

Chapter 14

NGO Sudhaar: Empowering the Livestock Dependents

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ABSTRACT

This chapter discusses the analysis of opportunity to setup a milk production and distribution system in Badalpur and Sakipur, two remote villages in Uttar Pradesh. Sudhaar, a regional development organization, is a group of corporate professionals who joined hands in 2003 to work on grassroots to bring in a positive change in rural/semi-urban strata. The chapter details the challenges faced by dairy farmers in rural India and proposal laid by NGO to revamp the existing business model to make it more financially viable.

INTRODUCTION

It's early June 2013, a hot summer afternoon in Greater Noida, India, Mr. Nagesh along with his team are going through the data collected for the new business model. The model's primary focus is a collection of milk and establishing its distribution network in the nearby Tier II & Tier III cities. The system is to be run by the villagers for the urban milk consumers being the primary consumers. The point of differentiation for the business model is supply of good quality milk to the consumers at a cheaper price and at the same time to empower the families employed in the milk business.

Mr. Nagesh is convinced that this business model would completely revamp the traditional business by subduing its shortcomings and become a lucrative deal by providing a dependable source of income for rural households. But there was a critical issue in hand which had to be dealt with. He is concerned that he lacked a clear strategy on how to enter this market and where to start from. He realized his decision would have immediate effects, thus considering the constraints involved he ponders: How to venture into the "Milk-Business"?

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NGO SUDHAAR

Females in households in Gulawati today are busy managing their families and their business together. Every alternate day they devote 4 hours in setting up the recipe of the traditional sweet, Furfuri, which was in great demand and used to be sought by the people from nearby towns to such an extent that they didn't mind travelling 25-30 km every other weekend. But now people do not need to travel so much as furfuri is now available in a number of reputed sweet shops across the nearby towns. The rural households were provided with a regular and stable source of income along with the development of women of the families. All this was made possible by a group of professionals who had identified this business opportunity and had done the cumbersome task of convincing the families of this business and chalking and implementing out the marketing plan. These people find themselves as a part of Sudhaar – the game changer.

Sudhaar is a regional development organization touching the lives of more than 25000 underprivileged families annually in the suburbs of NCR by introducing in areas of education, healthcare and youth employability in its 10 years of existence. A few young professionals who shared the common belief of 'Self-help is the best help', joined hands in 2003 to set up Sudhaar to work on grassroots level and bring in a positive change in the rural/semi urban strata. The vision of the organization is to work as a catalyst in bringing about a transformation in the lives of the underprivileged and marginalized.

The work approach was initially based on the concept of social venture philanthropy in line with venture capital. To offer support to the bottom of the social-economic pyramid of the country by identifying earning opportunities for the marginalized by enabling genuine grass root NGO in capacity building and empowerment in area of their work. Gradually the organization has started concentrating on other important aspects of overall development – education, healthcare and women empowerment by involving NGO active at a level at the very bottom of the pyramid.

The modus operandi of the organization works on a no profit no loss basis. Out of the 40 employees that the NGO has, 40% are graduates hired from respectable educational institutions of the country who wish to gain experience in the social entrepreneurship sector or want to do some social work before taking up a corporate life. The organization's source of funds is mainly CSR funds that it gets by pitching in to the big corporate houses. Companies want to generate generously to organizations like Sudhaar which they believe will use their money in the development of the society. Big names like Barclay's, Cairn, SAIL, Indian Oil and Siemens are associated with Sudhaar. Donations from people, societies are also a part of the funding.

LIVESTOCK WITH AN INDIAN PERSPECTIVE

India, the second most populous country in the world, is home to over 1.2 billion people. Out of which nearly 72.2% reside in rural areas with agricultural activities being their primary source of income. 18.0 million People out of the total rural population of India depend on livestock dairying and animal husbandry to earn bread for their families (*National Institute of Rural Development [NIRD], n.d.*). Numerous socio-economic development schemes, launched extensively in the poor parts of the country, are a failure if their impact does not reflect in the betterment of lives of these dairy farmers.

The knowledge of the fact that animal husbandry and dairying contributed to almost 4.68% of the total GDP of the country and the potential in this sector to create self-employment opportunities moti-

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