



# DESHABANDHU MAHAVIDYALAYA, CHITTARANJAN

NAAC Accredited B + College

(Affiliated to Kazi Nazrul University)

Recognised Under Section 2(f) & 12(B) of UGC

P.O. – Chittaranjan, District – Paschim Bardhaman, West Bengal,  
India, PIN – 713 331



  
(Tridib Santapa Kundu)  
Principal  
Deshabandhu Mahavidyalaya  
Chittaranjan



  
Pradhan  
Alladi Gram Panchayat  
P.O. B. Jemari, Dist.-Paschim Bardhaman



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**Title:** NON-FARM INCOME OPPORTUNITIES IN RURAL SETTINGS

**Date:** 23/02/2019

**Venue:** Brindabani, Alladi Gram Panchayat

**Students Participated:** 10


**Objectives:** The objective is to promote alternative sources of income for rural communities beyond traditional agriculture and to enhance the economic resilience of rural areas by diversifying income streams and creating sustainable livelihoods.

**Beneficiaries:** Rural Entrepreneurs, Youths, Women etc.

### Program Outcome and Impact:

1. Participants gained insights into various non-farm income opportunities, including poultry farming, dairy production, rural tourism, handicraft production, and aquaculture apart from them. Papad making, bori making, block printing, agribusiness, and entrepreneurship are important.
2. Attendees acquired knowledge and skills necessary for initiating and managing non-farm businesses, fostering economic self-reliance.

**Report:** Deshabandhu Mahavidyalaya organized an insightful workshop on "Non-Farm Income Opportunities in Rural Settings." The workshop aimed to diversify economic avenues beyond agriculture, providing valuable insights into alternative income sources for rural communities. Students from the department of Geography and Bengali (10 students) under the guidance of Social outreach and Community Development Cell, IQAC shared strategies on cottage industries, agribusiness, and entrepreneurship, empowering villagers with knowledge on sustainable livelihoods. The workshop proved instrumental in broadening horizons for non-farm income possibilities, contributing to the overall socio-economic development of the village.

  
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