

Creating Sustainable Livelihood Opportunities and Building Climate Resilience

A Project Focused on the Indigenous Women and Girls of
Madhya Pradesh, India



Submitted by
Action Village India

Partner Organisation
Mahila Shram Sewa Nyas

Executive Summary

Project Udhaan (meaning “to give wings”) was initiated in the Mhow block of Indore district, Madhya Pradesh, with the aim of supporting 180 indigenous girls and young women to move away from reliance on informal and irregular daily wage labour, which often reinforces cycles of poverty. The project focuses on enabling participants from the target 10 tribal villages to develop skills and transition into more stable and sustainable income-generating activities.

Over the past two years, the programme has combined skills training with efforts to build confidence, support the development of small enterprises, promote climate-smart practices, and strengthen women’s participation in local governance. Together, these interventions have sought to improve not only income opportunities but also women’s ability to influence decisions affecting their lives and communities. As the project enters its third and final year, the emphasis will shift towards consolidating these gains and ensuring that progress is sustained beyond the life of the programme.

Milestones for 3rd Year

Period	Key Milestone	Target Outcome
Apr – Jun 2026	Fashion Designing & SHG Formation	10 women trained; 11 new SHGs registered
Aug – Oct 2026	Animal Husbandry & Business Plans	100 members trained; all 150 business plans ready
Jul – Mar 2027	Forward Linkages & Sales	11 SHGs actively selling under RAHHWA brand
Mar 2027	Final Review of Project Results	Full report comparing baseline targets to 2027 actual outcomes

Achievements from Last 2 Years

I. Livelihoods and Income generation

A key objective is to support participants in moving towards reliable sources of income. During year 2, there has been a gradual shift from skills training to income-generating activities.

- Notably, 5 participants who received computer skills certification have entered the service sector, occupying data entry positions within local schools and businesses, earning between INR 4,000 and 7,000 per month.
- 8 participants, upon receiving salon skills training, have established home-based beauty services, generating consistent and regular income.
- Access to formal finance has improved. 5 Self-Help Groups (SHGs) secured bank loans totalling INR 750,000, enabling them to generate capital to set up their businesses. This is a significant increase from Year 1, where loans amounted to INR 110,000.

III. Women-Led Local Governance

Women have been incentivised to use communal platforms like Gram Sabhas to voice local important problems for resolution at the village level

In Mangliya village, women collectively raised the issue of a long-pending road development, contributing to its eventual construction to prevent injury and increase safety.

In Ghoda Khurd, women's groups engaged with local authorities to resolve long-standing water shortage issues that continuously affected domestic life and animal rearing.

II. Accessing Government Schemes

Facilitating access to government schemes has been a critical component of the project, given low awareness of schemes and administrative barriers.

- 48 households were successfully linked to the national rural housing scheme (PMAY), securing a combined value of approximately INR 3,260,000 (32.6 lakhs)
- 125 women accessed maternity benefits, amounting to INR 3.9 lakhs
- Overall, the total value of government benefits accessed increased significantly compared to year 1, rising from INR 4.4 lakhs to nearly INR 40 lakhs in year 2.

This reflects both improved awareness around their rights and increased ability among participants to navigate application processes.

IV. Climate Resilience Building

Alongside livelihood support, the project has promoted climate-resilient and low-cost agricultural practices. In addition to awareness activities for over 6,800 people, based on event attendance records, the project has also led to the use of more practical farming and household nutrition practices

- 142 community members are now using organic inputs such as vermicompost and bio-pesticides. Early observations suggest reduced input costs and some improvements in pest management.
- 8 households established kitchen gardens, contributing to dietary diversity and modest reductions in food expenditure
- More than 480 saplings have been planted across the villages, though longer-term survival rates are yet to be assessed.

The combination of practical skills training with links to formal institutions and government schemes can improve income and financial security for marginalised communities.





Plan of Action for 3rd Year



Financial Inclusion and Scheme Access

- Linking an additional 500 women and families to government social security entitlements.
- Facilitating bank loans for the 5 new SHGs to reduce reliance on project-based funding and help groups access regular bank credit

Climate Action and Environmental Sustainability

- Monitoring adoption of organic practices by the 142 farmers, reductions in chemical input costs and improvements in soil quality.
- Assessing actual survival rates of earlier 480+ planted saplings to assess reforestation progress.
- Strengthening the 10 village committees to independently manage climate-related initiatives locally after the project ends.



Market Linkages and RAHHWA Brand

- Strengthening the established RAHHWA brand to secure bulk orders from government programs such as NRLM.
- Helping groups reach buyers and earn a regular income from their products.

New Livelihood Activities and Enterprise Setup

- Animal Husbandry (100 beneficiaries): Training will be combined with tracking of income and productivity gains.
- Fashion Designing (30 beneficiaries): Participants will be supported to start businesses with expected monthly incomes of INR 6,000–8,000.
- Business Planning: All participants will receive customised business plans to ensure sustainability beyond the project period.



Final Evaluation and Sustainability Planning (2026-2027)

- Endline Survey: Comparing baseline and outcomes.
- Economic Impact Report: Measuring total income growth and benefits secured (target: INR 50+ lakhs).
- Post-Project Continuation: Transitioning the Bargonda Training and Production Centre into a cooperative under the RAHHWA brand after the project period.

