



*International Day of Rural Women
&
Home-Based Workers Day
“Visibilise Women's Work, Strengthen Communities”
15th October & 20th October, 2025*

The International Day of Rural Women, officially recognised by the United Nations in 2007 and first observed in 2008, honors the indispensable contributions of rural women worldwide. These women, including farmers, home-based workers, weavers, vendors, and traditional healers, play a vital role in sustaining rural livelihoods, ensuring food security, stewarding natural resources, and fostering resilient communities. Alongside this, International Home-Based Workers Day commemorates the 2000 Kathmandu Declaration, which advocates for the rights and recognition of informal home-based workers across South Asia. Despite their crucial roles, rural women continue to face systemic barriers such as limited access to land, financial services, markets, and decision-making platforms. Similarly, women home-based workers, who make up a vital part of informal economies, are rarely recognised as workers and lack access to labour entitlements. Both rural women and women home-based workers are either unpaid or underpaid, and their work often remains invisible. They are disproportionately affected by the consequences of climate change, including disrupted livelihoods and forced displacement.

For over three decades, NEN has been deeply engaged in advancing the rights and empowerment of rural women in Northeast India. We work directly with grassroots groups comprising farmers, artisans, home-based workers, and traditional knowledge holders to diversify livelihoods, build capacities, and expand access to resources. NEN strives to elevate rural women's leadership in shaping sustainable development pathways that are inclusive, just, and resilient.

Objectives

- To amplify the visibility and recognition of rural and home-based women workers as vital contributors to socio-economic development.
- To create spaces for these women to present their products, cultural heritage, and knowledge to wider audiences.
- To strengthen partnerships among rural communities, local governments, and civil society to support sustained empowerment.
- To raise awareness regarding the challenges rural women and home-based women workers face, particularly poverty, inequality, and the gendered impacts of climate change

North East Network (NEN) will be implementing a range of activities in various states to empower rural women and women home-based workers, including:

Assam

- Organizing a Pop-Up Market where women entrepreneurs and farmer collectives showcase handmade products like organic seeds, woven textiles, and other handicrafts, celebrating their entrepreneurial spirit and skills.

Nagaland

- Hosting a Farmers' Market in Pfutsero to empower women by providing a platform to showcase their agricultural and artisanal products, fostering sustainable livelihood and regional economic vitality
- Coordinating Sales Days in Shamator and Tuensang tailored for home-based workers in collaboration with the Self Employed Women's Association (SEWA).

Meghalaya

- Convening a Mini Farmers' Market to highlight NEN trained women entrepreneurs mainly home based business such as organic agricultural produce and value added products; knitwear and tailoring products of NEN Support Group
- Creating market linkages and boosting their visibility and sales of their products

Digital campaign - A photo series featuring portraits of rural women and women home-based workers, showcasing their diverse range of produce/products, to make visible their contributions to local economies and communities.

Expected Outcomes

- Greater public and institutional recognition of rural women and home-based workers as indispensable economic and social actors.
- Strengthened community bonds and enhanced collaboration between grassroots women's groups, governance structures, and development partners.
- Increased understanding of the gender-specific impacts of climate change and rural women's vital roles in adaptation and resilience-building.
- Expanded livelihood opportunities and broader market linkages, fostering sustainable economic growth driven by rural women.

Through this initiative, NEN reaffirms its commitment to bridging gaps in visibility, resources, and support for rural and home-based women in Northeast India, fostering more inclusive and resilient communities aligned with the theme *Visibilise Women's Work, Strengthen Communities*.

EVENT SCHEDULE:

STATE	DATE	LOCATION	PROGRAMME	COLLABORATIONS	PARTICIPANTS
Meghalaya	28th October 2025	Savio Hall, Dhanketi, Shillong, EKH	Launching event of NEN trained Support/Farmers' Group Products & Mini Farmers Market	-	Governmental & Non-Governmental stakeholders and Communities
Nagaland	15 October & 20 October	Pfutsero & Shamator, Tuensang	Farmers' Market. Sales Day .	Self Employed Women's Association (SEWA)	Women farmers
Assam	Dhemaji- 17 October Kamrup- 21 October Golaghat- 23 October Darrang- 22 October Udalguri- 22 October Sonitpur - 19 October	Darrang, Dhemaji, Sonitpur, Kamrup, Golaghat, Udalguri GMKs	Organizing a Pop-Up Market to showcase women's crafts and entrepreneurship.	-	Farmers collective, Support Group members