Many small producers make one big Collective Enterprise!

They say, when you teach a man to fish, you feed him forever.

However, most producers such as fisherfolk, farmers, weavers and potters usually earn `24,000 - `48,000. For instance, a weaver gets only 30% of a saree’s final price.

Products have value, but producers don’t get a good share of it.

How can small, marginalised producers gain a better share of the value chain?

Collective

When small producers put their resources together, they can enjoy the benefits of scale such as better negotiation, better access to funds, skill and technology.

Enterprise

They can create a social business enterprise with better efficiencies in production and ensure a greater share of returns to the producers.

THE BEEHIVE LIVELIHOOD ECOSYSTEM

A systemic solution that improves each aspect of the enterprise and brings them together in a way to make a whole that is greater than the sum of the parts.

Organising Small Producer Collectives

Evolving Business Design

Raising Low-interest Finance

Nurturing People’s Abilities

Building Physical Infrastructure

Linking To Markets

Self-Reliant Evolution

Producers gain a greater share of the value chain and their income improves by 2-3 times. They grow in confidence and invest more in their own future.

Results in a learning, growing enterprise managed by small producers that can adapt to the changing context of the world around them.

Potential

Through this model, ALC intends to transform the lives of 1,00,000 small and marginalised producers in the next 7 years. To bring about such a significant and sustainable transformation, it takes an investment of just ₹10,000 per producer!