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Government of India
Ministry of Rural Development
Department of Rural Development

7th Floor, NDCC II Building,
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Date: 15th April, 2020

To

The SMDs/CEOs,
All Rural Livelihood Missions of States / UTs.

Sub: Advisory on Diversification of Livelihoods under DAY-NRLM.

Madam / Sir,

I am directed to say that DAY-NRLM has made significant stride in mobilizing women from rural poor and vulnerable households into their institutions with various tiers. DAY-NRLM has also supported these women SHGs through provisioning of Revolving Fund (RF) and Community Investment Fund (CIF) to take up livelihood activities, additional credit need has been arranged through linking the SHGs with the banks. The poor households in rural areas pursue diverse and multiple livelihoods to manage unforeseen in their life and livelihoods. The most common livelihoods of the poor are wage labour, cultivation on small and marginal landholdings or as tenants, cattle rearing, collecting forest produce, fishing etc.

The need for diversification of Livelihoods is a core strategy under DAY-NRLM to minimize the livelihoods risks and reduction of vulnerability of poor and enhance their resilience towards various shocks. DAY-NRLM has consistently promoting livelihoods diversification by strengthening Livestock, NTFP along with Agro Ecological Practices with SHG members. A copy of the advisory on "Diversification Farm Livelihoods Intervention under DAY-NRLM" is enclosed herewith for reference document for supporting the SHG women in diversifying their livelihood portfolio and bring in stability.

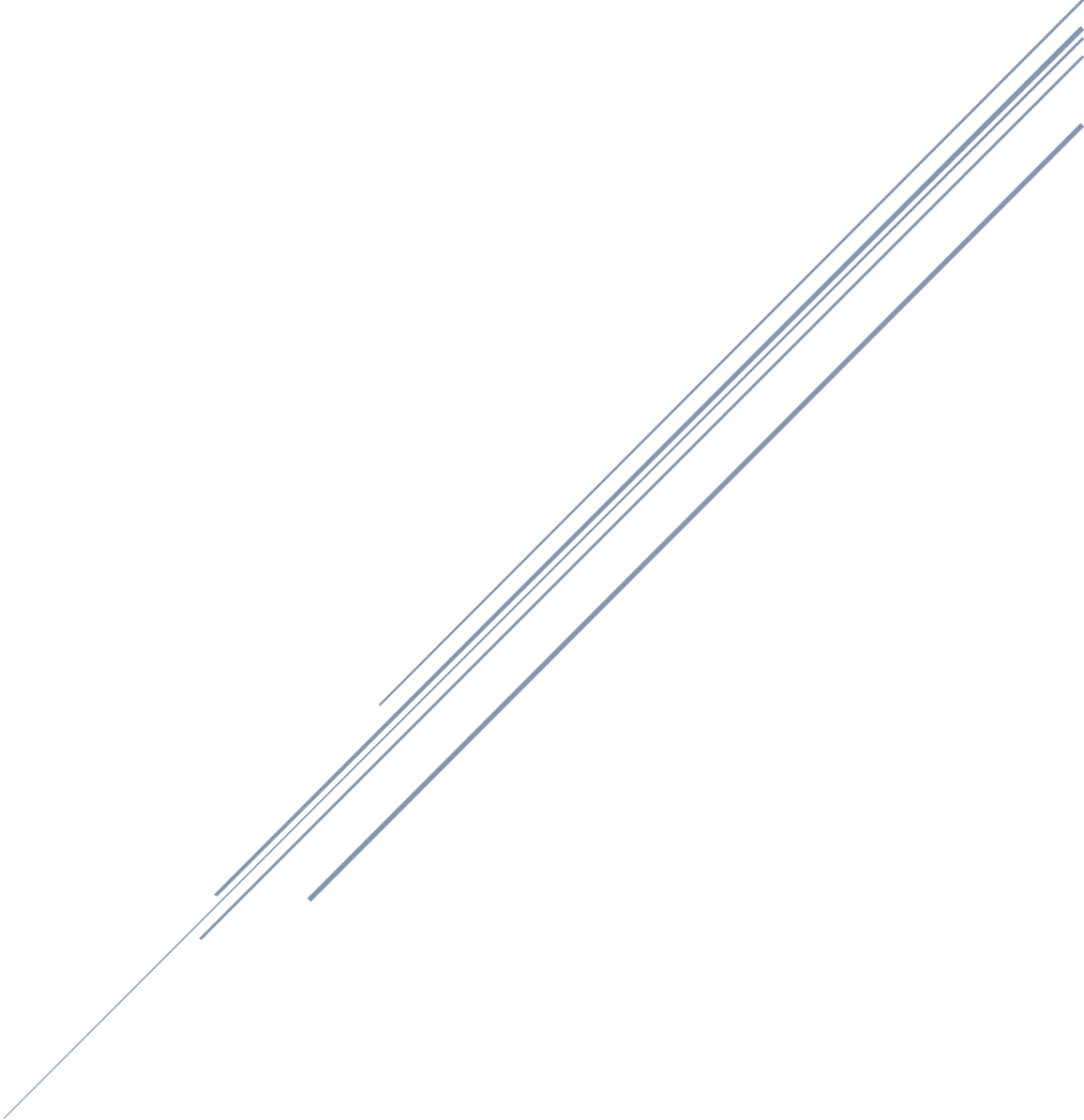
Yours faithfully

Enclosure: as above.



(H. R. Meena)
Deputy Secretary to Govt. of India

ADVISORY ON DIVERSIFICATION OF FARM LIVELIHOODS UNDER DAY-NRLM



Contents

Farm Livelihood intervention Strategy.....	2
Implementation strategy:	4
Village level:.....	4
Household level:	5
Training and capacity building architecture:	6
Convergence:.....	7
Human Resource:.....	7
Block Team.....	7
State Team:.....	7
Review and monitoring:.....	8
Knowledge management:.....	8
Roll out strategy at SRLM:.....	9

Advisory on diversification of livelihoods under DAY NRLM

Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM), is a flagship programme of the Ministry of Rural Development, Government of India. It has been working towards improving social status and economic capabilities of rural women through formation of collectives, intensifying and expanding their existing livelihoods, bringing in new farm, non-farm and other economic opportunities by access and linkages through their collectives.

Since its inception, DAY-NRLM has made significant progress in mobilizing rural poor and vulnerable women into their institutions at various tiers. DAY-NRLM has also supported these women SHGs through provisioning of Revolving Fund (RF) and Community Investment Fund (CIF) to take up livelihood activities, additional credit need has been arranged through linking the SHGs with the banks.

As a coping strategy, poor households pursue diverse and multiple livelihoods. The most common livelihoods of the poor are wage labour, cultivation on small and marginal landholdings or as tenants, cattle rearing, collecting forest produce, fishing etc. The most common non-farm livelihoods are the traditional occupations – weaving, carpentry, black-smithy, washing clothes etc. The poor are also looking for new alternative livelihood options in the employment continuum.

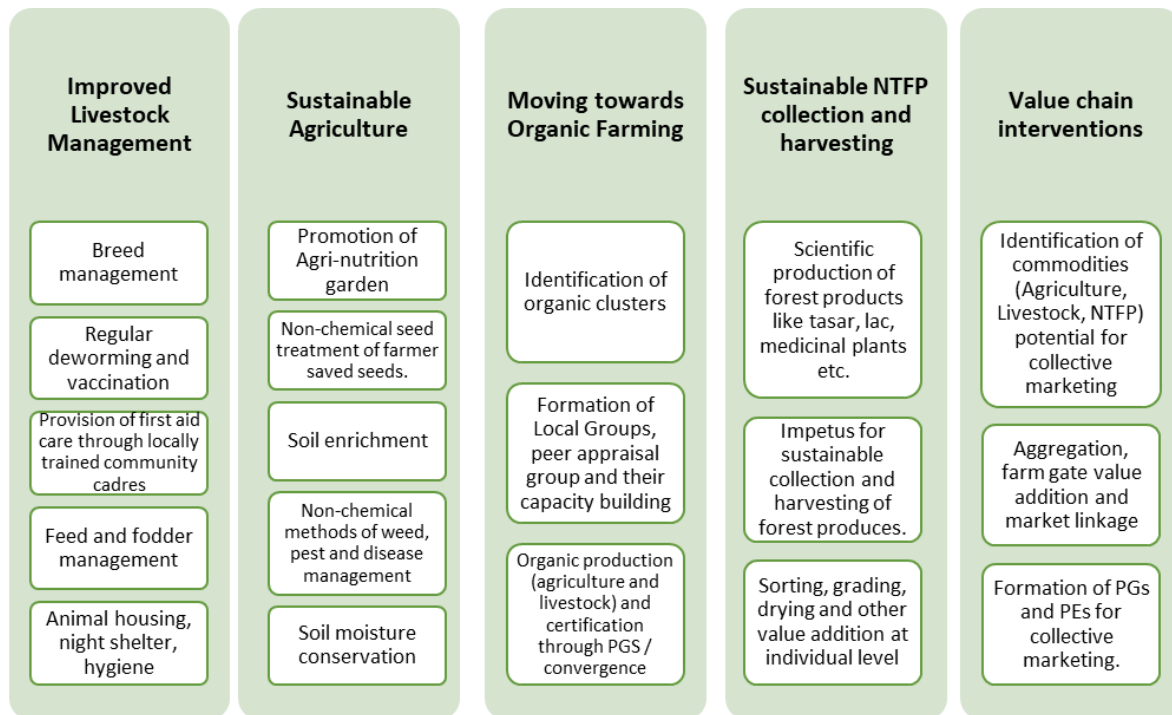
In this context DAY NRLM Implementation Framework outlines the livelihoods promotion strategy: “DAY-NRLM would look at the entire portfolio of livelihoods of each household and facilitate support for the activities at the individual/household level, or in a collective, or at both levels.”

Farm Livelihood intervention Strategy

Farm Livelihoods interventions under DAY NRLM are designed to address three important elements of livelihoods of a poor SHG household; asset, access and skill. The interventions are to address these issues in a comprehensive manner so that the asset quality is improved and/or poor acquiring new assets, their access to credit, market and government schemes and entitlements are improved and they are skilled into use of improved farm based production practices to get optimum return from their farm assets.

In DAY-NRLM, livelihoods promotion includes interventions in both farm (on-farm and off-farm) as well as non-farm livelihood activities. In farm livelihoods some of the important intervention areas are; promotion of Agro Ecological Practices (AEP), improved livestock management practices, sustainable Non Timber Forest Produce (NTFP) collection practices among others. Under agro-ecological practices focus is on stabilizing productivity in agriculture, with reduced cost of cultivation thereby increasing the net income along with taking care of local ecology and transiting to organic certification. Promotion of improved practices to reduce the mortality and morbidity in


ruminants, non-ruminants and poultry through improved feed and breed management, preventive healthcare, ethno-veterinary practices, better housing, improved management practices are the essential livestock interventions. Promotion of improved harvesting practices, improved cultivation, sorting, grading, short term storage, value addition and collective marketing are major interventions to augment NTFP based livelihoods. Under the value chain intervention, activities are carried out with selected farm and NTFP commodities, bringing in improved technology, value addition, aggregation and market linkages for better price realization through promotion of need based informal Producers Group (PG) and formal Producers Enterprise (PE). This can be summarized as shown below:



The back bone of the intervention is a strong extension service delivery architecture to help poor access the services 24X7 at their door steps which is built by creating a community cadre of extension workers.

Besides, creation of social capital is an overriding strategy and cut-across all themes through identification, capacity building, deployment and monitoring of experienced practitioners from the community in all the above activities as Community Resource Persons (CRP) for last mile door step delivery of extension services through FFS, Pashu Pathsala and similar learning platforms. This in turn will enhance skill, knowledge, awareness on their livelihoods among the participating SHG women.

DAY-NRLM for Farm Livelihood promotion is focused on developing the livelihood basket of rural poor consisting of multiple livelihood sources

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- (a) Diversifying livelihood portfolio of rural poor with minimum two farm livelihood activities from among the agriculture, horticulture, livestock, fishery and NTFP
 - (b) Assured food and nutrition security from own production
 - (c) Assured incremental income stream throughout the year and
 - (d) Creation of social capital from the best practitioners as extension service providers.

A diversified livelihood with income coming from more than one livelihood source will help poor to minimize risk and build resilience from various shocks including shock from climate change.

All intervention plan of DAY-NRLM will proactively pursue this objective and will adopt a household centric approach rather than a sector based approach in livelihoods promotion. So, a marginal farmer will not only be supported into agro ecological practices but also into strengthening her livestock based activities or a NTFP collector will not only be supported in NTFP activities but also into AEP and livestock activities. While planning for farm livelihoods interventions in a village, diversification of livelihoods will be the foremost objective.

Diversification and intensification of livelihood interventions are overriding objective under DAY-NRLM and all SRLMs are expected to steer the agenda on priority. This advisory will guide the SRLMs to work towards this endeavor.

Implementation strategy:

To achieve the above objectives and implement the strategy of farm livelihood promotion under DAY-NRLM, at programme management level each activities are managed as separate themes for its enrichment whereas these verticals are integrated at Village level or more precisely at individual household level of participating SHG woman.

Village level:

A typical NRLM farm livelihood intervention village must have active Village Organization (VO), a functional VO livelihood sub-committee, active Producer Groups (PGs) with updated records and relevant trained livelihood CRPs along with the following:

- A functional Custom Hiring Centre or a Tool Bank with all useful machineries
- Operational NPM shops where all NPM materials are available
- Availability of social capital (Krishi/Pashu/Van/matsya/Udyog sakhi etc)
- Functional FFS and / or Pashu Pathsala with updated records covering all the Mahila Kisans
- Public disclosures in the form of wall writings in VO highlighting the DAY-NRLM livelihood interventions

- Seed bank of local and indigenous seeds
- Access to First Aid care facility (for livestock) by trained Pashu Sakhi
- Access to veterinary facilities like Artificial Insemination (AI), Castration and vet-medicines
- System of pricing through live weight basis for sellable animals and poultry birds
- Access to mineral bolus and enhanced fodder production.
- The VO office should have the following updated records displayed in its wall:
 - Social and livelihood map of the village
 - Livelihood interventions plan for the village
 - Progress / achievements in key indicators
 - An animal vaccination and de-worming calendar
 - FFS/Pashu Pathsala training calendar
 - Name of PGs and commodities dealing in.
- Common facilities for NTFP produces like drying, storage etc
- PGs dealing in selected potential commodities (agriculture, livestock and NTFP) for better market access.
- The PGs should have updated records related to physical and financial transactions.
- Functional Local Groups (LGs) with trained LG leader and Peer Appraisal Groups in organic cluster villages.
- Shops / retail outlets for organic produces

Household level:

A farm livelihood intervention household should have an Agri-nutrition garden and supported on more than one livelihood activities among Agro-ecology, livestock, NTFP, Organic Farming, Value Chain interventions and adopt the respective multiple practices as described below:

- *Agri-nutrition Garden (ANG)*: Each Mahila Kisan must have an ANG at her backyard with proper layout, planning of crops and backyard animal/birds, innovative techniques for higher productivity of land, NPM practices, compost pits to supply year-round nutritious, fresh and organic vegetables, fruits and animal protein primarily for home consumption.
- *Seed treatment*: Adopted at least one of the practices of non-chemical seed selection (Brine), treatment with *Beejamrut*, cow urine, etc., seed inoculation with *Rhizobium*, *Trichoderma*, any other traditional methods for better germination, prevention of seed-born pests, diseases and increased productivity.
- *Soil enrichment*: Adopted at least one of the soil enrichment practices - composting (NADEP, vermi etc) to convert cow dung into composts before uses and / or green manuring, green leaf manuring, *Azolla* and / or preparation and use of *Jeevamruth* / *Ghanjeevamruth*, use of local materials like tank silt, biogas slurry etc.
- *Non-chemical pest management (NPM) practices*: Adoption of one of the non-chemical weed, pest and disease management practices which includes but not limited to – preparation and uses of *Agnayastram*, *Neemastram*, *Brhmastram*, summer ploughing, crop

rotation, trap crop, cover crop, alley, bird perches, sticky traps, use of brush cutter, mulching, cover crop etc. All these will slowly leading to complete stoppage of use of any chemical in pest, disease and weed management to transit to organic production.

- *Soil moisture conservation*: Adopted one of the practices like – mulching, sowing across the slope, corner pit etc.
- *Preventive (livestock) health care*: All the cattle and poultry birds are periodically vaccinated and de-wormed– FMD, *Ranikhet*, swine fever etc. Adoption of Ethno-veterinary practices.
- *Feed and fodder*: Cultivation of fodder, making of silage, use of locally available materials to prepare balanced ration for cattle and other livestock animals and birds.
- *Animal Housing and Hygiene*: Should have proper housing for cattle and other livestock, proper night shelter for poultry and other birds.
- *Breeds*: Adopted proper breeds of livestock.
- *Value addition of NTFP (for NTFP households)*: Adopted at least one of the practices that includes but not limited to – sorting, grading, drying, processing etc.
- *Organic Farming*: In organic cluster villages, some of the Mahila Kisan will be member of LG, peer appraisal group, LG leader, get organic certificate through PGS or convergence mode (PKVY, MoVCD-NER) to get premium price of their farm produces – agriculture, horticulture and livestock.
- *Value chain*: Contribute their produces after proper cleaning, sorting and grading at individual level to their respective PGs dealing in farm produces (agriculture, horticulture, livestock), NTFPs and Organic produces.

Training and capacity building architecture:

Enhancement of knowledge, awareness and skill of individual Mahila Kisan through the livelihood Community Resource Persons (CRP) is one of the focus of DAY-NRLM farm livelihood intervention. Each SRLM needs to create a pool of State Resource Persons (SRPs) drawn from among the experts from local resource / research institutions, local practitioners / entrepreneurs and selected SRLM staff after due orientation, training and screening under guidance of NMMU. The SRLM will deploy such SRPs for training and capacity building of CRPs. In addition to SRPs, each state needs to select, train, screen and create a pool of master CRPs (m-CRP¹s) from among the livelihood CRPs. These m-CRPs and block level staff of SRLM will provide skill training and on-field continuous implementation supports to the CRPs.

Further, a group of experienced rural development professionals, having field implementation experience, selected and empaneled by NIRD&PR as National Resource Person (NRP) will train the SRPs, m-CRPs and SRLM staff as per training module.

¹ M-CRPs are selected from among the practicing CRPs through three tier selection process followed by specialized trainings

Convergence:

Each SRLM has to continuously strive for drawing supports from various stakeholders relevant to the livelihood promotion strategy of DAY-NRLM. Active participation of Mahila Kisans in Gram Sabha and subsequent follow up through VO for augmentation of individual livelihood assets through MGNREGA, convergence with Animal Husbandry department for animal vaccination, deworming, AI, castration and other vet-services, convergence with department of Forest for NTFP, agriculture for strengthening CHCs etc are some of the examples each SRLM needs to take forward.

Human Resource:

The implementation of livelihood interventions of such large magnitude with high intensity and diversity require quality human resources in place with proper mix of academic excellence, management skill, right attitude and hands on experience of promotion of rural livelihoods in specific sub sectors. SRLMs need to ensure positioning of such quality human resources at cutting edge and at different integration nodes.

Block Team

Block staff are the front line staff of SRLM responsible for managing all field implementation activities - technical assistance, training and capacity building of CRPs, m-CRP and MKs, formation and nurturing of PGs, LGs, supporting VO livelihood sub-committee, livelihood CRPs are some of the examples. Each intervention block must have dedicated team of livelihood staff nested in BMMU, aligning with the livelihood interventions in that block comprising of staff with relevant thematic background (agriculture, livestock, NTFP, value chain, Organic Farming) supported by a staff for looking after data entry and MIS. Exact number of staff under each programme has been circulated separately.

State Team:

The livelihood team at state level is to be led by a full time dedicated staff as State Project Manager (SPM) – livelihoods, nested in the SMMU. S/he has to be from Agriculture, Animal Husbandry or allied field with high management skill and combined experience of 7-10 years including 2-3 years of field implementation experience at the grassroots. The primary responsibility of the SPM-LH is steering the livelihood promotion agenda of SRLM that includes planning, implementation, monitoring, documentation, reporting, building partnership, linkages, convergence etc. at state level. S/he would be supported by two to three Program Managers/Project executives from farm livelihood or non-farm livelihoods (should complement the qualification of SPM).

Based on the size of the state and number of intensive blocks the SRLM may be supported by suitable young professionals at different levels. In addition to this SRLM may draw support from

NRPs in strategizing, planning, implementation, monitoring, documenting and creation of immersion sites.

Review and monitoring:

SRLM has to develop a robust periodic internal review and monitoring mechanisms (qualitative and quantitative) for farm livelihoods at all the integration nodes at state, block and village levels namely, at SMMU, BMMU and at VO.

- All the SMMU members should be encouraged for periodic field visits in villages having livelihood interventions for assessing the quality of work done.
- The SPM-LH / PM-LH has to participate in every monitoring meeting of all BMMU.
- The BMMU should organize periodic monitoring meeting at different VO offices that will help in interaction with the VO-LH sub-committee members, CRPs, field visits, on-field inputs to the CRPs and monitor the quality of work.
- The block livelihood staff should participate in all VO level periodic monitoring meeting

Each SRLM has to give due importance to keep the national MIS updated. In addition to the MIS data following inputs needs to be used for monitoring purposes during all monitoring meetings at different level:

- Presentation by the key staff (SPM at SMMU, LH staff at BMMU and CRP at VO level) on progress against the plan
- Only consolidated MIS output data on key indicators in respective levels to be used for quantitative achievement.
- First-hand information from field during field visits by SMMU, BMMU and livelihood staff for qualitative achievement.
- Information / report from the NRPs
- Feedback from NMMU

Knowledge management:

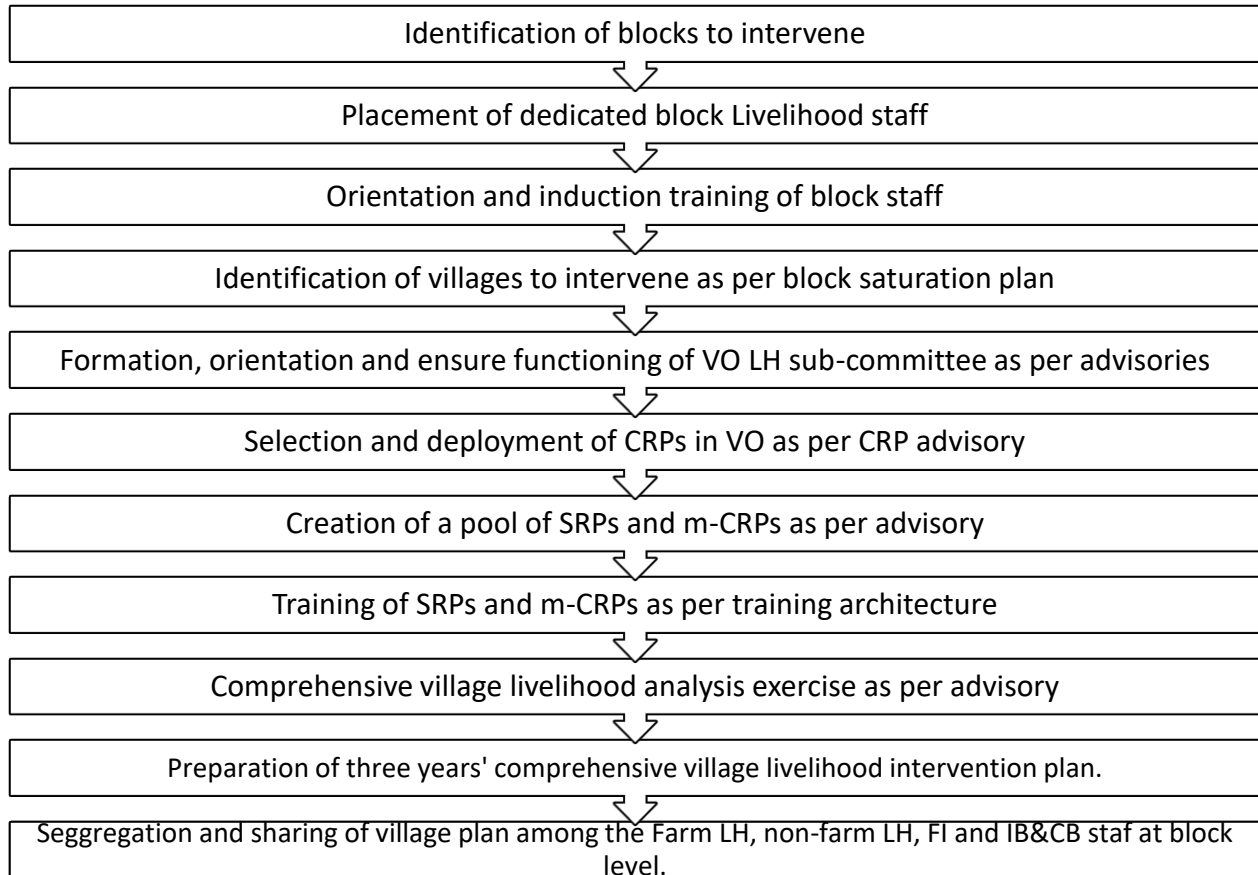
Each SRLM has to develop internal system for regular documentation of best practices of MK, creation of immersion sites, successful case studies on MKs, CRPs and m-CRPs.

SRLM should develop short video films on best practices, success stories, immersion sites to be used as training material as well as informing / influencing other departments and partners.

SRLM should utilize the state level Knowledge Management (KM) unit for developing quality KM materials on farm livelihoods.

Roll out strategy at SRLM:

Geographical coverage: Each SRLM should prepare a geographical coverage plan consists of block saturation plan (village coverage) and village saturation plan (household coverage) within a three years' timeline. Thereafter the following step by step actions need to be taken by the state to saturate a village with multiple livelihood interventions:



Finally, the Farm livelihood plan of each village needs to have components with following broad intervention plan emerged out of the exercise across verticals (agriculture, livestock, NTFP, organic and value chain):

- Training and capacity building plan
- Asset augmentation / creation plan
- Credit need and access plan
- Value addition, aggregation and market (input & output) linkage plan
- Access to technology /drudgery reduction farm machineries plan
- Reduction in cost of cultivation / production plan

Adherence to this advisory will help the SRLMs to ensure that we consistently pursue the core objectives of DAY NRLM and we continuously work towards diversification of livelihoods for the rural poor.