

## 1. Research Assignments

We conduct research studies to develop an in-depth understanding of issues which enables us to devise cutting edge strategies. By using exploratory and qualitative techniques to conduct research, we are able to offer innovative solutions to our clients as well as empower policy makers to take informed decisions. Our research portfolio includes socio-economic research, market research, sector analysis, sub sector and value chain, impact assessment and evaluation. Here's a quick look at some of our research assignments:

### *Socio Economic Profiling related*

**Development Alternatives**, Baseline study was done in three districts of Bundelkhand under the PACS project wherein income generation options, infrastructure, natural resource management and community empowerment were the focus areas.

**UNICEF Jaipur**, Qualitative and Quantitative Research to understand 'Knowledge, Attitude, Behaviour and Practices related to Water and Sanitation was undertaken in Rajasthan (Dholpur, Jhalawar, Jodhpur), to understand knowledge, attitude, behaviour and practices related to water and sanitation covering aspects of drinking water, personal, household and environmental hygiene and sanitation, child care and health information dissemination. The study aimed at developing Behaviour Change Communication strategy targeting critical behaviours, evolving communication plan, pre testing and implementing the strategy in next phase.

**Population Services International, New Delhi**, Formative Research on 'Clean Delivery Kit' (Knowledge, Attitude & Practices during home delivery) was undertaken in Orissa (Koraput, Dhenkanal) to understand knowledge, attitude and practices related to home delivery i.e. during pregnancy, pre-delivery, delivery and post delivery. Feedback on a Clean Delivery Kit (used during delivery) prepared by PSI was assessed through its felt need, acceptability and marketability. The study was designed to cover 4 slums in small towns and 14 villages in two districts, one tribal and the other non-tribal.

**NOVARTIS**, Study the health services seeking consumers and profile them through their health care seeking behaviour (using socio-economic parameters) in public and private healthcare systems. The study was conducted across 4 states.

**INTEL, Bangalore** Qualitative Research to understand Rural Life in Context of Education, Health and Entertainment in 5 states (Punjab, Gujarat, Tamil Nadu, West Bengal, Andhra Pradesh): An Ethnography Study was undertaken to understand the existing facility in three domains and potential role of technology for the development of rural economy.

**Fullerton**, Studying and profiling different occupation groups, based on different socio-economic parameters, to understand their financial requirements for meeting production and consumption needs. The study was conducted across 9 states for a private sector NBFC.

## ***Socio Economic profiling in Market Research***

**AED, Nepal, Evaluation of product (contraceptive) distribution systems,** MART was hired to evaluate the product distribution systems and scope for increasing access of contraception and offer reproductive and child health products in Nepal. AED, contractual partners for USAID wanted to assess the channels of different implementing partners.

**Hindustan Petroleum Corporation Ltd (HPCL),** Qualitative and Quantitative Research to understand consumer's perception, attitude towards and usage of 5 kg cooking gas cylinder was undertaken 8 states (Rajasthan, MP, Maharashtra, Gujarat, Karnataka, Tamil Nadu, Orissa, UP) to understand consumer response to 5 kg cylinder. The study aimed to profile potential customer segments for LPG, identify alternate distributions channels and develop overall strategy for marketing of 5 Kg LPG cylinders. The strategies suggested on distribution model and '*Rasoi Ghars*' were further implemented on pilot basis.

**TATA Shaktee,** A consumer profiling study was conducted to categorize them into various socio-economic classes and them to different types of roofing solutions adopted by them. The study also covered the usage and attitude towards galvanised corrugated tin sheet for roofing. The study was conducted in 13 states.

**ENTERPRISE VITA WORKS, USA,** Reducing indoor air pollution using modified bio-mass stoves: We studied usage behaviour of conventional cooking stoves to develop energy efficient and smokeless stoves. Prototypes of stove were tested during the study to develop a marketable product.

**Shell Foundation,** Study the socio economic classes susceptible to indoor pollution and their willingness to adopt impoverished biomass stoves. The study was conducted under the '*Breathing Space*' programme of Shell Foundation in 8 states.

**KATALYST (Swiss-contact), Bangladesh:** We conducted a detailed assessment of rural market of ITESs for designing strategies to promote ITESs through Kiosks. Subsequently, comprehensive market study for developing a strategy for Community Information Centres (CIC) promoted by Grameen Phone (Largest Telecom Company in Bangladesh) was conducted.

**Microsoft Corporation,** Understanding Rural ICT scenario and designing a self sustaining rural ICT model: We analyzed emerging trends in rural ICT industry to understand the rural ICT scenario and built logical models projecting future growth path. Business plan highlighting appropriate role for Microsoft was prepared.

**NSRL, University of Illinois,** Assessing current marketing initiatives for textured soy-products for developing sustainable market and distribution model through poor women entrepreneurs in rural Mozambique is currently in progress.

## ***Sector Studies***

### **PLAN International, Livelihood Mapping for People Living with HIV/AIDS (PLHA) and Victims of Commercial Sexual Exploitation and Trafficking (VOCSET) in Andhra Pradesh**

In 2008 a detailed study was conducted to map potential livelihood options for PLHA and VOCSET across the 6 districts of AP. It focused on understanding causes and consequences of HIV/AIDS, perspective of employers and enablers in developing an Income Generating Programme for them. Detailed Livelihood promotion strategy for PLHIV and VOCSET was prepared clearly delineating role of partner NGOs.

### **OXFAM, India, Private sector involvement in Agri and allied sector of Orissa**

In 2007 a detailed sectoral study was undertaken on behalf of OXFAM to see how private sector could work with small and marginal landholders in agri and allied sectors of Orissa.

### **MP-DPIP, Study on developing Non Timber Forest Produce (NTFP) Business Promotion strategy**

In 2005 MART studied present value chain across collection, marketing, market channels and value addition practices undertaken by primary collectors, understood role of stakeholders including 'MFP Federation' in marketing of NTFPs to prepare marketing models and marketing plan for the project.

### **FORTE (collaboration between FICCI and ING Insurance), Rural Insurance: Issues, Challenges and Opportunities**

In 2002 MART conducted a path breaking study on rural insurance which defined 'rural' with reference to insurance and developed marketing strategies for life and general insurance. Qualitative research to understand rural consumer behavior on savings, loans and insurance was followed by quantitative research which, profiled potential customers for insurance, assessed the rural potential and identified channels for promotion and delivery.

### **WORLD VISION OF INDIA, Partnership for Innovation and Knowledge in Agriculture**

Baseline study for small and marginal farmers, Farm labour, farm based micro enterprises across 5 districts of Uttar Pradesh, India.

## ***Value chain***

### **Orissa Forest Sector Development Project (JBIC supported), Value Chain Analysis of potential agri, horticulture, Non-Timber Forest and off-farm based produce in Orissa**

The study was undertaken in 14 forest divisions covering 70 villages and more than 25 markets. In depth value chain analysis of 20 potential produce/products was carried out and realistic business plans were prepared for its promotion.

### **PRADAN, Orissa, Value Chain Analysis of Turmeric**

In 2007 MART conducted a value chain study of turmeric in the district of Kandhamal to identify the gaps to develop a business promotion strategy highlighting a systematic market linkage plan.

### **EKTA PARISHAD, Madhya Pradesh, Value Chain Analysis of Minor Forest Produce**

In 2007 MART mapped the status of major MFPs in Balaghat and Mandla districts of Madhya Pradesh. During the study dynamics of stakeholders across the value chain and the marketing issues were examined to develop MFP promotion strategy with a focus on the local level value addition possibilities.

### **MPRLP, Madhya Pradesh, Value Chain Analysis of Niger**

A detailed value chain analysis of Niger was conducted for MPRLP in the year 2005, with an objective of understanding gaps across the production, post production and marketing stages and suggesting strategies for ensuring higher returns to primary collectors. Interactions with producers, intermediaries, wholesalers (in Mumbai) were carried during the process of the study to spell out an appropriate implementation strategy for the intervention.

### **NSEAP, Understanding the value chain from farm to market in the marketing of agriculture produce**

We evaluated the current practices of farmers, petty commodity traders & registered traders in production, procurement and trading to suggest NSEAP on potential areas of intervention to strengthen the value chain and add value at different levels.

## *Livelihoods Opportunity Assessment*

### **The World Bank-TNVKS, Tamilnadu, Livelihood Mapping and Assessment (formerly EPRP)**

MART undertook a comprehensive Livelihood Mapping and Assessment study in 15 districts of Tamilnadu for TNVKS, a World Bank funded project in the year 2005 to map market-led feasible opportunities. Comprehensive district reports on feasible opportunities sector wise, business plans for key activities, strategy for BDS promotion, and strategy for capacity building of all stakeholders were prepared.

## *Market access and development*

### **The World Bank-ARISAP, Haat Development Strategy**

MART developed a detailed strategy to strengthen infrastructure in haats of 5 districts of Assam for ARISAP, a World Bank funded project. The study focused on augmenting marketing activities in and around the haat and developed a plan for upgrading haats from retail to wholesale markets.

### **KATALYST (Swiss-contact), Bangladesh**

MART provided technical support for conducting a comprehensive study to understand rural haats in Bangladesh to design a BDS approach in and around haat.

## *Feasibility Studies*

### **IFAD-Uttaranchal Parvatiya Aajeevika Sanvardhan Company (UPASaC), Feasibility of collective marketing of agri produce in Uttarakhand**

In 2007 MART conducted a feasibility study of starting collective marketing of agri produce at the SHG level and prepared a step by step approach to ground it.

## **Ladakh Ecological Development Group (LEDeG), Feasibility Study on Electricity Based Income Generating Activities in Leh and Kargil**

In 2007 MART studied the feasibility of electricity based IGAs in the Leh and Kargil districts of J&K. Socioeconomic and market feasibility of the identified activities/products namely apricot/mustard oil, ground barley/wheat, local butter and hot water using electricity was ascertained and a business plan was developed for the project.

### ***Impact Assessment***

#### **ANSAB, Nepal, Evaluating the NTFP Market Information System Project**

MART was hired for evaluating the **Market Information System Project** for high value crops and NTFP in **Nepal**. **ANSAB** has been implementing the project since 2004 with the support of various international partners.

#### **CAPART, Delhi, Impact assessment of Gramshree Mela**

We conducted a detailed impact assessment of 100<sup>th</sup> Gramshree Mela held at Delhi for CAPART with the objective to identify gap areas and suggest recommendations to improve the model.