



# Training Programme on Markets & Marketing for Livelihood Practitioners

**18-20 June 2008  
New Delhi**

Indian economy has shown phenomenal growth during the last few years highlighting the beginning of a new era. Economic growth should ideally translate into trickle down phenomenon that create economic opportunities for all. This growth however seems to have bypassed a large proportion of the population. More than 30% Indians live on less than \$1 a day while almost three quarters survive on less than \$2 a day. The fact that most of our growth has been 'market-driven' suggests a plausible solution. Linking micro and small producers to 'mainstream' markets in a commercial way to meet demand without compromising their values and concerns may be a key strategy in achieving inclusive growth. It has also been accepted that 'Capacity Gap' is one of the major obstacles to significant progress on this front.

As a key focus area, Parivartan strives to build capacities of livelihood practitioners working with poor producers to help them participate in, and benefit from, existing and potential markets opportunities in the local and national economy. The aim is to better the design and implementation of market development programs for livelihood to incorporate understanding of trends and constraints and identify how small producers can adapt and grow, as projects conclude and-more importantly-as markets change.

On this premise **Parivartan** announces a three day training programme on '**Markets & Marketing for Livelihood Practitioners**' from **18-20 June 2008** at **Delhi**.

### **Training Outcomes**

The training is specifically aimed at building institutional and individual capacities in linking livelihoods to market and developing appreciation of the need and rationale for integrating market concerns in planning and implementation of livelihood projects.

The training outcomes would be:

- ▶ Enhanced understanding of design and execution of market driven livelihood projects
- ▶ Enhanced skills for mapping markets and identification of market based interventions
- ▶ Enhanced skills for linking existing products and services to the available markets

### **Who should attend**

The programme is designed for operational and middle level functionaries, practitioners and consultants involved in designing, implementation, mentoring, monitoring and evaluation of market related livelihood enhancement interventions.

### **Programme Fee**

Fee for the programme is INR 6,000 per participant. Payments can be made through demand draft in favour of "Parivartan Samaj Sewa Samiti" payable at New Delhi. Accommodation facility will be available for a limited number of participants on a twin sharing basis on payment of an additional fee of INR 5,000 per participant.

### **Parivartan**

Parivartan is a not-for-profit society striving to facilitate access to knowledge and skills for prosperity of the poor and vulnerable through participatory action research, training and networking. With the mission of "**reaching unreached**", Parivartan works on designing innovative, cost-effective and user-friendly tools to transfer knowledge to the intended audience. **Sambodhi Research & Communications**, a leading Development Management Consultancy & Training Organization is the knowledge partner for Parivartan's initiatives.

*For further information*

**Parivartan**

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