

# Livelihood Preparedness Programme





## Livelihood: A Key to an Empowered Life

In a country like India, productive employment is central to poverty reduction strategy and to bring about economic equality in the society. Although women are found to be engaged in numerous productive undertakings, the returns to their efforts are quite minimal. Majority of them especially those in the traditional sector are unable to meet their needs and fulfill other family responsibilities.

In the situation where there are less opportunities in terms of available livelihood options, the lack of livelihood preparedness makes them unable to reap even the existing opportunities. Although the cultural restrictions women face are changing, women are still not as free as men to participate in the formal economy. In the past, cultural restrictions were the primary impediments to female employment now however; the shortage of jobs throughout the country contributes to low female employment as well.

Most of the time rural women want to earn money to support their families but in absence of livelihood vigilance and awareness, they lack the general preparedness needed to take forward any type of livelihood activity.



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During community interventions, glaring gaps were identified in terms of inadequate information on livelihood options, insufficient behavioral skill sets and poor attentiveness to manage records and accounts etc.

This module will help create, build, manage and support the vision, where women see themselves as important members contributing to the economy of the household. They see themselves empowered to have and to determine choices, realise their self-worth and have the power to control their own lives, both within and outside the home.



## Approach

The programme is conducted by a strong cadre of trainers, who, under the monitoring of supervisors, train the target group. Their capacity to conduct the session is enhanced through a toolkit designed for this purpose.



## About Development Alternatives

**Development Alternatives (DA)** is a social enterprise with a global presence in the fields of green economic development, social empowerment and environmental management. It is credited with numerous innovations in clean technology and delivery systems that help create sustainable livelihoods in the developing world. DA focuses on empowering communities through strengthening people's institutions and facilitating their access to basic needs; enabling economic opportunities through skill development for green jobs and enterprise creation; and promoting low carbon pathways for development through natural resource management models and clean technology solutions.  
[www.devalt.org](http://www.devalt.org)



**Development Alternatives**

B-32, Tara Crescent, Qutub Institutional Area  
New Delhi 110 016, India

Tel: +91 11 2654 4100, 2656 4444, Fax: +91 11 2685 1158

Email: [mail@devalt.org](mailto:mail@devalt.org), Website: [www.devalt.org](http://www.devalt.org)