



Client:



### ITC's Rural Livelihood Programs in Tamilnadu

- Pudukkottai District in Tamil Nadu faces several socio-economic challenges that impact rural livelihoods, including agricultural distress, water scarcity, lack of alternative income opportunities, and low financial inclusion. ITC has initiated multiple programs to address these issues through sustainable agriculture, skill development, and rural entrepreneurship.
- ITC's Initiatives for Rural Livelihood Enhancement includes Sustainable Agriculture Promotion, Livelihood Diversification and Women Empowerment & Financial Inclusion
- WCS was part of these livelihood programs and also conducting the impact assessment of the programs in the region.

Outcome

**Helped in assisting more than 3000 farmer families**