

NGOS AND SUSTAINABLE LIVELIHOOD OF PEOPLE IN NON-FARM SECTOR OF RURAL AREA IN SUBARNAPUR DISTRICT

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Introduction

Sustainable livelihoods create goods and services that are widely needed in any community. They give dignity and self esteem to the worker. They create purchasing power and with it greater economic and social equity, especially for women and the underprivileged. A sustainable livelihood is a remunerative, satisfying and meaningful job that enables each member of the community to help, nurture and regenerate the resource base.

The Department for International Development (DFID) has defined the concept of “livelihood” which comprises the capabilities, assets (including both material and social resources) and activities required for a means of living”. Again the organisation has defined the term “sustainable livelihood”. According to it “A livelihood is sustainable when it can cope with and recover from stresses and shocks and maintain or enhance its capabilities and assets both now and in the future, while not undermining the resource base”.

The basic components of the sustainable livelihoods framework are; assets, strategies, outcomes, vulnerability, transforming structures and processes. The assets may be human, physical, financial, social and natural. The strategies of livelihood are people’s activities. The livelihood outcomes are people’s objectives like health and income. The vulnerability context comprises the influence of drought, deforestation, etc.. The transforming structure and processes are the influence of government policies and schemes etc. Here in this paper, the researcher has explained about the various types of occupations professed by the rural people of the non-farm

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sector, the vulnerability they have faced, their maintenance of the capabilities and improvement in position in the Subarnapur District.

NGOs and Sustainable Livelihood of Rural Area in Non-Farm Sector Under Subarnapur District

The researcher has gathered information regarding the livelihood of rural people in non-firm sector of Subarnapur District interrogating the members of household about their occupations. From the data it was known that the members of households professed occupations like Agriculture, weaving, terracotta work, labour work, business, Bamboo craft and fishing. Very few of the households were professing occupations like sheep / goat rearing, tie and dye of sarees, iron craft, printing press, tailoring, carpentry, artistic work, and dairy farming.

To make the matter more stern the researcher collected information regarding primary source of income of the households. From the collected data, it was seen that 26 percent households of Subarnapur were getting income primarily from Agriculture, 21 percent from terracotta, four percent from daily labour another four percent from Govt. service or pension again another 4 percent from business. Three percent of households were getting income from bamboo craft, dye. Two percent households were deriving their income primarily from animal husbandry and another 2 percent from fishery. The primary source of income of very few households was iron craft, printing press, tailoring, carpentry and tie & dye..

Again the researcher had enquired about the secondary source of income of households of Subarnapur in order to know about the sources of their livelihood.

From the collected data, it was known that secondary source of income of 47 percent households of Subarnapur district was agriculture, tailoring for another 30 percent of household's, small business for 7 percent, fishery for 4 percent, terracotta for 3 percent of households, goat rearing or animal husbandry for 2 percent households. The secondary source of income for rest of the households was weaving, pot making and fashion designing.

The NGOs working in Subarnapur district have given support to the households. The types of support given by them to the number of households was presented in Table 1.

TABLE NO.-1

TYPE(S) OF SUPPORT RECEIVED BY NUMBER OF HOUSEHOLDS FROM NGOs IN SUBARNAPUR DISTRICT

Sl. No.	Type(s) of Support	No. of Households	Percent of Households
1.	Training, Meeting, Orientation & Sensitization	05	01
2.	Documentation and Communication to Bank/Co-operatives	25	05
3.	Support to Dairy	15	03
4.	Linkage to MGNREGA / MGNREGA farm pond	10	02
5.	Skill Developing Training	230	46
6.	Marketing	120	24
7.	Design Development	110	22
8.	Tool Kits/Tech.-inputs	55	11
9.	Sanitation, Health & Preparing Health Card	100	20
10.	Formation of Club for Farmers	135	39
11.	Construction of Latrines of Households	05	01
12.	SHG Formation & Promotion	185	37
13.	Allotment under Indira Awas Yojana	15	03
14.	Provision of 1.5 HP Kerosene Motor	45	09
15.	Exposure Visit	25	05
16.	Social Security	80	16
17.	Help in preparing I-Card	30	06

18.	KCC Loan	15	03
19.	Support from Deptt. of Horticulture S&ME & other Govt. Programmes	15	03
20.	SGSY Loan	75	15
21.	Supply of Seeds from Agriculture Dett. By NABARD support	10	02
Total		500	100

From the Table No. 1 it was known that NGOs were providing support for dairy, constructing latrines, providing tool kits / Tech inputs, providing 1.5 Hp kerosene motor, helping for exposure visit. The above activities of NGOs indicated that the NGO were acting as resource providers.

They were also communicating with banks/co-operatives, establishing linkage with MGNREGA scheme making provision for KCC loan, SGSY loan allotting Indira Awas, supplying seeds from Agriculture Department by NABARD support, making support from horticulture, Sarva Sikhsha Abhiyan of S&ME Department. Here NGOs were working as moderators in these fields.

The NGOs were imparting training, holding meetings, giving orientation and sensitizing households, they were preparing documents for the households for bank loan, imparting skill development training, making provision for marketing, preparing health cards, forming farmers' club, SHGs and promoting them, helping in preparation of I-Card, making provision for health and sanitation. These activities were indicating that the NGOs are working as facilitators.

As the NGOs were taking the social security measures they were also working as regulators.

The researcher had also studied the benefit incurred to the households of Subarnapur district due to the support provided by NGOs which was presented in Table No. 2.

TABLE NO.-2

BENEFIT TO THE HOUSEHOLDS OF SUBARNAPUR DUE TO SUPPORT PROVIDED BY NGOS

Sl.	Type(s) of Benefits	No.	of	Percent	of
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No.		Households	Households
1.	Income Generation through NGOs	285	57
2.	Provision for Agriculture Pump sets / Bullocks	05	01
3.	Linking with SGSY Loan	15	03
4.	Goat/Sheep/Duck Cultivation	05	01
5.	Awareness of facilities provided by Banks/Govt. Agencies, Documentation and linking with them	05	01
6.	Linking with MGNREGA/obtain MGNREGA farm pond	05	01
7.	Health Care Facilities, Free Medicine, Aid, I-Card, Health Card, etc.	10	02
8.	Rajiv Gandhi Silpa Swasthya Bima Yojana	35	07
9.	Provision of Marketing Facility	25	05
10.	Supply of Tool Kits	25	05
11.	Life Style Developed	90	18
12.	Got more ideas on weaving	15	03
13.	Children went to school	70	14
14.	Got better food and clothing	65	13
15.	Purchase Electronic items	05	01
16.	Repaired and constructed House	10	02
17.	Started New looms	05	01
18.	Using Latrines	05	01
19.	Got revolving credit	05	01
20.	Set up bore well	05	01
21.	Artisans got employment through production and marketing of Terracotta	35	19
Total		500	100

From the Table No. 2 it was known that 57 percent of households had generated income through NGOs. The life style of 18 percent households developed due to activities of NGOs, 19 percent households got employment due to terracotta work. In 14 percent households their children went to school and another 13 percent of them got better food and clothing.

Besides the above benefits, many households got pump sets and bullock for agricultural operations, got loan under SGSY could make goat/sheep/duck cultivation prepared documents for loan, established links with financial institutions and could know about their schemes.

Many of the household could avail health care facilities, free medicine and I-Card, health card, insurance benefit under Rajiv Gandhi Silpa Swasthya Bima Yojana (RGSY), MGNREGA farm pond, tool kits, marketing facility and ideas on weaving in a new method, many of the households purchased electronic items repaired and constructed houses, started new looms, set up bore wells, construction of latrines for household use, and got revolving credit to take up new venture.

Though the households of Subarnapur are professing many occupations for their livelihood here we are discussing basically on the occupations of non-farm sectors. The households of Subarnapur are professing occupations like weaving, terracotta work, Bamboo craft, metal craft, tie and dye, tailoring, printing press, carpentry, artistic work, mini business and labour work, fashion designing and pot making.

It is relevant to shed a beacon light on these occupations of the poor people who struggle for their existence rendering their labour day and night.

Weaving: Weavers of Subarnapur district are accomplished in weaving intricate Bomkai Brocade and Ikat (Bandha) both in silk and cotton in delightful design in multiple colours and motifs. Some of the typical varieties of Sonepur sarees are Passapali (Chess Board) Bichitrapuri (Double Ikat) woven with motifs like temple, fish, lion, lotus deer etc. Other varieties include Body Bandha, Saktapar, Tarabali, Bomkai etc. and is prepared of inter woven colourful threads spread on the loom with different design and colour contrast depicting the culture and tradition

of Sonapur. The major products of the cluster are sarees, dress materials both in silk and cotton. The other products are thans, home furnishings, stoles, duppatas etc. are of paramount importance.

Terracotta Work : Terracotta is a hard unglazed brownish-red earthen ware used for pottery. Artisans of this area have capitalized on earth to create new ascetics designs of terracotta items. Terracotta which has a high degree of demand among customers, generally prototyped in various shapes and designs through different stages of intervention from creation till date. These marvelous sculptures of terracotta (Black and Brown colours) certainly create unforgettable impression on human mind and heart. The potential terracotta clusters are Kuhibahal and silati of Binka Block, Balijuri and Lakarma of Sonapur block, Deulpadar of Tarva Block, Ainlachaat of Ullunda block of Subarnapur district, Odisha. Intervention of various skills and designs development training programmes by different agencies improved not only the product but also added to the economic growth of the artisans in comparison to previous times.

Bamboo Craft : Exquisite and sleek bamboo products depicts artistic creativity of Sonapur artisans. Lovely Bamboo products are shaped into attractive artifacts of daily use apart from being decorative items. Household and utility items of bamboo craft products-rejuvenate the power of purchase among the customer. Skill Development Training of new design from various agencies added more value to the products have new look to the creativity. The potential bamboo craft are Lachhipur of Sonapur block, Beheramal of Dunguripali block, Telipali of BirMaharajpur block, Lastala of Ullunda block and Kuhibahal and Binka town of Binika block.

Metal Craft : It is a variety of metal casting known as Dhokra is essentially a folk craft. The melted brass is poured into the mud frames already applied with wax. The heat of molten brass melt the wax and it is transferred into an intricate design giving a typical antique look. We will find wide range of both traditional and new Dhokra casting products having both spiritual and utility value. The potential pocket are Jampali and Papi of Binka block, Narayanpur of Sonapur block and Marhaloi of Ullunda block¹¹.

Tie & Dye : The delicate design of the IKAT fabrics with its bewitching beauty and intricate pattern has made known the artistic potentiality and cultural heritage of Odisha world famous.

IKAT of Subarnapur is a unique technique in which warp and weft or both dyed in such a way that when woven the programmed pattern appears in the finished fabrics. A medley of colours and designs emerge out of the process. Some of the complex characters of Tie and Dye design transferred in fabrics are cotton with silk and silk sarees, dress materials, scarf, bed covers, etc.

With the aid and assistance of the promotional agencies the master weavers are enthusiastic in evolving varieties of new designs as per the choice of the consumers so as to succeed in achieving the export market.

Artistic Work:

(a) Patta Chitra: Patta painting are an exclusive old traditions craft of Sonepur district practiced by the Maharana community. The pattachitra are made by applying coat of grind tamarind seeds and chalk in the cloth, provides the sunset yellow background, which capture the legends of the Ramayan, Mahabharat and local festivals. Some drawings of patta painting are made in form of playing cards, greeting cards known as Ganjjapa. Mostly this craft can be seen at Sonepur.

(b) Applique Craft : It is one of the traditional craft made by the creative hand work of the women artisans of the Subarnapur district. Traditional motifs such as big Umbrella Flags, flowers are stitched on the fabrics along the small pieces of mirror. The modern appliqué works such as Garden umbrella, Ladies Umbrella, Lamp shades, letter holders and other decorative and utility products, highly accepted by consumers.

(c) Painted Wooden Toys : The artisans of Subarnapur district excel in the painted wooden toys. This craft include carved and painted wooden products of decorative and utility value, which shows the combination of folk and classical forms. This craft includes animal figures, pen stand, key ring and decorative boxes.¹² The age old craft was revived in organizing groups and providing their skill upgradation and product diversification training programme, need base tools and equipment have been supplied, availed artisans' identity and health card support through various agencies.

Here the researcher was discussing on the various occupations professed by the households of Subarnapur district. As he had focused on the sustainable livelihoods of households, various types of assets are used in various occupations. The various stresses the households were facing and maintaining the capabilities. The assets used by various occupations e.g. human, physical, financial, natural and social in Subarnapur district in case of non-farm sector as presented in Table No. 3.

TABLE NO. 3

ASSETS USED IN DIFFERENT OCCUPATIONS OF NON-FARM SECTOR IN SUBARNAPUR DISTRICT

Occupation / Activity	Human	Physical	Financial	Natural	Social
Weaving	Weaving, Tailoring and Dyeing	Loom, Thread, Colour	Bank, Liquid Asset, Working Capital	Cotton Thread, Dye	Positive relation with customers, supplier of raw materials & Bank officials
Terracotta Work	Terracotta work by Artisans, skills, Design Development	Patterns for designs, Instruments	Bank, Liquid Asset, Working Capital	Soil	Positive relationship of Artisans with customers marketing Agencies, Bank officials

Bamboo Craft	Artistic creativity by Artisans skill development, New designs	Bamboo, colour, Instruments	Bank, Liquid Asset, Working Capital	Bamboo	Positive relationship with buyers, marketing Agencies, Financiers
Metal Craft	Metal craft by Artisan	Brass, Wax, Mud	Bank, Liquid Asset, working capital	Mud, Frame, Melted Brass, Wax	Positive relation with buyers marketing Agencies, Financer and Raw material suppliers
Artisan Work	Pattachitra, Applique, craft, Painted wooden toys by Artisans	Cloth, Needle, Thread, colour	Bank, Liquid Assets, Working capital	Palm Leaf, cloth, wood	Positive relation with buyers, Financing Agency raw material suppliers
Tailoring	Sewing by the tailor skill Development	Sewing Machine	Bank, Liquid Assets, working capital	Thread, cloth	Positive Relationship with customers and Bankers

Printing Press	Printing skill by Printer DTP, scanning	Printing Machine & Accessories	Bank Liquid Asset working capital	Ink, Paper	Good relationship with customers & Financing Agency
Carpentry	Carpenter, skill development	Hammer, Chisel, Augur, Drill, mallet lathe plane	Bask, Liquid Asset, Working capital	Timber, Wood, colour, Nails	Positive Relation with customers, marketing Agencies Financiers
Business	Business skill of the business man	Shop goods for sell	Bank, liquid assets, working capital	Stone, brick sand, cement, rod, wood for shop construction	Positive Relationship with customers and financing Agency
Fashion Designing	Skill of Fashion Designer	Parlour cosmetic	Bank, Liquid Assets working capital	Stone, brick rod, sand cement wood furniture of parlour construction	Positive relationship with customers & Financing Agency
Labour Work	Cutting, lifting, manufacturing	Pick-axe, hoe, spade, crow bar bill hook, Implements	Bank, Liquid Assets, working capital	Soil, sand cement Basket Bricks and Matter	Positive relationship with employer and Trade Union Leader

Pot making	Skill of pot maker, design Development	Pattern, Implement	Bank Liquid Asset, Working capital	Clay / Metal, Firewood, Coal	Positive relation with customer, marketing agency, Banker
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The members of households are vulnerable to different types of shocks and face various problems.

The weavers of handlooms face stiff competition from machine made goods, which are cheaper and of up-to-date design. Often they fail to get raw materials at right time and of right quality. They fail to get working capital to continue their occupation. Often their produced goods are not marketed.

The terracotta items are used to adorn houses. Now-a-days many households decoratives are available in market made of fibre, plastic, metal cloth and wood. Hence the artisans of terracotta face the competition from other types of products. The artisans of terracotta also face the problem of working capital to continue their profession.

The artisans of bamboo craft devote more labour to manufacture products prepared from bamboo. Now-a-days they face the raw material problem due non-availability of raw bamboo due to deforestation. Sometimes they face the competition from manufacturers of other types of designed house decorative. As the artisans are poor, working capital is a problem for them. Devote of more labour, high cost of colour enhances the cost of production of bamboo products, hence the customers show less interest for purchasing the products. The artisans face the problem of marketing for bamboo products.

Many members of household profess metal craft for earning their livelihood. The items which they manufacture are costly . The buyers hesitate to purchase those commodities paying higher price. So the artisans of metal craft face the stiff marketing problem. They fail to get working capital from banks and financial institutions. The products face cut throat competition from other

types of goods in the market. The artisan is facing the problem of raw material and not getting due remuneration for his products.

Similarly for artistic goods like Pattachitra, Applique and wooden toys, the artisans devote more labour and incur huge cost. But in comparison to the cost of production for the product he fails to get the remuneration. Though these handicraft products have high demand in foreign market they have less demand in home market as the consumers have little demand to purchase these products at a higher price. The artisans face the problems of working capital for the continuance of their profession.

Garments are available in home market at a lower price due to dumping of imported dress materials from foreign countries. So tailors fail to get sufficient work for their employment. Besides the tailors face competition from machine made dress materials and prefer to purchase the same at a lower price. The tailors also face the problem of working capital.

Printing press has got a set back after arrival of DTP and scanning facilities through computers. The owners of printing press fail to get working capital for purchasing raw materials and machineries. Often they do not get work for the employment of subordinate employees of their press.

Carpentry is a traditional occupation which requires huge cost and labour. The carpenters are also not getting due remuneration for their labour. They fail to get working capital for running their profession. Due to deforestation, valuable timber and wood have become dream for them. They face the problems of raw materials.

A business man passes through uncertainties like an entrepreneur. In the lean season the rural people demand less of commodities due to lack of purchasing power in their hands, hence the business man is in a stake. His profession is constrained when another businessman opens a similar shop nearby. The business man also fails to get working capital from financial institutions due to non-availability of collateral at his hand.

Now-a-days fashion designing is getting momentum due to enter of western culture to our society. But this profession has little scope in remote rural areas. A designer professing this occupation fails to sustain himself. As a designer makes huge investment for purchasing cosmetics for the customers and in maintenance of the parlour, he/she gets less return in comparison to the investment in rural sector. Often working capital stands as a problem for the designer.

In our economy there is more of unemployment than full employment. Every year new labour force enters in to the labour market. In unusual weather conditions labourers fail to get employment. Unfavourable working condition, lack of social security and strained relationship between the employers- and employees deprive the labourers from fair remuneration/wage. Once a labour is lost it is lost forever. In such a situation when the members of households could not get any employment for them, it becomes difficult for them to sustain in the economy.

The artisans of pot making are passing through stress and strain. Clay pots making requires more labour, fire wood and coal is required to dry the clay pots. After deforestation the pot makers are not getting fire wood adjacent to their villages. The pot makers are not getting fair remuneration for their products. Often the financial institutions are reluctant to advance them working capital. Despite the constraints, shocks faced by the members of households they were sustaining themselves which the researcher had propounded here from the wealth ranking given in Table No. 4.

TABLE NO.-4

WEALTH RANKING AFTER INTERVENTION OF PROJECTS BY NGOs IN BOLANGIR AND SUBARNAPUR DISTRICT

Sl. No.	Areas where wealth ranking has been made	No. of Households of Bolangir	No. of Households of Subarnapur	Total No. of Households
1.	Renovation of house	115 (23)	350 (70)	465 (46.5)

2.	Purchase of land	20 (04)	220 (44)	240 (24.0)
3.	Purchased Electronic items (Fans, Boile, TV sets	60 (12)	210 (42)	270 (27.0)
4.	Purchased two-wheelers like bicycle etc.	55 (11)	55 (11)	110 (11.0)
5.	Purchased home appliances	65 (13)	85 (17)	150 (15.0)
6.	Investment in Children Education	110 (22)	200 (40)	310 (31.0)
7.	Investment in Marriage	45 (09)	35 (07)	80 (8.0)
8.	Benefits like Goatery	40 (08)	00 (0.00)	40 (4.0)
9.	Pension facility	45 (9)	00 (0.00)	45 (4.5)
10.	Agriculture	55 (11)	00 (0.00)	55 (5.5)
11.	Beetle/Grocery shop	20 (04)	00 (0.00)	20 (2.0)
12.	Land Development	25 (05)	00 (0.00)	25 (2.5)
13.	Rice Processing	10 (02)	00 (0.00)	10 (1.0)
14.	Milk Production	05 (01)	00 (0.00)	05 (0.5)
15.	Dug well	10 (02)	00 (0.00)	10 (1.0)
16.	Treatment in Hospital	30 (06)	00 (0.00)	30 (3.0)
17.	Purchased Cloths	05 (01)	00 (0.00)	05 (0.5)
18.	Raw materials for Tailoring	00 (00)	00 (0.00)	05 (0.5)
Total		500 (100)	500 (100)	1000 (100)

(Figures in parentheses indicate percentage)

In the wealth ranking majority of households have renovated their houses, invested in children education, purchased land, electronic items, home appliances and two wheelers, and spent in marriages both in Bolangir and Subarnapur district as was seen from the table.

The households have recovered from stresses and shocks and enhanced their capabilities and assets and were able to maintain their livelihood in Subarnapur district which can be studied from the Table No. 5 which was an indicator of Livelihoods Improvement of the poorest.

TABLE NO. 5

INDICATORS OF LIVELIHOODS IMPROVEMENT OF THE POOREST IN SUBARNAPUR DISTRICT

Human	Physical	Financial	Natural	Social
▪ Investment in children education	▪ Renovation of house	▪ Increase in Liquid assets	▪ Purchased land	▪ Status in society improved.
▪ Investment in marriage	▪ Purchased electronic items			
	▪ Purchased two wheelers			
	▪ Purchased Home appliances			
	▪ Raw materials for tailoring			

The indicators above explained the improvement of the households in sustainable livelihood front in Subarnapur district. All these indicators are basically related to non-farm sector. Farm sector sustainable livelihood approaches discussed under sustainable agriculture.

Conclusion

Life and livelihood are becoming unsustainable day by day. So, sustainable development is the necessity of the day. NGOs are working for the sustainable livelihoods of households both in

non-farm and farm sector. In Subarnapur district they were providing various supports to households as regulator, facilitator, resource provider and moderators. In Subarnapur district 60% households were professing varieties of occupations of non-farm sector. The NGOs were giving different types of support to households for their benefit. But the types and quantity of support extended to households is not sufficient. They face number of constraints and vulnerable shocks for earning sustainable livelihood. Despite of problems, they are capable of maintaining themselves. They use varieties of assets e.g. human, physical, financial, natural and social assets in their occupations and activities. The wealth ranking indicates improvement in their livelihood which needs more redressal and attention.

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