



# MART Global Management Solutions

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LLP

**Business  
Solutions in  
Emerging Markets**



## Overview

MART is a knowledge based consultancy firm providing end-to-end solutions. The portfolio of work entails Research, Innovation, Business Strategy Activation and Training.

Established in the year 1993, MART have developed an understanding on Emerging Markets, particularly at Bottom of the Pyramid (BoP), their ecosystems and its dynamics.

Our team pairs its knowledge to resolve our client's problem by understanding their strategic goals, present situation and delivering them sustainable and actionable solutions tailored for the client.

We work across industries and sectors ranging from food and agri-business, health, energy, technology, consumer goods and durables to livelihoods and skills in emerging markets.

## Why MART



**27** years of experience



**Leaders** in Emerging Markets & BOP



Delivered solutions across **globe**



Strong team of more than 80 **Professionals**

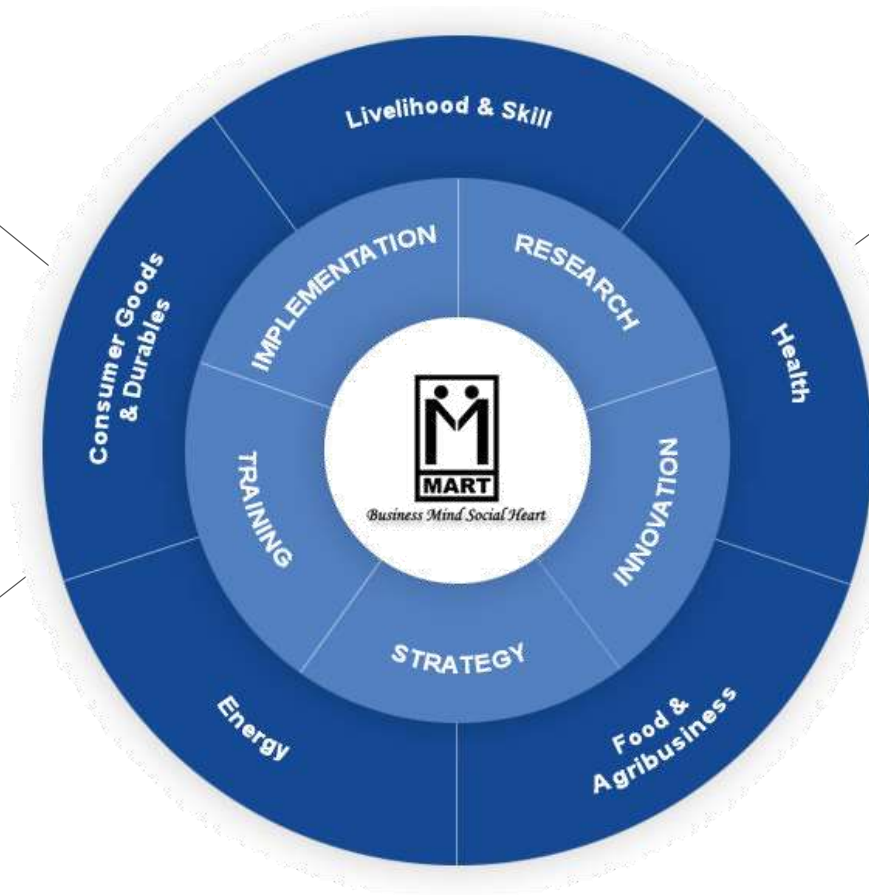
# What WE DO



**We are** end-to-end solutions providers starting from Research, Innovation, Strategy to Strategic Activation and Training



**We engage** all levels of the ecosystem from day one, building momentum and capabilities to sustain the success we create.



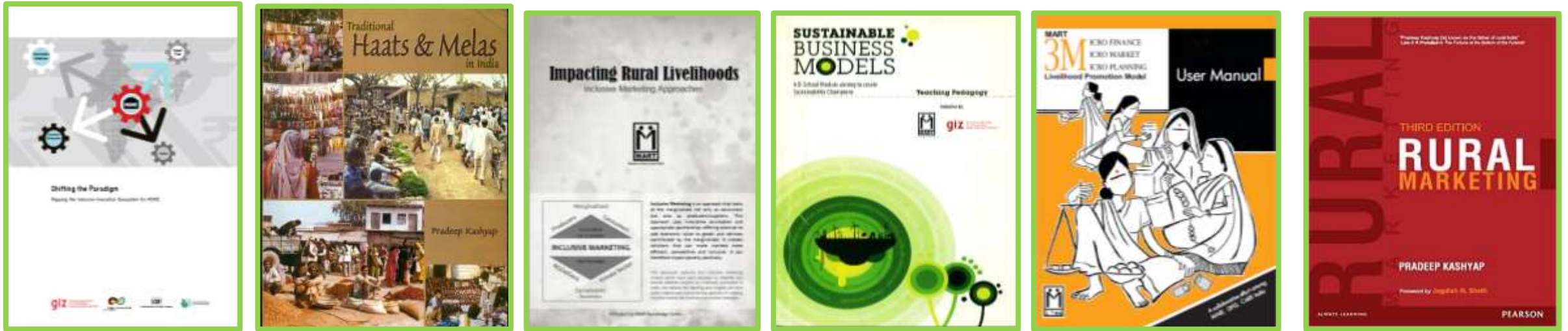
**We build** consensus and commitment to achieve success and result in organizational effectiveness.



**We help** our clients to focus on strategic decisions and provide practical recommending actions and implement changes that best fit to our clients' unique reality.

# OUR Knowledge Contribution

We have a string of documented and published knowledge documents, part of our sharing efforts



- Over the journey of 25 years, MART has developed the proprietary knowledge which it has share with the world in the form of books and reports.
- MART has played a key role in providing a comprehensive knowledge on doing business in emerging markets, rural markets and serving Bottom of the Pyramid.



# BUSINESS Research

We create the pool of knowledge through research and its components



Ethnography



Consumer Insights



Business Research



Impact Assessment



Market Planning



KAP



Media Study



Ecosystem Analysis



Business Research is one of the essential parts of consulting. MART has a significant portfolio of Business Research, which forms the corner stone of its consumer and market understanding. From Market Planning Tools, Consumer Insights, Knowledge Attitude & Practices, Understanding of Influencers or Ecosystem Analysis are some of the offerings in house in MART.”



# BUSINESS MODEL – End to End

Creating a sustainable business out of a concept on BUILD OPERATE OWN & TRANSFER mode"



## ECOSYSTEM

- Ecosystem Understanding
- Map of Opportunities
- Feasibility of Idea
- Conceptual Frame



## CONCEPT

- Concept Building
- Product or Process
- Prototype
- Implementation



## PILOT

- Pilot Model
- Implementation
- Geography Selection
- Test Pilot



## SCALE

- Pilot Model
- Implementation
- Geography Selection
- Test Pilot



# **Concept Snapshots**

## **Business Model**

A brief glimpse of our concepts through various  
implemented strategies



# MART's Work

Rasoi Ghar – LPG for Poor

Rural poor uses a plethora of things as fuel for cooking and keeping warm.

Most of these especially cooking entails a good amount wood that is highly detrimental health



Understanding the broader aspect of cooking and its nuances

Understand the myths and realities around cooking

Insights and thoughts into the consumer



Design new product of LPG like a 5 kg cylinder, expanding reach through Gas Stations and allowing local retail to stock.



Evolution of community kitchen model. A pay per use kitchen on LPG leading to experiential marketing of LPG to Rural



***Award Wining Experiential Marketing implemented for Hindustan Petroleum***



A Navratna organization of India involved in Hydrocarbon Business



# MART's Work

## Rural Sanitation Market & Access



THE WORLD BANK

Rajasthan  
Government  
Program through  
World Bank  
Funding

### Sustaining 'Swachta', Entrepreneurs

Supported entrepreneurs to tap rural sanitation business & developing their business & marketing plan & establishing financial linkages. MART has assisted entrepreneurs to achieve 'break-even' and sustain in sanitation business. Also MART has designed 4S toolkit for Swachta entrepreneurs

### Aspirational & Affordable Toilet Design

MART has developed a range of innovative toilet designs under human centric design framework (4D). These solutions are derived from acceptability, affordability & environmental conditions of rural Rajasthan

### Entrepreneurs Selection

MART has designed 'Score Card' to select 'Swachta' entrepreneurs. This detailed score card can be used for rural sanitation business due diligence.

### Select Entrepreneur

### Design & Develop Total Sanitation

### Support & Implement

### Market Assessment

A detail research on rural sanitation ecosystem and design a very comprehensive (4P+4A) strategy for tapping rural sanitation market

### Market Assessment



1  
2  
3  
4

A model involving ~60000 women (4500 SHGs/CIG/FIG) from 3500 backward tribal villages in Jharkhand, Gujarat, Maharashtra, Karnataka, AP, MP & Odisha

# MART's Work

## COLLECTIVE MARKETING

### Challenge

- Small landholding, < 1 hectare
- Limited marketable surplus
- Dependency on local intermediaries
- Lack of value addition
- Lack of market information
- Lack of access to organised market
- Lack of access to formal finance

### Results/Solution

- Empower small farmer through collectivization to achieve scale
- Link farmers to mainstream market
- Facilitate and build capacity of farmers - but not involved in selling
- Maximize return to farmer with minimum additional investment

### Approach

Map marketable surplus produce

#### Group Orientation

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

#### Market Infrastructure

- Drying Platform
- Weighing Scale
- Storage
- Logistics
- Quality check

#### Market Linkage

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

Planning for the next produce

# MART's Work

Agri-business Promotion Facility (ABPF)



Maharashtra Agricultural  
Competitiveness Project

PROJECT COMPONENTS

1

Enhance Agribusiness  
Knowledge Base

2

Human Resources  
Development

3

Enhance Agribusiness  
Investment

4

Events & Publications

## Designed and conducted 12 Studies

### 1. Implementation Facilitation

Value Chain Studies; Studies  
on Business Models, etc.

### 2. Capacity, Infrastructure and Systems Strengthening

Study on modern design for  
wholesale markets, rural haats

### 3. Sub-sector strengthening

Dairy, Fishery, Meat market  
development studies

## Organized and conducted Residential & Non- residential programs for Government Officials, GP personnel and APMCs

115

Line Department  
Officers trained

1909

GP Personnel  
trained

623

APMC Personnel  
trained



# MART's Work

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PROJECT COMPONENTS

1

Enhance Agribusiness  
Knowledge Base

2

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Development

3

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Investment

4

Events & Publications

**Designed and submitted 934 bankable  
proposals amounting to Rs. 83 Crores**

5 Categories of  
Proposals

Infrastructure Business	227
Livestock Business	641
Processing units	36
Horticulture Business	28
Agriculture Services	2

**Developed Publications, organized State &  
Regional level Conferences**

1 State Level Conference (>100 delegates)	5 Regional Level Conference (>500 delegates)	62 Publications submitted
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# MART's Work experience-FPOs

MART has been working with FPOs, SHGs, FIGs, Farmer Field School, FG, CBOs and community leaders for initiating business and marketing activities.

Some of the initiatives are highlighted here -

- **Technical Support to Five channel partners in 5 states** (TN, Goa, WB, AP and KN) under UPNRM of NABARD in the area of marketing and market access. Hired by GIZ
- **Backward & Forward Support to FPOs** in MP & Karnataka under IEMaC, USAID
- **Established accountability system for PG/PA and set-up 28 FPOs under FCSC/MACP, World Bank funded project in Maharashtra**
- **Technical Assistance and advisory support to FPOs** (BAIF, ADS and MPDPIP) under ProCIF in the areas of **Business Planning, Institutional Development, Technology Transfer and Market Access** in Rajasthan & MP
- **Preparation of business plans for producer groups along with marketing and implementation plan** under Tripura Bamboo Mission
- **Formation and Strengthening of FPOs** in Odisha by RABO Bank Foundation & TSRDS, Jamshedpur
- **Formation and strengthening of 90 Producer Groups and formation of FPOs on medicinal products** under Odisha Livelihoods Mission, PR Department, Govt of Odisha.

# CLEAN & Safe Drinking Water

One of the greatest priorities in India Rural – the drinking water problem and its solution as business



- Water has a lot of myths around it.
- If the water is clear then its clean
- Parents never had a problem drinking this water



- Starting with mass communication
- Brand agnostic information
- Generic awareness around water and its problems



- Customized and specific information
- Entry of the brand and product
- Impact of the solution.



- Last mile distribution through youth entrepreneurs
- Livelihood through promotion of safe drinking water



- As demand picks up local being distributed with Aqua-tabs for better availability to the consumer

**Medentech**  
SAFER WATER, SAFER WORLD

**Aquatabs**  
water purification tablets

FROM THE UNDERSTANDING AROUND THE CLEAN AND SAFE DRINKING WATER ALONG WITH ITS BEHAVIOR CHANGE AND IMPLEMENTATION OF BUSINESS MODEL.



# RURAL Sanitation

Business Model Implementation for Scaling Rural Sanitation with World Bank



## Market Assessment

A detail research on rural sanitation ecosystem and design a very comprehensive (4P+4A) strategy for tapping rural sanitation market



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**THE WORLD BANK**

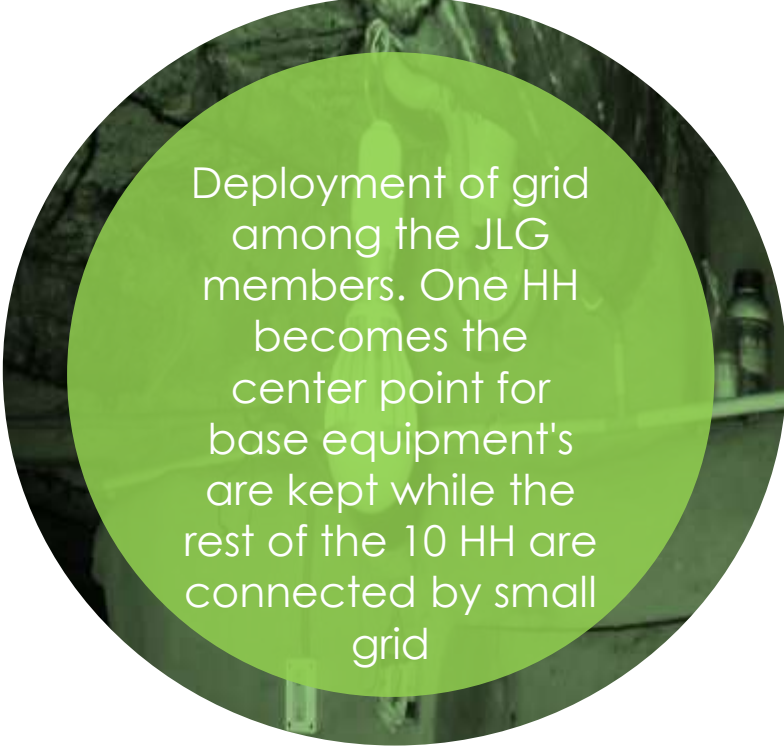
A Government of Rajasthan Program  
through World Bank Funding

# SOLAR Micro Grid Program

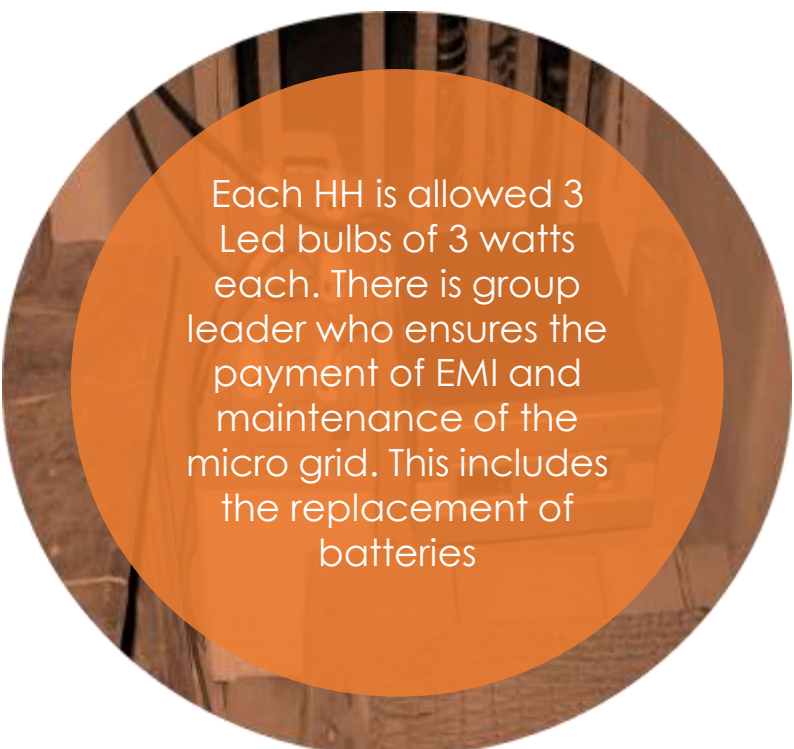
Creating a solar micro grid program for ecologically fragile environment



Formation of joint liability group  
Linking the joint liability group to the bank for finance and subsidy  
Fixation of the EMI and Maintenance processes



Deployment of grid among the JLG members. One HH becomes the center point for base equipment's are kept while the rest of the 10 HH are connected by small grid



Each HH is allowed 3 Led bulbs of 3 watts each. There is group leader who ensures the payment of EMI and maintenance of the micro grid. This includes the replacement of batteries

IMPLEMENTATION OF SOLAR MICRO GRID IN ECOLOGICALLY FRAGILE ENVIRONMENT OF  
SUNDARBANS, WEST BENGAL

# RASOI Ghar Community Kitchens

Expanding the footprint of LPG gas among the very poor community in India



- Rural poor uses a plethora of things as fuel for cooking and keeping warm.
- Most of these especially cooking entails a good amount wood that is highly detrimental health



- Understanding the broader aspect of cooking and its nuances
- Understand the myths and realities around cooking
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- Design new product of LPG like a 5 kg cylinder, expanding reach through Gas Stations and allowing local retail to stock.



- Evolution of community kitchen model. A pay per use kitchen on LPG leading to experiential marketing of LPG to Rural



## IMPLEMENTATION OF SOLAR MICRO GRID IN ECOLOGICALLY FRAGILE ENVIRONMENT OF SUNDARBANS, WEST BENGAL

A Navratna organization of India involved in Hydrocarbon Business



## 2.5 NVG Eye-Mitra Program

A business model around affordable eye-care program



Expertise in sensors  
and imaging  
technology application  
in health to be scoped.

### OBJECTIVE

A business model initiative on creating vision correction entrepreneurs to engage the affordable segments

### APPROACH

Ethnography research with shadowing of market size, customers, processes service providers. Business concept development and technological applications

### OUTPUT

A full fledged business model operated on a Build Operate Own and Transfer.

# DEVELOPING Health Monitoring Device

Developing a workable prototype from consumer understanding on monitoring basic health



## Honeywell

Expertise in sensors  
and imaging  
technology application  
in health to be scoped.



## OBJECTIVE

Study environment for various health care diagnostics for service provider, individual or institution

## APPROACH

Ethnography research with shadowing of health service providers. design research, concept development and testing approaches were used to explore technological applications

## OUTPUT

Monitoring device which does not need technical capability of health care providers

DEVELOPED SPECIFICATION FOR A SENSOR BASED PROTOTYPE TO DETECT CHANGING CHEMICAL COMPOSITION IN BODY PERSPIRATION INDICATOR OF MAJOR HEALTH PROBLEM BY COLOR CHANGING BEADS

# MARKET Scoping for LCS

A detailed study around the LCS products in three countries



A health technology major working in the space of LCS equipments.



1. Market Scoping for LCS (Life Control Systems) product in the major cities in the norther and western India.
2. Hospital level demographic data for Northern States of India, GE Healthcare
3. Study on Medical Equipment Imports to Bangladesh, Nepal & Srilanka - a Qualitative Research & Analysis of EXIM Data, Involving Public-Private Stakeholders CUSTOMS/CFAs/ MOICS/WTO/ COMTRADE/ UNSTADS)
4. Market Potential Assessment Study for post-operative wound management across the major cities across the 4 regions of India.



# ONCOLOGY Day Care Center Study

Determining the equipment needs of the oncology day care center



A health technology major working in the space of oncology.



## Evaluation of the Existing Infrastructure

To evaluate the existing infrastructure in the hospitals from an Oncology perspective

## Patient Flow Mapping

To map the patient flow for Oncology with respect to these Medical Colleges

## Patient Demographic Mapping

To map the demographics of Patients

## Cancer Incidence

To find out the incidence of cancer in the above districts

**‘Standard treatment guidelines – Oncology’** developed by the Ministry of Health and Family Welfare – Government of India would be used as a benchmark for the ideal infrastructure that should be available and used as a base for discovering greater insights during the course of the study.

# ASSESSMENT of Market Size & Attractiveness

Understanding the Addressable Market and Market Potential for Multi-Vendor Biomedical Services



A health technology major working in the space of Multi Vendor Service Portfolio

- Understanding the current spends on biomedical services including maintenance, calibration, preventive checks. CMMS, etc.
- Assessing key challenges faced and hence the need gaps in terms of equipment maintenance, training, asset management, etc.
- Evaluating demand and need for Multi-vendor services
- Assessing willingness to spend on MVS offerings, budgets approved for such operational expenses, etc.
- Gauging key features expected, technological advancements required, servicing model expected (Full time vs. on-demand vs. shared resources) type of training sessions expected, etc.
- Assessing broad customer perception in terms of value drivers and barriers to adoption
- Understanding the broad marketing mix elements -Payment model, optimal pricing, Decision Makers/Influencers etc.
- Assessing broad competitive landscape, services offered by other market participants, operational models followed, etc.
- Estimating broad addressable market and overall market potential; most attractive segments, etc. for the concept

**Current Practices** → **Spends** → **Challenges** → **Benefits** → **Motivation** → **Willingness to Pay** → **Market Size**

# BUSINESS Model for TB Treatment

Creating a sustainable business model for private sector led Tuberculosis Treatment as a service



## INSIGHT

Family income lost if CWE is affected. Patients do not complete medicine dose. Prone to relapse Even the poor can pay for health.

Lack of specialist doctors and diagnostic centers. Social taboo leads to patients not seeking early treatment.



## INNOVATION

Capacitate rural youth to become 'Health educators' & handhold patients. Trained as entrepreneurs to become 'last mile' channel partners. Networking health professionals, doctors, diagnostics & chemists to offer treatment of TB

## RESULT

>12000 patients cured with scaled model reaching to 30,000 villages across 5 states in India, scale to 5 countries planned



Pharmaceutical company engaged in producing much needed medicines



DEVELOPED A SUSTAINABLE BUSINESS MODEL FOR DRIVING AWARENESS TO SEEK AN EARLY DIAGNOSIS AND TREATMENT OF TUBERCULOSIS.

# REACHING MCH Products

Creating a sustainable business model for private sector led Tuberculosis Treatment as a service



- Product Category
- Condoms, Pills, ORS, Water purifier, Sanitary Pads



International Donor in support for promoting Healthcare



## OBJECTIVE

Assess the cost of the distribution of family planning products and recommend cost effective and sustainable redistribution model and market coverage

## APPROACH

Assess the distribution structure of CRS and their market coverage plans. Discussion with CRS distribution team and distributors

Study the route plans, permanent journey plans and journey cycles of distributors for CRS products.

Discussions with wholesalers, retailers and distributor sales team, logistics support team, supply van team

## IMPLEMENTING

Created and Implemented a flow of goods from the major cities to feeder towns to traditional and non-traditional outlets based on time and cost.

Low cost last mile distribution model to expand the distribution of MCH product in Nepal. This effort augmented the country's MDG goals by 10%.



# HEMOPHILIA – The Odd Carriers

Helping to create an ecosystem of identification, diagnosis, continuity of treatment and quality of life.

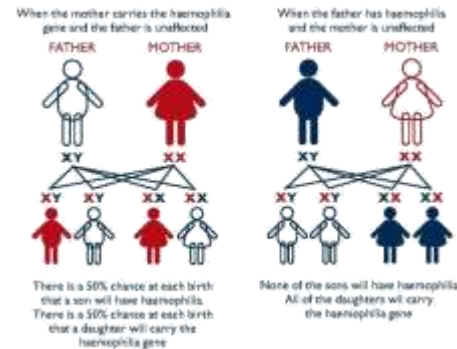
## OBJECTIVE

Understanding the ecosystem of hemophilia treatment in India.

Understanding the decision making process of government with respect to procurement of hemophilia factors

Pain points of each of the stakeholder

Study the awareness level of the patient on medicine (factors) availability and treatment facilities



## Baxter

A pharmaceutical company in life sciences and medicines



## DELIVERABLES

Understanding of issues related to awareness, diagnosis and treatment of hemophilia

Tradeoffs and Compensating behaviors of each of the stakeholders with respect to their jobs.

Recommended business plan to the company for increasing the reach and continuity of the treatment possibilities.

BUILDING AND IMPLEMENTING A COMPLETE ECOSYSTEM OF SCREENING, DIAGNOSIS, DELIVERY OF TREATMENT AND CONTINUITY OF TREATMENT.

# MARKET Sizing of Bangladesh

Attempting to understand the market size of medical equipment's in the country of Bangladesh .



Leading player in the healthcare equipment industry



## OBJECTIVE

A medical device company wanted to understand the potential of Medical Devices In Bangladesh

## DELIVERABLES

A medical device company wanted to understand the potential of Medical Devices In Bangladesh



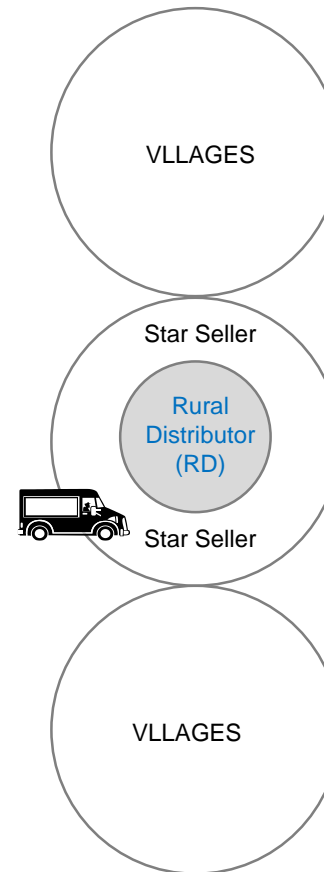
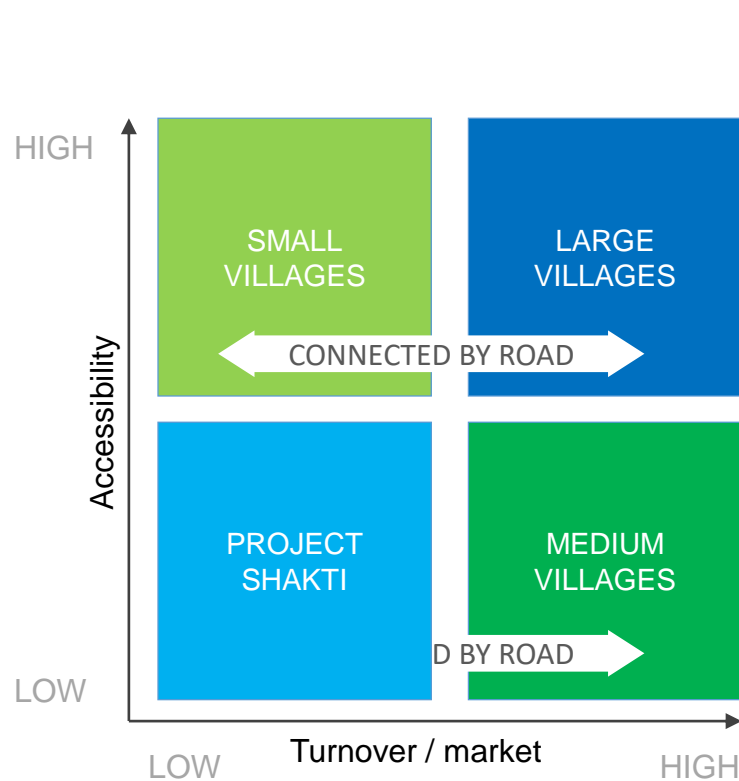
BUILD A BUSINESS CASE FOR A 5 YEARS POTENTIAL MARKET ASSESSMENT AND STRATEGY TO DOING BUSINESS IN BANGLADESH. BUSINESS STRATEGY EVOLVED CREATED A MARKET OF ADDITIONAL \$15 MILLION ANNUALLY.

# PROJECT Shakti – Last Mile Reach

A Public private community partnership model for business and livelihoods – Sustainable & Scalable



Largest FMCG Company in India



- Unilever the largest FMCG company wanted to reach rural hinterland but was limited by structure and viability
- SHG group women were into micro credit but lacked a fair bit of micro enterprise
- Project Shakti culminated the essence of livelihood opportunity mapped to distribution reach. The journey of SHG women to a micro enterprise by taking Lever's product for selling in rural areas. This model is viable and reaches a top line sales of \$400 Million.

CREATED AND IMPLEMENTED THE LAST MILE MODEL FOR UNILEVER'S PRODUCT CATEGORY TO REACH LESS THAN 1000 POPULATION RURAL LOCATIONS IN 18 STATES BY INTEGRATING 85000 MICRO CREDIT WOMEN AS ENTREPRENEURS

# SPANDAN – REACHING STEEL TO FARMERS

An attempt to change the game of selling steel wires to rural farmer through a engagement model



Tata Global Wires is a manufacturer of Steel Wires.



**Steel wires is consumed by farmer on a big scale for protecting their crop or to use it support for creeper crops. Steel Wire business has intrinsically 3 major problems**

- Identification of Original wire or Tata Wire is very difficult
- It's a highly seasonal product
- Channel is the king in this market – Customer the follower

**TATA wish to revamp the distribution in a manner that it moves from B2B business to B2C**

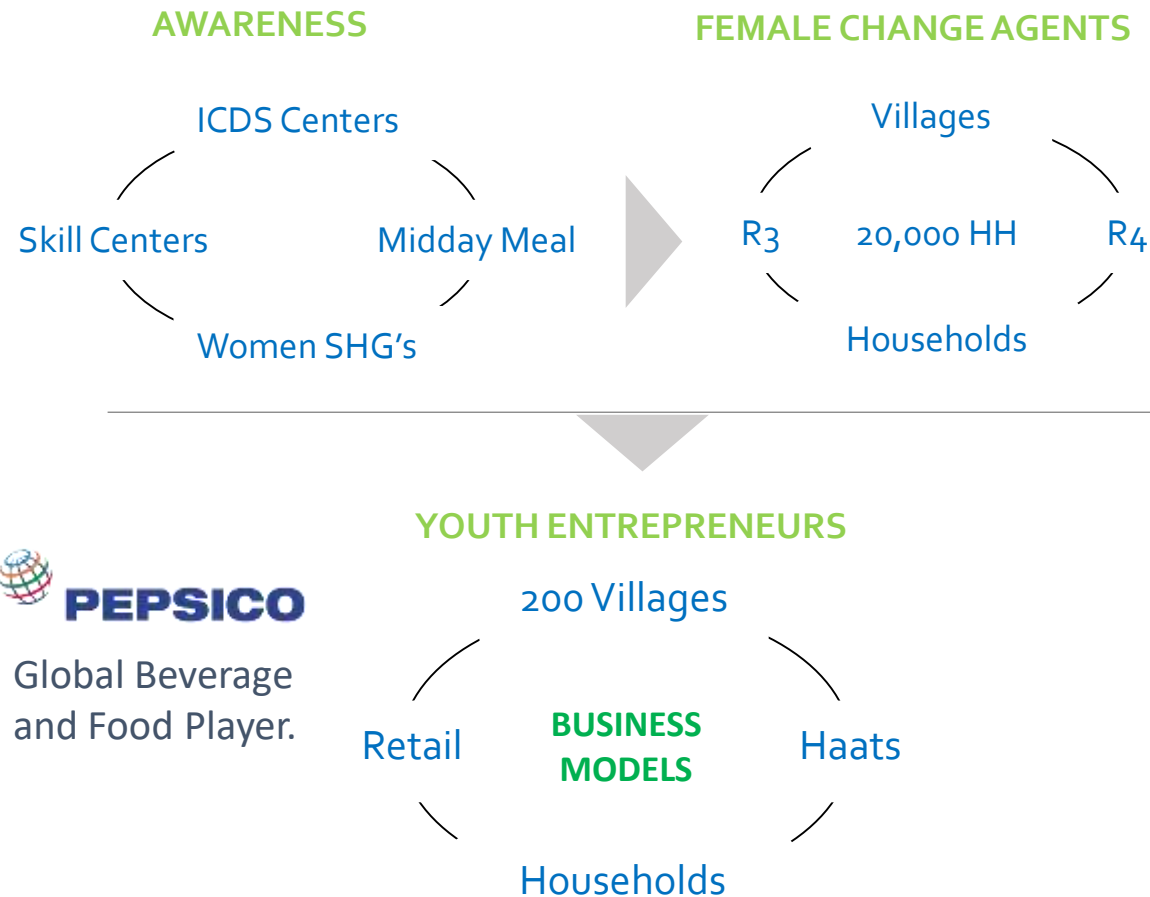
- Created a sustainable platform for engagement with consumer
- Mapping the consumer to channel by expanding reach through dealers
- Support the network of dealers through a committed distributor.
- Primarily reach TATA's efforts by reaching the ultimate consumer.

CREATED AND IMPLEMENTED A MARKET DEVELOPMENT AND SERVICE MODEL WHERE THE CONSUMER IS IN THE CENTER OF BUSINESS. A PILOT TEST OF THE MODEL ENABLED A GREATER EFFORT FOR SCALING THE MODEL PAN INDIA



# ASHA – Addressing Nutrition through Business

A business case to represent nutrition segment has potential for a lateral business model to developed.



Nutrition affects everybody more so in the poor and rural communities.

A social model that addresses the destitute (12-25 yr old girls - urban SEC E/rural R3-R4)

A business model that sells to the better off (12-25 yr old girls & 35+ parents for children as beneficiaries-urban SEC CD/rural R1-R2)

Conceptualize, and execute on-ground consumer and retail engagement programs to drive anemia awareness, induce product trials and build the brand  
Take learning on board from the pilot; refine metrics for success and give a scale up strategy

ADDRESSING THE PROBLEM OF NUTRITION THROUGH BUSINESS MODEL CONCEPT – NEW PRODUCT, AWARENESS, ENGAGEMENT, PILOT MODEL AND SCALE UP PLANS

# DISHA - Reaching Oral Care in Rural

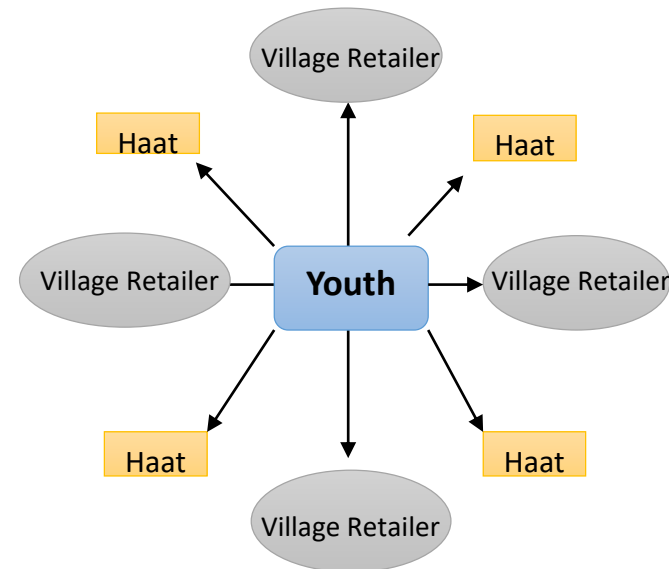
A distribution model to reach the last mile for oral care category



Each youth is entrusted with an area of about 10 – 15 km  
Covers approximately retail of 2 villages and one Haat  
On non-haat days covers retail of 4 villages  
Total coverage spans across 30 – 40 villages and 4 Haats.



Oral care  
company in FMCG  
Segment



INCREASING THE PENETRATION OF ORAL CARE IN LESS THAN 1000 POPULATION VILLAGES THROUGH 360 DEGREE MARKETING AND SALES MODEL

# TEA – The Changing Market

Tea is the most favored drink in India...what could be emerging trends and how the industry need to take stock



Tea Board of India.

**25**  
STATES

**54**  
SOCIO CULTURAL REGION

**36K**  
HOUSEHOLDS

**4K**  
HOTEL / RESTAURANT

**2.5K**  
CHANNEL PARTNERS

- Analysis of tea consumption in India
- Understanding the tea consumption across India
- Trends and changes in the last decade
- What Steps industry need to take to consolidate the industry
- Analysis and understanding of teething problems faced by the industry

A LARGE SCALE INDUSTRY WIDE STUDY TO ASSESS THE TEA CONSUMPTION IN INDIA, ITS ISSUES, OPPORTUNITIES AND PLETHORA OF CHALLENGES FACED BY THE INDUSTRY ALONG WITH THE PROMOTION STRATEGY

# TOBACCO – A Policy Study

Understanding the consumption of tobacco in India, its users, packaging, imports and enforcement of law



Campaign for Tobacco  
Free Kids in India

**08**  
STATES

**48**  
DISTRICTS

**9K**  
HOUSEHOLDS

**150**  
RESTAURANTS

**300**  
CHANNEL PARTNERS

- Understanding the pattern of buying of tobacco based products in India
- Entry of foreign and other brands in the Indian market through different modes.
- Implication and usage age segments in the current consumption
- Graphics and Packaging of the national and local brands

THIS STUDY THREW LIGHT THE CHANGING TOBACCO CONSUMPTION IN INDIA WITH DETAILS OF THE PRESENT USERS, THEIR MOTIVES, IMPORT OF BRANDS, BEHAVIOR OF CHANNEL AMONG MANY OTHER THINGS



# IMPROVED COOK STOVES Ethnography

Understanding the cook stoves, its usage and fuel implications in Rural India



05

STATES

480

HOUSEHOLDS

100

CHANNEL PARTNERS



## Traditional Mud Stove

- Poor Combustion, high Smoke Emission
- Health Hazard for women & children
- Blackening of vessels

Ethnography

Quantitative

Prototype

Products

## Advanced Cook Stove

- Better Combustion, low smoke
- 40% fuel saving, Reduced cooking time
- Clean cooking Environment

ASSESS THE KNOWLEDGE ATTITUDE AND PRACTICES OF INDIAN COOKING METHODS AND IMPROVE THE COOK STOVES FOR LESS INDOOR AIR POLLUTION.

# PENETRATION of Product

An effort to reach the product through direct product sampling



An FMCG major in the Indian Market



- Coastal AP is typical market where share of branded coconut oil is at lowest in India due to the vast availability of loose oil.
- MARICO is a major player in branded oil segment, facing market demand constraints.
- During pre activation research it was found that majority of hair oil sold through the Oil mills/loose oil stores unlike other part of state where oil is sold from kirana retail outlets
- Major Challenges were-
  - Availability of low price oil
  - Challenging purity of loose oil
  - Availability of product at retail outlets
  - Target Consumers- Women of 22-40 yrs old
  - Touch Points
  - Loose oil Mills/store/Raydu Bazaar
  - Identified & activated almost 1100 mills/loose oil stores with high footfall and placed promoters for 6 days on each stores

REACHED AN ESTIMATED **1090** OUTLETS ACROSS **9 DISTRICTS** | TOUCHED APPROXIMATELY 4.5 LAC CONSUMERS THROUGH 100% PAID SAMPLING GENERATING PRODUCT PLACEMENT OF **1.7 LAC CONSUMERS**

# CREATION of Last Mile Reach

An effort by Everest to reach the deeper consumer through awareness and channel.



## Marketing Objectives

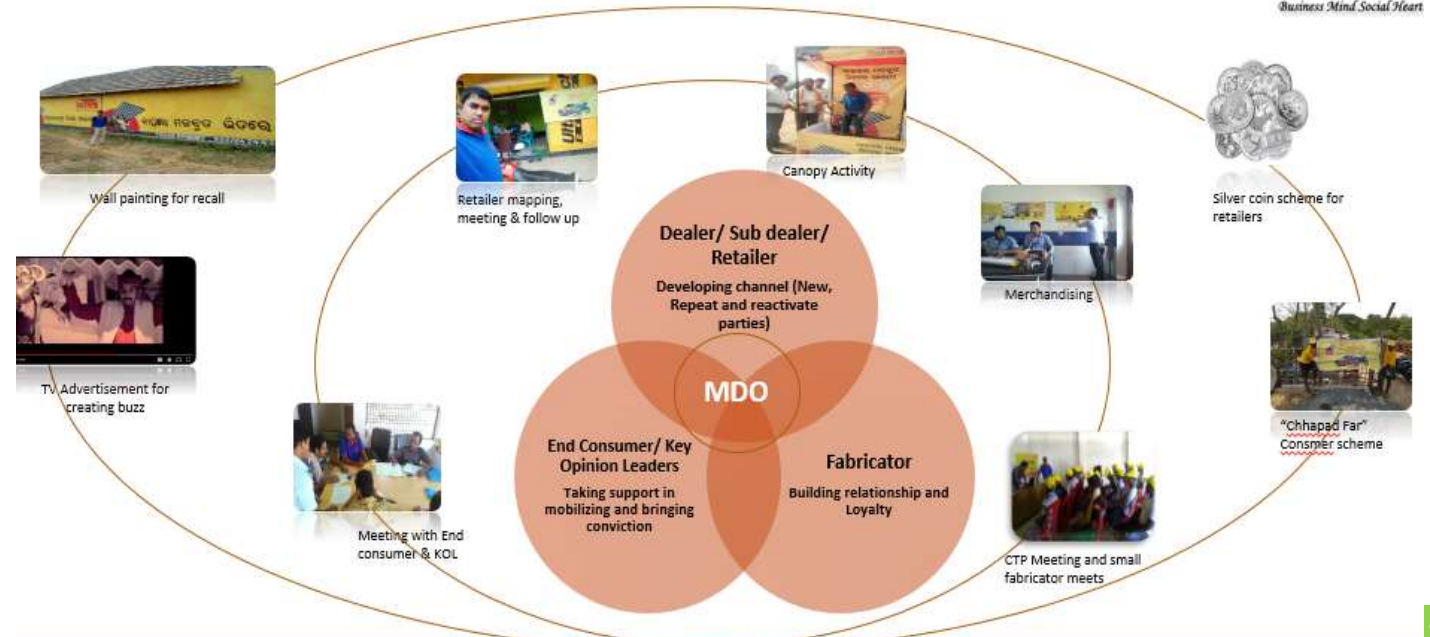
To create brand awareness and generate demand among AC sheet customers. Breaking it further, the objective of the project were 3 fold-

- ✓ To develop dealer/ retailer network in the semi urban/ rural areas.
- ✓ To positively incline influencers like (Fabricator) towards the brand.
- ✓ To generate demand among end consumers (Individual house hold builder, commercial builder etc)



### Campaign Model 360 degree

Focus on retail expansion, increasing reach, awareness & demand generation together



- Total orders- 305 Nos (4200+ MT)
- Value of orders- Rs. 5.34 cr\*
- New parties-250



# EXTENDING the Retail Reach

An integrated approach to generate demand and create the channel to reach.



## PRISM JOHNSON LIMITED (FORMERLY PRISM CEMENT LIMITED)



**New parties(Dealers+ Retailers on boarded -150+**

### Marketing Objectives

To create brand awareness and generate demand among Cement,Tiles & bath Accessories customers. Breaking it further, the objective of the project were 3 fold-

- To develop dealer/ retailer network in the semi urban/ rural areas.
- To positively incline influencers like (Mason,Plumbers ) towards the brand.
- To generate demand among end consumers (Individual house hold builder, commercial builder etc)
- Product Divisions
  - Cement
  - Johnson Tiles
  - Johnson Bath Accessory
- Geography Spread
  - UP-20 Districts
  - MP-6 Districts
- Manpower Deployed
- RMDEs & RCs-24



# PRODUCT PENETRATION Through Engagement

A drive to promote the ITC's Yippee among the small towns and rural



## Objective

Create awareness among the kids and their mothers about its goodness for the health. Generate Trial through Dry and wet sampling. Establish Yippee superiority over competitors through establishing its goodness. Demonstrate cooking of Yippee noodle, Create product recall through games. Repeat purchase by students

## Consumer Engagement

- Women & kids: Residential area
- Engagement with women & kids
  - Wet Sampling
  - Kids: School
  - Engagement & Dry Sampling



# JAGMAG UTSAV Lighting the Unlighted

A drive to promote the solar adoption among the small towns and rural



An attempt to educate and create adoption of Solar lighting solutions of Greenlight Planet



As Sun sets, lives in electricity deficit states comes to their low gear, economic and other activities comes to standstill.

The main sufferers are house wives, Students, small business communities. Currently other means of lightings are used that are harmful to the health.

Solar adoption is facing few problem

1. Entry Cost barrier
  2. Unreliable low cost solar system with frequent breakdowns, questioning the credibility of the system
1. Created an educational platform for engagement with consumer & order booking
  2. Educated & direct selling to the SHG members through their microfinancing partner

***The entire efforts shown a good number of on-spot sales and order booking***

***States: West Bengal, Orissa, UP, Bihar & Chhattisgarh***

***Consumer Contacted: 2.75 Lakh***



# Social Sector Work

Our **capabilities** and **strengths** that best describe our work in Social or Development Sector



# COLLECTIVE Marketing

Aggregation of NTFP Producers for Marketing



## COLLECTIVES

Marketable surplus clusters are identified and collectives are formed



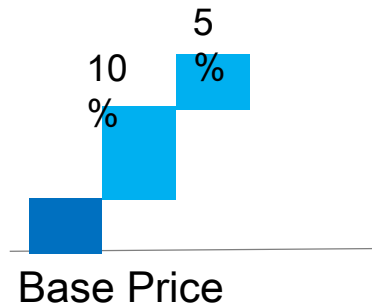
## AGGREGATION

Collection helps to achieve economies of scale



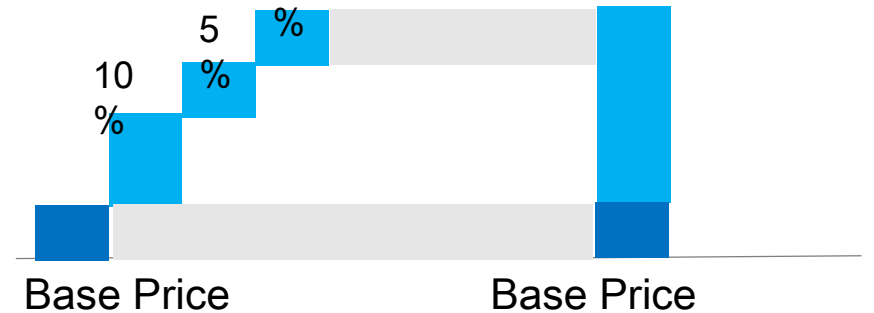
## STANDARDIZATION

Drying, cleaning, sorting and packaging



## PRACTICES

Standard package and proper weighing provides proper value



## ACCESS

Access to markets through linkages with larger markets

COLLECTIVES | AGGREGATION | STANDARDIZATION | PRACTICES AND MARKET LINKAGE ENABLES A HIGHER REALIZATION FROM NTFP PRODUCE CREATING A BETTER LIVELIHOOD.



# RETAIL Aggregation

Expanding the retail led by SHG groups for Income Generation



## 18,000 RETAIL OUTLETS

Very small and marginal selling outlets in retail business run by SHG women as a part of their livelihood.

Local products lacks strength to keep and sell mainstream categories

Stuck in low incomes and low number of categories



## OBJECTIVES

Structuring of the retail outlets to stand as one entity

Collective buying for more margins with expanded categories

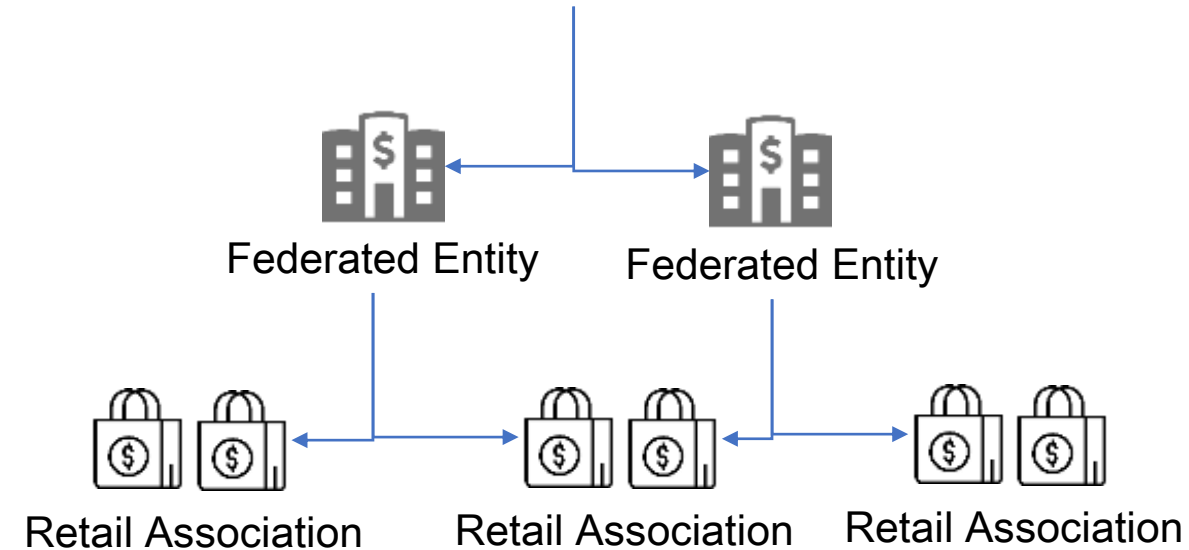
Augment the shop with mainstream product for increasing the income of the retail outlet



SOCIETY FOR ELIMINATION OF RURAL POVERTY FUNDED BY WORLD BANK



Organization



SOCIETY FOR ELIMINATION OF RURAL POVERTY FUNDED BY WORLD BANK LOOKED AT STREAMLINING AND AGGREGATING 18000 RETAIL OUTLETS UNDER ONE UMBRELLA FOR BETTER SUSTAINABILITY

# AGRIBUSINESS Promotion

Creating Business Model using agricultural output



## OBJECTIVES

Maharashtra Agriculture Competitiveness Project funded by World Bank envisages to modernize and support Agriculture through Agri-Entrepreneurs, thereby creating a fairly competitive environment for address key issues such as post harvest losses, Food Processing among others

### INCUBATING 400 AGRICULTURE BASED BUSINESS

Creating 400 business opportunities in agriculture through the incubation and handholding mode

### MAPPING TO ARRIVE AT BEST

Agriculture Ecosystem Mapping to arrive at the best case for business incubation

Create a robust business plan incorporating the structural and financial aspects

### BUILD WORKABLE BUSINESS PLAN

Finalizing the pitch and helping the entrepreneur drive the business through process of handholding support

### GETTING THE FINANCE WITH INSTITUTION

MANAGING AND SUPPORTING ENTREPRENEURS IN AGRI-BUSINESS.



The World Bank

AND GOVERNMENT OF STATE OF MAHARASHTRA

MAHARASHTRA AGRICULTURE COMPETITIVENESS PROJECT

## Objectives

Rural insurance: issues, challenges & opportunities.

## Phase I – Qualitative

**research** to understand rural consumer behavior on savings, loans and insurance.

## Phase II – Quantitative

**research** to profile potential customers for insurance, assess the rural potential and identify channels for promotion and delivery.

1. Marketing strategies developed for life and general insurance - design of insurance products, ticket size, profiling target customers and their premium paying capacity, channels for advertising and promotion, and delivery mechanism,
2. Impact of liberalization on consumer behavior in insurance sector
3. Change in consumer expectation and its fulfillment of after liberalization in insurance sector



FORTE (Collaboration  
of FICCI & ING



# INSURANCE Product Development

A Study Around Consumer Behavior to Develop New Products



## Objectives

Knowledge Attitude and Practices Study to Develop New Products

**Qualitative Research** to understand rural consumer behavior on savings, loans and insurance.

**New Product Development** using the study by profiling potential customers for insurance, assess the rural need in terms of saving and risk mitigation instruments.

Study Done for



1. Understanding around the basic financial risk mitigation of the rural consumers
2. Design of insurance products, ticket size, profiling target customers and their premium paying capacity,
3. Impact of information percolation on consumer behavior in insurance sector
4. Change in consumer expectation and the structure of fulfillment of the financial planning.

A BROAD LEVEL BUSINESS STRATEGY FOR ENTERING THE RURAL MARKETS WITH NEW INSURANCE AND OTHER FINANCIAL PRODUCTS



# FINANCIAL Product Channel

A Study Around the Rural Financial Product Channel



## Objectives

Understanding the channels of Distribution

**Qualitative Research** to understand rural consumer behavior on savings, loans and insurance.

Further to the scenario is the understanding around the channels of distribution, its usage and reach in the rural area. Coupled with fact is the trust of the consumer on the channel and its operations

1. Development of the financial product channel in the rural areas.
2. Levels and platform of the product movement along with trust of the consumer
3. Structure process margins and holding costs for the channel along with its operations
4. Key indicator for sustainability and viability of the reach considering the mandate.

Study Done for



A INFORMATIVE STUDY ENCOMPASSING THE RURAL DISTRIBUTION CHANNELS FOR INSURNACE AND FINANCIAL PRODUCTS

# CHANGING Consumption

A Large Scale Study Around the Changing Consumption in a Decade



## Objectives

Shifts in Rural Consumption across a Decade.

## Exploratory

### Assessment to

understand major shifts in rural consumption across the country.

Its further took a glance at the impact of opening up of the market, private enterprise, need for financial stability and other consumption and income parameters

1. With the expansion of the rural markets as consumption base, the economy has gone through a great transition.
2. The scope of the study was to assess the extent of this transition and what are key impacts in terms of consumption and income.
3. It further assessed the structure of the consumption and the income patterns for a possible market for product development.

Study Done for



A INFORMATIVE ASSESSMENT of DECADAL SHIFT IN RURAL CONSUMPTION AND INCOME

# INFORMAL Sector Remittances

A Depth Study on the Informal Sector Remittances



## Objectives

Study the Local and Informal Remittance Sector

## DEEP DIVE Assessment

to understand the nuances of informal remittance behavior.

The study assessed the crux of consumer behavior, their trust and faith on the system. It operational modalities, cost implications and supportive steps. The study also tried to look at options to formalize the remittance into banking sector

Study Done for



1. Small towns and slums exploded in terms of labor market but the population in this bracket was not banked.
2. With the limitation of the banking the earning are usually remitted to the home towns and rural using the informal mechanism.
3. It was estimated that at one point in time the remittances from Dharavi Slums in Mumbai to various part of U.P was to the tune of INR 2 Billion a year.
4. The study attempted to look at pain points to translate the remittance into the formal banking

AN ASSESSMENT OF REMITTANCES FROM TOWN IN THE INFORMAL CHANNEL

## Objectives

Expand into rural market for banking purposes

**Ecosystem Analysis** to understand the possible strategy to enter the rural market from banking point of view.

The analysis looked at the “No White Spaces” strategy and operational implementation of the rural reach and expansion for HDFC banking services

Study Done for



1. Rural market is a great black box because of its sheer size and scale.
2. Due to the size and scale it is important to strategize any entry plans so that we don't burn or money without any favorable returns
3. The assessment focused on “No White Spaces” strategy approach with a prioritization matrix for state, regions and potential territory expansion.



# CLIENTS – Development

Some of our esteemed clients



# CLIENTS – Corporate

Some of our esteemed clients





# THANK YOU



Business Mind, Social Heart