which, 27% comes from Animal Husbandry and overall, the dairy, poultry and aqua industries contribute 4.4% to the nation's GDP. Livestock is integral to peoples' lives, cattle wealth is a crucial component of human existence, it is the duty of every citizen to protect the precious national wealth.

Rural economy is dependent on agriculture and its allied sectors such as poultry, dairy and others. The sector provides gainful employment to a large number of youngsters from rural areas. Poultry, fisheries, sericulture, and other sectors have great potential to contribute towards employment and economic growth. He also stressed on the need to conserve and improve the productivity of our indigenous breeds.

Sri Naidu also said the hallmark of Indian ethos has been the great reverence for nature and animals and the diverse flora and fauna were considered manifestations of the single divine principle pervading the entire universe.