

UNLOCKING LIVELYHOOD POTENTIAL FOR RURAL WOMEN THROUGH VOCATIONAL SKILLS

Project Reference No.: 48S_MCA_0055

College : *New Horizon College of Engineering, Bengaluru*

Branch : *Computer Application*

Guide(s) : *Prof. Govindaraj M*

Dr. V Asha

Student(s): *Mr. Ibrahim Pasha J*

Mr. K T Dinesha

Mr. Kapopara Harsh Maheshbhai

Ms. K Vinisha

Keywords:

Rural dairy farming, herd management, milk production, AI-powered tools, direct milk selling, financial management

Introduction:

Rural women in India possess immense untapped potential but often face socio-economic barriers that limit their participation in income-generating activities. Lack of access to education, vocational training, and economic opportunities contributes to their financial dependence and underrepresentation in the workforce. Empowering these women with relevant vocational skills not only enhances their self-reliance but also strengthens rural economies and promotes inclusive development. This project aims to bridge the skill gap by providing structured vocational training in areas such as tailoring, food processing, digital literacy, and handicrafts. By equipping women with practical skills aligned with local market needs, the initiative seeks to unlock sustainable livelihood opportunities and foster entrepreneurship. Alongside technical training, awareness sessions on financial literacy, health, and self-confidence will support holistic empowerment. Ultimately, the project envisions creating a ripple effect, where empowered women become change-makers in their communities, contributing to a more equitable and prosperous rural society..

Objectives:

- Provide rural women with practical, market-relevant vocational training to enhance employability and income generation.
- Promote self-reliance and entrepreneurship among women through skill development in areas such as tailoring, food processing, handicrafts, and digital tools.
- Improve digital and financial literacy to enable women to access online markets, digital payments, and basic banking services.
- Build self-confidence, awareness, and leadership skills to encourage active participation in community and economic development.
- Create a support ecosystem by involving local institutions, NGOs, and successful women entrepreneurs for mentoring and follow-up assistance

Methodology:

The methodology for this project involves a comprehensive, multi-step approach to ensure the successful training and empowerment of rural women through vocational skills. The process focuses on local relevance, sustainability, and community engagement to create long-term impact.

i. Needs Assessment and Baseline Survey

The project begins with a thorough assessment of the rural communities to identify the specific needs of women. This involves conducting surveys and interviews to understand their existing skills, employment barriers, and local market demands. The findings help in customizing the training curriculum to meet the exact needs of the target group.

ii. Curriculum Development and Training Modules

Based on the assessment, training modules will be developed in collaboration with industry experts and local NGOs. The training will cover practical skills such as tailoring, food processing, handicrafts, and digital literacy. Each module will include

hands-on learning, theoretical knowledge, and business basics like pricing and marketing. The curriculum will be flexible, allowing for both in-person and digital training, depending on available infrastructure.

iii. **Training** **Delivery**

Training will be conducted through a mix of methods:

- **Local Centers:** In partnership with local community centers or schools, vocational classes will be organized.
- **Online Platforms:** For areas with internet access, digital learning platforms will be utilized, ensuring inclusivity for women in remote regions.
- **Mobile Training Units:** For more inaccessible areas, mobile units will travel to deliver training on-site.

iv. **Capacity Building and Support**

Alongside technical skills, the project will incorporate soft skill training, such as communication, leadership, and financial literacy. Women will also be trained in how to manage small businesses, including how to track expenses, savings, and income through simple digital tools.

v. **Mentorship and Community Engagement**

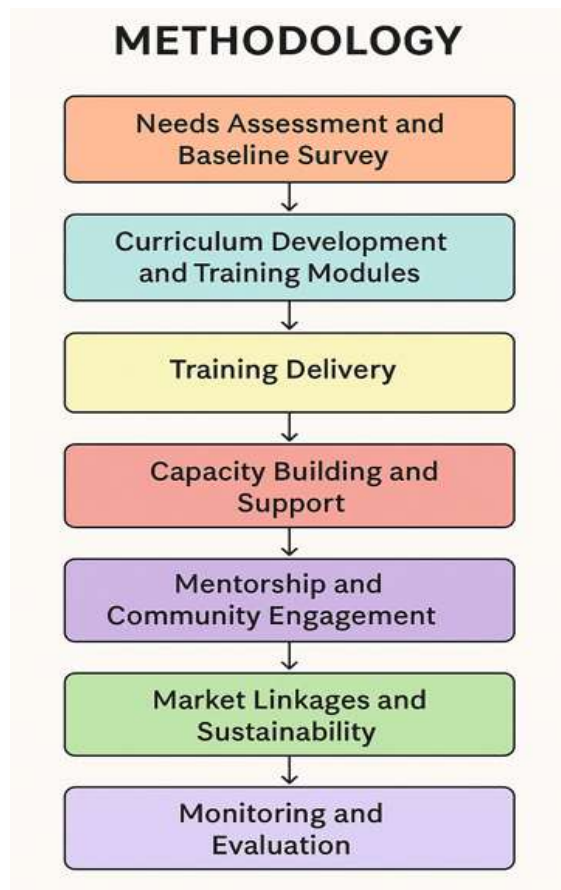
Each woman will be paired with a mentor—an experienced local entrepreneur or expert—who can provide guidance, advice, and emotional support. The project will also establish community support groups to encourage networking, knowledge-sharing, and collective problem-solving among women.

vi. **Market Linkages and Sustainability**

The final phase focuses on helping women access local and digital markets. Training on selling products online, using e-commerce platforms, and setting up micro-enterprises will be provided. A network of local buyers and entrepreneurs will be established to support market access and sustainable income generation.

vii. Monitoring and Evaluation

Continuous monitoring will be conducted to assess the progress of each participant and the overall impact of the program. Surveys and interviews will track income changes, skill development, and women's empowerment. Adjustments to the curriculum and approach will be made based on feedback to ensure maximum effectiveness.



Result and Conclusion:

Vocational training has significantly unlocked the livelihood potential of rural women by enhancing their income, economic independence, and self-confidence. Women trained in areas such as tailoring, handicrafts, food processing, and digital literacy experienced notable improvements in financial stability, with many starting their own businesses or securing local employment. This not only reduced their dependency but also encouraged active participation in community and family decision-making. The impact extended beyond individuals, as trained women began mentoring others, creating a ripple effect of empowerment. Despite challenges like limited market access, poor

digital connectivity, and initial resistance from families, the overall outcome has been positive, indicating that vocational skills are a powerful tool for rural women's social and economic upliftment. To ensure sustainability, future efforts must include continued support, access to resources, financial literacy, and integration with market linkages.

Future Scope:

The scope for future work includes expanding vocational training programs to cover emerging fields such as digital marketing, e-commerce, renewable energy, and agribusiness, which hold significant potential for rural economies. There is also a need to strengthen support systems by linking training with microfinance, mentorship, and market access to ensure long-term sustainability and growth. Incorporating mobile-based learning and digital platforms can help reach more remote areas and provide ongoing skill development. Additionally, establishing monitoring and evaluation mechanisms will help assess impact and guide continuous improvement. Collaborative efforts among government bodies, NGOs, and the private sector will be crucial in scaling and sustaining these initiatives to empower more rural women across regions.