

SEWA Banascraft Project

A Case Study in Rural Marketing

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Introduction

- Goals of the study
- Program description
- Problems applying the PMF
- Issues in market development

Background: Banascraft

- Established in 1989 by the Self-Employed Women's Association (SEWA)
- Purpose: Uplift of rural craftswomen in Banaskantha District of the western Indian state of Gujarat
- Case study carried out in December, 1999

What Types of
BDS Does
Banascraft
Provide?

Distribution of Sales

65% Artisans' share

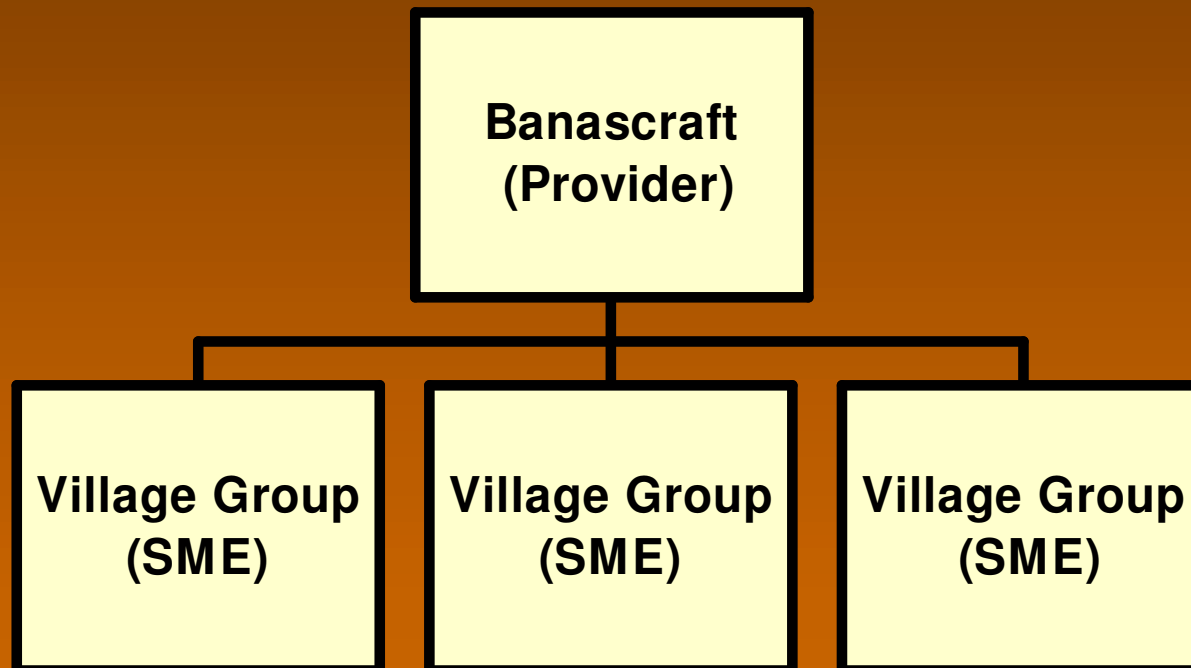
25% Raw materials and other production expenses

10% Banascraft's marketing commission

Non-BDS Provided by Banascraft

- Preservation of traditional design motifs
- Facilitation of access to government health and childcare services for the poor.
- Home improvement loans.

Banascraft Organization



Problems Completing the PMF

- Lack of basic information from Banascraft.
- Difficulty fitting available data from Banascraft into the PMF categories.
- Complexities of computing subsidy.

**What lessons
can the
Banascraft case
study teach us?**

Organizational vs. Market Development

- Market development may not be a realistic short-term goal in areas like Banaskantha District.
- Organizational vs. market development may be viewed as a continuum rather than a dichotomy.
- Initial organizational focus can potentially spur market development in the long term.

Areas to be strengthened:

- PMF currently a very blunt instrument-- ease of use should be balanced with sensitivity toward different types of BDS.
- Need to address the issue of obtaining complete data and evaluating its soundness (GIGO principle).
- Who is using the PMF and why? Need to explicitly address the different needs and motivations of donors and practitioners.

The Future of the PMF: Potential Uses

- Tool for BDS practitioners to evaluate and track activities within their own organizations.
- Tool for donors to compare and evaluate different BDS suppliers and their impacts on the larger BDS market.
- Future standard for the BDS field.