

Capacity Building on Market Led Livelihoods

MART's Contribution



CONTEXT

The reasons for success of programs have been the market led approach

EMERGING NEEDS

A recent CII–Planning Commission report says that tourism sub-sector will offer 19.8 million jobs, construction 9.9 million, retail 9.0 million and health care 6.1million. Two third of the new jobs will require low end skills.

CONTEXT

India has a working population of 400 million people. An additional 100 million job seekers will enter the labor market in the next 10 years. Over 90% employment, present and in the future will continue to be in the unorganized sector. This poses a huge challenge for NGOs, INGOs, donor agencies and the government as it is they and not the organized private sector that will have to create sustainable livelihoods for millions of poor in the country.

Interventions that have impacted significant livelihoods include the National Dairy Development Board which changed the lives of nine million dairy farmers, Bhartiya Agro-Industries Foundation's (BAIF) cattle cross-breeding program supporting one million livelihoods, International Development Enterprises' (IDE) pedal pump influencing more than 3,00,000 livelihoods, the South Indian Federation of Fishermen's Societies (SIFFS) supporting 50,000 livelihoods, PRADAN's lift-irrigation program (21,000 livelihoods), Gramshree Mela (has benefited 1,00,000 producers) and Project Shakti (46000 SHG members working as dealers for HUL). The main reason for success of all these programs have been the market led approach followed by them.

EMERGING NEEDS

Most agencies have been supporting handicrafts and handlooms artisans (together they account for less than 3% of total employment). Others have been working in agriculture where the labor force is expected to shrink from the current 260 million to 160 million by 2020. NGOs and others need to focus on the growing service economy (55% of GDP) which offers huge employment opportunities. A recent CII–Planning Commission report says that tourism sub-sector will offer 19.8 million jobs, construction 9.9 million, retail 9.0 million and health care 6.1million. Two third of the new jobs will require low end skills. A large sector of poor youth with proper minimum skill development can join this burgeoning workforce. Petty trading is also a growing sub-sector which needs to be tapped.

MART's PHILOSOPHY

A 'Business mind' and a 'Social heart'

CAPACITY BUILDING

MART is a team of consultants who bring practical knowledge to the classroom

CB MODULES

Opportunity Assessment using 3M Approach
Market Access & Development (Haat & Rural Business Hub)
Collective Marketing & Value Chain Development
Livelihoods and Marketing

MART's PHILOSOPHY & APPROACH TO LIVELIHOOD PROMOTION

MART believes in creating large scale and sustainable livelihoods.

Our livelihood principles are

- A 'Business mind' and a 'Social heart'
- Proper selection of activity/livelihood based on a market led approach. MART has developed the most comprehensive 3M¹ approach to creating sustainable livelihoods.
- Market access through local Haat for first time, low quality producers.
- Collectivization to improve bargaining power of the poor
- Public-Private Partnership for large scale impact.
- Sub-sector value chain approach to create value at each stage of the process for the poor
- Ensuring market linkage for every major livelihood promotion initiative to ensure sustainability.



MART's CONTRIBUTION TO CB



Having conducted over 200 programs supported by the World Bank, UNDP, NABARD, SIDBI, Government Departments, National & International NGOs, MART has developed appropriate training materials such as the very popular and simple marketing game, practical case studies based on our own work in livelihoods promotion and use of the 3M approach for systematic livelihoods promotion.

MART is a team of consultants who bring practical knowledge gained through field implementation. For this reason we follow a 'doing by learning' practice approach which includes a visit to the market during the CB program to understand real life situations.

Participants prepare marketing plans and business plans for enhancing practical knowledge. Handholding support is provided in the field wherever requested to consolidate classroom learning.

CB MODULES OFFERED

MART offers the following CB modules.

- Opportunity Assessment using 3M Approach (3 days)
- Market Access & Development (Haat & Rural Business Hub) (3 days)
- Collective Marketing² & Value Chain Development (3 days)
- Livelihoods and Marketing (4 days)

MART is perhaps the only agency in India that offers a range of modules on marketing, the most crucial element for achieving success in livelihoods promotion. Customized modules are also offered according to the need of a particular organization on themes such as PPP, Vision & Team Building etc.

¹3M is an innovative approach to initiating micro enterprises based on the three tenets of micro finance, micro markets and micro planning. The model primarily provides a tool to systematically map local resources, skills, support services, and markets for developing business plans. Further it provides a step by step plan to launch and manage activities

²Collective Marketing Approach of MART helps in analyzing the value chain of the produce and suggests a simple-yet-robust step by step marketing approach by empowering village based groups such as SHGs and CIGs to collectively manage marketing activities'



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