



# ANNUAL REPORT

2025-2026

UBA-SEG on Rural Livelihood



*Submitted by*

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## **Message from the Coordinator, SEG on Rural Livelihood**

It gives me great satisfaction to present the *Annual Report 2025–2026* of the Subject Expert Group (SEG) on Rural Livelihood under the Unnat Bharat Abhiyan (UBA).

The SEG on Rural Livelihood functions as a thematic knowledge and advisory platform within the UBA framework, providing intellectual leadership, methodological guidance, and technical support to Regional Coordinating Institutions and Participating Institutions. In alignment with the vision of the NEP 2020, SDGs 2030, and Viksit Bharat @ 2047, the SEG has focused on strengthening the academic–community interface by promoting evidence-based, participatory, and outcome-oriented rural livelihood interventions. The emphasis has been on enabling Higher Educational Institutions to move beyond conventional outreach towards structured and scalable livelihood development models rooted in local contexts.

During the year 2025–2026, the SEG on Rural Livelihood adopted a comprehensive and impact-driven approach integrating capacity building, model development, field validation, and policy engagement. A total of seven structured capacity-building workshops were organised, engaging over 300 faculty members, coordinators, and stakeholders across the country. These initiatives significantly enhanced institutional competencies in project design, participatory planning approaches such as PRA and Theory of Change, and convergence with Government schemes and CSR initiatives.

A key achievement of the SEG has been the identification, validation, and promotion of fifteen (likely to be) scalable livelihood models across multiple sectors, including bakery-based micro-enterprises, mushroom cultivation, millet-based products, apiculture, and eco-friendly value-added products. Notably, the bakery-based livelihood model implemented in Aspirational Districts has emerged as a validated, low-cost, and high-impact intervention, directly benefiting rural women and youth and demonstrating strong potential for replication across UBA villages. These interventions have contributed to income generation, entrepreneurship development, and strengthening of local rural economies.

The SEG has also played a critical role in strengthening convergence with key stakeholders, including CSR partners such as NTPL, MSME institutions, financial institutions, and Government agencies. This convergence-driven approach has enhanced

access to technical, financial, and institutional support, thereby improving the sustainability and scalability of livelihood interventions. Further, active participation in national-level policy dialogues, workshops, and institutional engagements has enabled the SEG to contribute to knowledge dissemination and integration of field-level insights into policy frameworks. Field monitoring, validation visits, and continuous technical support have ensured that livelihood interventions remain aligned with local needs, Gram Panchayat Development Plans (GPDPs), and sustainability principles. The impact of these interventions is reflected in strengthened institutional capacities, improved quality of livelihood projects, enhanced convergence mechanisms, and the creation of sustainable income opportunities, particularly for women and youth.

I take this opportunity to express my sincere gratitude to the Dr.N.Panchanatham, Vice-Chancellor, GRI, Gandhigram, for his visionary leadership and continuous encouragement. I extend my thanks to the Dr.M.Sundaramari, Registrar, GRI, for the administrative support and facilitation extended for the effective implementation of UBA activities.

I also express my deep gratitude to the Prof.V.K.Vijay, National Coordinator, UBA Prof. Vivek Kumar, UBA-SEG Coordinator, IIT Delhi, and their team for their constant guidance, support, and encouragement. I also acknowledge with appreciation the contributions of RCIs and Participating Institutions for their active engagement and commitment to advancing rural livelihood initiatives through SEG Projects.

I place on record my appreciation to CSR Partners and development agencies for their valuable collaboration and convergence support in strengthening livelihood interventions. Above all, I acknowledge with deep appreciation the active participation of students, guided by committed faculty coordinators, whose field engagement and dedication have significantly contributed to making rural livelihood initiatives meaningful, impactful, and community-centric. I am confident that the continued efforts of the SEG on Rural Livelihood, in collaboration with stakeholders, will further strengthen sustainable livelihood systems and contribute to inclusive rural transformation in the years ahead.

**Dr. K. Ravichandran**  
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## 1. Introduction

The Annual Report for the year 2025–2026 of the Subject Expert Group (SEG) on Rural Livelihood, functioning under the Unnat Bharat Abhiyan (UBA) at The Gandhigram Rural Institute (Deemed to be University), presents a consolidated account of its strategic interventions, knowledge contributions, and impact in strengthening sustainable rural livelihoods across the UBA network. The SEG ON RURAL LIVELIHOOD operates as a thematic knowledge and advisory platform within UBA, providing intellectual leadership, methodological guidance, and technical support to Regional Coordinating Institutions (RCIs) and Participating Institutions for the design, implementation, and evaluation of livelihood-focused interventions.

Aligned with national development priorities, including the National Education Policy (NEP) 2020, the Sustainable Development Goals (SDGs) 2030, and the vision of Viksit Bharat 2047, the SEG on Rural Livelihood has played a critical role in promoting evidence-based, participatory, and scalable livelihood models rooted in local contexts. It has contributed to strengthening the interface between Higher Education Institutions and rural communities by enabling institutions to move beyond conventional outreach towards structured, outcome-oriented rural development practices.

During the reporting period, the SEG on Rural Livelihood undertook a series of structured capacity-building initiatives, thematic workshops, expert consultations, and field engagements aimed at enhancing institutional competencies in rural livelihood planning and implementation. These interventions emphasized participatory approaches such as Participatory Rural Appraisal (PRA), Theory of Change, and convergence-based development, thereby equipping faculty members, institutional coordinators, and stakeholders with the tools required to design context-specific, need-based, and impact-driven livelihood projects aligned with Gram Panchayat Development Plans (GPDPs).

A key focus of the SEG on Rural Livelihood has been the identification, validation, and promotion of scalable livelihood models across diverse sectors, including bakery-based micro-enterprises, millet-based products, mushroom cultivation, apiculture, veterinary homoeopathy, and eco-friendly value-added products. These models, supported through convergence with Corporate Social Responsibility (CSR) initiatives and Government schemes, have demonstrated tangible outcomes in terms of income generation, entrepreneurship development, and women's

empowerment. The SEG on Rural Livelihood has also facilitated knowledge exchange and cross-learning through national and international platforms, thereby strengthening the ecosystem for innovation and replication of successful livelihood interventions.

In addition to its capacity-building and model development roles, the SEG on Rural Livelihood has actively contributed to field-level monitoring, impact assessment, and institutional mentoring through systematic field visits and stakeholder engagements. These efforts have enabled continuous feedback, refinement of implementation strategies, and strengthening of accountability mechanisms within the UBA framework.

Overall, the SEG on Rural Livelihood has functioned as a knowledge-driven catalyst in advancing sustainable and inclusive rural livelihood systems. This report captures its contributions towards strengthening institutional capacities, promoting scalable livelihood models, and supporting the broader objectives of UBA in achieving resilient rural transformation through higher education-led community engagement during 2025-26.

## **2. Performance Highlights and Key Outcomes**

The SEG on Rural Livelihood demonstrated a structured and impact-oriented approach during 2025–2026 by integrating capacity building, livelihood model development, and institutional strengthening. The SEG’s interventions were designed to enhance the ability of Participating Institutions to conceptualize, implement, and scale sustainable rural livelihood initiatives aligned with national priorities. To present a clear understanding of its contributions, the performance of the SEG on Rural Livelihood is organized under three dimensions:

### **Outputs, Outcomes, and Impact.**

#### **A. Key Outputs**

- 1) *Capacity Building Initiatives*: Organized 7 structured workshops and thematic programmes focusing on rural livelihood planning, project proposal development, implementation strategies, and monitoring frameworks.
- 2) *Stakeholder Participation*: Engaged 333 participants comprising faculty members, UBA coordinators, development practitioners, and subject experts from across India.

- 3) *Entrepreneurship Development Programmes*: Implemented multi-phase bakery-based skill training programmes, directly benefiting 75 rural women and youth, with a focus on Aspirational Districts.
- 4) *Field Monitoring and Technical Support*: Conducted field visits across 5 Districts, enabling real-time monitoring, technical guidance, and validation of livelihood interventions.
- 5) *Knowledge and Policy Engagements*: Participated in national workshops, expert consultations, and institutional platforms, contributing to knowledge exchange and policy-level discourse on rural livelihoods.

#### B. Key Outcomes (Institutional and System-Level Changes)

- 1) *Strengthened Institutional Capacity*: Participating Institutions demonstrated improved competencies in preparing structured, evidence-based, and outcome-oriented project proposals, aligned with UBA guidelines and GPDP frameworks.
- 2) *Enhanced Quality of Livelihood Interventions*: Projects increasingly reflected context-specific design, participatory planning approaches, and convergence with government schemes and CSR initiatives.
- 3) *Promotion of Entrepreneurship Ecosystem*: Skill development programmes facilitated the emergence of micro-enterprises, particularly among rural women and youth, supported by improved understanding of costing, marketing, and enterprise management.
- 4) *Improved Convergence Mechanisms*: Strengthened linkages with CSR partners (notably NTPL), MSME Regional Office, and rural development agencies, enhancing access to financial, technical, and institutional support.
- 5) *Knowledge Dissemination and Model Validation*: Identification and validation of diverse livelihood models (bakery, mushroom cultivation, apiculture, millet based products, etc.) with potential for replication across regions.

#### C. Key Impact (Developmental Outcomes and Transformation)

- 1) *Livelihood Enhancement*: Direct and indirect livelihood opportunities were created through skill training and enterprise development, leading to income generation and economic stability among rural beneficiaries.

- 2) *Women's Economic Empowerment*: A significant proportion of beneficiaries were women, resulting in enhanced financial independence, entrepreneurial confidence, and participation in local economies.
- 3) *Scalable and Replicable Livelihood Models*: The SEG on Rural Livelihood successfully facilitated the development of low-cost, scalable, and locally adaptable livelihood models, suitable for replication across UBA villages.
- 4) *Strengthening of Academic–Community Interface*: Higher Educational Institutions increasingly functioned as active agents of rural transformation, bridging academic knowledge with grassroots development.
- 5) *Contribution to Rural Development Priorities*: SEG on Rural Livelihood interventions contributed to advancing inclusive growth, sustainable livelihoods, and rural resilience, in alignment with national frameworks such as NEP 2020, SDGs, and Viksit Bharat @2047.

The SEG on Rural Livelihood has significantly strengthened the ecosystem of rural development under UBA by enhancing institutional capacities, validating scalable livelihood models, and promoting convergence-driven, community-centric interventions across a wide network of institutions and villages.

### **3. Capacity Building Workshops on Rural Livelihoods and Project Development**

The SEG on Rural Livelihood implemented a structured series of capacity-building training initiatives during 2025–2026 to strengthen institutional competencies in rural livelihood planning, project development, and implementation. These programmes were carefully designed based on field-level insights, identified gaps in proposal quality and project execution, the need for convergence with Government schemes and CSR initiatives, and the emerging priorities of GPDPs under UBA framework.

#### **3.1. Workshop on UBA orientation and Project Proposal development -23.07.2025.**

This workshop was organized to strengthen the capacity of UBA Coordinators in developing structured, outcome-oriented project proposals with a focus on rural livelihoods. The programme addressed key gaps in proposal design, particularly in aligning institutional interventions with community needs and GPDPs under the UBA framework.

The technical sessions focused on proposal structuring, participatory planning approaches, and integration of livelihood components within UBA projects. Emphasis was placed on developing evidence-based proposals, incorporating local resource

potential, and ensuring convergence with relevant government schemes and institutional support systems. Inputs were also provided on strengthening academic–community linkages for effective implementation.

The workshop facilitated improved understanding among participants on designing need-based, scalable, and implementation-ready livelihood projects. It also promoted institutional readiness for developing proposals that are aligned with UBA objectives and capable of generating sustainable livelihood outcomes at the village level.

### **3.2 From Concept to Community Impact: Workshop on Methodologies, Outcomes and Pathways for Sustainable Livelihoods – 18.9.2025**

This workshop was conducted as a thematic platform to review, validate, and strengthen rural livelihood projects supported under the UBA–SEG framework. The programme focused on enhancing the methodological rigor of ongoing projects and proposed interventions by integrating participatory approaches, outcome-based planning, and convergence mechanisms aligned with GPDPs.

The technical sessions (*Table – 1 & 2*) centred on the application of the Theory of Change, PRA methods, and structured project design for sustainable livelihood development. Participating Institutions presented a range of livelihood models across sectors, enabling peer learning and expert validation. Emphasis was placed on strengthening market linkages, enterprise viability, and integration with institutional and financial support systems.

The expert review process provided critical inputs for refining project design, improving scalability, and ensuring alignment with local resource potential and community needs. The workshop facilitated identification of replicable livelihood models and strengthened institutional capacity for planning, implementation, and monitoring of rural livelihood interventions.

**Table – 1 Technical Session I: Presentation of Rural Livelihood Projects**

<b>S. No.</b>	<b>Name of the Presenter</b>	<b>Institution</b>	<b>Project Title</b>
1	Dr. R. Mayilsamy	Sri Ramakrishna Mission Vidyalaya College of Arts and Science	Bee Keeping for Livelihood Promotion of Tribal Women
2	Dr. S. Reghupathy	DMI Engineering College, Kanyakumari	Novel Applications from Palmyra Palm Fibre using Fibre

			Reinforced Polymer Matrix Material
3	Dr. M. Boopalan	Pachaiyappa's College for Men, Kanchipuram	Training Tribal Youth for Generating Additional Employment Opportunities through Tailoring and Aari Work
4	Dr. Ankit Tyagi	Indian Institute of Technology, Jammu	Development of a Batch Milk Pasteurizer Unit for Milk Producers of Jagti Village
5	Dr. S. Siva Ranjani	Sethu Institute of Technology	Rural Livelihood Entrepreneurship Development in Kalkurichi Village, Kariyapatti, Virudhunagar District
6	Dr. G. Ramkumar	Arul Anandar College, Madurai	Bridging Traditions and Technology: Empowering Rural Women through Handicrafts and Digital Skills
7	Dr. M. Vadivel	Mohamed Sathak Engineering College, Ramanathapuram	Sustainable Value-Added Fish Products and Livelihood Upliftment in Kodipangu Village (Aspirational Block)

**Table – 2 Technical Session II: Presentation of Livelihood Interventions**

<b>S. No.</b>	<b>Name of the Presenter</b>	<b>Institution</b>	<b>Project Title</b>
1	Mrs. B. Kirupa Shree	The Gandhigram Rural Institute, Gandhigram	Harnessing Invasive Species and Wild Trees for Sustainable Biochar Production: A Pathway to Clean Energy and Soil Improvement
2	Dr. M. Johnson Gritto	St. Xavier's College, Palayamkottai	Application of Bakery Technology for Enhancing Livelihoods in Rural Communities of Ilangulam Village, Nanguneri Block, Tirunelveli District
3	Dr J Elizabeth Vijaya	Holy Cross Home Science College, Thoothukudi	Execution of Welfare Schemes for Sanitary Workers
4	Dr. J. Asnet Mary	Fatima College, Madurai	Development and Preparation of Value-Added Nutritious Millet-Based Food Products
5	Dr. S. Tamilvani	Vellalar College for Women, Erode	Training Rural Women through Production and Marketing of

			Homemade Masala Powder in Villarasampatti Gram Panchayat
6	Dr. J. Nagarajan	Kamaraj College, Thoothukudi	Seaweed-Based Biodegradable Packaging: A Green Approach to Waste Management in Thoothukudi District
7	Dr. M. Padmapriya	Standard Fireworks Rajaratnam College for Women, Sivakasi	Fostering Eco-Friendly Entrepreneurial Skills among Rural Women

The deliberations reinforced the importance of integrating traditional knowledge with modern technologies to develop sustainable and scalable rural livelihood models. Emphasis on women’s empowerment, skill upgradation, and the Train-the-Trainer approach highlighted pathways for wider outreach and institutional strengthening. The recommendations underscored the need for strong market linkages, product standardization, and convergence with MSMEs, SHGs, and financial institutions. Overall, the workshop strengthened a convergence-driven, outcome-oriented framework for promoting resilient and sustainable livelihoods in UBA villages.

### **3.3. International Expert Dialogue on Reimagining Rural Livelihoods through UBA and Higher Education: A Gandhian Pathway to *Viksit Bharat @2047-09:12:2025***

The International Expert Dialogue was organised as a knowledge platform to integrate global perspectives, Gandhian approaches, and institutional experiences for strengthening rural livelihood strategies under UBA. The programme brought together academicians, practitioners, and policy experts to deliberate on sustainable, inclusive, and community-driven livelihood models. The technical sessions focused on climate-resilient agriculture, women-led enterprise development, community rights, and the role of Higher Educational Institutions in promoting sustainable rural transformation. Emphasis was placed on aligning livelihood interventions with local resource systems, social inclusion, and long-term sustainability.

The dialogue facilitated knowledge exchange across national and international contexts, enabling participants to adopt innovative and context-specific approaches to livelihood development. It reinforced the role of Higher Educational Institutions as key enablers of rural transformation through community engagement, research integration, and scalable development models.

### **3.4 Two-Day Workshop on Project Proposal Development under UBA-02 & 03.03.2026.**

This two-day workshop was conducted to strengthen the capacity of faculty members and UBA Coordinators in designing structured, need-based, and fundable project proposals for rural livelihood development. The programme addressed critical gaps in proposal quality, particularly in aligning interventions with local needs, GPDPs, and convergence with government schemes.

Dr. R. Ramesh, NIRDPR, Hyderabad, delivered thematic sessions on project formulation, convergence with programmes such as NRLM, and digital approaches for rural transformation, including insights from Digi-Keralam and comparative development models. His sessions emphasized the preparation of Detailed Project Reports (DPRs) and integration of technology-enabled solutions for strengthening livelihood systems. Dr. K. Ravichandran, Coordinator, SEG on Rural Livelihood, elaborated on the UBA implementation framework, highlighting the importance of baseline surveys, alignment with GPDPs, participatory planning approaches, and convergence among Higher Educational Institutions, Panchayat Raj Institutions, and community organizations for effective livelihood interventions.

Dr. K. Manikandan, Department of Economics, GRI, provided insights into PRA as a key tool for community-based planning, emphasizing inclusive decision-making and local resource mapping. Dr. B. Basker, Department of Cooperation, GRI, highlighted the role of cooperative institutions, SHGs, and collective enterprises in strengthening rural livelihoods and promoting financial inclusion.

The workshop also featured inputs from Dr. N. Panchanatham, Vice Chancellor, GRI, and Dr. Meenakshi Choudhry, UBA, NCI, IIT Delhi, who emphasized linking project proposals with measurable village-level outcomes and strengthening student engagement in rural development.

The programme enhanced participants' competencies in developing evidence-based, implementation-ready proposals with clear focus on methodology, convergence, and sustainability. It contributed to strengthening institutional capacity for planning and executing rural livelihood interventions aligned with UBA objectives and national development priorities.

### **3.5 Two-Day Workshop on Effective Project Implementation, Completion, and Reporting. -(10&11.03.2026)**

This two-day workshop was organised to strengthen the capacity of Participating Institutions in project execution, monitoring, and systematic reporting of rural livelihood interventions under UBA. The programme focused on addressing implementation gaps and improving institutional competencies in translating project proposals into measurable outcomes.

Dr. K. Ravichandran, Coordinator, SEG on Rural Livelihood emphasised the importance of outcome-based development, participatory approaches, and continuous community engagement for effective implementation of livelihood projects. He highlighted the need for structured planning, use of PRA tools, and alignment of interventions with local needs and institutional frameworks.

Dr. S. Nakkiran (Retd.), Ambo University, Ethiopia, underscored the importance of feasibility, beneficiary outreach, and practical implementation strategies to ensure sustainability of livelihood initiatives. Mr. Pradeep Singh, Project Director, UBA, NCI, IIT, Delhi, interacted with participants and reviewed a range of innovative project proposals, including interventions in biodegradable packaging, palmyra-based materials, and value-added fish products. He emphasised the need for systematic refinement, technological integration, and scaling of locally relevant solutions, and encouraged alignment with initiatives such as Tech4Seva.

The technical sessions involved presentation of SEG on Rural Livelihood-supported project proposals by faculty members, followed by expert review and feedback. Key themes included value addition to local resources, technology-enabled livelihood solutions, women-centric enterprises, and environmentally sustainable practices. Experts provided guidance on improving feasibility, strengthening market linkages, ensuring regulatory compliance, and leveraging government schemes and financial institutions for enterprise development.

The main concept of the workshop was the technical sessions handled by the Subject experts, where faculty participants presented 12 innovative SEG on Rural Livelihood project proposals addressing diverse rural challenges. These presentations spanned several critical themes:

The workshop strengthened participants' competencies in project implementation, monitoring, and reporting, with emphasis on milestone tracking, financial documentation, and outcome assessment. It contributed to improving the

quality, feasibility, and scalability of rural livelihood interventions, while reinforcing convergence-based and community-centric approaches under UBA.

### **3.6. Workshop on Rural Livelihood Models: Outcomes, Insights, and Strategies under UBA–SEG on Rural Livelihood-25.08.2025**

This workshop was organised at Saradakrishna Homeopathic Medical College, Kulasekharam, Kanyakumari District to assess outcomes of ongoing livelihood interventions and to identify pathways for scaling and replication across UBA villages. The programme focused on validating field-level livelihood models and strengthening convergence among Participating Institutions, community stakeholders, and development agencies.

Dr. N. Panchanatham, Vice Chancellor, The Gandhigram Rural Institute (DTBU), emphasised the importance of outcome-oriented and integrated approaches for rural transformation. Dr. N. V. Sugathan, Principal and UBA Coordinator, Sarada Krishna Homoeopathic Medical College, highlighted institutional engagement in UBA activities and the role of coordinated efforts in strengthening rural livelihood initiatives. Dr. K. Ravichandran, Coordinator, SEG on Rural Livelihood, outlined the framework for model selection based on scalability, community relevance, and institutional participation, and emphasised the need for structured validation and replication strategies.

The workshop showcased validated livelihood interventions, including veterinary homoeopathy for livestock health, mushroom cultivation and value addition, eco-friendly products such as Thulir Sambrani, and bakery-based micro-enterprises. These models demonstrated measurable outcomes in income generation, women's empowerment, and resource-based enterprise development, with strong potential for replication across rural contexts.

Expert inputs were provided by Mr. P. C. Raghupathi (NLC–NTPL), Dr. S. Vigil Anbiah (Government Medical College, Cuddalore), Ms. V. Saranya (District Resource Centre for Panchayat, Kanyakumari), Mr. H. Darwin Mosses (Cognizant Outreach – ESG), Mr. Sridhar (Sterlite Corporation, Vedanta Ltd.), Dr. P. Pitchaimuthu (Government Arts College, Salem), and Mr. G. Simiyon (MSME-DFO, Government of India). The experts emphasised the importance of strengthening technical inputs, improving market linkages, ensuring product standardisation, and leveraging institutional and financial convergence for sustainability. Er. S. Shanmugasundaram,

Professor of Practice, GRI, synthesised the deliberations, highlighting the need for translating insights into actionable strategies for maximizing community-level impact.

The workshop showcased four successful livelihood projects:

- 1) *Veterinary Homoeopathy for Livestock Health* – Implemented in 12 villages, benefiting over 460 animals, reducing treatment costs, and improving livestock productivity through eco-friendly practices.
- 2) *Mushroom Cultivation and Value Addition* – Empowered women entrepreneurs through skill training, leading to income generation and production of value-added products.
- 3) *Cow Dung Value-Added Products (Thulir Sambrani)* – Promoted eco-friendly entrepreneurship among rural women, transforming waste into income-generating products.
- 4) *Palmyra Sprouts and Bakery Skills* – Integrated traditional resources with modern entrepreneurship, creating employment opportunities and establishing a functional UBA Food Court.

The workshop facilitated validation of livelihood models, identification of best practices, and development of strategies for scaling and replication. It contributed to strengthening institutional capacity for outcome-oriented implementation and reinforced the role of SEG on Rural Livelihood in promoting sustainable, community-centric livelihood systems.

### **3.7. One-day Capacity Building Workshop on Project Proposal Development for Sustainable Rural Livelihoods- St.Xavier's College, Palayamkottai, 27.10.2025.**

This capacity-building workshop was organised at St. Xavier's College, Palayamkottai, to strengthen the competencies of Participating Institutions in designing need-based, scalable, and sustainable rural livelihood projects under UBA. The programme focused on improving proposal quality by aligning project design with grassroots realities, GPDPs, and convergence with government schemes and CSR initiatives.

Dr. K. Ravichandran, Coordinator, SEG on Rural Livelihood, emphasised the role of Higher Educational Institutions in bridging academic knowledge with community needs and highlighted the importance of participatory planning, adherence to UBA Standard Operating Procedures, and development of cost-effective, outcome-oriented interventions.

Thiru Rajive N. P., Director, Vibha Vani, delivered a technical session on “Writing a Winning Proposal,” focusing on root-cause analysis, structured proposal design, and development of implementation-ready projects with clearly defined objectives, methodologies, timelines, and measurable outcomes. He stressed the importance of originality, field-based problem identification, sustainability planning, and convergence with funding frameworks to enhance scalability and impact.

Thiru. G. Simiyon, Assistant Director, MSME, Government of India, Tirunelveli provided insights on proposal refinement, innovation funding, and enterprise support mechanisms. He emphasised the need for systematic and scientifically structured proposals, alignment with development schemes, and integration of impact assessment with SDGs 2030 to ensure measurable outcomes.

The workshop strengthened participants’ ability to design high-quality, field-driven, and fundable proposals, while enhancing institutional readiness for developing scalable livelihood interventions. It reinforced the importance of convergence-based planning and contributed to improving the overall quality and effectiveness of rural livelihood projects under UBA.

These capacity-building initiatives undertaken by the SEG on Rural Livelihood during 2025–2026 have collectively strengthened institutional capabilities and improved the quality and effectiveness of rural livelihood interventions under UBA.

- 1) *Strengthening Institutional Capacities*: Enhanced competencies of Participating Institutions in designing evidence-based, participatory, and GPDP-aligned livelihood projects.
- 2) *Improvement in Proposal Quality*: Development of structured, outcome-oriented, and fundable project proposals aligned with UBA guidelines and national priorities.
- 3) *Validation of Livelihood Models*: Identification and validation of scalable, locally adaptable livelihood models with replication potential across UBA villages.
- 4) *Promotion of Convergence*: Strengthened linkages with Government schemes, CSR initiatives, MSMEs, and financial institutions for integrated livelihood support.
- 5) *Enhanced Implementation and Monitoring*: Improved institutional capacity in project execution, documentation, and outcome tracking.

# UBA- SEG Workshops 2025-26



**Workshop on UBA orientation and Project Proposal development held at GRI -23.07.2025**



**Workshop on RLMs: Outcomes, Insights, and Strategies under UBA-SEG on RL held at SKHMC, Kanyakumari-25.08.2025**



**From Concept to Community Impact: Workshop held at GRI - 18.9.2025**



**Discussion with Principal Investigators during workshop held at GRI - 18.9.25**



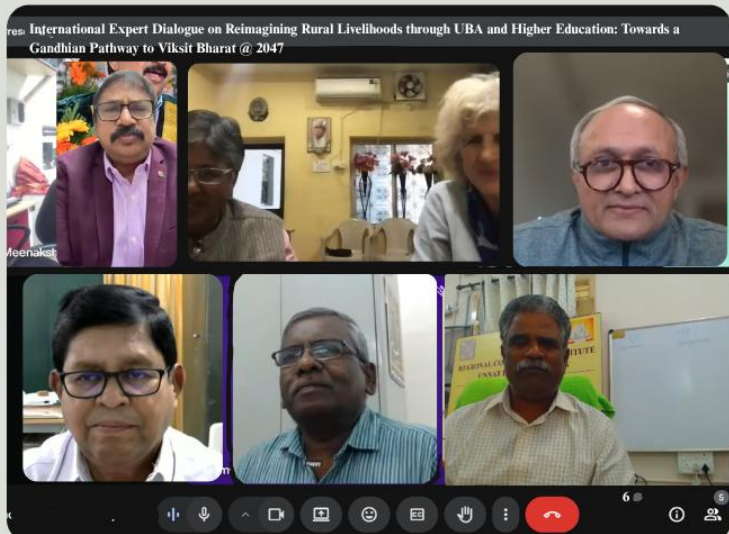
**One-day Capacity Building Workshop on Project Proposal Development for Sustainable RLs- held at St.Xavier's College, Palayamkottai, 27.10.2025.**



**Two-Day Workshop on Project Proposal Development under UBA held at GRI - 02 & 03.03.2026**



**Two-Day Workshop on Effective Project Implementation, Completion, and Reporting held at GRI - 10&11.03.2026**



**An virtual International Expert Dialogue on Reimagining Rural Livelihoods through UBA and Higher Education: A Gandhian Pathway to Viksit Bharat @2047- 09:12:2025**

- 6) *Strengthening Academic–Community Interface*: Enabled Higher Educational Institutions to function as facilitators of community-driven rural development.
- 7) *Focus on Inclusive Livelihoods*: Promoted women-centric and youth-oriented livelihood interventions contributing to sustainable income generation.

#### **4. Policy, Knowledge and Institutional Engagements**

During the year 2025–2026, the SEG on Rural Livelihood actively engaged in a series of national-level workshops, policy platforms, and academic interactions that significantly contributed to strengthening knowledge systems, institutional linkages, and policy alignment under the UBA framework. These engagements enabled the SEG on Rural Livelihood to integrate field-level experiences with national development priorities, while also contributing to evidence-based rural livelihood strategies and institutional capacity building.

Dr. K. Ravichandran, SEG Coordinator, participated in the two-day “UBA Story-Lab: Workshop on Case Documentation and Video Storytelling” organized by the NIRDPR, Hyderabad, on 03–04 July 2025. The workshop focused on enhancing institutional competencies in systematic case documentation and visual storytelling. This engagement strengthened the ability of institutions to document best practices, capture field-level impacts, and effectively disseminate outcomes of rural livelihood interventions under UBA.

The SEG on Rural Livelihood also actively participated in the Workshop on “Empowering Rural Communities through Evidence: Learnings from the National Rural Livelihoods Mission (NRLM)” held at New Delhi on 09 September 2025, organized in collaboration with the Ministry of Rural Development, Government of India by International Initiative for Impact Evaluation, New Delhi. The deliberations emphasized the importance of evidence-based planning, integration with GDPs, and addressing rural livelihood challenges through data-driven approaches. This engagement contributed to strengthening the alignment of SEG on Rural Livelihood interventions with national rural development frameworks and policy priorities.

Further, Dr.K.Ravichandran, Coordinator, SEG on Rural Livelihood contributed to knowledge exchange and innovation discourse through participation in the “SPROUT – Sustainable Projects for Rural Opportunities & Transformations” workshop held at the Indian Institute of Technology Madras on 08 October 2025. The

session delivered on “Rural Livelihoods: High-Impact, Low-Friction Livelihood Interventions for UBA Villages” emphasized the design of scalable, low-cost, and community-centric livelihood models. The interaction enriched the discourse on innovation-driven rural development and reinforced the role of Higher Educational Institutions in facilitating grassroots transformation.

In the domain of natural resource-linked livelihoods, Dr.K.Ravichandran, Coordinator, SEG on Rural Livelihood participated in the Jal Samvad Workshop on Water Literacy Campaign organized by NIRDPR, Hyderabad, on 09–10 October 2025. The workshop highlighted the importance of water literacy, community awareness, and participatory approaches for sustainable water resource management. The insights gained contributed to integrating water sustainability dimensions into rural livelihood planning, particularly in resource-constrained regions.

A significant contribution of the SEG on Rural Livelihood was its participation in the official visit to New Delhi from 11–14 December 2025 for UBA coordination meetings and Subject Expert Group deliberations held at the UBA, NCI, IIT, Delhi. These interactions focused on thematic priorities, strengthening coordination mechanisms, and aligning SEG on Rural Livelihood activities with national policy directions. The engagement provided a platform for contributing field-level insights to policy discussions and for refining the strategic role of SEG on Rural Livelihood within the UBA ecosystem.

Overall, these institutional engagements reflect the proactive role of the SEG on Rural Livelihood in contributing to policy dialogue, knowledge dissemination, and institutional collaboration at multiple levels. By bridging grassroots experiences with national-level platforms, the SEG on Rural Livelihood has functioned as a knowledge intermediary and policy contributor, facilitating the integration of evidence-based approaches into rural livelihood development under the UBA.

### **5. Aspirational District-Focused Livelihood Intervention: A Validated Bakery-Based Micro-Enterprise Model**

During the year 2025–2026, the SEG on Rural Livelihood, in collaboration with Participating Institutions and with support from Corporate Social Responsibility (CSR) initiatives—particularly NLC Tamil Nadu Power Limited (NTPL)—implemented a structured series of entrepreneurship and skill development programmes in bakery-based micro-enterprises. These interventions have emerged as a validated and scalable livelihood model, demonstrating strong potential for replication across UBA villages.

The bakery training programmes were strategically designed to address key gaps in rural livelihood systems, including limited access to skill-based employment, lack of micro-enterprise opportunities for women and youth, and weak market linkages. The model followed an integrated approach combining technical skill development, entrepreneurship training, market orientation, and post-training support, thereby bridging the gap between training and income generation.

The training programmes were conducted in multiple phases across institutions such as The Standard Fireworks Rajaratnam College for Women, Sivakasi; Mohamed Sathak Engineering College, Ramanathapuram; and Sri Kaliswari College, Sivakasi. A total of 75 beneficiaries, primarily rural women and youth from Aspirational Districts, were trained through structured, hands-on programmes covering bakery production techniques, hygiene and quality standards, costing and pricing, packaging, and basic marketing strategies. The training methodology emphasized experiential learning, enabling participants to acquire practical competencies required for initiating and sustaining micro-enterprises.

A distinctive feature of this initiative was its strong convergence with institutional, financial, and policy support systems. The programme leveraged CSR funding for training infrastructure and delivery, while also integrating inputs from MSME officials, banking institutions, and local development agencies. This convergence facilitated improved access to credit, enterprise registration, and market opportunities, thereby enhancing the sustainability of livelihood outcomes.

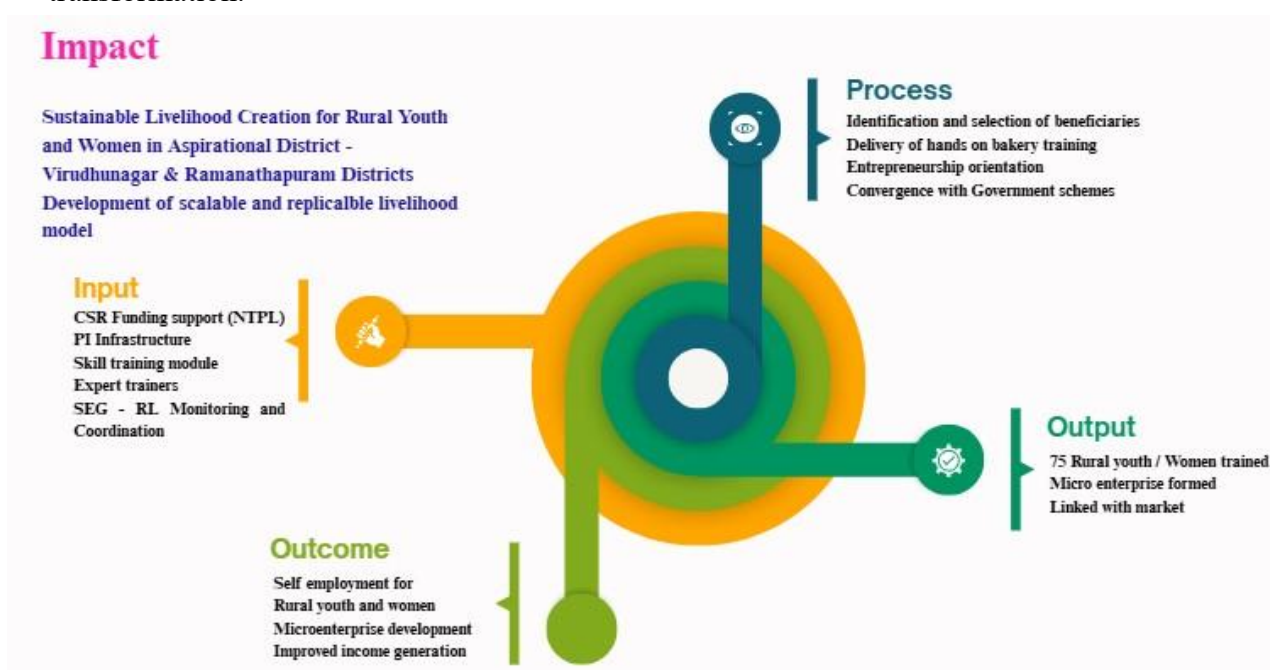
The impact of the bakery-based livelihood model is reflected in tangible beneficiary outcomes. Several trainees successfully transitioned into self-employment and micro-enterprise activities. For instance, beneficiaries have initiated home-based bakery units, supplying products such as buns, cakes, biscuits, and snacks to local markets, canteens, and through digital platforms. Reported income levels indicate a shift from irregular earnings to more stable and predictable income streams, with some beneficiaries earning daily income through sustained production and sales. These outcomes demonstrate the model's effectiveness in promoting economic self-reliance, particularly among women and vulnerable groups.

From a systems perspective, the bakery training initiative has contributed to strengthening local entrepreneurship ecosystems by encouraging group-based enterprises, enhancing market awareness, and promoting value addition at the village level. The model also aligns with broader development priorities, including women's

empowerment, skill development, and promotion of micro and small enterprises in rural areas.

Importantly, the SEG on Rural Livelihood played a critical role in designing, standardizing, and validating this livelihood model by ensuring that the training programmes were aligned with local resource availability, market demand, and institutional capacities. Through continuous monitoring, field visits, and stakeholder interactions, the SEG facilitated refinement of the model, incorporation of best practices, and identification of pathways for scaling and replication.

Overall, the bakery-based micro-enterprise initiative represents a low-cost, high-impact, and scalable livelihood model, demonstrating how structured skill development, when combined with institutional support and market linkage, can lead to sustainable income generation and inclusive rural development. The model offers significant potential for replication across UBA villages and similar rural contexts, thereby contributing to the broader objectives of livelihood enhancement and rural transformation.



## 6. Field Monitoring, Validation and Technical Support

During the year 2025–2026, Dr.K.Ravichandran, Coordinator, SEG on Rural Livelihood undertook a series of structured field visits across multiple Districts to monitor the progress of livelihood interventions, validate outcomes, and provide technical guidance to Participating Institutions and community stakeholders. These field engagements formed a critical component of the SEG’s mandate under the UBA

framework, ensuring that project implementation remained aligned with approved objectives, local needs, and sustainability principles.

The field visits were strategically designed to serve multiple purposes, including on-site assessment of project implementation, interaction with beneficiaries and institutional teams, identification of operational challenges, and facilitation of convergence with government schemes, financial institutions, and local development agencies. Through direct engagement with stakeholders, the SEG was able to strengthen accountability mechanisms, promote participatory approaches, and ensure that livelihood interventions translated into measurable outcomes at the grassroots level.

A key field engagement was the visit to Thoothukudi District on 26 October 2025, where the SEG participated in the implementation of a project focused on the execution of welfare schemes for sanitary workers. The visit enabled the integration of livelihood support with social protection measures by facilitating awareness and access to government welfare schemes. The interaction with community members, institutional representatives, and CSR partners reinforced the importance of convergence-driven approaches in enhancing livelihood security and improving quality of life among vulnerable groups.

The monitoring visit to UBA villages in Kanyakumari District on 27 December 2025 provided an opportunity to review ongoing livelihood projects across multiple Gram Panchayats. The assessment highlighted satisfactory progress in implementation, while also identifying challenges related to input supply, capacity gaps, and market linkages. Based on these observations, the SEG on Rural Livelihood provided targeted technical guidance to strengthen project execution, improve coordination, and enhance outcome delivery.

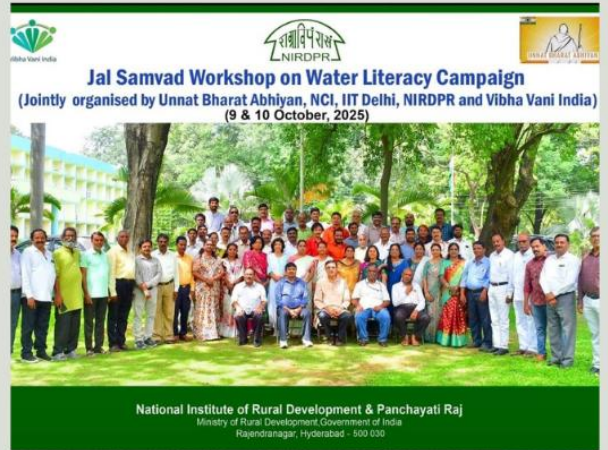
Further, the visit to Coimbatore and Nilgiris regions on 21 February 2026 focused on promoting apiculture as a sustainable livelihood option in tribal and hill areas. Dr.K.Ravichandran, Coordinator, SEG on Rural Livelihood undertook field-level validation of the apiculture project, emphasizing its potential for income generation, ecological sustainability, and integration with agricultural practices through improved pollination. Interactions with women SHGs and local stakeholders enabled the identification of opportunities for expanding micro-enterprises and strengthening community participation.

A follow-up engagement in Tirunelveli District on 04 March 2026 focused on assessing the progress of bakery-based livelihood interventions. The interaction with

# UBA- SEG Field visits 2025-26



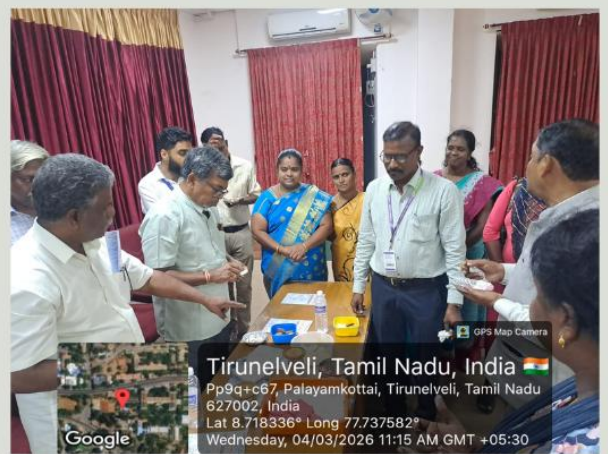
Participated in the “SPROUT – Sustainable Projects for Rural Opportunities & Transformations” workshop held at the Indian Institute of Technology Madras on 08 October 2025.



Participated in the Jal Samvad Workshop on Water Literacy Campaign organized by NIRDPR, Hyderabad, on 09–10 October 2025.



Visit to Thoothukudi District on 26 October 2025, where the SEG participated in the implementation of a project focused on the execution of welfare schemes for sanitary workers.



A follow-up engagement in Tirunelveli District on 04 March 2026 focused on assessing the progress of bakery-based livelihood interventions.



To participate in the Valedictory function of Entrepreneurship and skill development training in bakery for Rural Youth and Women held at Mohamed Sathak Engineering College, Keelakarai



Visit to Coimbatore and Nilgiris regions on 21 February 2026 focused on promoting apiculture as a sustainable livelihood option in tribal and hill areas.

trainees, experts, and institutional stakeholders provided insights into enterprise development, market challenges, and financial access. The SEG ON RURAL LIVELIHOOD facilitated technical guidance on product quality, pricing strategies, enterprise models, and linkage with government schemes and banking institutions. The session also emphasized the importance of continuous mentoring, group-based enterprise formation, and strengthening market linkages to ensure sustainability of the interventions.

Overall, the field visits enabled the SEG on Rural Livelihood to perform a comprehensive monitoring and validation function, bridging the gap between project design and field-level implementation. These engagements contributed to refining livelihood models, addressing implementation challenges, and strengthening institutional and community-level capacities. By ensuring continuous feedback and adaptive learning, the SEG on Rural Livelihood played a critical role in enhancing the effectiveness, scalability, and sustainability of rural livelihood interventions across UBA villages

### 7. Impact Assessment of SEG on Rural Livelihood Activities

The impact assessment of the SEG on Rural Livelihood during 2025–2026 reflects its contribution to strengthening institutional capacities, promoting sustainable livelihood models, and enhancing rural development outcomes under the UBA framework. The assessment is presented through quantitative indicators (*Table – 3*) and qualitative insights, capturing both measurable achievements and systemic changes facilitated by the SEG.

**Table – 3 Quantitative Impact**

<b>Core Functional Domain</b>	<b>Indicator</b>	<b>Achievement (2025–26)</b>	<b>SEG on Rural Livelihood Contribution / Remarks</b>
Capacity Building	Number of workshops conducted	7	Designed and delivered structured training programmes on rural livelihood planning and project development
Human Resource Development	Number of participants trained	333	Strengthened competencies of faculty, coordinators, and stakeholders across institutions

Livelihood Promotion	Direct beneficiaries (skill training)	75	Facilitated entrepreneurship development through bakery-based micro-enterprise model
Field Monitoring & Validation	Districts covered through field visits	5 districts	Enabled real-time monitoring, technical guidance, and validation of livelihood interventions
Institutional Outreach across the country	Participating Institutions engaged	333	Provided advisory support for project design and implementation under UBA
Livelihood Diversification	Number of livelihood models promoted	20 models (15 – SEG supported + 5 CSR supported)	Identified and validated diverse, context-specific livelihood interventions

The qualitative impact of these interventions are listed below.

- 1) *Institutional Capacity Strengthening*: Enhanced competencies of Participating Institutions in evidence-based project design, participatory planning, and GPDP alignment.
- 2) *Livelihood Enhancement*: Creation of sustainable income opportunities through skill-based micro-enterprises, particularly in bakery and allied sectors.
- 3) *Women’s Empowerment*: Increased economic participation and entrepreneurial confidence among rural women and vulnerable groups.
- 4) *Convergence and Partnerships*: Strengthened linkages with CSR agencies, Government schemes, MSME, and financial institutions for integrated support.
- 5) *Knowledge and Model Development*: Identification, validation, and dissemination of scalable and replicable rural livelihood models across sectors.

## 8. Impact Synthesis

The overall impact of SEG on Rural Livelihood interventions during 2025–2026 demonstrates a coherent shift from activity-based engagement to outcome-driven rural livelihood development. The SEG effectively functioned as a knowledge facilitator,

technical advisor, and model validation platform, strengthening the capacity of institutions while enabling tangible livelihood outcomes at the grassroots level.

By integrating capacity building, field validation, and convergence-driven approaches, the SEG has contributed to developing scalable, inclusive, and sustainable livelihood systems, particularly in Aspirational Districts. The interventions have reinforced the role of Higher Educational Institutions as catalysts for rural transformation, aligning academic engagement with real-world development outcomes.

The SEG on Rural Livelihood has significantly strengthened institutional capacities, enabled scalable livelihood models, and facilitated convergence-driven rural development, contributing to sustainable income generation and inclusive growth across UBA villages

## **9. Conclusion**

The SEG on Rural Livelihood demonstrated a structured and impact-driven approach during 2025–2026, effectively fulfilling its mandate under the UBA. Through a combination of capacity-building initiatives, field-level validation, and knowledge-based interventions, the SEG has significantly strengthened the ability of Participating Institutions to design and implement sustainable, community-centric rural livelihood projects.

The SEG on Rural Livelihood's efforts have resulted in the development and validation of scalable livelihood models, particularly in the area of micro-enterprise promotion, with demonstrated outcomes in income generation, women's empowerment, and local economic development. By integrating skill development with entrepreneurship, market linkage, and institutional support, the SEG has contributed to building resilient livelihood systems at the grassroots level.

A key achievement of the SEG has been its role in fostering convergence across multiple stakeholders, including Higher Educational Institutions, Government Agencies, CSR partners, and financial institutions. This convergence-driven approach has enhanced the effectiveness, sustainability, and replicability of rural livelihood interventions.

Overall, the SEG on Rural Livelihood has evolved as a knowledge-driven catalyst and technical advisory platform, enabling a transition from activity-based engagement to outcome-oriented rural development. Its contributions align closely with national priorities such as the NEP 2020, the SDGs 2030, and the vision of Viksit Bharat 2047.