MOVE

Creating Sustainable Livelihoods

A Best Practices Foundation Initiative

About MOVE

Market Oriented Livelihood Enhancement (MOVE) is a gamified desi-MBA course that transmits business concepts through experiential learning It is a practical, replicable, adaptable, and profitable approach for improving the livelihoods of landless, asset-poor, and often semi-literate or illiterate populations



Impact

MOVE has created over 1000 viable small businesses with rural women, quarry workers, urban and rural youth, farmers, HIV-positive people, gender sexual minority community members, and male and female sex workers. MOVE has benefitted and credit linked 2500 participants to credit linked 2500 participants to date in Karnataka, Maharashtra and West Bengal, with over 75 trainers created.



Awards

MOVE has won multiple awards. The Department for International Development, Government of the United Kingdom chose MOVE as a priority output globally in 2005. The Youth Employment Network (YEN). a partnership of the United Nations, International Labour Organisation, and the World Bank, awarded MOVE second place in its Project Impact 2013., which sought to gather lessons for the successful implementation of youth employment projects globally. In December 2021, MOVE won a CSR awards at the 8th National CSR Times Award 2021 E-summit.

Best Practices Foundation

Innovating with the Poor

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