

PROMOTING RURAL NON-FARM EMPLOYMENT THROUGH SKILL DEVELOPMENT IN PUNJAB



H.S. Sidhu

Jaskaran Singh



Punjab State Farmers Commission
Government of Punjab

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Punjab State Farmers Commission
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FOREWORD

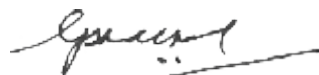
Policy makers in developing countries are convinced that providing gainful employment to every able bodied person in rural areas is necessary to eradicate poverty and achieve balanced rural development. But because of the declining land man ratio and increasing mechanisation of most farm operations necessitated by the demands of intensive agriculture to handle double cropping and ensure timeliness of farm operations for achieving high yield, Punjab agriculture is not able to absorb any more additional labour force. Infact it is shedding some of those already employed by it. Nor Punjab's urban industry is able to create very many additional job opportunities for the youth partly because of the nature of technology used by these industries and partly because the industry itself does not grow at a fast enough pace.

The Punjab State Farmers Commission is obviously concerned at widening gap between the opportunities being provided by the two traditional major sectors of the economy i.e., organised industry and agriculture and the aspirations of state's rural youth leading to large scale unemployment and under employment with all the negative consequences.

In this scenario the only option which is being looked up to by the policy makers is the development of rural non-farm sector which can perform the task which was historically performed by the industrial sector in western industrialised countries i.e. absorbing surplus labour force released by the agriculture sector. Under the dictates of market forces Punjab already has a fairly well developed non-farm sector but to cope with the present situation its development has to be further accelerated. Along with the development of existing non-farm sector it would also require imparting training in various skills to the state's unemployed and underemployed youth to make them capable of taking up non-farm jobs and/ or set-up their own non-farm enterprises. But we did not have any authentic study throwing light on the condition of those presently involved in the state's rural non-farm sector and its capacity to generate employment and income or the kind of skills which

need to be taught to the present and prospective participants of the rural non-farm activities to make them capable of taking up the challenge. It was in this context that we commissioned this study to suggest measures to further promote the rural non-farm sector through skilling the rural youth.

The study finds that those presently involved in the state's non-farm activities and enterprises are fully employed in terms of time as well as income criterion. Infact the earnings of rural households which are involved in rural non-farm activities are more than that of an average farmer who owns 5-6 acres of land and they have more facilities in their homes compared to an average Punjabi household. This is achieved largely on the strength of their earnings from the non-farm sector only as 70 percent of them do not own agricultural land and a majority of them do not have any prior training-formal or informal before joining the non-farm activity. If rural youth are given training in the identified skills and are supported by appropriate government policy initiatives, the rural non-farm sector can throw up lacs of new opportunities with decent incomes and levels of living.



(G.S. Kalkat)

Chairman

Punjab State Farmers Commission

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H.S. Sidhu
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Executive Summary and Policy Recommendations

- 1. Policy makers in developing countries are convinced that providing gainful employment to every able bodied person in rural areas is necessary to eradicate poverty and achieve balanced rural development. But because of the falling land man ratio and increasing mechanisation of most farm operation which is necessary for intensive cultivation to handle double cropping and ensure timeliness of operations for ensuring high yield, Punjab agriculture is not able to absorb any more additional labour force. In fact it is shedding some of those already employed in it. The scope of labour absorption in state's small manufacturing industry is also bleak. In this scenario the only plausible option for the state's growing unemployment appears to be the development of non-farm activities in rural areas where rural youth can find employment without migration to urban centres.*
- 2. The present study was initiated (i) to estimate the employment and income generation potential of rural non-farm activities in the state by studying the present status and profile of those already working in the state's rural non-farm sector; (ii) to identify skills which can be imparted to the state's unemployed and under employed rural youth to make them employable in the rural non-farm sector; (iii) to identify rural non-farm activities that have good scope for further development; and (iv) to suggest policy measures to speed up the growth of these rural non-farm activities and enterprises.*
- 3. The study is based on the primary data collected from 660 households involved in the Rural Non-Farm Activities (RNFA's) spread over 44 villages taking two villages from each district and randomly selecting 15 households engaged in the non-farm sector from each village. Where ever necessary this primary data was supplemented by data from Census of India 2011, NSS 68th Round data on 'Employment and Unemployment' collected in 2011-12 and data thrown up by 6th Economic Census of Punjab in 2013.*
- 4. As per Census 2011, 43.63 percent rural male workers and 57.82 percent rural female workers in Punjab are working in the*

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- rural non-farm sector. Out of total rural work force in the state 46.35 percent are working in the rural non-farm sector and the remaining 53.65 percent are working in the agriculture sector. Thus the rural non-farm sector is fast approaching the half way mark in terms of its share in the state's rural employment.
5. Compared to other major states of India, Punjab stands at number two in terms of the level of development of non-farm sector in the country. The only other state, which is ahead of Punjab in this respect, is Kerala where nearly 74 percent of its rural workforce is working in the rural non-farm sector. The fact that Kerala is ahead of Punjab by nearly twenty percentage points in term of the proportion of rural work force working in the rural non-farm sector indicates the possibilities of further growth of rural non-farm employment in Punjab.
 6. Construction (30.60%), Manufacturing (25.69%), Trade and Repair (11.10%), Other Service Activities (9.60%), Transport and Storage (6.66%), and Education (6.27) dominate the rural non-farm sector in Punjab. Together these six activities absorb nearly 90 percent of all rural non-farm workers.
 7. The results of our primary survey show that 274 (41.52%) respondents in our sample are self-employed in the RNFA's i.e. they have their own establishments and the remaining 386 (58.48%) are working in the government sector, semi-government organisations, private organised sector or private unorganised sector.
 8. Caste wise 256 (38.79 %) respondents in our sample belong to the general category, 302 (45.76%) are from scheduled castes and the remaining 102 (15.45%) belong to backward castes. Thus, more than 61 percent of our sampled households belong to socially deprived sections of our society.
 9. Age-wise nearly 44.55 percent of the sample respondents are below 35 years of age. Another 26.21 percent are in the age group of 35-45 years. Thus nearly 71 percent of the respondents in our sample are relatively young below 45 years of age. Infact the average age of a person working in Punjab's rural non-farm sector is slightly below 40 years.
 10. Education wise 6.82 percent respondents are illiterate. Another 24.24 percent are literate but below matric. 55 percent have completed schooling i.e. they are either matric pass or senior

-
- secondary pass. Only 13.93 percent are graduates and above.*
- 11. It is not only formal education which is important but training both formal and informal also matters. Our study shows that only 11.67 percent respondents in our sample had any kind of formal training before joining the non-farm sector. Another 34.85 percent had some kind of training through the informal channels by working as apprentice with knowledgeable persons. Thus, a majority of the workers presently working in the rural non-farm sector of Punjab are without any kind of formal or even informal training.*
 - 12. Out of 660 respondents in our sample 207 (31.36%) own some land. The percentage of those from 'self employed' and 'service' category who own land is roughly the same being 30.65 percent among the 'self-employed' and 31.86 percent among the 'service' category. The richest respondents in terms of landed and other assets amongst self employed are those in 'Miscellaneous Enterprises'. Similarly, in the 'service' category the best placed in terms of assets are Government employees. However, the poorest in terms of landed assets are 93 (14 %) households who are doing job in the un-organised private sector mostly as personal servants. Infact this section of respondents is the most deprived not only economically but also socially and educationally as more than 81 percent of them come from the SC/BC background and most of them are matric or below.*
 - 13. To see how well employed these workers working in the rural non-farm sector of the state are we also looked at their intensity of employment. Our results show that on an average a worker engaged in the rural non-farm work in Punjab works for 9.32 hours in a day and 26.67 days in a month. Thus in terms of the time criterion they are fully employed and are not casual workers.*
 - 14. An average worker working in the state's rural non-farm sector earn Rs 17338 per month if he is self-employed in RNFA's and Rs 18929 if he is doing some job. For the sample as a whole, this figure works out to be Rs. 18268. However, the higher figure of the service category is largely because of high earning of government employees who on an average earn Rs 27476 per month. On the lowest rung of the earnings ladder are those working in the private sector. Those working in the private*

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- organized sector are earning Rs. 9932 per month and those doing jobs with the private individuals as personal servant etc earn Rs. 7014 only.*
- 15. Nearly 58 percent of the monthly household income of these households is contributed by the earnings of the main respondent who is working in the rural non-farm sector. Another 16 percent household income is contributed by the earnings of other family members. Income from land constitutes around 12 percent and income from dairying constitutes slightly more than 5 percent of the total household income.*
 - 16. An average household whose principal activity is in RNFA's earns Rs. 31458 per month or Rs. 377496 per annum which is certainly more than what an efficient farmer in Punjab who owns 5-6 acres of land and who goes for the most profitable and least risky crop combination of wheat and rice, earns. Thus even in terms of income criterion they are decently employed and are better off compared to the small and marginal farmers of the state.*
 - 17. However our study also shows that the monthly earnings of the participants in the rural non-farm activities are not independent of their economic and social background or educational and training attainments. Most of the top 5 percent earners in our sample hail from land owning agriculturist high caste families with relatively higher educational qualifications with one third having some formal training while 75 percent of those in the bottom quartile of monthly earnings belong to SC/ BC category and hail from labour class background with no or very little land ownership with educational qualification of matric or below and with hardly any training. Their capacity to earn is thus a function of their social and economic background and their educational and training attainments.*
 - 18. An average household in our sample belonging to those working in the rural non-farm sector of the state has more facilities in his home compared to an average Punjab household as per Census 2011. Thus, whether we look at their monthly income or levels of living those working in the state's rural non-farm sector are on an average better off than most agriculturalist households in the state. And this is despite the fact that less than 12 percent of them had any formal training before joining RNFA's. If training is*

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- imparted to them it can substantially improve their incomes and levels of living.*
19. *On an average a non-farm enterprise in rural Punjab has capital investment of Rs. 126344 and it employs 2.13 workers including the entrepreneur who is running the enterprise, thus creating a job with a capital investment of Rs. 59175 only. Thus these rural non-farm enterprises are perhaps the least capital intensive source of job creation and therefore should be the core of state's employment generation strategy in rural areas. Presently 8.18 lakh rural non-farm enterprises operating in Punjab together have invested capital of Rs. 10344 crores.*
 20. *An average worker engaged in these rural non-farm enterprises of the state makes a contribution of Rs. 136305 per annum to the state's income. With nearly 17 lakh workers presently working in the state's rural non-farm enterprises, the total annual contribution of these enterprises alone to the state's NSDP works out to be more than Rs. 23000 crores. Besides this nearly 11.60 lakh workers from state's rural work force are also engaged in various other non-farm jobs in the government sector, semi- government sector, organized private sector and unorganized private sector. Thus the total contribution of rural non farm sector to the state's NSDP is quite substantial.*
 21. *We have identified 89 skills in which training should be imparted to make Punjab's unemployed and under employed youth employable (list attached pp. viii-ix). In the present scenario when Punjab's organised industry in urban areas and agriculture in rural areas is not able to absorb any more additional labour force, training youth to make them capable of participating in the state's emerging rural non-farm sector is perhaps the only option available at the moment.*
 22. *We have also identified 27 rural non-farm activities which have good scope for development in future in rural areas of the state (list attached p. x). To develop these RNFA's, perspective entrepreneurs will have to be given relevant technical skills, managerial ability and support to mobilize required amount of capital. For this to happen a systematic policy intervention is required at the government level to overcome this technical, managerial and financial barrier.*

Recommendations for Policy Intervention

- (1) *The government should set up Skill and Entrepreneurial*

Development Centres in each block where rural youth is imparted training in various identified skills. After giving them basic training in these centres they should be attached to an actual functioning enterprise in the nearby town to get on the job training may be for a few months. While the trainees should be given some stipend during these 'hands on' training period the employers participating in this apprenticeship programmes should be given some financial incentives to accept these trainees.

- (2) This skill and training programme should not only be confined to the unemployed / underemployed rural youth or prospective rural entrepreneurs only but it should also include the owner-operator of existing enterprises because it is observed that most of the existing rural entrepreneurs have started their enterprise without any formal training . At best they have got some experience before starting these enterprises only through informal channels. Their training will not only help improve the quality of their product and /or service but will also improve their earnings.*
- (3) The rural youth presently engaged in the state's farm sector but who are interested in moving to the non-farm jobs and enterprises should also be given training in the non-farm skills. For them the training programme should be made flexible and dovetailed as per their availability so that they are able to take advantage of this programme without disrupting their present jobs. We know, in Punjab most of the farm work is concentrated in two peaks of relatively short duration and in between there are two lean seasons from December to mid April and then from July to mid October. The training for such youth should be scheduled in such a manner that in one lean season they are given theoretical knowledge and the other lean season is utilised for practical or hands on training. In this way, they can be trained in these skills without disrupting their present work schedule in the farm sector.*
- (4) At present most of the existing Rural Non-farm Enterprises are running with funds provided by entrepreneur himself or herself and/or with money borrowed from friends and/or relatives. The share of institutional finance is almost negligible. On an average an existing RNFA in our sample has a capital investment of Rs.*

126344 only but most youth who may be interested in setting up such enterprises may not have even this small amount of capital. The government should intervene and make sure that any rural youth who after getting proper training from the proposed Skill and Entrepreneurial Development Centres is interested in setting up his or her own enterprise gets bank loan at low interest rate with easy repayment schedule and on the collateral of the enterprise itself. This step will help speed up the growth of rural non-farm enterprises both in number as well as in scale.

- (5) *Besides these rural Skill and Entrepreneurial Development Centres the government should ask the associations of existing major industries in the state to start industry specific Training Institutes. These institutes can then give training to both rural and urban youth in the skills required for work force in these industries. Industry Specific Associations should be persuaded to start such institutes under the Corporate Social Responsibility and give training and stipends to the trainees. This will not only make the local educated youth employable but will also provide trained local workforce for the existing industries.*
- (6) *Our study shows that more than 61 percent of those working in Punjab's rural non-farm sector are from SC/BC background and nearly 70 percent of them are from landless families. They are handicapped in starting small rural non-farm enterprises not only because of lack of training and shortage of capital but also because they do not have required space in the village for setting up their own enterprise. Government should come out with a policy to provide plots at reasonable rates to such young men and women who after getting training in the required skills may want to start the non-farm enterprises. The common land owned by village panchayats can be used for this purposes or government can buy some land close to the village preferably touching the circular road of the village, and develop it into small plots to be given to prospective rural entrepreneurs from landless families.*

Our estimate is that even if half of the identified rural enterprises come up in each of the nearly 12000 villages of the state during the next few years and if each one of these non-farm enterprises generate employment for 2-3 persons, the

non-farm enterprises alone have the potential of creating several lakh jobs in the next few years in the state. Besides a large number of skill trained rural youth will get absorbed within the rural areas as also in nearby towns where the demand for these skilled workers exists and is expanding over time. In the long run the promotion of rural non-farm sector through skill development may prove to be a turning point in channelizing the energies of Punjab's rural youth towards productive uses and usher in an era of economic development and prosperity in rural Punjab.

List of Activities in Which Punjab's Rural Youth Should be Trained (Category A)

(Availability of jobs with the following skills is more in towns than in villages. So the youth from villages which are situated within a radius of 10-12 km from the town should be preferred for training in these skills. They can commute daily to the town and come back to their place of residence in the evening.)

Sr. No.	Skill	Sr. No.	Skill
1	Automobile Repairing	16	Data Entry Operator Cum Typist
2	Denting / Painting	17	Accounting
3	Bus/ Truck Body Fabrication	18	Hospitality / Tour Operating
4	Wheel Balancing/ Alignment	19	Refrigeration Technology
5	Computer/ Mobile/ TV Repairing	20	Marketing
6	Laboratory Technician	21	Advertising / Flex Board Making
7	Marble Laying / Polishing /Tile Laying	22	Book Binding / Card Board Boxes Making
8	Plumbing	23	Boiler Operator
9	Doors / Windows/ Furniture Polishing	24	Electrician (AC Repair)
10	POP Work in Buildings	25	Electrician (Automobiles)
11	Printing Technology (Printing of Invitations / Visiting Cards)	26	Fitter
12	Lathe Machine Operator / Turners	27	JCB Machine / Heavy Earthmoving Equipment Operator
13	Leather Technology/ Shoe Designing	28	Watch Repairing
14	Web Designing	29	Radio Jockeys/Disco- Jockeys
15	Computer Networking		

Category- B

(Availability of work for these skills is in both villages as well as towns. Therefore the training in these skills should be open to all irrespective of the location of their residence.)

Sr. No	Skill	Sr. No	Skill
30	Carpentry	52	Iron Rod Net Making
31	Masonry	53	Fast Food (Tikki, Bhalla, Burger, Noodles)
32	Painting and White Washing	54	Financial Instruments Marketing
33	Tailoring	55	Gardener / Nursery Raising
34	Hair Dressing	56	Battery Repairing
35	Furniture Making	57	Electrician (Electrical Goods and House Fitting)
36	Canning of Furniture	58	Refrigerator/ Washing Machine Repairing
37	Cement Pipes/ Interlocking Tiles/ Flower pots making	59	R.O. Filter Technology / Installation / Repairing / Servicing
38	Gas Stove / Sewing Machine Repairing	60	Inverter / Generator Mechanic
39	Tractor Repairing	61	Tubewell / Pump Sets Installation/ Repairing
40	Tyre Repairing / Retreading	62	Veterinary Services (including Artificial Insemination)
41	Scooter/ Motor Cycle Repairing	63	Poultry / Goatry/ Piggery
42	Photography / Videography	64	Cotton / Polly Wool Quilt Making
43	Online Filling of Forms /Applications	65	Harvesting Machine Operator
44	Driving	66	Net House / Poly House Making
45	Welding	67	Milk Processing
46	Cable/ DTH Operator	68	Beekeeping
47	Electric Motor Rewinding / Repairing	69	Mushroom production & Processing
48	Bakery	70	Fabrication/ Installation /Operation of Solar Thermal Energy
49	Soap making	71	Fruit and vegetable Processing
50	Dancing /Singing/ Performing Arts	72	Training of Youth for Security Forces
51	Dying Technology	73	Halwai and Catering

Category- C (Skills for Girls)

Sr. No.	Skill	Sr. No	Skill
74	Beauty Parlour	82	Artificial Jewellery Making
75	Embroidery	83	Cookery
76	Stitching/ Tailoring	84	Receptionist
77	Nursing	85	Knitting
78	Women / Child Health Care Services	86	Block Printing
79	Dairy and Fulkari Making	87	Garment Designing
80	Pickles/ Jams/ Squashes / Papad / Varhi Making	88	Handlooms
81	Candle Making	89	Baby Sitting

List of Enterprises which have Good Scope of evlopment in Future

Sr. No.	Name of the Enterprise
1	Agricultural Implements Repair Workshop
2	Electric Motor Repair Shop
3	Tractor and Diesel Engine Repair Workshop
4	Car/ Jeep/ Motor Cycle/ Scooter Repair Workshop
5	Tyre Repair Shop
6	Milk Processing Units
7	Vegetable/ Fruit/ Fruit Juice / Fruit Chat Shop
8	Raw Meat and Prepared Meat Shop
9	Cook/ Catering / Tenting Business
10	Generator lighting and DJ/ Sound service
11	Photography / Videography Shop
12	Inverter Battery Repair Shop
13	Fertilizer and Insecticide, Pesticide Shop
14	Cable TV/ DTH Service Operator
15	Construction Related Services
16	Gates/ Grills and Iron Bed Fabrication Workshop
17	Private Veterinary Services
18	Brick Kiln
19	Paddy Straw Based Products
20	Dhaba/ Tea Stall /Bakery
21	Mobile Recharge/ Repair / Accessories Shop
22	Cement Pipes / Inter-locking
23	Bhusa / Green Fodder/ Silage Stall
24	Poultry / Goatry / Piggery
25	Hair Saloon / Beauty Parlor (for girls)
26	Tailoring stitching and Embroidery work(for girls)
27	Preparation of Jams / Jellies/ Pickles/ Papars / Squashes (for ladies)