

Happy New Year 2010

MART has recently completed 15 years. During these eventful years our endeavor has always been to innovate appropriate solutions for enhancing the quality of life of Base of the Pyramid poor. This journey has offered us diversified opportunities and new learning's. I would like to share the depth and breadth of MART's work with you through this mail.

In the 90's we innovated Gram Shree Melas, Promotion of Rural Haats and Creation of 3M Model for 'promoting sustainable livelihoods'.

In the current decade, we have gone much beyond our work in the first decade. We have expanded and diversified our services to include Research, Consultancy and providing BDS, and have emerged as the most comprehensive livelihoods promotion agency in the country.



Research: We have a full fledged research division and have undertaken several large scale studies in recent years.

- Comprehensive livelihood opportunity assessment through a detailed value chain analysis of 20 major agri and forest produce in 14 forest divisions for Orissa Forest Sector Development Project, A JBIC funded bilateral initiative.
- Comprehensive livelihood strategy and business plans were prepared by conducting a detailed study in 15 project districts of TNERP, a World Bank funded initiative.....and dozen of such studies

Consultancy: We have a consulting division with senior professionals and a panel of sector specific experts who help us in developing strategy in different management areas for organizations in India and abroad. Some of our major consulting assignments are

- Restructuring of CRS, Nepal a social marketing organization promoted by USAID. A 4 member team with a combined experience of 100 person years suggested an optimum product mix, developed 5 year business plans and evolved an appropriate organization structure and manpower planning and training to build a sustainable organisation

- Institutional Review and HR Policy and Preparation of HR Manual for the State level Society to manage NREGS
- Strategic Roadmap for rice fortification in India for Micronutrient Initiative....and many more consulting assignments

Market led livelihoods: We have come a long way from our understanding of the livelihood sector in the 90s and created some large scale, sustainable and replicable models in the current decade.



- Collective Marketing: MART in partnership with WORLP, OTELP and JTDP has created one of the largest, innovative, sustainable collective marketing model in the country for agri commodities involving 7,500 women from 500 villages in 4 districts. They have achieved a cumulative sale of **Rs 6.5 crore** through a linkage with private sector buyers. The income of these poor women has gone up significantly.
- Micro Enterprise Promotion Agency project: MART partnered NABARD and conducted an action oriented pilot over 2 years using the 3M approach to take 11000 SHG members of 14 NGOs across the country (including MYRADA and BAIF) from micro finance to micro enterprise. Rs 67 million was disbursed by banks for these women for starting enterprises. NABARD is proposing to expand this project to cover many more SHGs.

In this decade MART has provided long term support to a number of bilateral projects - KAWAD, APRLP, WORLP, OTELP, Ajeevika, JTDP, TNERP, KUSP, OFSDP, ARIASP, MP-DPIP, Raj-DPIP – by placing teams in the field.

Capacity Building: We have trained over 5,000 development professionals through 300 programmes in market led livelihoods, rural marketing, value chain development etc. Our latest offering is a **Certificate Programme on Inclusive Marketing**, launched in partnership with BIMTECH.



PPCP: We are a pioneer in community centered public-private-partnership having created some of the largest, sustainable and scalable models in India.

- Rasoi Ghar, a partnerships among HPCL (who provided LPG cylinders, cook stoves and cooking utensils as part of CSR), Panchayat (contributed 10 x 10 ft room) and Community. Poor women from lower caste bring raw materials and cook food on clean, convenient and safe LPG on a 'pay and use' model. 1600 Community Kitchens have been established in 4 states. This initiative won the RMAI Gold Award and the Special Jury Award 2006
- Arogya, a health services delivery model, a partnership between Rural Youth, Community and Novartis. This project has been implemented in 3 states where 12,000 TB patients have been treated. This initiative won the RMAI Silver Award 2008 and the WOW Silver Award 2008.
- Project Shakti, a partnership among HUL, Government, SHGs and Bankers. 46,000 women have been appointed as dealers and they earn an average of Rs 1,000 as income every month

MART partnered UNDP to develop PPCP plans in Rajasthan to support RMOL. Recently I have been appointed Sr. Advisor PPP by UNDP, India to advise on how to engage with the business community for improved livelihoods for the poor.

MART has another division, Rural Marketing which works with the corporate sector to provide products and services in the BoP market. Our services include Research, Strategy, Pilots, Scale up and Training. We have partnered INTEL, HONEYWELL, NOVARTIS, TATA STEEL, GODREJ, GE, ERICSSON, AIRTEL and many more Fortune 500 companies.

I hope the above gives you some idea of how we have evolved over the years to become an end to end solutions provider in the livelihoods sector

Warm regards

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