

# Marketing Training for small millet producer women

Report for  
University of Agricultural Sciences, Dharwad  
*Supported by IDRC*



## **Best Practices Foundation**

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**Project Name:** Marketing Training for small millet producer women

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**Prepared By:**

Document Owner(s)	Project/Organization Role
Meera Halakatti	CEO, BPF Dharwad

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## **1 PROJECT STATUS REPORT PURPOSE:**

The purpose of this report is to detail the objectives, activities and outcomes resulting from implementation of MOVE training to the Small Millet women Producers during 1<sup>st</sup> and 2<sup>nd</sup> Phase of the project from Nov 2012 – February 2013.

## **2 Project Description:**

The training programme will be implemented by BPF in partnership with UAS Dharwad Best Practices Foundation will be responsible for the delivery of the training, motivating women through MOVE motivation modules, educating women on markets, monitoring of the progress of the women and building marketing strategies with producers and UAS. Women have to learn to capture local markets and UAS will need to be involved for marketing promotional activities. RHSC will utilise their presence on the ground in order to ensure initial mobilisation and continued engagement. BPF trainers will deliver marketing training to the women who are brought together by UAS. MOVE, as already outlined, is a pioneering approach that facilitates gradual transformation of marginalised individuals into entrepreneurs through a programme of market oriented trainings and continuous hand-holding and nurturing. The project is expected to directly benefit the women who will receive training to establish (or add value to existing) micro-enterprises providing products/services of their own selection.

## **3 Project Objectives**

- *To develop entrepreneurial capabilities of women involved in small millet products through delivery of the MOVE livelihood training method.*
- *To build MOVE training capacity within RHSC UAS Dharwad. BPF master-trainers will support trainers to ensure that they have the knowledge and skills to be able to implement MOVE in the future.*

### **3.1 Project Activities:**

The project on Marketing training for Small Millet Women Producers to develop their entrepreneurial capabilities was initiated in Nov-2012 by BPF.

The first round of training was held from 19<sup>th</sup> to 23<sup>rd</sup> November 2012 at Timmapur. It covered the subjects like motivating participants to set goals, appreciate the importance of the customer, basic concepts of buying and selling, providing an understanding of the larger marketplace, simple methods to survey and assess the demand for a product or service in a chosen market, understand competitors' products or services, and how to position their own product to compete more effectively. Totally 34 members attended the training and 29 completed the training

After the training BPF Staff visited the villages for follow up of training. BPF Staff helped the women in conducting Participatory Market Appraisal (PMA) in the villages and nearby cities. Totally 16 members completed PMA and BPF Staff helped them to do

analysis of the data collected to find out whether there is demand for their chosen business. Few of them are still continuing in PMA. Few women did the survey in group with the help of BPF staff. It was found that chakli is available for retailers at the rate of Rs.60/- per kg. (Which is not millet based). The rates of the millet based items is too high as per the retail shops. According to them the customers ask for low priced products. They expressed that given some sample, they will put the board that small millet chakli and other items are available and try to sell. They will give order only if there is a demand.

Iramma Jolad from Timmapur is supplying every week 100 packets chakli and nippattu at the rate of Rs.10 each to Rock Garden near Shiggaon. Some samples were also given at Dharwad and Hubli to the Bakery outlets.

Hajarathbi from Manthrodi did survey in Karadagi also and found that there is demand for Papad. Now she is selling weekly worth Rs. 1000/- at Karadagi and in Mantrodi and her profit has now increased from Rs. 500/- per month Rs. 2000/- per month.

Some women have given samples to shops in Hubli, Dharwad and Shiggaon and need to follow up with the retailers.

Every month 6 to 8 visits were made by V S Pawadashetty See annex 1) to the cluster villages to help the women producers.

BPF also participated in the workshop on *Promoting Small Millets for Improved Rural Economy and Food Security* held from February 8<sup>th</sup> and 9<sup>th</sup> 2013. BPF has submitted a detailed report on MOVE training at Timmapur.

Detailed monthly report in Kannada and the plan of visits for the subsequent month for December 2012, January and March 2013 were also submitted.

Further two day training was conducted in Jekinkatti from 14<sup>th</sup> to 15<sup>th</sup> March 2013 to cover subjects like pricing, branding, promotion, need for pilot production and customer feedback and Business Development Plans (BDPS).

Twenty participants attended the training out of 29 people who completed the first round of training.

Follow up visits to these 20 participants were made to help them create their Business Development Plans and decide on the promotional strategy. Three groups have decided to do business in groups.

1. Basamma Arer, Drakshayini Kundur and Mallamma Kundur of Jekinkatti have started preparing and selling papad and sandige
2. Roopa Alagwadi and Rekha Alagwadi of Timmapur are preparing and selling Ragi malt and Ragiflour
3. Iramma Jolad and Manjula Patil of Timmapur are preparing Chakli, Nippattu and Papad

These groups have created their BDPS in groups only

Hazarathbi and Peerambi of Mantrodi have decided to put a board in the village circle with all the information including the mobile number.

Iramma has supplied 25 packets of papad to Rock gardens. Both Iramma and Shantavva have got order locally for 400 Roties, which they prepared and supplied.

Out of 29 who completed the first round of training 20 did the customer survey and participated in the follow up training at Jekinkatti. All the 20 participants are engaged in a business. 10 have started the small millet businesses and 8 have added small millet products to their existing businesses such as tailoring, candle making, dairy, and kirani (grocery) shop. Two are continuing their existing bangle business and added value to it. Rekha Mahanthshettar has added stationery items and Permabi has added artificial jewellery items.

The following table gives the average incomes before and after MOVE training and percentage increase.

<b>Categ ory</b>	<b>Particulars</b>	<b>No of entrepreneurs</b>	<b>Average income before MOVE (In Rs)</b>	<b>Average income before MOVE(In Rs)</b>	<b>% increase</b>
1	Entrepreneurs involved in only small millet Products	<b>10</b>	<b>850</b>	<b>2113</b>	<b>249</b>
2	Entrepreneurs involved in small millet Products along with their earlier business	<b>8</b>	<b>1900</b>	<b>2513</b>	<b>132</b>
3	Entrepreneurs involved in other business	<b>2</b>	<b>1500</b>	<b>2225</b>	<b>148</b>

Taking all categories into consideration before MOVE the minimum income per month was Rs Zero (Manjula Patil, Drakshayini Kundur, Basamma Arer, Mallama Kundur, Roopa and Rekha Alagwadi) and amximum income was that of RS 5000/- (Annapurna Mahanthshettar and Shakuntala Kundagol). The minimum income earned after MOVE was that of Rs 700/- by Roopa Alagwadi and maximum income was that of Rs 5700 by Shakuntala Kundagol.

### 3.2 Project Status Deliverables:

- 29 participants completed the initial training and 20 have completed all modules and started / upscaled the existing businesses. Of these 10 businesses are on small millet products and another 8 have added millet products as a second business.
- There is an increase in income to the extent of 249 %
- 5 staff of UAS were involved in the initial training

### 3.3 Challenges:

- MOVE and market orientation is typically planned well in advance of production and requires time. But there is only 4 months' time, which poses some limitations.
- Some women are hesitant to go out for selling their products.
- Women are finding difficult to compete with low priced regular rice products

## 4 PROJECT STATUS REPORT APPROVALS:

<b>Prepared By: R.B Hiremath</b>	<b>Date: 5<sup>th</sup> April 2013</b>	<b>Reporting Period: November 2012– March 2013</b>
<b>Approved by: Meera Halakatti Best Practices Foundation Dharwad</b>	<b>Project Authorized Representative</b>	

<b>Businesses Run by Women 31st March 2013</b>						
<b>Sl. No.</b>	<b>Name of Participant</b>	<b>Village</b>	<b>Selected Business</b>	<b>Continuing Business</b>	<b>Monthly income before MOVE</b>	<b>Monthly income after MOVE</b>
<b>Entrepreneurs involved in only small millet Products</b>						
1	Manjula. R. Patil	Timmapur	Chakkali/Nippat	Yes	0	1500
2	Iramma. S. Jolad	Timmapur	Chakkali	Started individually	1500	3400
3	Shivaleela. G. Hiremath	Timmapur	Nippat/Chakkali	Started individually	1000	2500
4	Beebijan. M. Hulagur	Timmapur	Savakki	Yes	1000	2000
5	Drakshayani Kundur	Jekinakatti.	Papad	Yes	0	1000
6	Basamma. V. Arer	Jekinakatti.	Papad	Yes	0	1000
7	Mallamma. S. Kundur	Jekinakatti.	Papad	Yes	0	1000
8	Usha. S. Mudigoudar	Jekinakatti.	Chakkali	Yes	1500	2300
9	Champavathi. N. Mahanthshettar	Jekinakatti.	Chakkali/Hotel	Started individually	1500	2500
10	Hazarathbi. Belagali	Manthrodi	Papad/Malt	Started individually	2000	3930
	<b>Total income</b>				<b>8500</b>	<b>21130</b>
	<b>Average income</b>				<b>850</b>	<b>2113</b>
	<b>% increase in income</b>					<b>249</b>