

Business Solution in Emerging Market



MART Global Management Solutions LLP
Company overview

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Overview

MART is a knowledge based consultancy firm providing end-to-end solutions. The portfolio of work entails Research, Innovation, Business Strategy Activation and Training.

Established in the year 1993, MART have developed an understanding on Emerging Markets, particularly at Bottom of the Pyramid (BoP), their ecosystems and its dynamics.

Our team pairs its knowledge to resolve our client's problem by understanding their strategic goals, present situation and delivering them sustainable and actionable solutions tailored for the client.

We work across industries and sectors ranging from food and agri-business, health, energy, technology, consumer goods and durables to livelihoods and skills in emerging markets.

Why MART



23 years of experience



Leaders in Emerging Markets & BOP



Delivered solutions across **globe**



Strong team of more than 60 **Professionals**

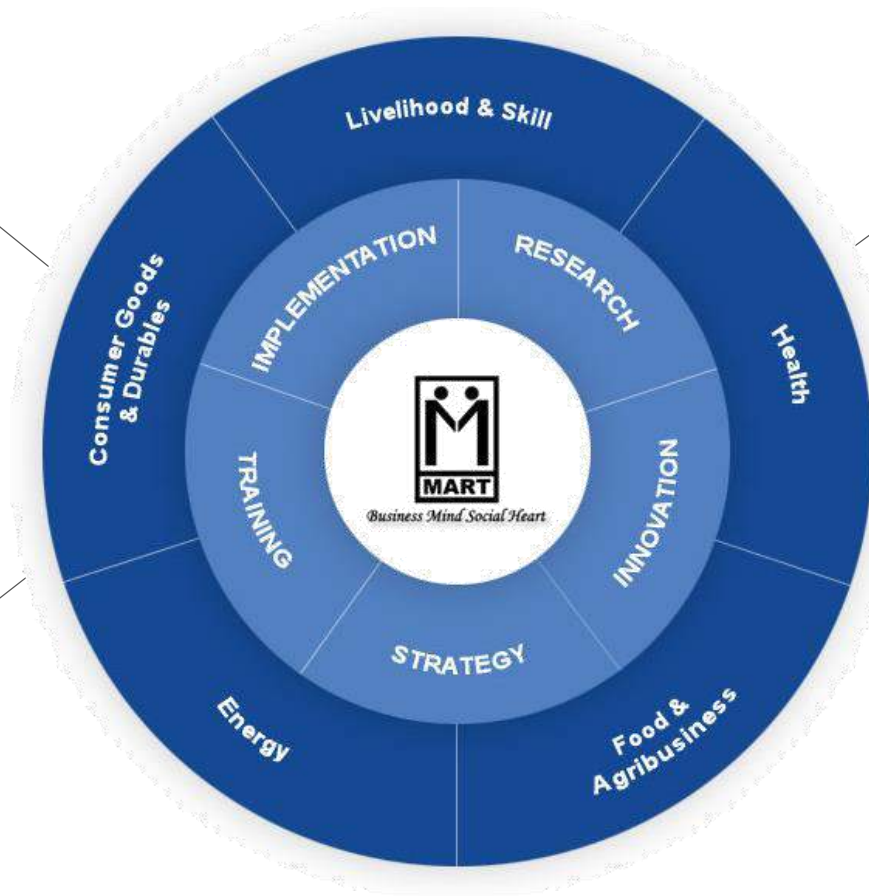
WHAT WE DO



We are end-to-end solutions providers starting from Research, Innovation, Strategy to Strategic Activation and Training



We engage all levels of the ecosystem from day one, building momentum and capabilities to sustain the success we create.



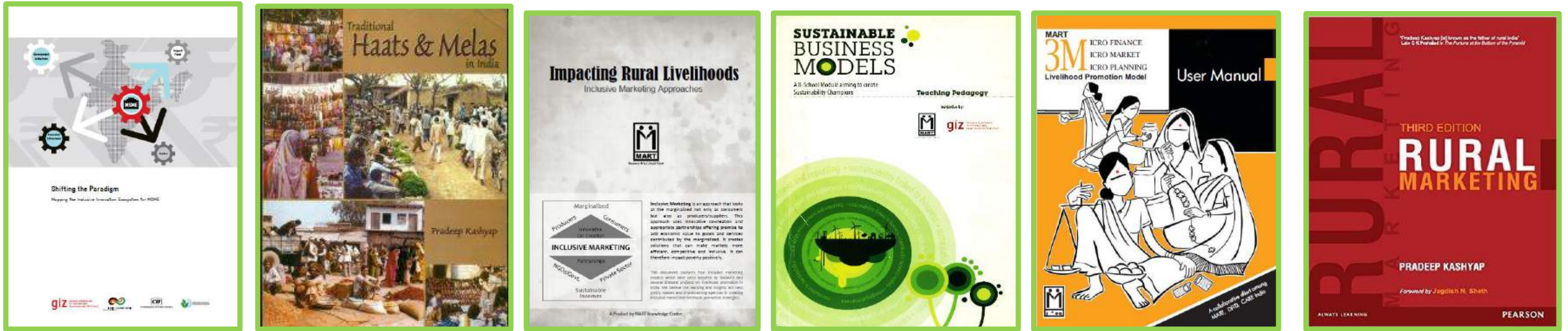
We build consensus and commitment to achieve success and result in organizational effectiveness.



We help our clients to focus on strategic decisions and provide practical recommending actions and implement changes that best fit to our clients' unique reality.

OUR Knowledge Contribution

We have a string of documented and published knowledge documents, part of our sharing efforts



- Over the journey of 23 years, MART has developed the proprietary knowledge which it has share with the world in the form of books and reports.
- MART has played a key role in providing a comprehensive knowledge on doing business in emerging markets, rural markets and serving Bottom of the Pyramid.



OUR Concepts

Our **capabilities** and **strengths** that best describe our work

PUBLIC PRIVATE Community Model

We attempt to create an ecosystem for livelihoods and business through Public Private Community Model



01

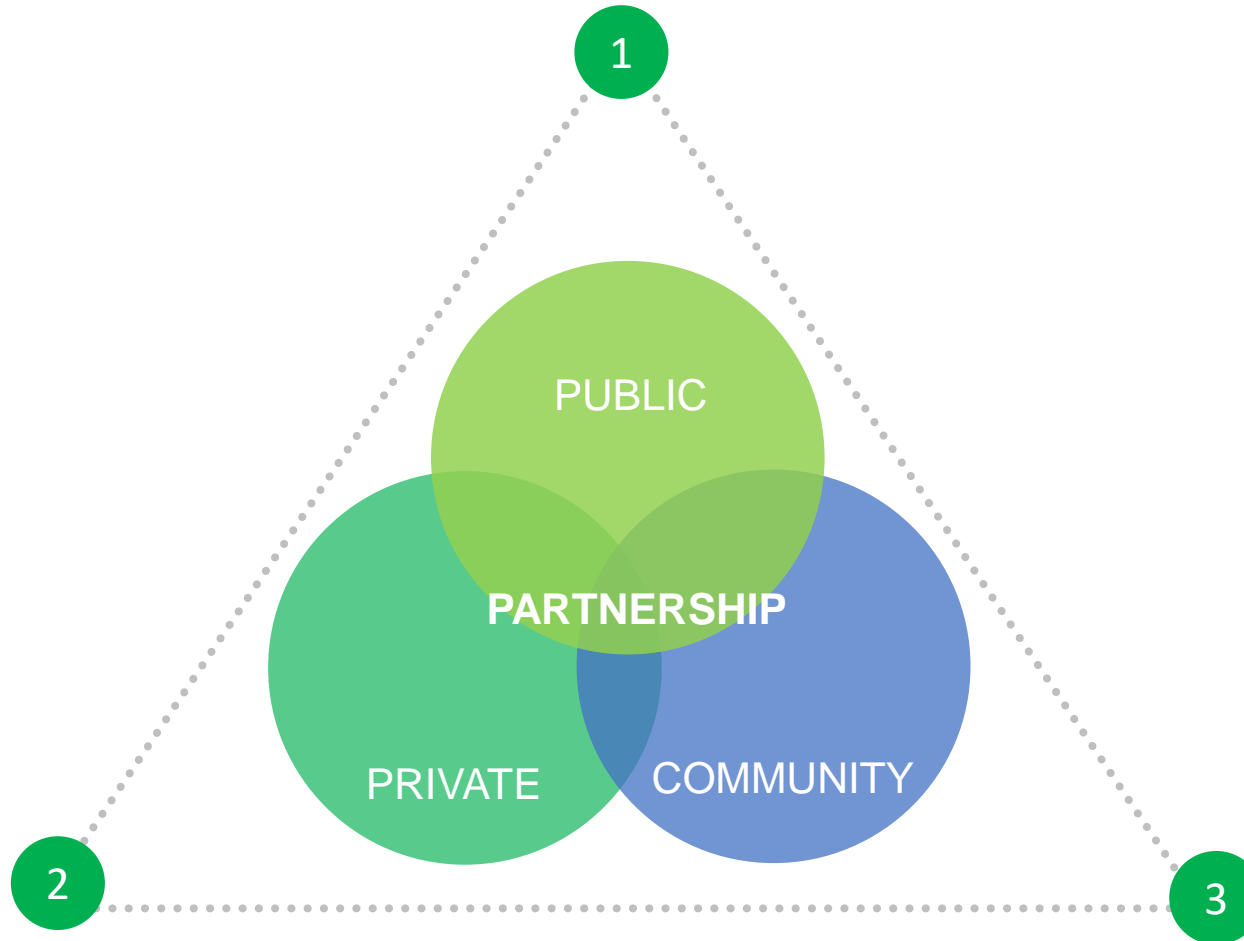
Organize Infrastructure & Community Trust

02

Quality product & services
System efficiency

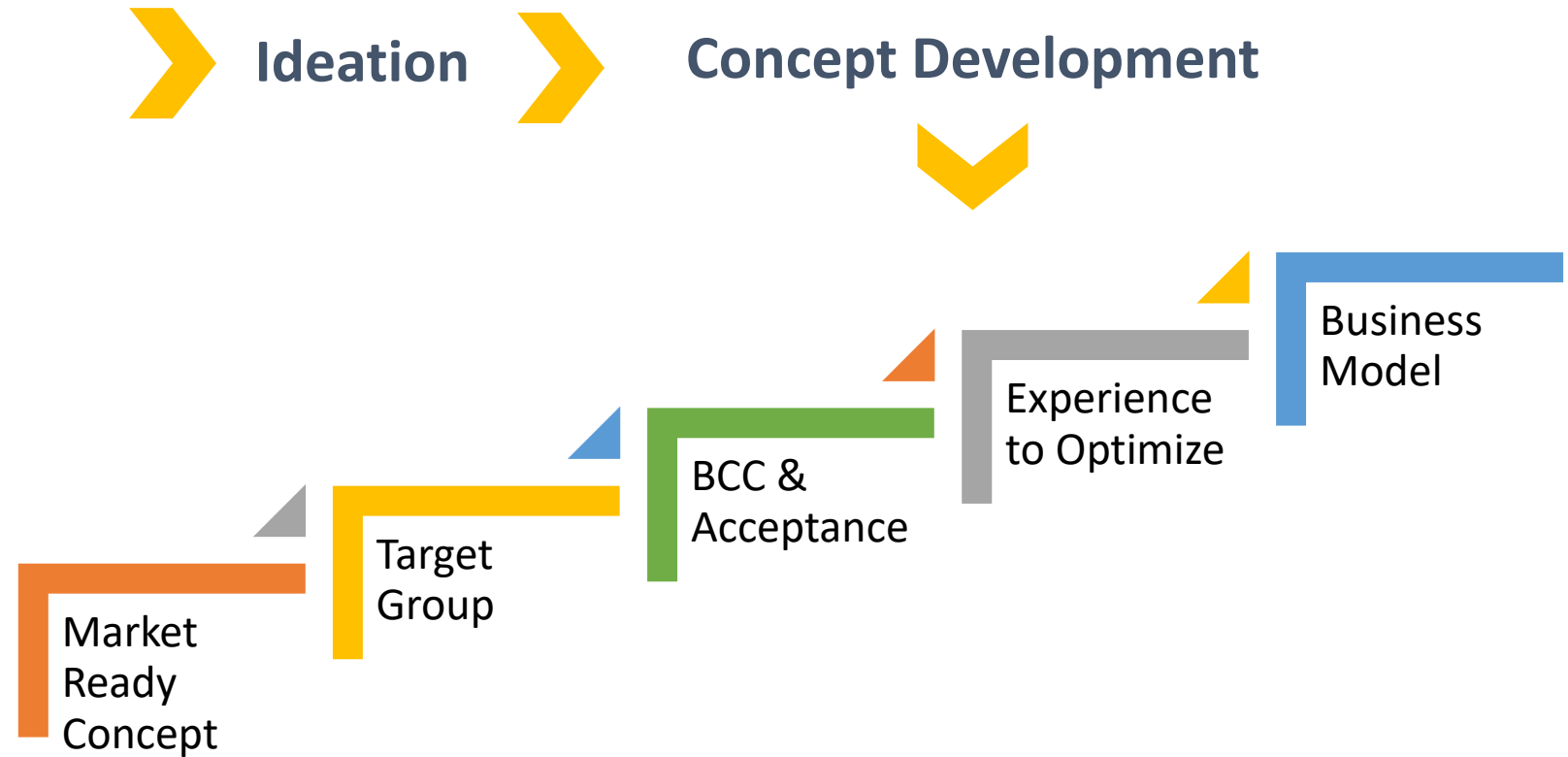
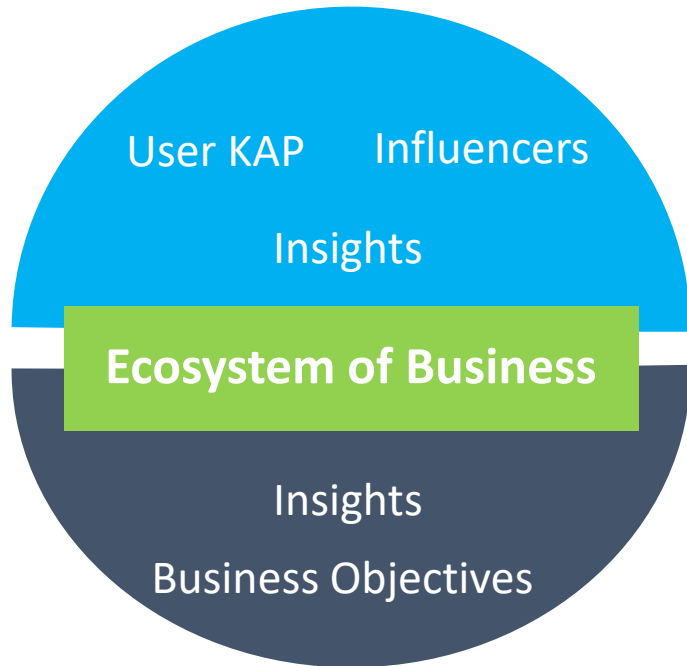
03

Co-Create Solution & Ownership.



CONCEPT Development & Prototyping

Build a concept starting from scratch to a working prototype



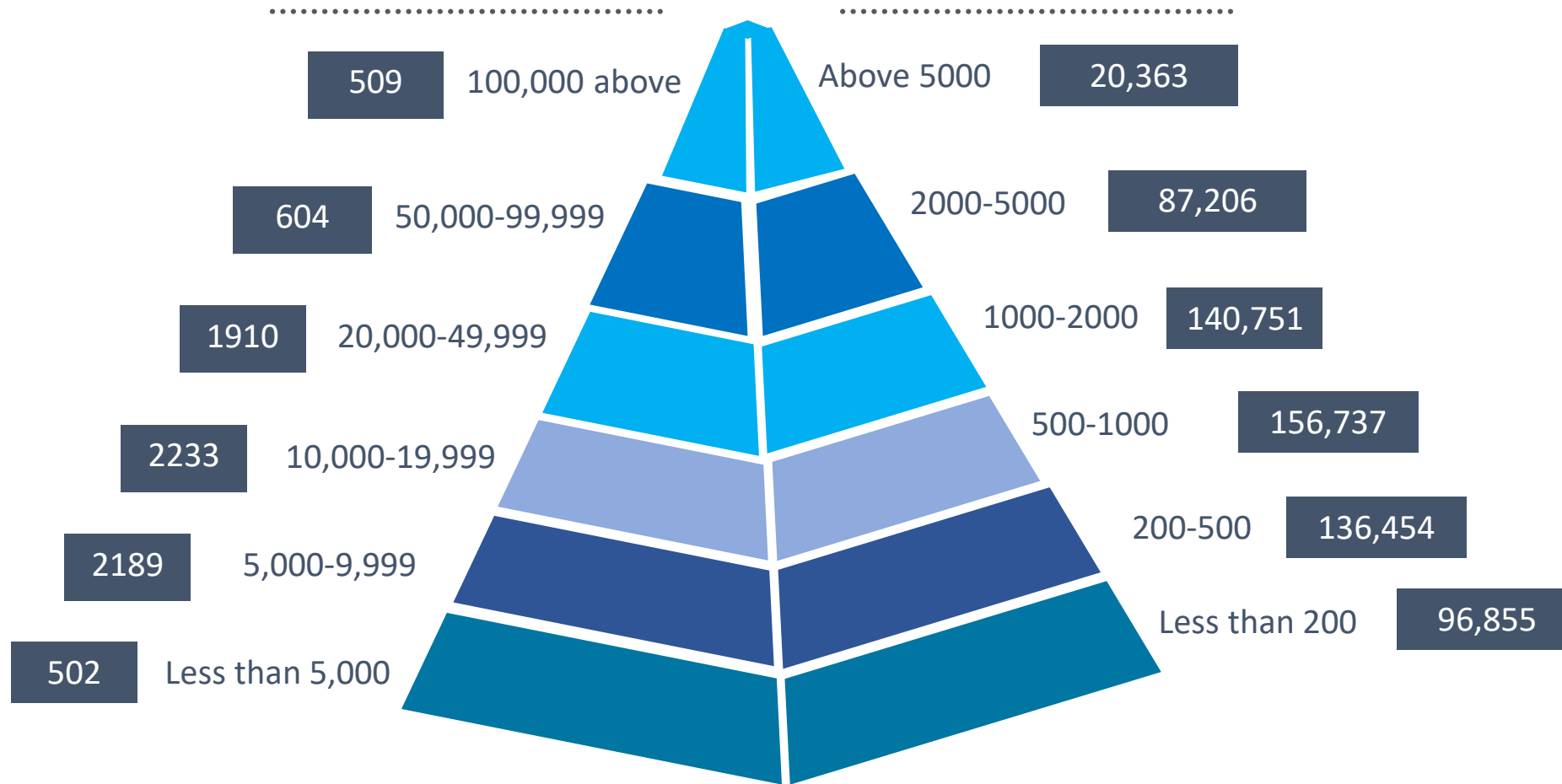
REACHING Last Mile

Enhancing product and services reach to consumers at the last mile through innovative distribution models



TOWNS & CITIES

VILLAGES



BUSINESS Research

We create the pool of knowledge through research and its components



Business Mind Social Heart



Ethnography



Consumer Insights



Business Research



Impact Assessment



Market Planning



KAP



Media Study



Ecosystem Analysis

“Business Research is one of the essential parts of consulting. MART has a significant portfolio of Business Research, which forms the corner stone of its consumer and market understanding. From Market Planning Tools, Consumer Insights, Knowledge Attitude & Practices, Understanding of Influencers or Ecosystem Analysis are some of the offerings in house in MART.

BUSINESS MODEL – End to End

Creating a sustainable business out of a concept on BUILD OPERATE OWN & TRANSFER mode”



Business Mind Social Heart



ECOSYSTEM

- Ecosystem Understanding
- Map of Opportunities
- Feasibility of Idea
- Conceptual Frame



CONCEPT

- Concept Building
- Product or Process
- Prototype
- Implementation



PILOT

- Pilot Model
- Implementation
- Geography Selection
- Test Pilot



SCALE

- Pilot Model
- Implementation
- Geography Selection
- Test Pilot

ACTIVATION Support

MART Supports in the area of activation through campaigns deployments and communication plans



- Business Objective
- Future Prospect
- Target Consumers
- Communication



- Ecosystem
- Understanding
- Potential Market
- Potential Consumers
- Awareness



- Concept
- Proof of Concept
- Implementation Plan
- Scalable Plans



Concept Snapshots

Business Model

A brief glimpse of our work through various works

CLEAN & Safe Drinking Water

One of the greatest priorities in India Rural – the drinking water problem and its solution as business



- Water has a lot of myths around it.
- If the water is clear then its clean
- Parents never had a problem drinking this water



- Starting with mass communication
- Brand agnostic information
- Generic awareness around water and its problems



- Customized and specific information
- Entry of the brand and product
- Impact of the solution.



- Last mile distribution through youth entrepreneurs
- Livelihood through promotion of safe drinking water



- As demand picks up local being distributed with Aqua-tabs for better availability to the consumer



FROM THE UNDERSTANDING AROUND THE CLEAN AND SAFE DRINKING WATER ALONG WITH ITS BEHAVIOR CHANGE AND IMPLEMENTATION OF BUSINESS MODEL.

RURAL Sanitation

Business Model Implementation for Scaling Rural Sanitation with World Bank



Market Assessment



A detail research on rural sanitation ecosystem and design a very comprehensive (4P+4A) strategy for tapping rural sanitation market



Entrepreneurs Selection



MART has designed 'Score Card' to select 'Swachta' entrepreneurs. This detailed score card can be used for rural sanitation business due diligence.



Aspirational & Affordable Toilet Design



MART has developed a range of innovative toilet solutions under human centric design framework (4D). These solutions are derived from acceptability, affordability & environmental conditions of rural Rajasthan



Sustaining 'Swachta' Entrepreneurs



Supported entrepreneurs to tap rural sanitation business by developing their business & marketing plan & establishing financial linkages. MART has assisted entrepreneurs to achieve 'break-even' and sustain in sanitation business. Also MART has designed 4S toolkit for Swachta entrepreneurs



THE WORLD BANK

Rajasthan Government Program through
World Bank Funding

SOLAR Micro Grid Program

Creating a solar micro grid program for ecologically fragile environment



Formation of joint liability group
Linking the joint liability group to the bank for finance and subsidy
Fixation of the EMI and Maintenance processes

Deployment of grid among the JLG members. One HH becomes the center point for base equipment's are kept while the rest of the 10 HH are connected by small grid

Each HH is allowed 3 Led bulbs of 3 watts each. There is group leader who ensures the payment of EMI and maintenance of the micro grid. This includes the replacement of batteries

IMPLEMENTATION OF SOLAR MICRO GRID IN ECOLOGICALLY FRAGILE ENVIRONMENT OF SUNDARBANS, WEST BENGAL

RASOI Ghar Community Kitchens

Expanding the footprint of LPG gas among the very poor community in India



Business Mind Social Heart



- Rural poor uses a plethora of things as fuel for cooking and keeping warm.
- Most of these especially cooking entails a good amount wood that is highly detrimental health



- Understanding the broader aspect of cooking and its nuances
- Understand the myths and realities around cooking
- Insights and thoughts into the consumer



- Design new product of LPG like a 5 kg cylinder, expanding reach through Gas Stations and allowing local retail to stock.



- Evolution of community kitchen model. A pay per use kitchen on LPG leading to experiential marketing of LPG to Rural



IMPLEMENTATION OF SOLAR MICRO GRID IN ECOLOGICALLY FRAGILE ENVIRONMENT OF SUNDARBANS, WEST BENGAL

A Navratna organization of India involved in Hydrocarbon Business



Concept Snapshots

Healthcare

A brief glimpse of our work through various works

DEVELOPING Health Monitoring Device

Developing a workable prototype from consumer understanding on monitoring basic health



OBJECTIVE

Study environment for various health care diagnostics for service provider, individual or institution

APPROACH

Ethnography research with shadowing of health service providers. design research, concept development and testing approaches were used to explore technological applications

OUTPUT

Monitoring device which does not need technical capability of health care providers



Honeywell

Expertise in sensors and imaging technology application in health to be scoped.

DEVELOPED SPECIFICATION FOR A SENSOR BASED PROTOTYPE TO DETECT CHANGING CHEMICAL COMPOSITION IN BODY PERSPIRATION INDICATOR OF MAJOR HEALTH PROBLEM BY COLOR CHANGING BEADS

BUSINESS Model for TB Treatment

Creating a sustainable business model for private sector led Tuberculosis Treatment as a service



INSIGHT

Family income lost if CWE is affected. Patients do not complete medicine dose. Prone to relapse Even the poor can pay for health.

Lack of specialist doctors and diagnostic centers. Social taboo leads to patients not seeking early treatment.



INNOVATION

Capacitate rural youth to become 'Health educators' & handhold patients. Trained as entrepreneurs to become 'last mile' channel partners. Networking health professionals, doctors, diagnostics & chemists to offer treatment of TB

RESULT

>12000 patients cured with scaled model reaching to 30,000 villages across 5 states in India, scale to 5 countries planned



Pharmaceutical company engaged in producing much needed medicines

DEVELOPED A SUSTAINABLE BUSINESS MODEL FOR DRIVING AWARENESS TO SEEK AN EARLY DIAGNOSIS AND TREATMENT OF TUBERCULOSIS.

REACHING MCH Products

Creating a sustainable business model for private sector led Tuberculosis Treatment as a service



- Product Category
- Condoms, Pills, ORS, Water purifier, Sanitary Pads



OBJECTIVE

Assess the cost of the distribution of family planning products and recommend cost effective and sustainable redistribution model and market coverage

APPROACH

Assess the distribution structure of CRS and their market coverage plans. Discussion with CRS distribution team and distributors

Study the route plans, permanent journey plans and journey cycles of distributors for CRS products. Discussions with wholesalers, retailers and distributor sales team, logistics support team, supply van team

IMPLEMENTING

Created and Implemented a flow of goods from the major cities to feeder towns to traditional and non-traditional outlets based on time and cost.

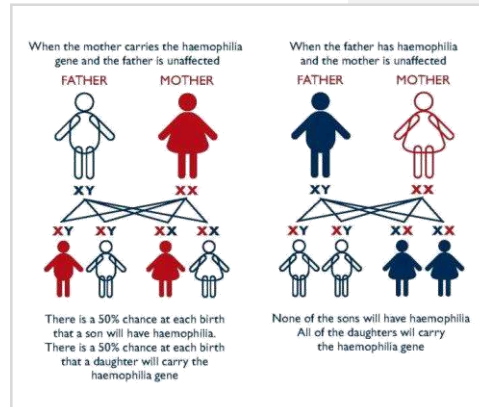


International Donor in support for promoting Healthcare

Low cost last mile distribution model to expand the distribution of MCH product in Nepal. This effort augmented the country's MDG goals by 10%.

HEMOPHILIA – The Odd Carriers

Helping to create an ecosystem of identification, diagnosis, continuity of treatment and quality of life.



OBJECTIVE

Understanding the ecosystem of hemophilia treatment in India.

Understanding the decision making process of government with respect to procurement of hemophilia factors

Pain points of each of the stakeholder

Study the awareness level of the patient on medicine (factors) availability and treatment facilities

DELIVERABLES

Understanding of issues related to awareness, diagnosis and treatment of hemophilia

Tradeoffs and Compensating behaviors of each of the stakeholders with respect to their jobs.

Recommended business plan to the company for increasing the reach and continuity of the treatment possibilities.

Baxter

A pharmaceutical company in life sciences and medicines



BUILDING AND IMPLEMENTING A COMPLETE ECOSYSTEM OF SCREENING, DIAGNOSIS, DELIVERY OF TREATMENT AND CONTINUITY OF TREATMENT.

MARKET Sizing of Bangladesh

Attempting to understand the market size of medical equipment's in the country of Bangladesh .



OBJECTIVE

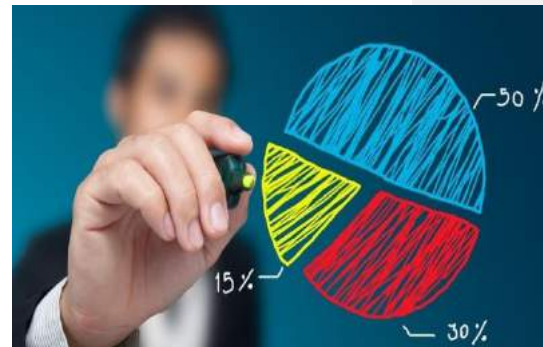
A medical device company wanted to understand the potential of Medical Devices In Bangladesh

DELIVERABLES

A medical device company wanted to understand the potential of Medical Devices In Bangladesh



Leading player in the healthcare equipment industry



BUILD A BUSINESS CASE FOR A 5 YEARS POTENTIAL MARKET ASSESSMENT AND STRATEGY TO DOING BUSINESS IN BANGLADESH. BUSINESS STRATEGY EVOLVED CREATED A MARKET OF ADDITIONAL \$15 MILLION ANNUALLY.



Concept Snapshots

Distribution

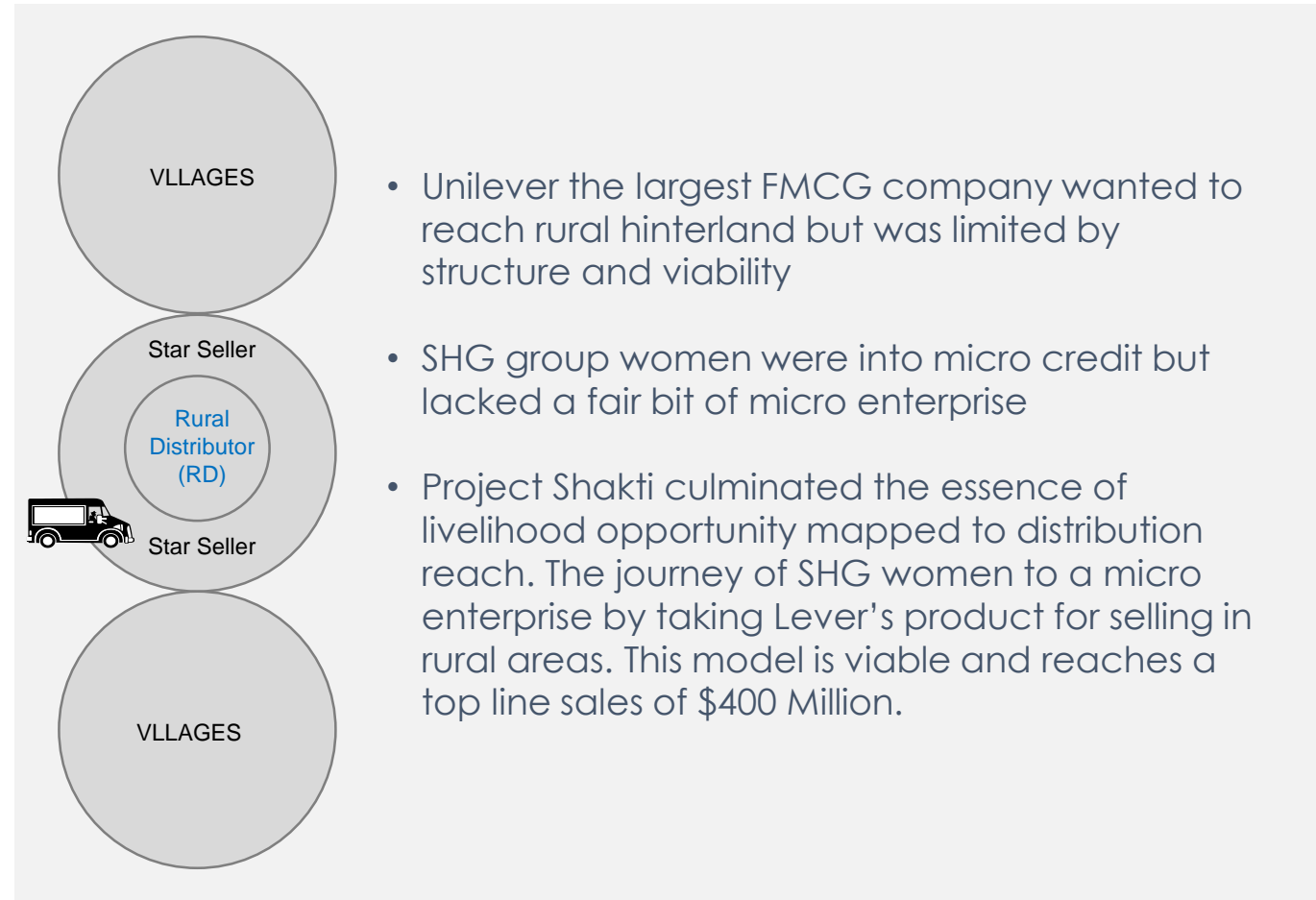
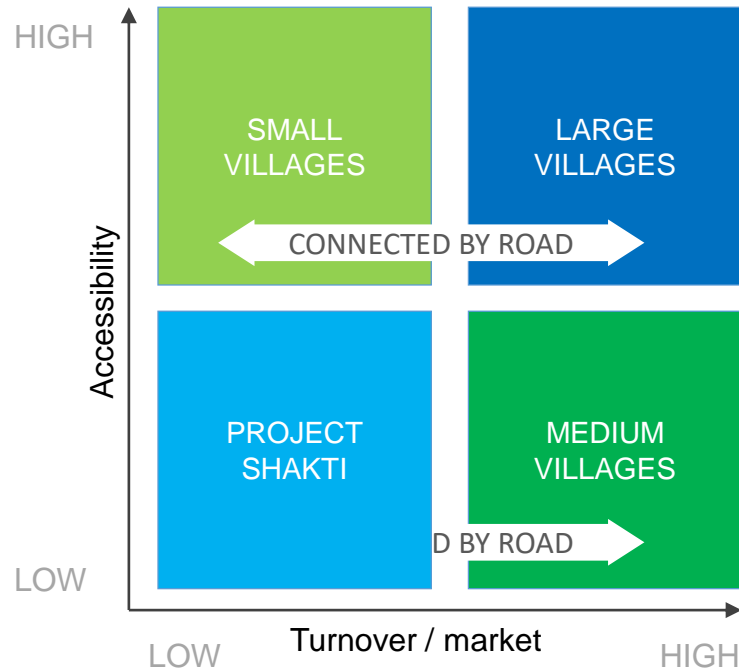
A brief glimpse of our work through various works

PROJECT Shakti – Last Mile Reach

A Public private community partnership model for business and livelihoods – Sustainable & Scalable



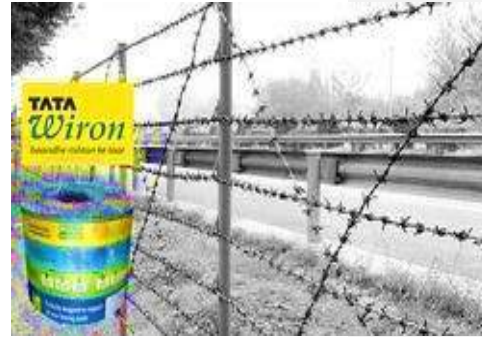
Largest FMCG Company in India



CREATED AND IMPLEMENTED THE LAST MILE MODEL FOR UNILEVER'S PRODUCT CATEGORY TO REACH LESS THAN 1000 POPULATION RURAL LOCATIONS IN 18 STATES BY INTEGRATING 85000 MICRO CREDIT WOMEN AS ENTREPRENEURS

SPANDAN – REACHING STEEL TO FARMERS

An attempt to change the game of selling steel wires to rural farmer through a engagement model



Steel wires is consumed by farmer on a big scale for protecting their crop or to use it support for creeper crops. Steel Wire business has intrinsically 3 major problems

- Identification of Original wire or Tata Wire is very difficult
- It's a highly seasonal product
- Channel is the king in this market – Customer the follower

TATA wish to revamp the distribution in a manner that it moves from B2B business to B2C

- Created a sustainable platform for engagement with consumer
- Mapping the consumer to channel by expanding reach through dealers
- Support the network of dealers through a committed distributor.
- Primarily reach TATA's efforts by reaching the ultimate consumer.

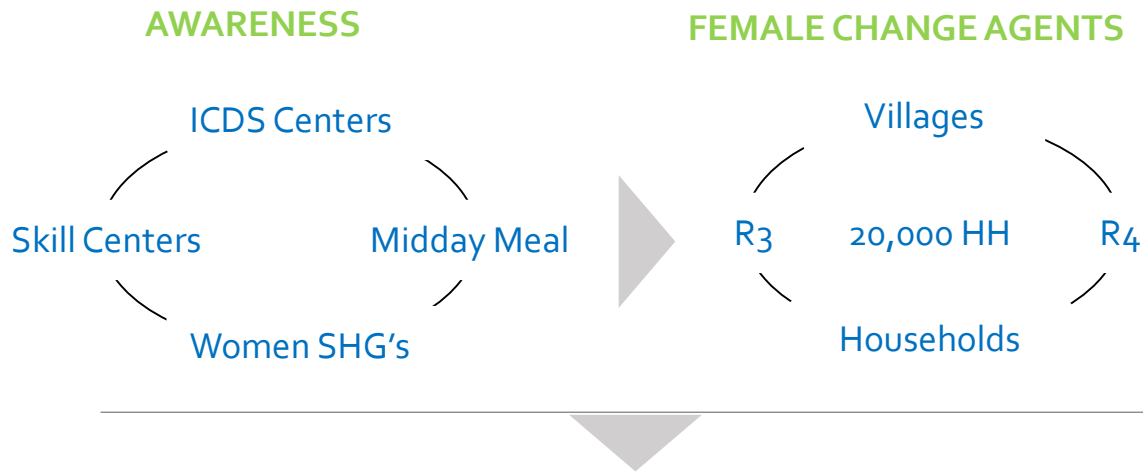
TATA
Wiron
baandhe rishton ke taar

Tata Global Wires is a manufacturer of Steel Wires.

CREATED AND IMPLEMENTED A MARKET DEVELOPMENT AND SERVICE MODEL WHERE THE CONSUMER IS IN THE CENTER OF BUSINESS. A PILOT TEST OF THE MODEL ENABLED A GREATER EFFORT FOR SCALING THE MODEL PAN INDIA

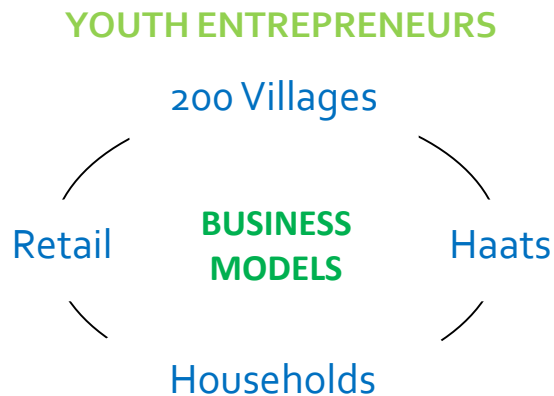
ASHA – Addressing Nutrition through Business

A business case to represent nutrition segment has potential for a lateral business model to developed.



Nutrition affects everybody more so in the poor and rural communities.
 A social model that addresses the destitute (12-25 yr old girls - urban SEC E/rural R3-R4)
 A business model that sells to the better off (12-25 yr old girls & 35+ parents for children as beneficiaries- urban SEC CD/rural R1-R2)

Conceptualize, and execute on-ground consumer and retail engagement programs to drive anemia awareness, induce product trials and build the brand
 Take learning on board from the pilot; refine metrics for success and give a scale up strategy



ADDRESSING THE PROBLEM OF NUTRITION THROUGH BUSINESS MODEL CONCEPT – NEW PRODUCT, AWARENESS, ENGAGEMENT, PILOT MODEL AND SCALE UP PLANS

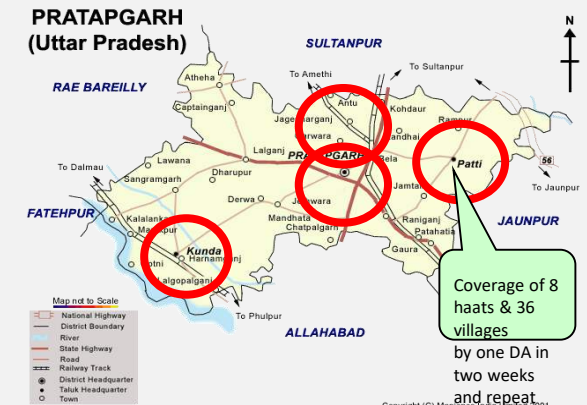
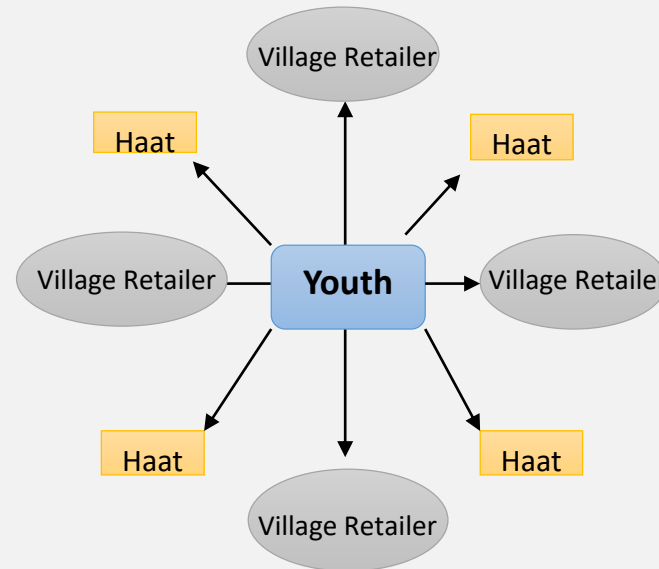
DISHA - Reaching Oral Care in Rural

A distribution model to reach the last mile for oral care category



Oral care company in FMCG Segment

Each youth is entrusted with an area of about 10 – 15 km
 Covers approximately retail of 2 villages and one Haat
 On non-haat days covers retail of 4 villages
 Total coverage spans across 30 – 40 villages and 4 Haats.



INCREASING THE PENETRATION OF ORAL CARE IN LESS THAN 1000 POPULATION VILLAGES THROUGH 360 DEGREE MARKETING AND SALES MODEL

TEA – The Changing Market

Tea is the most favored drink in India...what could be emerging trends and how the industry need to take stock



Tea Board of India.

25
STATES

54
SOCIO CULTURAL REGION

36K
HOUSEHOLDS

4K
HOTEL / RESTAURANT

2.5K
CHANNEL PARTNERS

- Analysis of tea consumption in India
- Understanding the tea consumption across India
- Trends and changes in the last decade
- What Steps industry need to take to consolidate the industry
- Analysis and understanding of teething problems faced by the industry

A LARGE SCALE INDUSTRY WIDE STUDY TO ASSESS THE TEA CONSUMPTION IN INDIA, ITS ISSUES, OPPORTUNITIES AND PLETHORA OF CHALLENGES FACED BY THE INDUSTRY ALONG WITH THE PROMOTION STRATEGY

TOBACCO – A Policy Study

Understanding the consumption of tobacco in India, its users, packaging, imports and enforcement of law



Campaign for
Tobacco Free
Kids in India

08
STATES

48
DISTRICTS

9K
HOUSEHOLDS

150
RESTAURANTS

300
CHANNEL PARTNERS

- Understanding the pattern of buying of tobacco based products in India
- Entry of foreign and other brands in the Indian market through different modes.
- Implication and usage age segments in the current consumption
- Graphics and Packaging of the national and local brands

THIS STUDY THREW LIGHT THE CHANGING TOBACCO CONSUMPTION IN INDIA WITH DETAILS OF THE PRESENT USERS, THEIR MOTIVES, IMPORT OF BRANDS, BEHAVIOR OF CHANNEL AMONG MANY OTHER THINGS

IMPROVED COOK STOVES Ethnography

Understanding the cook stoves, its usage and fuel implications in Rural India



05
STATES

480
HOUSEHOLDS

100
CHANNEL PARTNERS



Traditional Mud Stove

- Poor Combustion, high Smoke Emission
- Health Hazard for women & children
- Blackening of vessels

Ethnography

Quantitative

Prototype

Products

Advanced Cook Stove

- Better Combustion, low smoke
- 40% fuel saving, Reduced cooking time
- Clean cooking Environment

ASSESS THE KNOWLEDGE ATTITUDE AND PRACTICES OF INDIAN COOKING METHODS AND IMPROVE THE COOK STOVES FOR LESS INDOOR AIR POLLUTION.

CLIENTS – Development

Some of our esteemed clients



Business Mind Social Heart



CLIENTS – Corporate

Some of our esteemed clients



Business Mind Social Heart



JOHN DEERE



Microsoft



THANK YOU



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