



# Beehive

Collective Enterprise

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



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

For instance, a weaver gets only 30% of a saree's final price.

## 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 some of the parts.

### Organising

Small Producer Collectives

Evolving Business Design

### Raising

Low-interest Finance

### Nurturing

People's Abilities

### Creating

Better Technology

### 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!