

Domain 16: Livelihood and Entrepreneurship

Mapped SDG Goals:

- **SDG 1** – No Poverty
- **SDG 8** – Decent Work and Economic Growth
- **SDG 9** – Industry, Innovation and Infrastructure
- **SDG 5** – Gender Equality
- **SDG 17** – Partnerships for the Goals

Domain 16: Livelihood and Entrepreneurship

Key Objectives:

- Understand rural economic activities and identify local income-generation opportunities.
- Promote entrepreneurial thinking among rural youth and women.
- Support the creation or strengthening of micro-enterprises and self-help groups (SHGs).
- Introduce students to grassroots business models and sustainable livelihood strategies.

Activities:

- Conduct household economic profiling and income source identification.
- Map existing businesses, self-help groups (SHGs), and informal enterprises.
- Facilitate skill-development sessions (e.g., tailoring, food processing, crafts).
- Interact with local entrepreneurs and document their success stories.
- Assist SHGs in branding, marketing, or basic digital literacy.
- Create sample business model canvases for small rural enterprises.
- Organize workshops on financial literacy, budgeting, and savings.
- Introduce digital tools for inventory, sales, or record-keeping.
- Support youth clubs in developing startup ideas aligned with rural needs.
- Encourage village-level exhibitions to showcase local products or services.

Sample 10-Day Schedule:

Day	Activity
Day 1	Introduction to rural livelihoods and entrepreneurship concepts. Conduct household-level economic survey.
Day 2	Visit to local SHGs, artisans, or micro-enterprises.
Day 3	Document success stories of small businesses in the village.
Day 4	Financial literacy and budgeting workshop in the community.
Day 5	Group session on business planning and value addition.
Day 6	Create promotional material for a local product or service.
Day 7	Exhibition or small fair to showcase village entrepreneurship efforts.
Day 8	Preparation and Submission of Final Report and Presentation
Day 9	Preparation and Submission of Final Report and Presentation
Day 10	Preparation and Submission of Final Report and Presentation

Household-Level Survey Questionnaire (Yes/No):

- Does anyone in your family run a small business or self-employment activity? (Yes/No)
- Are you a member of a Self-Help Group (SHG) or cooperative? (Yes/No)
- Do you have access to loans or credit from banks or microfinance? (Yes/No)
- Do you maintain records of your income and expenses? (Yes/No)
- Have you received any training in skills like tailoring, handicrafts, or food processing? (Yes/No)
- Are you aware of government schemes that support entrepreneurship? (Yes/No)
- Would you like to start your own business if given support? (Yes/No)

Community/Village-Level Survey Questionnaire (Yes/No):

- Are there functioning Self-Help Groups (SHGs) or cooperatives in the village? (Yes/No)
- Is there a common space or market for showcasing and selling local products? (Yes/No)
- Are there successful local entrepreneurs in the village? (Yes/No)
- Are training or workshops on entrepreneurship conducted regularly? (Yes/No)
- Do villagers have access to banking or financial services? (Yes/No)
- Are women and youth actively engaged in income-generating activities? (Yes/No)
- Would the community support the idea of a rural innovation or startup hub? (Yes/No)