

Case Study - Improving livelihood through trade not aid!

Challenge

- 2015-2016 entire Maharashtra state is facing challenge of drought
- Farmers are booking losses as entire crops are getting affected due to no water
- Other ancillary revenue opportunities are also stopped due to drought. E.g. cow farming etc.



Solution

- We decided to invite farmer families and give them platform to do some business
- 2 farmer families from Daund taluka, Pune district accepted the invitation and came to Thane on 17th April 2016
- We helped them in setting up the stall near thane station in Gavdevi Ground with permission from thane municipal office and requested them to waive off the charges.
- They started selling traditional Maharashtrian rural food – Bhakri, Besan and Brinjal masala



Impact

- Family income of Swati Chavan & Nalini Gaikwad – 2 farmer women approximately earn 1.5 lacs to 2 lacs per year (through farming), however made a loss of approximate 50 – 60K INR this year because of drought.
- These women decided to put huge efforts to en-cash this platform of food stall and earn their livelihood to compensate the debts occurred because of drought.
- From 17th April 2016 to 22nd May 2016 they did turnover of approximately 1.5 lacs and booked net profit of around 80 K INR. Individually they earned 40K INR each with in span of 30 days.





- Food festival hosted at WNS Mumbai office for 3 days gave them opportunity to sale worth Rs.18,000/- worth food and helped them earning net Rs. 10,000/-
- Both women decided to participate in exhibitions held at metros, prior to monsoon to generate their own capital for their farming needs instead of borrowing the same money at local village level on higher interest rates.

Suggestion

- Direct access to market for farmers and artisans can improve their situation to a great extent.
- Even during Farming, the farmer's family can generate regular supplementary income by selling Farm produces, processed foods, masalas, handicrafts, etc.
- Regular business opportunities in metros and corporate can generate good income for farmers which can be used as seed capital for their farming needs like fertilizers, equipment's etc.
- Bypassing middleman and giving direct access to market can control the rates of daily needs to some extent. The inflation is only result of supply and demand ratio, still the rise in rates at consumer end are not pass on to the farmers.
- A few Commercial Social Enterprises have sprung up, which bring Farm to retail by cutting/reducing middlemen, however most have their commercial needs
- Shop for Change strives to take the Farm to Retail, without any of its own commercial needs.