

**Online ToT
on
Non-Farm Sector Value Chain Analysis
for Promotion of Sustainable Rural
Livelihoods and Enterprises
(November 25-27, 2020)**

REGISTRATION LINK

For Registration, Please visit the link
<https://forms.gle/FmrYrim1vx655geR9>

(Please note that the registered candidates will receive an online login link on their registered mail ID)

COURSE BROCHURE

**LAST DATE OF RECEIVING
NOMINATIONS**

November 23, 2020



**NATIONAL INSTITUTE OF RURAL
DEVELOPMENT AND PANCHAYATI RAJ
NORTH EASTERN REGIONAL CENTRE
NIRDPR LANE, NH-37
JAWAHARNAGAR, KHANAPARA
GUWAHATI-781022**

NEED

The prime objective of any livelihood promotion programme is to eliminate rural poverty through innovative implementation strategies involving mobilisation and organisation of the rural poor and their financial and economic inclusion. Such programmes aim at improving the livelihoods of the poor by (a) creating and strengthening self-help groups (SHGs) of the poor, (b) providing access to finance, and (c) linking them to markets and upgrading key value chains.

Among these, the adoption of a value chain approach to economic development and poverty reduction involves addressing the major constraints and capitalising on the opportunities at multiple levels and points along a given value chain comprising of a wide range of activities. A value chain links the stages of production of a product from the farmer to the consumer or from the manufacturer/producer to the consumer. It is often about improving access to markets and ensuring a more efficient product flow while ensuring that all involved in that chain benefit.

With changes in agricultural contexts and resulting changes for rural employment, the need for pro-poor development emphasises upon the importance of value-chain analysis. It is in this context that the Training of Trainers' Programme on 'Non-Farm Sector Value Chain Analysis for Promotion of Sustainable Rural Livelihoods and Enterprises' is proposed to be organised for capacity building of the functionaries of rural development.

OBJECTIVES

- i. To familiarise the participants with the basic concept of value chain analysis
- ii. To build the capacity of the participants to give further handholding on upgrading potential value chains across the non-farm sector for promoting sustainable rural livelihoods and enterprises

CONTENT

Need and Importance of Value Chain Analysis (VCA) - Techniques of Value Chain Analysis, Understanding and applying Handloom VC, Food Processing VC, Cane and Bamboo VC, How VCA based approach can help the Facilitators in Promoting Rural Enterprises in the Non-Farm Sector

TARGET GROUP

Functionaries of SRLMs, Department of Industries and Commerce, P&RD Department, other line departments and Development Professionals from the non-government sector/ organisations/ Institutes/ universities.

METHODS

Lecture and Case Study discussion

DATE & TIME

Three Days (November 25-27, 2020)
Three Hrs a Day (11:00 am – 2:00 pm)

COURSE DIRECTOR

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COURSE FEE AND REGISTRATION

There is no Course fee. Registration is free.

CERTIFICATE

Participants will receive E-certificates on attending all sessions of the ToT and after duly submitting the evaluation of the ToT on the Training Management Portal.

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