

CSEND DIALOGUE FORUM



Thursday, the 13th of September 2007 from 4.30 to 6.00 pm

Social entrepreneurship and sustainable livelihood for the poor: a systemic approach from Maya Organic, India.



Sustained livelihood initiative needs to address the complexities of real economy and market requirements for competitive, standardised, yet quality products. There is also the need to provide buffers between markets and informal sector workers so that these vulnerable groups could be sheltered against the economic cycles induced by the global economy.

MAYA ORGANIC is a social entrepreneurial initiative which short circuits the poverty cycle in order to support sustainable livelihood. It intervenes at three levels. At the production level, Maya Organic builds viable and well trained group enterprises with required machinery, management systems and quality processes in place to produce a high quality and sellable product. It develops cluster structures to focus on supply chain management and training - thereby procuring raw materials in bulk, simplifying complexity of operation, and ensuring large scale production - while providing customer orders and training to these grassroots enterprises and entrepreneurs. At the system level, a marketing and brand building company has been created to design high quality products and to in-source exclusively from these clusters. It also acts as a representative brand and buffer between the market and the enterprises.

The initiative has become a role model for civil society organisations in India and is increasingly promoted by the Indian government as sustainable and high potential large scale intervention for poverty alleviation which is to be replicated across the country. It is planned that MAYA ORGANIC, together with the marketing and design company MOIPL, will ensure work flow and social security to at least 100'000 entrepreneurs within the next 10 years.

Dr. Rothboeck is one of the directors of the recently launched Marketing and Brand Building Company MAYA ORGANIC INDIA Pvt. Limited (MOIPL). She has worked before as a poverty and labour market expert at the ILO in New Delhi, INDIA. She holds a Phd from Zurich University on MAYA ORGANIC's enterprise model.

Organisers:

Prof. Lichia Yiu, the Centre for Socio-Eco-Nomic Development (CSEND)

Prof. Beat Bürgenmeier, Political Economy Department, the University of Geneva

Free of Charge

Place: University of Geneva, Uni-Mail, Room 1130

Bd du Pont d'Arve 40, 1205 Genève

For information, please e-mail to velebit@csend.org or by phone to Nicolas Velebit, CSEND, Tel. +41-22-906-17-20. More information on CSEND could be found at www.csend.org and www.diplomacydialogue.org