

The
Market place
Literacy
Project

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Marketplace Literacy

- Not basic literacy but consumer literacy
- Teaches social skills, awareness of rights and confidence to negotiate in the marketplace
- Targets the population in the lowest income and literacy levels
- Consumers as well as entrepreneurs

C o n s u m e r E d u c a t i o n

- Identify
 - ✓ Gap in the education of consumers and entrepreneurs on the workings of the marketplace
 - ✓ Field research in the villages of southern India
- Resolve with the help of education
 - ✓ Interactive, local and scalable

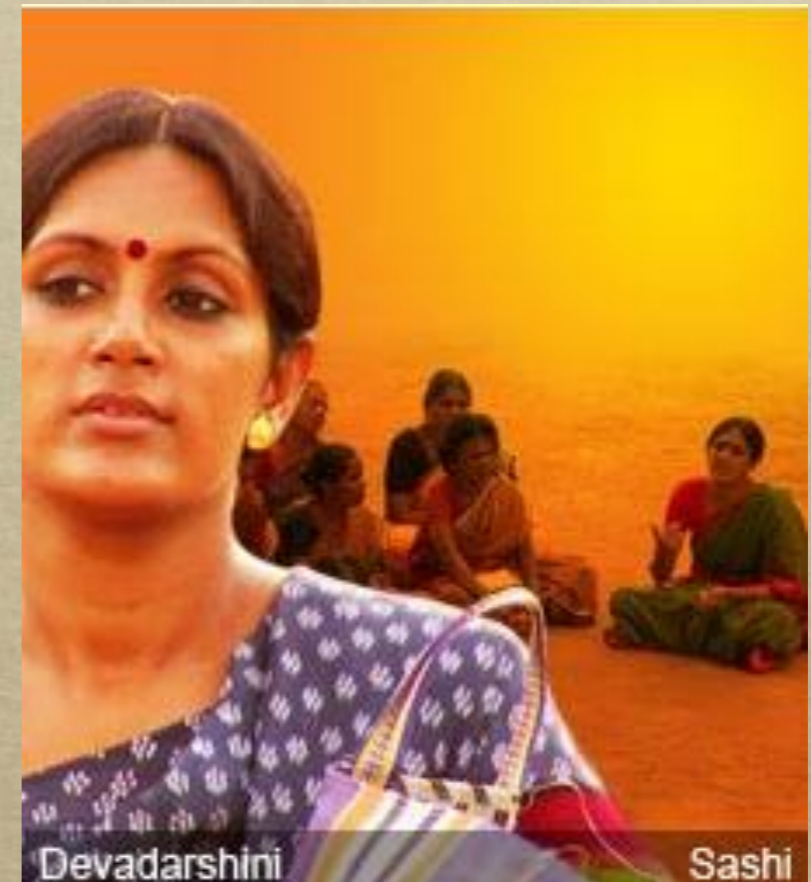
P l a t f o r m f o r e d u c a t i o n

Movie & video based educational episodes

- ✓ Employs the local population
- ✓ Relatable
- ✓ Facilitator free
- ✓ Engaging and scalable

Animations

- ✓ In addition to the above, universally accessible and ease of broadcast

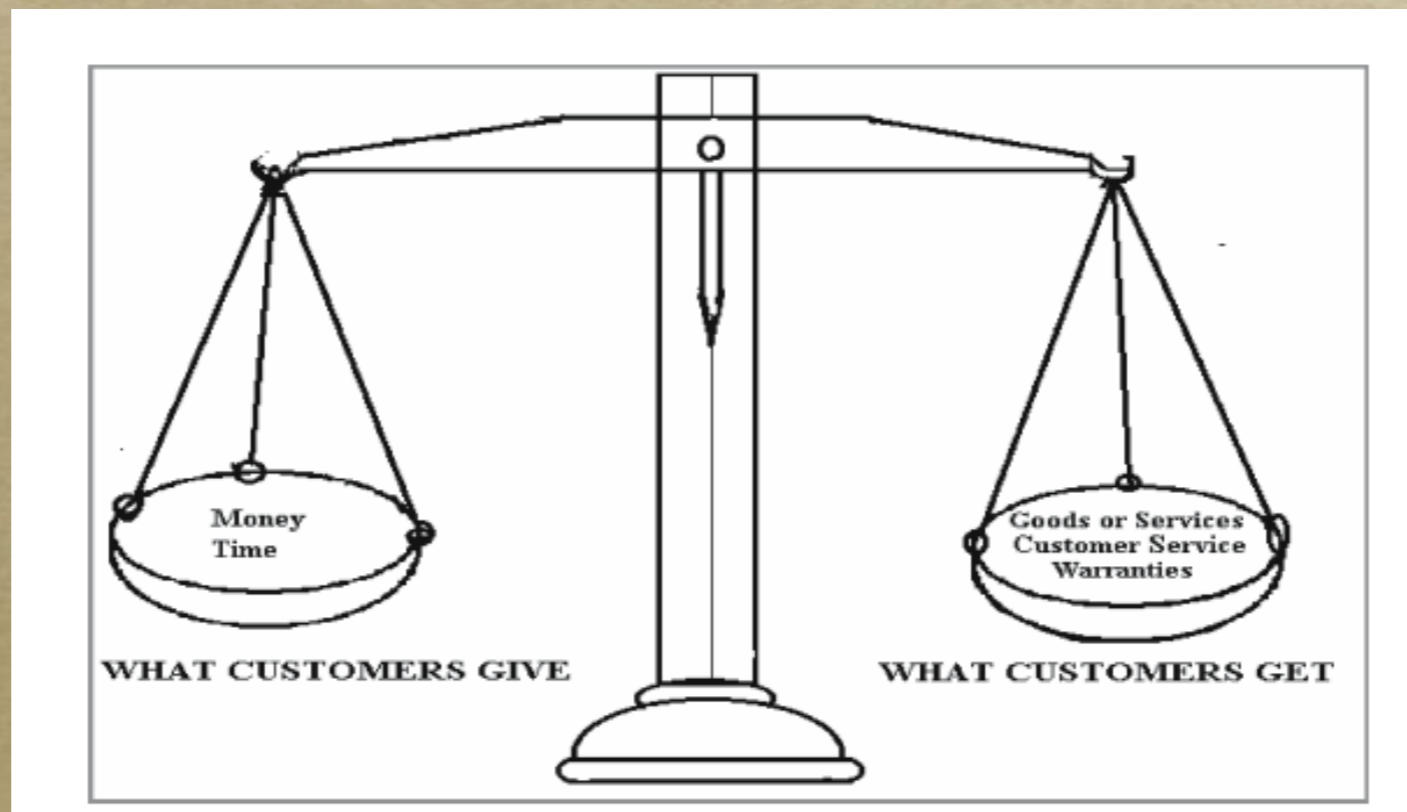


L e s s o n P l a n

- Basic business concepts useful for everyday entrepreneurs and consumer regardless of their literacy level
- Answering questions like
 - ✓ What is the value chain?
 - ✓ How is value created?
 - ✓ Importance of a mutually beneficial exchange

M u t u a l l y b e n e f i c i a l e x c h a n g e

- Mutually beneficial exchanges
- Delivering value to customers just like receiving value from consumers
- Work notion of customer orientation through all topics



MLP

A c h i e v e m e n t s

- Supplement the recent micro finance and vocational literacy programs
- Emphasize generic consumer and entrepreneurial literacy
 - ✓ Addressing a central problem in the economic realm and fulfills a central need

C o n s e q u e n c e s o f r e s e a r c h

- The videos and animations made are being scaled to not only the rest of India but also applicable to the low literate population around the world
- Including Africa, South America and the North America (USA)

S y n o p s i s

- The MLP seeks to create sustainable solutions for marketplaces
- Develop and disseminate actionable knowledge

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