

Creating Sustainable
Livelihoods for the Poor

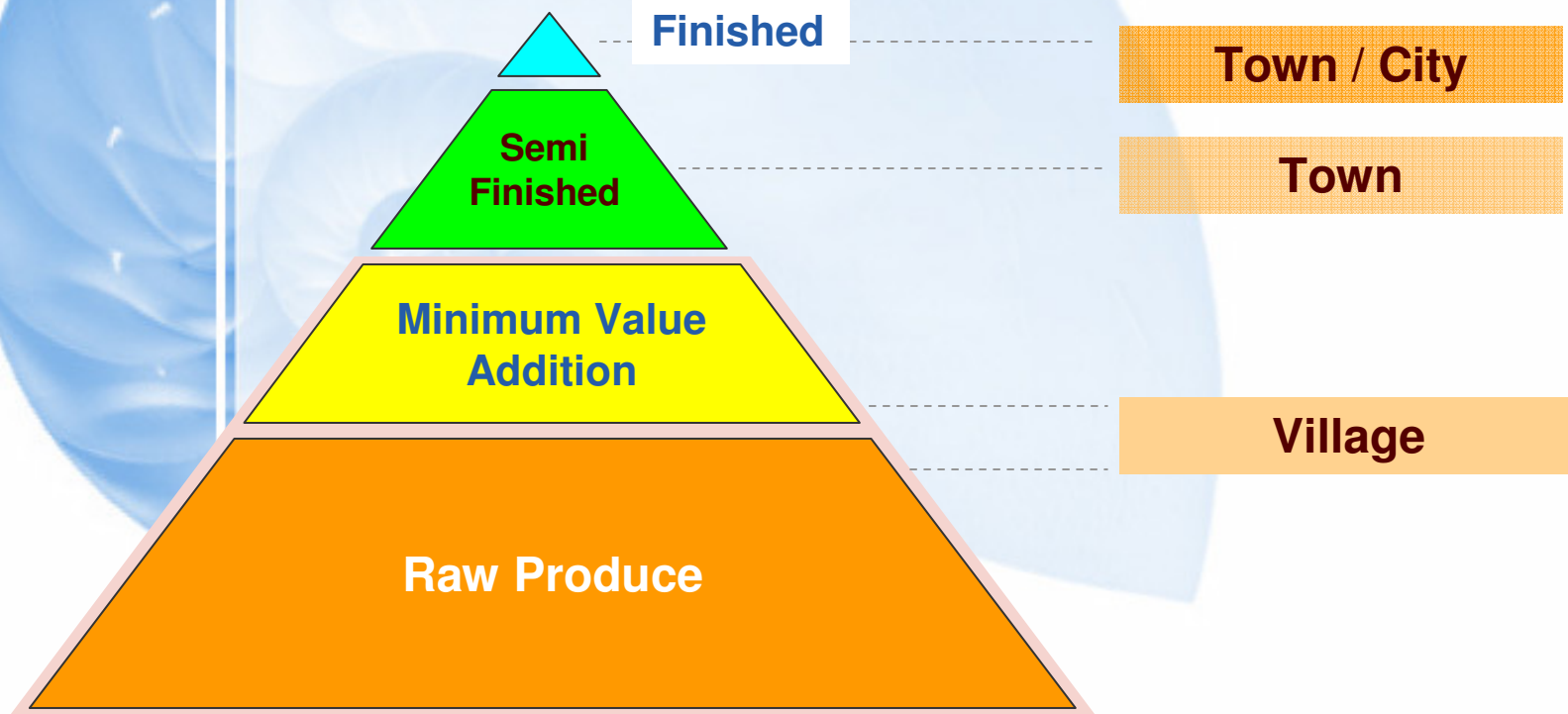
Collective Marketing Model



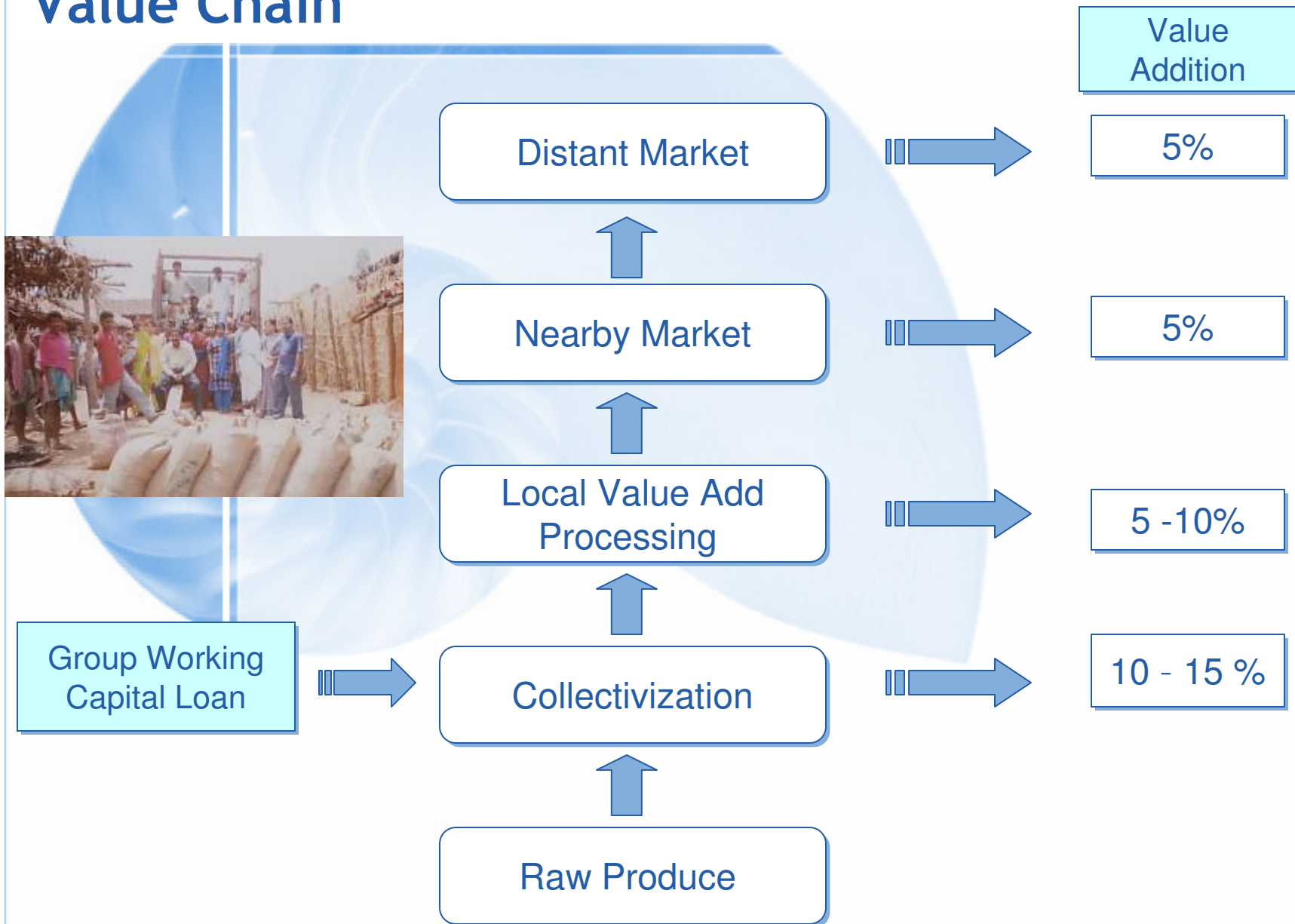
Background - Small & Marginal Farmers

- ▶ Small landholding, < 2 hectares (80%)
- ▶ Marketing challenges
 - Limited marketable surplus
 - Dependency on local intermediaries
 - Lack of value addition
 - Lack of market information
 - Lack of access to terminal market and organised private players
- ▶ Lack of access to formal finance
- ▶ Minimal reach of organized private retail chains

The Product Pyramid



Value Chain



MART Solution

- ▶ A market led approach to sustainable livelihood promotion
 - Empower the small farmer through collectivization to achieve economies of scale and better negotiate the market
 - Link farmers to mainstream market
 - Focus on public-private-community-partnership
 - Facilitate and build capacity of farmers - but not get involved in buying and selling
 - Demonstrate scalability
 - Maximize return to farmer with minimum additional investment



Coverage



Initiated in most backward Districts of Orissa

Particulars	Started in	Expanded to
Districts	2	6
Coverage (districts)	Balangir, Nuapada	+ Kalahandi, Koraput, Gajpati, Kandhamal
No of Villages	20	500
No of SHG members	200	3000
Turn over (Rs)	5 Lacs	200 lacs
Products	Minor Millets, Cotton, Onion, Madhuca indica, Buchania Langan	Vegetables, Niger, Cow pea, Cashew, Tamarind, Mango jelly (local variety), Vegetables, Hill broom...



Approach to Collective Marketing

Map produce having marketable surplus

Group Orientation

- Concept Sharing
- Build Capacity
- Systems in place
 - Business plan
- Financial linkage
 - Procurement

Market Infrastructure

- Drying Platform
- Weighing Scale
 - Logistics
- Quality check

Market Linkage

- Search market
- Negotiate with trader
- Linkage
- Profit sharing

Planning for the next produce

Collective Marketing - The Preparatory Process



Training



Sensitization



Sensitization



Exposure

Collective Marketing - The Produce Process



Collective Marketing - The Handling Process



Storage



Weighing



Packing



Negotiation with Trader

Collective Marketing - The Selling Process



Overall Benefits of Intervention



Higher value for produce



Better negotiating power in market



Better understanding of market dynamics



Marketing infrastructure created

Thank You!

