

Micro-Enterprises, Development for Poverty Alleviation

Volume I

Micro-Enterprise Development Programme (MEDEP)/UNDP
Ministry of Industry (MOI)
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About the Book

Introduction

Micro-Enterprise refers to any economic unit engaged in the production and distribution of goods and services at household level. It is primarily of self-employed nature, employing him/her in the enterprise and sometimes some family members. The enterprise runs on little amount of capital investment at a fixed market centre or mobile business locations. This sector is identified with features like reliance on indigenous resources, family ownership of enterprises, small scale of operation, labour-intensive, adapted technology, and minimum skill. Micro-enterprise, therefore, is particularly suitable for poor communities.

Micro economic enterprises play a vital role in poverty reduction in both rural and urban areas, and reinforce urban-rural linkages for economic and social development in Nepal. The linkages are essential not only for utilization of local resources but also in acting as agents for the flow of goods and services between urban and rural areas. Their roles are important since they possess the features like self employment generation, employment to poor and women, use of local resources, meeting basic needs of the poor, traditional enterprise/skill and craftsmanship, labour intensive, self satisfaction on the job, entrepreneurship and innovative (skill learned through apprenticeship method), and fair income distribution among the poor.

However, development and promotion of Micro-Enterprises in Nepal has been hindered due to some major factors: First, lack of easy access to micro-credit is the most crucial constraint and, therefore, Micro-Enterprises are unable to utilize the economic opportunities available in the local area in sustainable and successful manner. Promotion of micro informal enterprises is required in their overall productivity enhancement considering resource allocation, i.e. credit facility. Secondly, Micro-Enterprises lack knowledge and skills to produce the items as per market demand. Therefore, promotion-based training is next important component, which should be poor community -friendly and it should be provided to potential and interested individuals to upgrade their knowledge and management of enterprising skill. Excellent entrepreneurs will be produced only if trainings are provided at different stages and levels. Monitoring is essential for validating and use of trainings. Thirdly, labour and capital productivity and rate of surplus are other measures to promote Micro-Enterprises. These include the considerations of skill up-gradation, management, and technological improvement. Lastly, other constraints of micro enterprising development include (i) limited backward and forward linkages, (ii) lack of market chains and price chains of the products, and (iii) lack of market places for selling within the cities. These necessitate due considerations.

The government agencies should play a crucial role to promote safeguard and manage the micro economic activities. If managed properly, it will be one of the crucial income sources for the local government units.

Micro-Enterprise Development Programme (MEDEP) is thus established to address all the issues, problems and measures related to micro-enterprises. As a part of dissemination, skill development, knowledge sharing, operational research development, and constructive recommendations for further development of the Programme, MEDEP since its inception in 1998 has initiated to assist students from universities and campuses with scholarships to complete their research theses. This volume intends to draw papers out of the theses and research reports duly submitted to MEDEP.

Methods

Altogether 23 internship reports, theses and research reports this volume embraces. These papers are prepared based on the standard formats that include components like (i) abstract, (ii) introduction (rationale and problems statement), (iii) objectives, (iv) review of literature, (v) materials and methods, (vi) results and discussions, and (vii) conclusion and recommendations.

The theses and research reports integrate different academic levels. They include, for instance, 12 Master's level, 2 Post-Graduate Diploma, 3 Bachelor level, 5 Internships, and 1 in project report. They cover different fields of studies like regional development and management, rural development, sociology and anthropology, gender and development, women studies, development studies, forestry, business administration, and population. Researchers represent different universities and development agencies like Tribhuvan University and its affiliated campuses, Kathmandu University, Pokhara University, Purbanchal University, and Manchester College, USA and MEDEP. They deal with the Micro-Enterprises of different fields of studies, comprising NTFPs, women empowerment, impacts, local resources based-products (beekeeping, Dhaka, ginger, and off-season vegetables), water resource, market outlets, and social inclusion. These research works have been completed from 1991 to 2007. Fifteen researchers are female and eight males. There are 17 full-fledged papers containing all components as stated above and remaining six are short-note papers that do not contain literature review and references.

Acknowledgements

This book contains theses and research reports contributed by the students of respective universities, colleges and other academic institutions. MEDEP owns all these theses and research reports. Effort in this book has been made to produce research papers out of those theses and research reports. All the papers contain the data gathered and generated from the field surveys conducted by the authors across different parts of Nepal. In broader term, the papers deal with concepts, issues, contemporary theories and models, problems, prospects and policy measures of micro-enterprises. These serve as complements and contribute to the development of micro-enterprises. This book will be useful to development practitioners, policy designers, students and researchers interested particularly in the roles of micro-enterprises in improving livelihoods of the poor people and local economic development.

MEDEP management would like to express sincere gratitude to all the students, their supervisors and head of the Universities, colleges and other academic institutions for their interest in MEDEP particularly in Poverty Alleviation through Micro-Enterprise Development. MEDEP management also expresses its heartfelt gratitude to Dr. (Prof.) Pushkar Pradhan, Head, Central Department of Geography, Tribhuvan University for his support in technical editing of this compilation and including this publication as one of the reference books for the students studying Master Degree in Geography specialising in Micro-Enterprises and Livelihoods in Urban Planning and Management. Finally, all the entrepreneurs who provided the first hand information to the students and professionals to make their research agenda successful also deserve high appreciation.

MEDEP Management

FOREWORD

To address the dire need of a proven tool that could fight poverty in the county by sustainably promoting entrepreneurship culture, particularly in the population living below the poverty line, Micro-enterprise Development programme (MEDEP) was launched as piloting phase in 1998.

Since then, MEDEP's interventions in the activities of the target poor people, imparting them need based training, skills and knowledge, access to micro-finance, access to appropriate technology, shoring up startup support, establishing resource and market linkage and research work support for scientific investigation and evaluation of the process, impact, and lesson learnt have been continuously refurbishing MEDEP and its tools, intervention process and methodologies rationalized in every phase, suitable to the need and the demand.

Poverty reduction and achievement of Millennium Goal is not simply the tasks set forth by the world governments and global communities, it is also the challenge facing the local, regional, the central governments in the world map as well.

The United Nations, World Community and the donor agencies have been supporting the least developed countries in their fights against the poverty. Many such projects were funded and implemented in Nepal as well. Tremendous numbers of immediate and long term researches, data collection and compilation of the important and relevant information have already been conducted while implementing such different development programmes. However, the researches and data collection is lost along with termination of the programmes, hampering the free share and better utilization of the valued information when needed for policy formulation, academic studies, specialization and proper knowledge based management.

Learning lessons of the many of Multi-donor supported projects in Nepal, MEDEP came up with a solution and initiated institutionalization of the knowledge management after the MEDEP Project Board decided that huge data and information generated by the project should be converted into knowledge management through academic research and the cost effective way of doing so is by involving students of different Universities, Colleges and Institution in Nepal and abroad to conduct their internships, theses and dissertation. This decision opened the door for students studying in academic institutions and started conducting their researches in the MEDEP related fields through institutional linkages between MEDEP and academic institutions. By now since 2006 more than 40 students have benefited with this knowledge management mechanism and this is the first effort of MEDEP to compile the internship reports,

theses and dissertation based extracted from articles and publish them in Volume I which will follow publication of Volume II.

I am confident; MEDEP's initiation to bring about positive changes in the lives of hardcore poor can have tremendous support and invaluable inputs from many stakeholders, sectors, and academia. The collection of research papers prepared by the promising university students will certainly contribute much to enhance the knowledge of the resources and demand of the people living below the poverty line in rock hard geographic, socio-economic, and political situation in Nepal.

The conclusions deduced by some of the theses and study reports presented in this book are anticipated to be useful to all those who have a burning desire to understand the prospects and challenges Nepal has been facing for its poverty alleviation and economic development. Fortitude with natural and human resources, Nepal is still known as one of the poorest countries in global map. Poverty begets adversities; attributing to economic, social, and political anomalies, the poor countries are facing. Consorted efforts to shatter the vicious circle of poverty for achieving prosperity through micro-enterprise development may be the panacea the country is in need for its holistic development. This book is just the beginning.

Dhundi Raj Pokharel
Joint Secretary, Ministry of Industry
And National Programme Director, MEDEP

24 December 2010

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Change in the Livelihoods of Rautes through Micro-Enterprise Development Initiatives

Sangini Rana¹

Micro enterprise initiatives have to do enormous efforts to support Rautes, one of the indigenous groups of far western Nepal, to sustain their livelihood. This study has made an attempt to explore the condition of Raute community living in two villages of Dadeldhura district after the initiation of the micro enterprise initiatives. Over time, Rautes have gradually adapted to change, from nomadic to sedentary life system, formed enterprising group and participated in the community development. Increase accesses to education, health services, and markets, community discussions, etc are some of the social capitals owned by Rautes. However, they have faced the problems of restrictions on their mobility and access to forest resources, environmental degradation, displacement, market economy resulting into pressures on social and kin relationships, etc. Rautes have been passing through the transitional phase. Issues of strengths, constraints and opportunities related to the micro-enterprise programmes to support Rautes are also dealt in this paper.

1. Introduction

Background

Changing livelihood practices of poor farmers through any programmes in developing countries should concern with increase in production and income. The livelihood of the poor is becoming severely difficulty due to limited resources and lack of opportunities to employment means. Most of the development agencies focus on income generating programmes to improve the livelihoods of poor communities, but however their goals are often not being matched the needs and opportunities of the poor rural communities.

Statement of the Problem

The livelihoods of any individuals are structured by the wider political economy and that the livelihood of the poor who are often less powerful differs substantially from that of the rich and influential ones. For the majority of Nepalese poor, livelihoods are often risky and uncertain and that they are also highly dependent on a nexus of social relationship with others and on their ability (or lack of it) to gain control of and access to resources and income generation opportunities available to them (Subba et al. 2002).

¹ Ms. Rana is a Post Graduate Diploma student of Women Studies Program, Central Department of Home Sciences, Padma Kanya Multiple Campus, Tribhuvan University, 2006.

Due to changing livelihood practices, high influence of patriarchal social and cultural systems and adapting to modern technical skill and knowledge, it is very difficult for the poor indigenous peoples to cope with those changes. The Routes are one of the indigenous peoples who have been systematically losing identity and traditional skills and knowledge. They have no or limited access to local resources and services and their economic, education and health condition is very poor. However, information on the Routes and their economic, social and health condition is limited.

Routes are economically very weak and are being exploited by landlords and other elites. According to a study of NIWF (2006), the government had provided 19 Ropanis (1.5 Bigha) forest land to each Route household for their livelihood activity. Because of lack of skill and knowledge to produce foods from those lands, Routes began to borrow money from local money lenders for foods, medicine and other purposes. They often have not got any opportunities for income earning activities. As they could not pay back the loans they borrowed, there was no way but to sell those lands to the money lenders for paying their loan. Thus, the Routes became landless. The study found out that about 90 percent of the Route households have no land for cultivation. Singh (1997) indicates that the Routes are on the verge of physical extinction and no programmes have been formulated to provide relief to Route from physical and economical hardships.

Protection of Routes in their social and cultural lives and support to their livelihoods is essential. Since 2003, MEDEP has been working for the Routes in supporting their livelihoods and income generating activities through creating micro-enterprises in Jogabudha and Sirsh VDCs of Dadeldhura. This study examines the change in socio-economic conditions of the Routes of those VDCs.

2. Objective of the Study

The general objective is to examine the changing livelihood practices and entrepreneurs' skills of Routes. The specific objectives are:

- To examine the existing as well as past practices of livelihoods of Routes
- To assess Routes' livelihood opportunities created by MEDEP and constraints for operation and management of micro-enterprises

3. Literature Review

Livelihood is a means of living of the people. According to Chamber and Conway (1992), livelihood is defined as comprising capabilities, assets (including both material and social resources) and activities required for a means of living. A livelihood is sustainable when it can cope with and recover from stresses and shocks and maintain or enhance its capabilities and assets both now and in the future, while not undermining the natural resource bases.

Brief Historical Account of Routes

Originally, Rautes denote to 'lord of the forest'. They have their own language, called as "Khamchi", which belong to the Tibeto-Barman family (Subba et al. 2002). Rautes' livelihood is obtained from hunting of monkeys in the forest, gathering roots and fruits and making wooden items to exchange with food grains. They have a policy to work in a cooperative and social manner (Singh 1997). Rautes do not have enough lands to support their family economy, nor have they free access to forest resources. The community forestry program has in the recent years been an obstacle to freely access to the forests in their living areas.

Rautes were settled in the Jogbuda valley of Dadeldhura district in 1979 (Singh 1997). They belong to an endangered tribe among the 10 ethnic groups defined by NFDIN. They have however enormous indigenous knowledge which are reflected on ways of thinking, hunting, making wooden idols, religious, dancing, artistic, liquor making, gathering foods, bartering, food preservation, sheltering, fishing, building stone walls, etc.

Rautes now are learning of new way of life through adapting activities like working in agricultural fields, building houses, making relationship with neighbouring communities and penetrating into market and government offices. They are trying to transform their nomadic life of hunting and gathering and traditional behaviour to modern, sedentary system to sustain their livelihoods.

Livelihood and Micro-Enterprises Development

Micro and small enterprises provide a means of livelihood for millions of people in the developing countries. These activities usually involve the production of goods and services for local market, as well as for export. It is characterised by low capital and labour based. It produces a relatively small volume of goods, or offers a small range of services. Oxfam (1995) indicates that the micro enterprises are often constrained by the lack of formal credit facilities, training opportunities, legal protection, and marketing outlets.

Micro-Enterprise Development Programme (MEDEP) is being designed to address the poor people below poverty line and create employment opportunities by promoting micro-enterprises. The Ninth Five-Year plan gave priority to the promotion of self-employment opportunities in the informal sector as a strong anti-poverty option with focusing on poor segments of the rural society. The objective of that plan was to support the people living in absolute poverty by creating self-employment opportunities (MEDEP 2004). The Tenth Plan emphasized on to address the gender and ethnic/caste-related disparities, to ensure equitable access to resources, and to empower the women.

Gender and Micro-Enterprises

Rural life in Nepal is hard for both men and women. The rural women have a higher workload than men due to their double responsibilities of reproductive and productive

tasks. In addition, women have to take burden of agricultural activities. Despite this, the women have limited access to the institutional services related to agriculture like extension, credit, farm inputs, etc.

Women's access to credit is often limited because both formal and informal credit institutions are geared to funding property owners. All formal credit institutions seek collateral for loan. Women are often sidelined from institutional credit since they have little or no access to the inherited property. Women's access to institutional credit is further restricted by their confinement to household chores and low level of awareness and educational attainment (Acharya 2001).

Modern technologies related to agricultural activities are often biased focusing on men. This has not only marginalized women from agricultural development but also devalued their indigenous knowledge (Frank 2000). This in turn resulted in loss of women's power within the household and in the community.

Policies of Micro-Enterprises Development

Poverty is widespread in rural areas of Nepal and it is deep and much severe among the women, Janajatis and Dalits, and those living in the backward areas. The development of micro and small enterprises (MSE) has to address issues related to women and man, castes and ethnicities, dalits, age groups and locations.

One major challenge with the government line agencies in the country is that there is no mechanism for co-ordination among the line ministries as well as with other agencies for policy, planning and implementation for micro-enterprises development. For instance, the existing policies on forestry and agriculture do not adequately address the issues of micro-enterprise development (MEDEP 2000).

At present, definition for micro-enterprises sector is lacking as it has been intermingled with the cottage and small sector. There are no specific policies to promote the micro and small enterprises in Nepal, even though the present policy reform emphasizes the development of small and cottage industries (MEDEP 2001).

4. Research Methodology

Data Sources

This study has entirely been based on primary data sources. However, secondary data sources comprising books, historical document, reports etc have been used as ancillary sources.

Sampling Method, Process and Sample Size

All 65 households of Rautes of Jogabudha and Shirsha were covered in this study. Key informant survey (KIS), focus group discussion (FGD), observation and case study were the survey methods adopted in the study.

The questionnaire survey was used to acquire information from the households. During the data gathering, both male and female were included. KIS was used to acquire information on livelihood pattern, practices, gender role, identities (dress, ornament, traditional culture, language, customs, etc.), traditional knowledge/skills of Rautes' elders (male and female), social leaders and others. FGD was carried out to gather information on livelihood, enterprising skills, training, activities and challenges and opportunities of micro-enterprises run by Raute entrepreneurs and other groups involved in development activities. In observation, each of the selected enterprising households was visited and observed their day to day work in agricultural land, farming system, role of male/female in caring their children, micro-enterprises activities and household workload of male and female. Survey tools like questionnaire, checklist and observation schedule were used to gather information from the Raute households.

Case studies have also been prepared to understand the Raute male and female about gender discrimination, livelihood practices, access to resources and others.

5. Data Presentation and Analysis

Introduction to Study Area

Raute's total population in Nepal is 658, which are spread over 29 districts and Dadeldhura is the largest district in terms of Raute population. Raute is alike of two other ethnicities, Kusbadiya and Kusunda; about 46 percent of their population is landless (Bhattachan et al. 2005).

Two Raute villages, *Ampani* (Jogabudha VDC) and *Rajauda* (Shirsha VDC) are located in the Jogabudha valley of Dadeldhura district, far western Nepal. The total population of these two VDCs was 332, comprising 143 and 189 respectively. The males (169) slightly exceeded over females (163). The population of age group with 10 years and below accounted for 38 percent of the total population. The literate population was about 19 percent, of which females shared nearly 8 percent. However, children attending schools among the Rautes is encouraging. Among the children attended the primary schools in Rajauda, the Raute constituted 25 percent, next to Chhetri with 36 percent. Among the Bahun, Chhetri, Magar and Dalit in Jogabudha, the primary school attended children was the largest, occupying nearly 48 percent.

Jogabudha is an important rural center. It is connected by earth road with Budar; the latter is linked to Atariya by a 75 km highway. Shirsha is located at 2 hours away from Jogabudha.

Livelihood Patterns of Raute

Traditionally Rautes used to live in cave or temporary huts near the forest but usually away from main villages. They used to make wooden materials (agricultural tools, kitchen materials and bed) and bartered them with food grains in the villages. They also worked in villager's agricultural fields for foods. They used to live at one place for

about two to three weeks, depending on the availability of works and then moved to another place. Rautes had obtained woods freely from the forests for wooden items. Since the initiation of the community forestry programme, they had to get permission from the forest users' committee members to get access to forest resources they had got previously without restriction. This has made them restriction and forced to adopt alternative works.

Rautes' current livelihoods depend entirely on the locally available natural resources, as well as on the income derived from daily wages and skill labour works. So, the

Case 1: Dillip Raute, a-sixty years old from Rajauda said that he has not been able to work on daily wage basis (digging, pottering). Instead, he has been working as a carpenter to make items from the woods brought from the nearby forest. He used to exchange the wood products with grains or sell them for buying foods. It was not being so easy when he was told by Jagadamba Community Forest Committee to pay Rs 200, as he cut the tree of their forest without their permission. It is to be noted that Nanda Kishor Raut, the chairperson of the same Committee belonged to the Raute group.

Rautes' major livelihood resources concern with the daily wages as human capitals and the human and natural capitals are linked with their skill labours like carpentry, masonry, etc. Varieties of products based on agriculture, banana and bamboo, and fish are available and marketed from the Rautes' living areas. Fish smoking and bamboo products are the major potential micro-enterprise products.

Rautes derive their income, including both cash and food stuffs from labor works in agricultural activities (digging, ploughing, harvesting, and portering), sand and stone quarrying and carpentry, masonry and fishing net. Their livelihoods subsist on fishing, collecting wild fruits, and animal grazing (goats and cows). Out of their income, Rautes spend primarily on purchasing food stuffs including rice, lentils, flour, vegetables, salt, oil and tea. But their expenditures are usually more than their income. The study's results reveal that there was an average of 15 percent deficit to their annual income. Borrowing loan is therefore a 'must' among the Rautes to buy food stuffs and others for subsistence. From the loan borrowed in the last one year, the expenditure patterns were that they spent 47 percent on household food-stuffs and 37 percent on health services. In addition, they also made 15 percent investment in retail trade outlets and the rest 1 percent in domesticating cows from the borrowed loan.

Micro Enterprising Activities and the Raute Community Development

The traditional enterprising skills that the male and female Rautes do have include herbal treatment, mat making, preservation of paddy seeds, women's maternal treatment during pregnancy and delivery, wooden works and making fishing net. Especially the women perform treatment of maternal illnesses using herbs obtained from the forests. Traditional belief and conservativeness have deeply rooted among the Raute communities and even if their children want to attend schools, they are not being able to do so due to extreme poverty. The females have been barred from imparting modern skills and knowledge.

Since 1983, several organizations have been working with the development of Raute community (Table 1). The major activities include skill development training, drinking water supply, non-formal education, income generation training and programs, human right training etc.

Case 2: A woman, named Mathura Devi Raute of Jogabudha, who participated in the three months carpentry training conducted by CARE-Nepal, had to discontinue after 6 weeks. She got harassment and discouragement by the male counterpart and replaced her by a male in the training.

Case 3: A-15 years old from Jogabudha, Ujeli Raute together with her sister-in-law studying at grade 4 in local school has got problem of light for study at night due to inability of buying kerosene for lamp. Light from wood has not helped them to continue their study.

Table 1: Development agencies and their support activities for Raute

Organisations	Activities
Cottage Industry	Loom for weaving cloth
Nepal Bank	Loan for buying ox and goat and trading business
CECI	Drinking water
Human Rights	Non-formal education
GTZ	Non-formal education
MGP	Loan for groups formation
Veterinary	Goat distribution
NEFEN & NFDIN	Group formation, goat raising, institution development
MEDEP	Training, goat rising and management
CARE-Nepal	Furniture training
NEFEN	Human rights training, support to construct irrigation canal, children literacy and scholarship programme
Agriculture	Vegetable seed distribution/agricultural training
NPC	Non-formal education

Source: Field Survey, 2006

(i) *Micro-enterprises activities*

The micro-enterprise program has been initiated in the area since 2004. A group has been formed comprising a total member of 30 Rautes comprising 24 females and 6 males. The program has the following impacts:

- Rautes have got income generation activities and skill development technical training in agricultural, goat raising and management, carpentry, sewing, knitting and weaving and micro-enterprising
- Different groups have been formed to work in community development and the group's members have been made able to discuss problems
- Raute males have been imparted awareness about gender development and females also have been involved in development activities.
- Confidence build up in working and discussions

Each of 30 families obtained 2 goats under the income generating programme of the Veterinary Department. According to Rautes, two goats were not adequate to substantially impact on income generation. Each Raute household would need 10 to 15 goats to support income sources. Some of the Raute families have begun to work in vegetable growing for selling at local market.

The Rautes of Jogabudha and Shirsha have formed the '*Nepal Development Association*'. It is working in institutional development, sustaining livelihood and raising issues of land and human rights. The association is affiliated to NEFEN, a national organisation.

To support the Raute for sustainable livelihood, micro-enterprise programs including entrepreneurship skills, income opportunities, enterprising activities, etc should be continuously provided to them for some years, as per the Rautes demand. Following are the constraints, challenges and opportunities obtained through group discussions, which require to be considered for further micro-enterprises program:

Strengths

- Adequate traditional skill and knowledge for up-gradation
- Groups have already formed and aware with micro-enterprises development
- Skill and knowledge about cultivation of crops and vegetables
- Intermingled with other communities
- Gender development awareness
- Nepal Raute Bikas Association, a registered civil society
- Actively participated in local development activities by males and females

Constraints (challenges)

- No access to the community forestry for resources on which Rautes' livelihoods have been based for generations
- No ownership rights of their land
- Limited markets for their products
- Lack of support or guarantee to get institutional loan
- Lack of government policy for them to use local resources

Opportunities

- Self employment and income generation activities like food crops, vegetables, fruits, goat raising, herbal medicine, fish, bamboo, etc
- Young Rautes are being literate up to primary and pre-secondary levels and thus are potential for imparting enterprising skills and technology to them
- Great scope of promoting occupational skills (carpentry and masonry) to sustain the micro-enterprises program
- Demand of their products at local villages and markets

6. Conclusion

Rautes have gradually adapted to change from nomadic to sedentary life system. They have formed group for enterprising activities and participated in community development. Increase access to education, health services, and markets, community discussions, etc are some of the social capitals owned by Rautes due to their sincere efforts with the initiations implemented by the different development agencies over the last few decades. Along with these changes, Rautes have faced lots of challenges, however. They include land degradation, increasing population density, restrictions on their mobility and access to forest resources, market economy resulting into pressures on social and kin relationships, displacement, etc.

Rautes have been passing through the transitional phase. They have since the last few years gradually being made to enter into the modern societies from their traditional form of life system. In such situations, continuous support by the government and aid agencies to them is essential for some years to adapt to changed social, economic and political conditions. This will help to fill in gaps. At the same time the conservation of Rautes' culture and tradition, which are the assets of Nepal, should be made. Any programmes to support Raute through micro-enterprises should consider the issues dealt under the strengths, constraints and opportunities as mentioned in this paper.

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