Swayam Shikshan Prayog – SSP
Sakhi Retail
www.sspindia.org
HYBRID MODEL

Swayam Shikshan Prayog: Learning and development NGO

- Margin to Mainstream
- 15+ years relationships with disaster/climate hit communities
- Over 75,000 women in SHGs 10 dists – Mah, guj, TNadu
- MF, MI, Health, Water Sanitation, Community Resilience,
- Create eco system of women savers, borrowers, Sakhis, micro entrepreneurs, producers, consumers and elected members
- Transform micro-credit to business ready network – partner with corporates, SSs, Banks

Empowerment of women on livelihoods, entrepreneurship

- E School: education, biz counselling hubs
- Financing: Micro credit, Seed fund CRF for CCA innovation
- Networking: peer support, local advocacy
- Opportunities: livelihoods, enterprise
CHALLENGE & OPPORTUNITY

**Challenge**
- Rural women need capabilities and avenues to attain sustainable livelihoods & incomes

**Opportunity**
- Rural consumers have enhanced spending power
- Under-served as far as relevant solutions for improving quality of life
SAKHI RETAIL

Vision

- Sakhi Retail aims to improve health and well-being of low income urban and rural communities.

Mission

- Sakhi Retail aims to empower rural women and create wide reaching community impact by
  - Providing entrepreneurial skills & opportunities for women to attain sustainable livelihoods
  - Creating a network that reaches out socially relevant solutions
2005 • **Co creation**: SSP facilitates women for prototype development with BP Energy resulting in clean fuel and efficient stoves

2006 • **Establishment**: For profit entity on a grassroots business model with women involved from scratch awareness, taking orders, delivering the stove. Adharam Energy, became BP’s exclusive partner in selling the Oorja stove and fuel was formed.

2009 • **Consolidation**: Sakhi Retail Private Limited was incorporated in January 2009 to serve as a multiple products marketing platform.

2010 • **Expansion**: Four districts and products partnerships including Godrej to co-create Chotukool resulting in valuable feedback & product improvement.
MARKET OUTREACH

630 REMOTE VILLAGES

830 SAKHIS

70,000 + HOUSEHOLDS

40 TOWNS

5 DISTRICTS IN MAHARASHTRA

TURNOVER 3 CRORES (09-11)
Sakhis are the front line entrepreneurs
- High school education, self motivated, nominated by self help groups and trusted by communities
- Cash and carry retailers and early adopters of products
- Communicate product benefits effectively to their customers /communities.
- Invest and earn incomes by marketing products (on a revenue sharing model.)
Sakhi Retail Network

NGO -20-YEAR TIE WITH COMMUNITIES

SSP AND SAKHI RETAIL POSITIVE REPUTATION IN COMMUNITIES

SAKHIS SUPPORTED BY SHGS FOR PROMOTION & MARKETING

TRAINING, BUSINESS SUPPORT, FINANCE

PEER-TO PEER NETWORK
Sales in rural markets by Sakhi network

Sales in the semi-urban areas by Sakhis & Showrooms.
MISSION DRIVEN PRODUCTS

- Biomass Stove & Pellets: First Energy
- Water Purifiers: Unilever, Medentech
- Mini fridge: Godrej & Boyce
- Solar Water Heaters: Honeywell
- Solar home lighting solutions: SELCO
- Portable LED lanterns: D.Light
- Organic Growth Promoters, Fertilizers
IMPACT TO DATE

Over Rs. 1000 – 1500 rise in monthly incomes of Sakhis
- Over 65% acquired health/life insurance
- Over 25% reinvested in Sakhi Retail

Over one crore rupees saved month on month on fuel, reduced indoor air pollution, better health & productivity for women, girls and families

Reduction in water borne illnesses impacting 15,000 persons through preventive education & sale of water purifiers
UNIQUENESS

Women’s Empowerment: Training, peer mentoring & networking, business support

Direct Sourcing: From suppliers cutting down many layers in rural distribution

Outreach of Products: Direct to Sakhis. Direct to the doorstep of customers. Traditionally, customers travel to shops and retailers are expected to travel to wholesaler stock point.

Consumer Education: on “clean & green” solutions in water, solar energy etc

After Sales Service: In house team for servicing of products
THANKS!