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## Improving People Ability To Earn And Save Money Through Financial Support For Rural Livelihood

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### Abstract

India is a developing country with a lifestyle that is predominantly rural. The country's rural residents make up 65.33% of the total population. Based on the NABARD All India Rural Micro Finance Survey 2016–17, rural residents in India are struggling to meet their monthly expenses because they lack \$1414, and they also have \$103,000 in debt from institutional or non-institutional sources. In India, 88% of people had savings accounts. Only 23% of agricultural households with more than two hectares of land might save between \$17,000 and \$20,000 annually. The land-to-labor ratio has increased from 14.3 percent in the 2011 census to about 18 percent today. Agriculture is still the main source of human habitation. However, it is still unclear how to ensure the survival of migrant laborers and landless labourers in rural India. Today's rural lifestyle is determined by the suitability of all sections and classes of people with a rise in agricultural production, per-capita, saving ability, entrepreneurial spirit, and a fair and empirical business model with government financial support, as opposed to the past when it was entirely determined by farming or agriculture. The government's financial support is vital to maintaining rural life; hitherto limited to the agricultural sector, it is now expanding to include landless workers' lives as well as improving everyone's ability to earn money and save it. The farming industry has numerous natural and man-made obstacles and is therefore unable to maintain rural culture by producing enough food, making enough money, or creating enough jobs.

**Keywords:** financial assistance, Rural live hood, landless, saving capacity, smallholding, migrant labour,

### 1. Introduction

Here, live hood refers it is meagre to think about national development until and unless the rural development with full-fledged employment for rural dwellers along with market for their production.[1] Reinvigoration of sources of rural live hood is the need of present hour. Presently agriculture remains main source of live hood, employment, percapita and national income. However, which is being suffering from erratic man soon, lack Of marketing facilities disguised unemployment and problem of smallholdings. [2]

Through case studies, the book focuses on problems with livelihood in the state of West Bengal. The goal of the book is to weave together the five different types of capital we've already spoken about in order to understand how they affect livelihood and how to diversify. [3]The irrational use of pesticides and fertilizers, which diminishes the productive capacity of land. Still 55% of land has to be covered under irrigation; remaining 45% of land has been covered under seasonal irrigation. The unskilled labors in rural area mainly depends on it.

[4] The purpose of this study was to evaluate the technical performance of solar house lighting systems (SHLS), service delivery model, institutional mechanism, maintenance and monitoring, user awareness, and its effects on rural livelihood in four districts of Assam. Only 28.9% of the systems are functioning, 62.3% are running with minor flaws, and 8.8% are either non-functional or have serious flaws, according to the report.

[5] Water pollution caused by anthropogenic activities and driven by changes in rural livelihood strategies in an agricultural system has received increasing attention in recent decades. To simulate the effects of rural household livelihood transition on non-point source (NPS) pollution, a model combining an agent-based model (ABM) and an improved export coefficient model (IECM) was developed.

[6] The Human Settlements Group strives to lessen poverty and enhance housing and health conditions in urban centres in Latin America, Asia, and Africa. This is done while also fostering effective governance, more environmentally friendly urban growth patterns, and stronger rural-urban connections.

[7] To reduce rural poverty, research on household livelihood dynamics is essential. In this study, we utilise duration and dynamic probit models to investigate the persistence of and changes in household livelihoods in three districts of Nepal. The findings show that rural households' livelihood strategies are dynamic: roughly 16% of the sample households moved to high-remunerative livelihood strategies, and 10% of the households shifted down to either low- or medium-remunerative livelihood strategies.

[8] explores how agricultural households in Laos were impacted by policies intended to make agriculture a dynamic and competitive sector through intensification and commercialization, as well as how the livelihood strategies of these households have affected the modernization goals set forth by the government. Although Laos's overall rice production has increased over the past few decades, the market institutions that are tied to the rice sector are still very poor.

[9] examines the push and pull factors that affect rural households' decision regarding their mode of subsistence. The information for this study was gathered in 2010 through a survey of 200 rural Dire Dawa Administration households that was conducted utilising a multi-stage random and purposeful sampling technique. To determine the factors

influencing the rural livelihood strategies adopted by rural household heads, multinomial logit regression was used.

[10] indicate that two capital factors—age and education—as well as two mediating factors—wages and crop prices—have a significant impact on decisions about off-farm employment, whereas decisions about land transfers are heavily influenced by policies and subsidies, machinery, activities run by local agricultural cooperatives, and land rent. By examining the traits, patterns, and motivating elements of livelihood transitions

[11] examined the role of livelihood diversification in household well-being in Humla, a rural mountain district in west Nepal. We examined the impact of diversification on a composite household well-being index we created using information from household surveys, which included four components and 15 indicators. The findings pointed to a consistent pattern of diversification in terms of the number of livelihood activities pursued but a highly variable level of resulting well-being among households.

[12] The susceptibility of rural livelihoods to market volatility, climate change, and political turmoil is significant. The idea of resilience is increasingly being utilised to guide development projects meant to increase rural households' and communities' capacity to deal with, adapt to, and transform in the face of various shocks and stressors. The notion is best understood as being entrenched inside dynamic and highly contextual processes that can be viewed differently by different parties, so mainstreaming resilience thinking into food and nutrition security policy and programming still faces substantial hurdles.

## **2. The Inevitability of Financial Assistance for Rural Live Hood**

Without financial assistance by the central and state governments, the rural live hood remains as myths. The national development. The sustainability of rural live hood plays very crucial role in promoting of National Economic Interests, which is the domain of increasing in per-capita, comprehensive employment opportunities, avenue for savings, increase in production, enlargement of rural market, rural industries basis local resources and modernization of agricultural system which fetch economic stability and economic reliability.

## **3. To Achieve Rural Employment**

The large population of India resides in rural India with share of 65.53% out of this 31 % population above 18 years are unemployed. The agriculture is the only source of employment; it is able to provide to employment on seasonal base thus they could able to get work for two or three months in a year. In 2018- 19 the ratio of unemployment is 23 % now it increases to 31. The concept of rural live hood emphasis for generation and implementation of rural base employment plans and schemes.

## **4. Proper Utilization of Rural Human Resources**

Rural live Hood thoroughly depends on agriculture, which is subject to gambling with monsoon. With well monsoon, this sector had the capacity to provide employment to land

less agricultural workers just for two months in seed sowing and harvesting season rest of the season it led disguised unemployment, it is the root cause of low per- capita in rural areas. To convert them as income generator to lead their sufficient life they have to engage in other rural base trade and business but it requires finance, rural people are not in position to invest the money on their own occurred. Thus, the sustainability of rural live hood requires the financial assistance from government.

## **5. Economic Assistance to Small Farmers**

The 2000-01 agricultural census reveals that the agricultural sector is represented by 81% smallholdings or below than two hector. The production gained from their smallholding is insufficient to maintain their family expenditure. However, they have to invest capital inform of expenditure on fertilizers, pesticides, modernized high yielding seeds and equipment's. They are not in position-to-position bear the agricultural expenditure. This condition of small farmers led the low productivity which threat the rural live hood and it force rural community remain in permanent Indebtness situation. Thus strengthen the rural live hood by increasing production of smallholdings farmer's financial assistance from government is essential.

## **6. To Sheep and Goat Farming**

To ensue live hood of land less rural population in India with a small amount of investment sheep and goat farming plays pivotal role. it provides certainty of profit. The rate and demand for sheep meat increasing continuously. The weather of India is very conducive for ship and goat farming. The price of every goat and sheep approximately at 6000 to 8000 along with to save this livestock it requires sheds and fence to provides shelter from rain and winter and from cruel animal, and medical assistance for breeding. It is the fastest growing subsector of agriculture. If the governments extend their financial assistance in form of loan subsidy base. Which not only helps the land less labors even farmer can also adopt this farming it provides extra income with corps.

## **7. To Dairy Farming**

The dairy farming in Rural India provides the employment with self-income to 18 million individuals out which 70% women are there. It is also the source of income of 65 to 70% small or peripheral farmers in India. To purchase high milk yielding cow breeds like, Gir, Shahiwal, Red Sindhi, Rathi, Tharparkar and Dhanni they have the capacity to produce 1560 kilograms of milk. Buffaloes have the strength to produce more milk than cows. Some buffalo breeds are more famous in milk producing these are Murraha, Bhadawari, Jaffarbadi, Surati, Mehasana, Nagapuri and Nili Ravi. The prices of above mentioned cows and buffaloes are more than one lakh. The manure of cows and buffalos is helpful to farmers, which led the organic farming and increases the fertility of land for high production. Thus, it plays very pivotal role in rural live hood by giving the jobs to land less workers, women's, unskilled and uneducated people of rural area. However, all section people in rural due to financial crunch they could not be able to purchase cows

and buffalos. The financial assistance for purchasing this live stock form government is inevitable to strengthen rural live hood.

### **8. Poultry farming**

India is the world 5<sup>th</sup> largest country in production of chicken meat. In egg production, it stood for 3<sup>r</sup> rank at global level. The role of poultry farming is Key Avenue in enhancement of rural live hood, which provides employment, income and nutritional food at local level. In local area individual can establish their own poultry small farmers and land less labors with small amount of investment up to two lakhs. However, farmers due to scarcity of financial resources or to maintain agricultural expenditure in future they had not been ventured in this field. If they have so. It is the grouches, which made them of easy availability of finance, and then they would have make their mind to ventures in this field.

### **9. To Make Active Rural Self – Help Groups**

These groups in rural development and rural live hood are crucial. Through these groups all-rural, development programme can be implemented easily with effective and time bound manner. These groups play very important role in North East Region Rural Development. The intension behind these groups is to be financial empowerment of rural poor women to carry out their business with easy loan of low interest with in a group. As per NABARD report, as March 31, 2019 there were one crore self-help groups are there covering with 12 crore families with deposit of 23324crore rupee. However, half of the self –help groups are not more active and effective in the way of rural live hood. On March 09 2020, the central government under the ministry of Rural development decides to create more than 75 lakh SHGs by 2022 to support women to earn their live hood in their village. It is the voluntary group of 10 to 20 members of rural women.

To foster rural live hood through these groups, government should have extended its financial assistance, which made women to maintain their family expenditure with small amount of savings.

### **10. To Provide Irrigation Specialties in Rural Area**

According the records of irrigation in India only 36.7% of total agricultural land in India covered under irrigation specialties. 2/3<sup>rd</sup> land in India depends on monsoon. Only 51% of food grains are produced through irrigation method. Irrigation that helps to promote rural live hood among rural people. It enhances the capacity of agricultural production. It also provides the job opportunities to rural Indians due to irrigation field base activities are constantly increasing inform of continuous growing crops. The irrigation system along with crops it helps to the farmers to maintain their daily expenditures by growing and supplying vegetables to markets it promotes animal husbandry because those farmers adopted irrigation they grow the green fodder in summer season to their livestock. In rural area small and marginal farmers are not in position to drill the bore well to extract ground water to irrigate their land if the government extend the financial assistance they would have improve their capacity of live hood.

## **11. To Provide Food Security**

The government has to spend 1,71,298 crores averagely per year since its inception of the Food Security Bill to provide 1.2 million below poverty line population of country. Food security plays very pivotal role in alleviation of poverty and malnutrition among habitants of rural India. Rural Live Hood implies the capacity of people to produce their own food with employment, health, education and savings opportunities. Every individual need 1632 Kcal per capita per day. Before implementation Food Security Bill in 2003 September, 2/3 women's in Jharkhand only suffering from malnutrition and anemia. 42% children below age six years are underweight and 35 men comes under nutrition related health problems due to lack of food these were land less marginal section of society. In the name food necessity poor is in rural area exploited by local property owners. In real sense food is the base of rural live hood, which promotes health and saving capacity, enable them to send their children with notorious condition. If the government extends financial assistance to purchase food grains in form Rice Jowar, Bajar, Barley cereal and wheat through fair price shops. Government by bearing expenditure on PDS somewhere it helps to decrease in the family expenditure and saving capacity and it helps to make country free from hungry. In addition, it helps to protect human rights in rural areas. Just for one time food people engaged in beggar system in states like Bihar and Orissa. Government has to concentrate to provide food grains to every household regularly to all below poverty line and land less it will ensure real live hood.

## **12. To Generation of Rural Base Employment**

Financial assistance quite essential to generate rural base employment through MNREGA and other rural development schemes. These schemes helps to provide employment to rural manual and unskilled labours, which prevent them to become migrant labor, which full them in to economic uncertainty. Through MNREGA adult in rural area get the job opportunity for 100 days with in radius of 5 km of village panchayat, if it is extending up to six it will ensure economic certainty with saving capacity.

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