



Unnat Bharat Abhiyan

SEG On Rural Livelihoods

**Guidelines For SEG Proposals Under
Unnat Bharat Abhiyan**

Prof.K.Ravichandran

Senior Professor/SEG Coordinator

Subject Expert Group for Rural Livelihoods

Unnat Bharat Abhiyan

The Gandhigram Rural Institute (DTBU)

Gandhigram, Tamil Nadu

drkravichandrangu@gmail.com

For Further details, Please Contact

Mobile No: Mrs. A. Shanmuga Priya - 9500379361,

Mr. S. Sabareeswaran - 6381344778,

Mr. B. Bharathikkanna - 9677557703,

Ms. Abirami Ramesh - 9384384649



Core Proposal Guidelines

What Makes a Strong SEG Proposal

A well-structured SEG proposal under UBA must demonstrate real-world impact on rural livelihoods. The following principles guide what gets considered and funded, for livelihood development of UBA villages.



Direct Impact

Proposals must have a direct and measurable impact on the livelihoods of rural households in UBA villages



Need-Based Intervention

Address livelihood challenges identified through Village Adhyayan, PRA, GPDP, or community consultations in UBA villages



Entrepreneurship Focus

Preference for proposals that create income and employment, enterprise formation, and linkages with farmer collectives, Government agencies, NGOs and GPDPs



Budget Clarity

A well-structured and itemized budget aligned with UBA norms should be provided.



Sustainability

The proposal should clearly explain how the livelihood activity will continue beyond the project period.



Technology Category

The proposal should indicate whether the intervention is:

- Technology Development
- Technology Customisation

Duration, Funding Norms & Exclusions

Understanding the boundaries of UBA SEG funding is as important as knowing what is supported. Proposals must fit within defined time and cost limits, and certain categories of activity are explicitly excluded from consideration.

Project Duration

Project duration should not exceed 6 months from the date of commencement



Technology Development

UBA funding ceiling: Rs. 1,00,000 for lab-ready technologies ready for field deployment

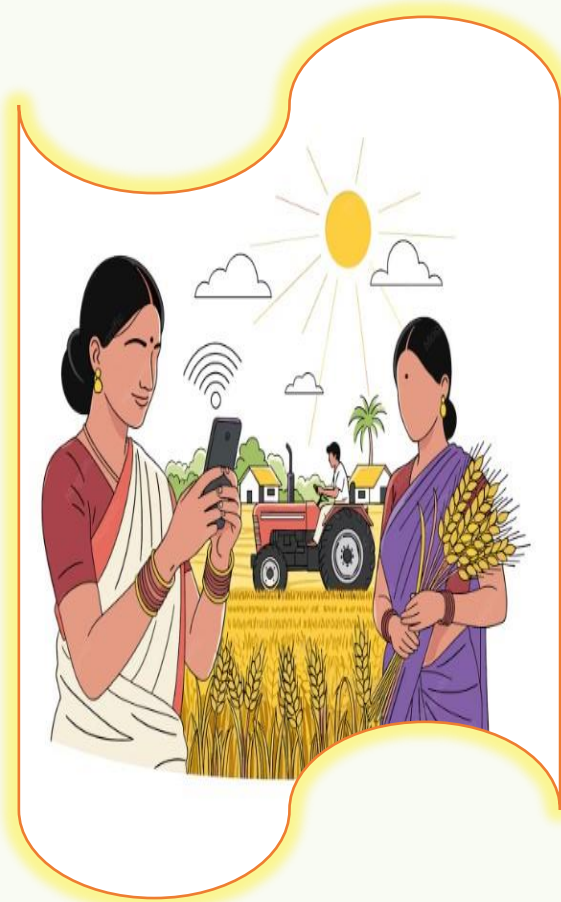
Technology Customisation

UBA funding ceiling: Rs. 50,000 for adapting existing technologies to local rural conditions



⊗ What Will NOT Be Considered

- Awareness programmes
- Distribution of subsidies
- Construction activities or infrastructure creation
- Pure research projects or laboratory experiments without field application
- Workshops and conferences without livelihood outcomes
- Fellowships, purchase of lands or meeting Institutional expenses



Technology Development

Technology Development proposals focus on lab-ready rural technologies that are already developed, tested, and prepared for field deployment. The technology must align directly with livelihood challenges identified in UBA villages.

Solution Requirements



Solutions must be sustainable, innovative, implementable, scalable, and field-tested before deployment

Value Addition



Local resource-based value addition and technology-enabled processing, packaging, and marketing of rural products

Productivity Enhancement



Development of low-cost rural technologies for income generation and improving productivity of traditional livelihood practices

Livelihood Assets



Addressing issues related to livelihood assets and developing field-based applicable solutions for rural income generation

Technology Customisation

Technology Customisation addresses technologies or models already available, but requiring modification for specific rural conditions. Contextual adaptation is the core purpose — making existing solutions work effectively for real village contexts.

1

Local Resources

Leveraging locally available resources and inputs to reduce cost and improve adoption by rural communities

2

Climatic Conditions

Modifications account for regional climate, geography, and seasonal patterns that affect livelihood practice viability

3

Market Requirements

Tailoring technologies to meet local and regional market demand, traditional skills, and existing supply chains

4

Gender-Specific Needs

Adaptations should address gender-specific livelihood needs, particularly for women-led enterprises and SHGs

Examples of Technology Customisation

Food Processing Units

Modification of existing food processing equipment to suit local produce and small-scale rural operations

Rural Packaging Systems

Adapting packaging technologies to affordable, locally-sourced materials suitable for village-level production

Low-Cost Agricultural Equipment

Customising tools and equipment for small and marginal farmers based on local terrain and cropping patterns

Indigenous Product Branding

Developing branding and labelling systems for indigenous rural products to enable market access and premium pricing



Important Notes on Proposal Submission

All SEG proposals must meet mandatory criteria and clearly avoid activities that UBA will not fund. Understanding both dimensions ensures your proposal is complete, compliant, and competitive for consideration.

1

Sustainable

The project must demonstrate a clear continuation mechanism beyond the funded period, with community or enterprise ownership.

2

Innovative

The intervention should offer a novel approach or application, not merely replicate existing schemes or programmes.

3

Demand-Driven

The need must be rooted in community consultations — not supply-driven by institutional convenience or academic interest.

4

Community-Owned

Beneficiaries and communities must be active participants in design, execution, and post-project management.

SEG Proposal Format Requirements

A complete and properly formatted proposal is essential for evaluation. Each section of the proposal serves a specific purpose and must be addressed thoroughly. Missing components can lead to disqualification regardless of the merit of the proposed intervention.

Location Details State, District, Block, Gram Panchayat, and Village where the intervention will take place	Title & PI Details Title of the livelihood technology/enterprise; Principal Investigator name, designation, institution, email, and mobile number	Project Objectives Clearly stated objectives and expected outcomes – up to 1000 words – with defined target beneficiaries by number and category	Budget & Sustainability Detailed activity-wise cost breakup and a sustainability plan explaining how the activity will continue after project completion
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Budget Headings & Execution Plan

The budget must be itemized clearly under UBA-prescribed headings, and the execution plan must define the role of the Participating Institution, a step-wise implementation process, and a monthly activity schedule.

Budget Headings

- Site Preparation Cost
- Equipment / Machinery Cost
- Running Cost
- Manpower Cost
- Electricity Cost
- Miscellaneous Expense

Execution & Timeline

- Role of PI and Participating Institution at each stage
- Step-wise implementation plan
- Monthly activity schedule and action plan

Contact Details Required

- Faculty Members: Names and contact details of academic contributors
- Student Volunteers: UBA student team members supporting execution
- Community Resource Persons: Local contacts facilitating field engagement
- Beneficiaries: Names and contacts of primary beneficiary households

Core Focus Areas of SEG – Rural Livelihoods

Proposals are encouraged across a broad spectrum of rural livelihood themes. These focus areas reflect UBA's commitment to holistic, community-centred rural development rooted in local resources, self-reliance, inclusive growth and Viksit Bharat



Sustainable Agriculture

Organic farming, natural farming, and climate-smart agriculture practices for rural households



Livestock & Allied Activities

Dairy, poultry, goatery, fisheries, and apiculture enterprises for rural income generation



Women Entrepreneurship

Self-Help Groups and women-led enterprises for economic empowerment in rural communities



Value Addition

Processing, branding, packaging, and marketing of rural products for improved market access and income



Gandhian Constructive Work

Village industries based on local resources, traditional crafts, and principles of self-reliance



Farmers' Collectives

Value chains, collective marketing, and FPO linkages that strengthen bargaining power of small producers