

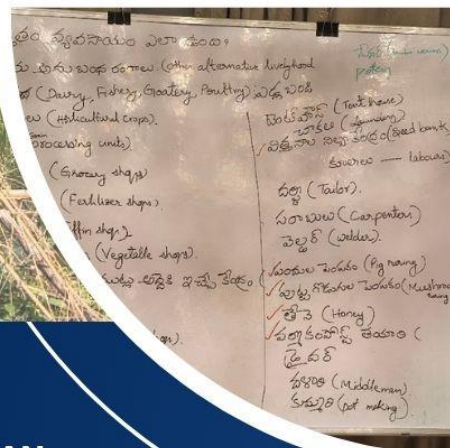
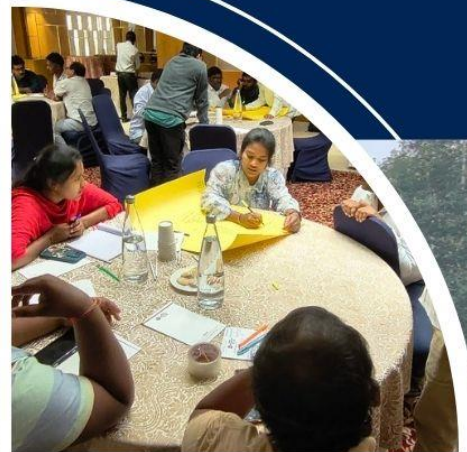
Group Livelihood for Development
(GLIDE) Workshop on

CIRCULAR ECONOMY AT COMMUNITY LEVEL & ARRESTING MIGRATION

November 12-14, 2025, Visakhapatnam

Workshop Facilitator

Mr. Pradeep Ghosh, OASiS



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Group Livelihood for Development (GLIDE) Workshop on

CIRCULAR ECONOMY AT COMMUNITY LEVEL & ARRESTING MIGRATION

with North Coast WASSAN Team

DAY 1

12th November 2025

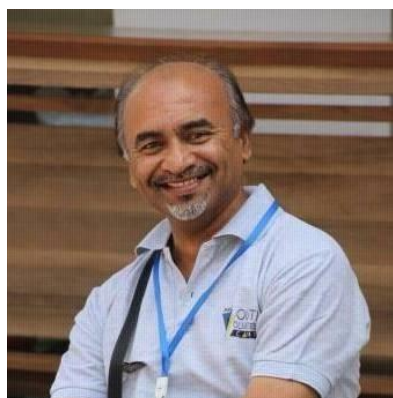
A three-day *Group Livelihood for Development (GLIDE)* workshop was held at Visakhapatnam for capacity building of North Coast Andhra Pradesh Team.

A total of 26 members from WASSAN (Watershed Support Services and Activities Network) attended the program. The participants included regional, district, and cluster-level coordinators from both the Alluri Sitarama Raju (ASR) and Manyam districts of Andhra Pradesh.

OBJECTIVE OF THE WORKSHOP

The objective was to introduce the concept of circular economy at the village level and explore solutions to control and stop migration from rural areas.

The workshop was facilitated by **Mr Pradeep Ghosh**, Founder of OASiS, a pioneer in social innovation and community-based livelihood models.



1. INTRODUCTORY SESSION

The workshop began with an introduction to the program by **Mr Jayaprakash**, followed by participant introductions. Detailed session was conducted on the origin and evolution of OASiS, India's first social innovation laboratory established in 2003.

He explained that Research in the development sector rarely translates effectively into grassroots action. His team identifies root causes behind social issues, pilots' solutions with communities, and makes them open-source called ***Route to Root***. There is a great deal of research and innovation happening within private companies—especially in areas such as product prototyping, market research and customer needs. However, this level

of innovation is not happening as strongly within the social sector. To address this gap, GLIDE has begun focused work in this direction. So far, they have identified 10 key problems and developed model solutions for each out of which 2 are adopted by the Central Government.

In 2017-18, their group started research on Climate research, started thinking on *what is needed to do to adopt climate change? Who is the 1st one to get affected?* He cited some examples of how some Studies in Uttarakhand, Bankura (West Bengal), and Gulf of Khambhat (Gujarat) shows increasing rural migration. Climate change and lack of livelihood options severely affect farmers. Successful pilots have demonstrated arresting migration by creating village-level income opportunities by OASiS team.

There is a common belief that rural livelihoods thrive only when linked to urban markets. Reflecting this, many CSOs tend to orient their efforts towards creating products for urban consumers. A classic example is the Fab India value chain, which is associated with several NGOs.

CONSIDER A HANDLOOM SAREE

- Farmer cost : Rs 500
- Weaver cost : Rs 700
- Dyes and materials : Rs 400
- NGO facilitation : Rs 400
- **Total production cost : Rs 2,000**



The saree is sold by the producing NGO at Rs 2,000 to a larger intermediary NGO, which then supplies it to Fab India at approximately Rs 3,000. Fab India, in turn, sells it in the retail market for around **Rs 10,000**.

This illustrates how a product created at the grassroots with a cost of Rs 2,000 eventually reaches an urban shelf at nearly five times the price — highlighting both the opportunity and the imbalance in value realisation for rural producers.

WHAT CAN BE THE SOLUTION?

They started experimenting in a forest village of Bankura, West Bengal (Arid zone) State, where average land size 1.25 Ac/family, 1 tube well for 145 Households. This village was abandoned, and villagers were heavily exploited. Villagers were involved in daily labour, they used to travel to city through trucks every day. OASiS took initiative, worked for villagers and left, after a year, when the team re-visited to the same village,

trucks disappeared, and migration arrested. Similarly, another study took place in Backyard clusters of Gulf of Khambhat, Gujarat State in 2003. The team observed similar kind of mindset shift of the community.

A total of 42 workshops have been conducted under the GLIDE approach, with participation from 23 NGOs/CSOs across 9 states of India.

2. SECOND SESSION

The facilitator asked participants to imagine themselves as farmers and to adopt new names as village residents. Throughout the workshop, they addressed one another using these new identities.

He then asked the participants how they felt in the role of a farmer or rural villager, and what livelihood options they could think of within a village setting. The participants listed various agriculture and non-agriculture livelihood sources available to villagers. Following this, they were encouraged to reflect on what is required to produce different agricultural products. From the list, the items already available within the village were identified and marked.

The facilitator asked the participants to identify the resources required to run a business. He further guided them to distinguish between the resources already available in the village and those that still need to be arranged.

Participants observed that many key resources already exist within villages—such as skills, space, manpower, water, electricity, transport, and storage facilities—while others, including machinery, licenses, and marketing, require additional support.

The participants categorised the required elements into three major groups:

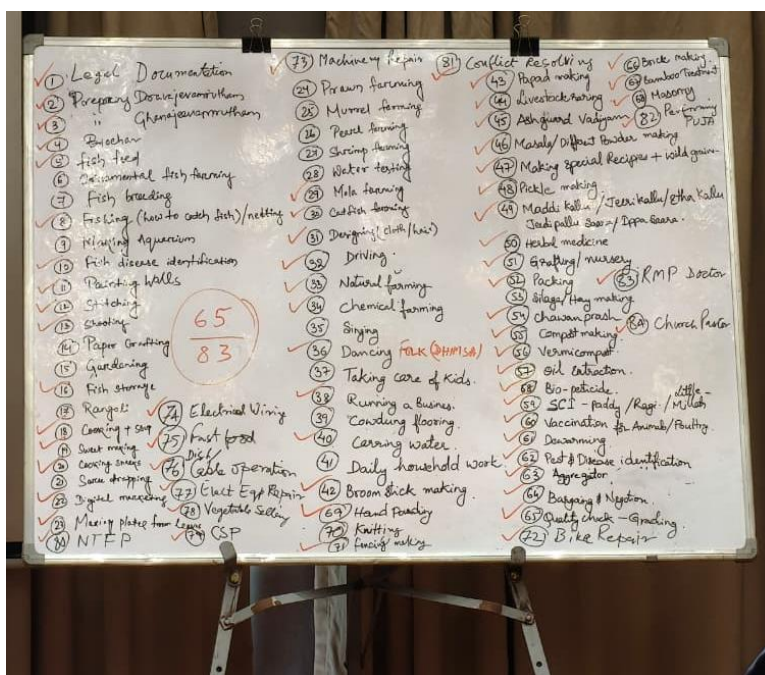
- **Resources:** Money, land, labour, water, machinery, power, storage, and transport
- **Competencies:** Skills, honesty, sincerity, quality, branding, and marketing
- **Enablers:** Licensing, insurance, certification, and business planning



3. THIRD SESSION

A. Skills Mapping:

Participants were asked to list their personal skills as a farmer in the village, resulting in 83 identified skills all together. Now, they needed to think what can be those skills which will help for earnings. Thus, 65 skills were found useful for village-level income generation.



B. Raw Material Mapping:

Raw materials were categorised as Uncultivated resources in and around the villages that can be accessible. The resources to be listed out from the following categories separately:

- Trees, plants, fruits, flowers
- Greens, vegetables, tubers, mushrooms
- Herbs, medicinal plants
- Weeds, grasses
- Water-based resources (fish, crabs, aquatic plants)
- NTFPs
- Coloured stones

Participants, divided into four groups, mapped all uncultivated raw materials available around villages. Cultivated raw materials were listed by each group. Total identified resources were 365 varieties. This indicates the biodiversity of the village.

GROUP NAME	UCu	Cu	Total	GOODS
S1	129	135	264	332
S2	131	160	291	452
P1	145	207	352	328
P2	158	134	292	337

Through the process, participants realized that Indigenous biodiversity and traditional knowledge about the resources are diminishing. Many useful plants/herbs are now considered as unwanted/weeds.



Reflections of the Previous Day

PARTICIPANTS EXPRESSED INSIGHTS ON FORGOTTEN SKILLS, THE RICHNESS OF LOCAL BIODIVERSITY, AND THE BENEFITS OF COLLECTIVE IDENTIFICATION OF RESOURCES.

DAY 2

13th November 2025

4. FOURTH SESSION

The day started by recalling new farmer names for each other. Facilitator asked participants to remind previous day learnings i.e., what a farmer should think to earn for his livelihood in the village. Discussed on two pillars **skills** and **raw materials** before moving to the third pillar of livelihoods: **Money**.

Facilitator asked for Cluster mapping. One has to analyse the requirements, potential and existing practices in the village for planning.

1 Gram Panchayat	= 10 villages = 300 HHs
1 Household	= 4 family members
Average landholding	= 1.5 Ac

How many crops a farmer takes in a year? Based on the existing livelihood options, let's find out the earnings of a family in a year.

Participants listed out the activities/mean of Income in the village.

CLUSTER = 10 Villages = 300 Households 1 HOUSEHOLD = 4 MEMBERS 1 " = 1.5 ACRES + 1 ACRE 1 YEAR = 1 CROP	18) REPAIR/MAINT = 500/- 1) GROCERY 2) RICE/WHEAT 3) VEGETABLES/FRUITS 4) NON-VEG 5) MILK, JUICE 6) SNACKS/STREET FOOD 7) EDUCATION 8) HEALTH 9) CLOTHES/SHOES 10) COSMETICS 11) GIFTS 12) FESTIVALS (INCLUDING LIQUOR) 13) PETROL/TRANSPORT 14) MOBILE RECHARGE/CABLE 15) ELECTRICITY/GAS 16) LOAN-EMI 17) LIQUOR+OTHERS
P.A ✓ AGRICULTURE = 20,000/- ✓ POULTRY = 2,000/- ✓ GOATERY = 15,000/- ✓ AGRI LABOUR = 15,000/- ✓ NTFP = 5,000/- OTHER PROFESSION = 50,000/- ✓ MNREGA = 25,000/- ✓ GOVT SCHEMES = 75,000/- FISHERY = 5,000/- ✓ ORCHARDS = 60,000/-	= 6,500/- = 500/- = 1,000/- = 2,000/- = 2,000/- = 200/- = 1,500/- = 5,000/- = 2,000/- = 1,200/- = 300/- = 3,000/- = 3,000/-

ECONOMIC SCENARIO

PER HOUSEHOLD

- A) ANNUAL INCOME = 1,87,000/-
 B) MONTHLY EXPENSE = 28,700/-
 C) ANNUAL EXPENSE = 3,44,400/-

ANNUAL DEFICIT (C-A) = 1,57,400/-
 (MET BY LOANS/EMI/CREDIT)

PER CLUSTER (300 HOUSEHOLDS)

ANNUAL INCOME = 5,61,00,000/-
 ANNUAL EXPENSE = 10,33,20,000/-
 ANNUAL DEFICIT = 4,72,20,000/-

FISHERY = 5,000/-
 ✓ ORCHARDS = 60,000/-

MONTHLY EXPENSE PER FAMILY

- 1) GROCERY =
- 2) RICE/WHEAT =
- 3) VEGETABLES/FRUITS =
- 4) NON-VEG =
- 5) REPAIR/MAINT = 500/-
- 6) SNACKS/STREET FOOD = 500/-
- 7) EDUCATION = 1,000/-
- 8) HEALTH = 2,000/-
- 9) CLOTHES/SHOES = 2,000/-
- 10) COSMETICS = 200/-
- 11) GIFTS = 1,500/-
- 12) FESTIVALS^{+RITUALS} (INCLUDING LIQUOR) = 5,000/-
- 13) PETROL/TRANSPORT = 2,000/-
- 14) MOBILE RECHARGE/CABLE = 1,200/-
- 15) ELECTRICITY/GAS = 300/-
- 16) LOAN-EMI = 3,000/-
- 17) LIQUOR+OTHERS = 3,000/-

5. FIFTH SESSION

Participants were asked to list out the products for daily needs and what is the monthly expenses for a farmer family?

As a result, Village Economics is found to be as follows:

- Average landholding : 1.5 acres/HH
- Average annual income per household : ₹1,47,000
- Average monthly expense : ₹28,700
- Annual expenses : ₹3,44,400
- Deficit / Loan dependency : ₹1,57,400 per HH

Cluster-level Estimation was done based on village economics.

For 300 households (1 cluster) :
 Total Annual Expenses : ₹10.33 crore

This shows that the amount of ₹10.33 crore flows out of the village economy every year.

Participants listed all items consumed by villagers but purchased from outside i.e., FMCG, groceries, snacks, cosmetics, clothes, services, etc.

From the session, the participants understood that Urban companies invest money in banks but extract significant revenue from rural consumption. Villages have become markets rather than production centres.

6. SIXTH SESSION

Chips Experiment' to Understand Value Extraction:

The facilitator demonstrated how a pack of chips costing ₹5 yields high profits to companies. Let's see how big the market is:

Facilitator gave one chips packet to each table	
1 Packet	11.5 gm (Rs 5/-)
Raw potato required (max.)	50 gm (to make one packet of chips)
Raw potato rate	Rs. 10 (per kg)
If a 50 gm raw material gives a product (chips packet) with a value of Rs 5/- 1000 gm (1 Kg) raw material will give chips packet with a value of Rs 100/-. A farmer/villager is selling 1 kg potato in Rs 10/- whereas buying chips in Rs 100/-.	
Company profit is approx. ₹90/kg.	
If we assume, cluster level chips consumption is 4 packets/day/family → 120 packets/month → 1440 packets/year.	
For 300 Household	4.32 lakh packets / year
Total expenses	₹21.6 lakh annually on Potato Chips

Moreover, the ingredients show use of Palm oil to fry the chips. Use of palm oil leads to health hazards like heart diseases, kidney diseases, Obesity with Carcinogenic effects. In a very few countries, palm oil is allowed to use as edible oil, India is one among them.

This estimation shows Significant income is drained from villages through a product like Potato chips; low-nutrient, unhealthy products which is consumed by kids in villages.

Hand Sanitizer Experiment

Each group was given a hand sanitizer and facilitator asked to use it to remove the Manufacture & Expiry dates. It was removed easily.

Many companies do the same, they remove, reprint and resell the same expired product, that raises concern on public health and consumer safety.

Chicken 65 Cips Packet Experiment

Chicken 65 flavoured chips packets purchased from the local village market were tested by burning a small sample. The chips ignited and burned like plastic, releasing a strong plastic-like smell.

This indicates possible adulteration or the presence of unsafe synthetic additives, raising concerns about food quality, safety, and regulatory oversight in local markets.

7. SEVENTH SESSION

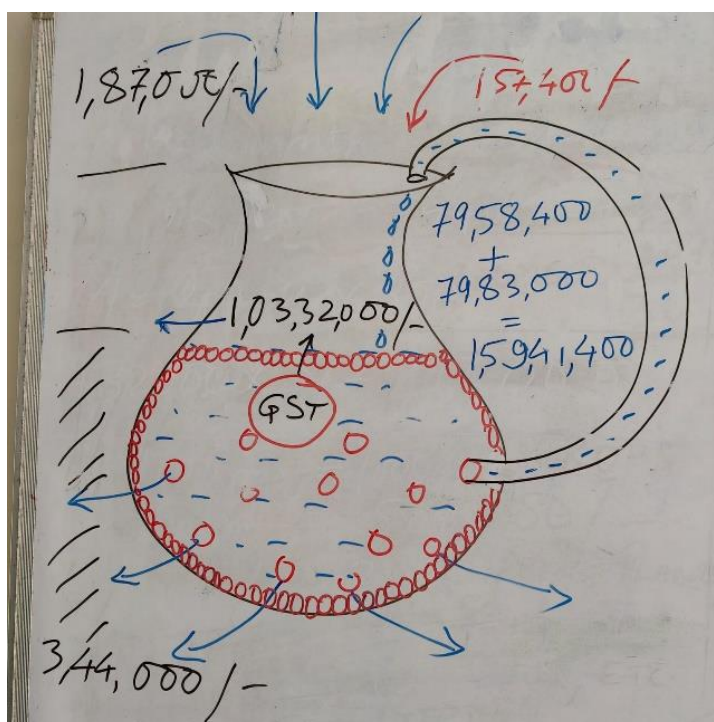
Pot of Wealth: Facilitator has drawn a Pot picture & started putting all estimated figures (income, expenses & loan – previously calculated) into the Pot from previously estimated village economy. Further, he asked one of the participants to draw those many numbers of holes (452) in Pond which is the number of products villages bought from outside.

The pot diagram illustrated the fund flow of the village:

- Income flowing in (₹1,87,000)
- Expenses (₹3,44,400)
- Loan (₹1,57,400)

452 “holes” representing expenses on goods, including invisible GST expenses. The pot will be left with no bottom due to all 452 leakages (expenses), this shows that in similar manner, village households remain trapped in debt ultimately.

What can be the strategies to maintain the water level without reducing the holes or disturbing pond bottom?



Converting Expenses into Income: Participants brainstormed and found 45 solutions to connect all holes back to the pot mouth.

8. EIGHTH SESSION

Facilitator asked each Group to choose products to start Enterprise which fulfils following conditions:

- Should know how to prepare the Product.
- Raw materials should be free/uncultivated.
- Product must be locally needed and consumed monthly by all HHs.
- Groups must choose different products.
- Value addition must be there.

Total Seven products by each group were selected for business planning.



REFLECTIONS OF THE PREVIOUS DAY

GROUP-BASED ENTERPRISES LAST LONGER THAN INDIVIDUAL VENTURES.
SMALL GROUPS CAN HOLD THE ENTERPRISE FOR LONGER PERIODS THAN
LARGER GROUPS.

COMPETITION KILLS LIVELIHOOD, WHEREAS COMPLEMENTARY
LIVELIHOODS ENSURE EQUAL OPPORTUNITY WITHOUT SEGMENTING
MARKET FOR EVERY HHS IN VILLAGE.

DAY 2

14th November 2025

9. NINTH SESSION

Mr Pradeep explained that not much focus required on preparing attractive packaging. Instead of plastic packaging, thick packaging (Boxes) /paper covers can be used. Better to serve products instant and fresh.

- Eco-friendly packaging.
- Do not take loans for machinery, use profits for reinvestment.
- Consider family labour as Man Hour while estimating profits.

(A) Business Plan Development

Each group estimated the following factors for 1st Month Business:

- Target households
- Monthly demand
- Raw material needed
- Production cost
- Packaging and machinery costs
- Estimated profit

PRODUCT NAME	1 st MONTH	2 nd MONTH	3 rd MONTH	4 th MONTH	5 th MONTH	6 th MONTH	7 th MONTH	8 th MONTH	9 th MONTH	10 th MONTH	11 th MONTH	12 th MONTH	TOTAL
1 MANGO PICKLE	500	500	500	500	500	500	500	500	500	500	500	500	6000
2 SOAPNUT POWDER	300	300	300	300	300	300	300	300	300	300	300	300	3600
3 CURRY LEAF POWDER	250	250	250	250	250	250	250	250	250	250	250	250	3000
4 TAMARIND CHUTNEY	150	150	150	150	150	150	150	150	150	150	150	150	1800
5 JACKFRUIT CHUTNEY	100	100	100	100	100	100	100	100	100	100	100	100	1200
6 ADZUKI LEAF PICKLE	400	400	400	400	400	400	400	400	400	400	400	400	4800
7 HONEY	500	500	500	500	500	500	500	500	500	500	500	500	6000
8 CHUTNEY POWDER	250	250	250	250	250	250	250	250	250	250	250	250	3000
9 RAGI LADDU	500	500	500	500	500	500	500	500	500	500	500	500	6000
10 FISH FRY	300	300	300	300	300	300	300	300	300	300	300	300	3600
11 TURMERIC POWDER	100	100	100	100	100	100	100	100	100	100	100	100	1200
12 CHICKEN PICKLE	250	250	250	250	250	250	250	250	250	250	250	250	3000
13 GINGER PASTE	300	300	300	300	300	300	300	300	300	300	300	300	3600
14 RED GRAM DAL	100	100	100	100	100	100	100	100	100	100	100	100	1200
TOTAL	79,82,000/-	79,82,000/-	79,82,000/-	79,82,000/-	79,82,000/-	79,82,000/-	79,82,000/-	79,82,000/-	79,82,000/-	79,82,000/-	79,82,000/-	79,82,000/-	957,84,000/-
159,41,400/-													

- (A) **Advertisement:** Groups then advertised their products with awareness strategies (plays, slogans, social media messaging) to promote their products within the village.
- (B) **Pre-Booking Strategy:** Participants learned that taking pre-orders reduces wastage and ensures guaranteed sales.



Product Name	1 Month 1 Family	Rate	1 year 300 Family	Market Potential	1 Month HH	1 Month Quantity	Raw material Expenses	Processing Expenses	Packaging Exp	Miscellaneous Exp	Labour hour	Labour cost	Extra Exp	Total Exp.	Produce sale	By-product sale	waste product	Total Income	Profit/loss	Gross Profit
Mango Pickle	500 gms	200/kg	1800 kg	3,60,000	50	25 Kg	1100	-	500	20	24	1056	100	2776	5000	-	-	5000	2224	3280
Soapnut Powder	300 gms	180/kg	1080 kg	194900	45	13.5 kg	-	-	270	20	24	1056	100	1446	2430	-	-	2430	984	2040
Curry Leaf Powder	250 gms	800/kg	900 kg	7,20,000	30	7.5 kg	640	-	-	20	41	10	200	2660	6000	-	-	6000	3340	5140
Tamarind Cake	1.5 kg	180/kg	5400 kg	9,72,000	30	45 kg	-	-	-	20	50	2188	100	2308	8100	450	-	8550	6242	8430
Jackfruit Chips	1.8 kg 12 packets	600/kg (5 Packets)	6480 kg (4,32,000 Packets)	38,40,000	30	54 kg (3600 Packets)	1030	-	900	20	6	264	100	2314	32400	3000	-	35400	33086	33350
Adda Leaf Plates	4 Plates	5 Packets	14400 Plates	72,000	50	200 Plates	-	-	-	-	13	572	100	672	1000	-	-	1000	328	900
Honey	500 gms	1000/kg	1800 kg	1800000	50	25 kg	-	-	500	20	25	1100	100	1720	25000	1000	-	26000	24280	25380
Chilli Powder	250 gms	240/kg	900/kg	2,25,000	30	7.5 kg	1500	375	-	20	14	616	200	2711	1,800	-	-	1800	911	
Ragi Laddu	50 gms	550/kg	1800/kg	9,90,000	50	25 kg	6025	750	500	20	14	61	200	8111	13,750	-	-	13,750	5,639	6,255
Fish Fry	3 kg	300/kg	10800/kg	32,40,000	100	300 kg	57700	900	-	-	20	880	100	59580	90,000	-	1000	91,000	31420	32300
Turmeric Powder	100 gms	250/kg	360	90,000	100	10 kg	1440	-	-	20	13	572	100	2132	2,500	-	-	2500	36	940
Chicken Pickle	250 gms	2000/kg	900 kg	18,00,000	20	5 kg	5195	-	400	20	12	528	300	6443	10,000	-	100	10,100	3657	4185
Ginger Paste	300 gms	250/kg	1080	2,70,000	100	30 kg	2030	600	300	20	24	1056	100	4106	7,500	-	-	7,500	3394	4450
Red Gram Dal	2 kg	190/kg	7200 kg	136800	50	100 kg	12400	4650	-	20	10	440	500	18010	19,000	400	-	19,400	1390	1830
Rs 7958400+ Rs 7983000 = Rs 15941400																				

- (C) **Sustainability:** Since many products depend on uncultivated resources, cutting forests for industries would threaten local livelihoods. Thus, communities become protectors of local biodiversity.

SUMMARY OF KEY LEARNINGS

Facilitator cited one example of GPDP implementation process, while the target is village but planning by higher authorities. Instead, he suggested to build Gram Swaraj Kosh (GSK) – which will act according to what Grama Sabha guides. The decisions, responsibility & Governance rests with villagers themselves.

Arranging such workshops will give confidence to the villagers to start a business.

In this way, without loss of any economy, from cultivated/uncultivated products, the economy remains in the village. In a competitive economy, it's the producer & seller who gets profit, but in collaborative economy consumer too gets benefit. This will lead to the economic growth of community in village.

The workshop ended with the learnings / feedback from individual participants and the action plan to conduct such workshops at village level. GLIDE guidelines to be shared by the facilitator.





WALK THROUGH THE PHOTO GALLERY

<https://lnkd.in/dPFwnXUu>



WATERSHED SUPPORT SERVICES AND ACTIVITIES NETWORK (WASSAN)

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