



Livihoods Asia *Summit 2014*

December 10 and 11, 2014
New Delhi | India

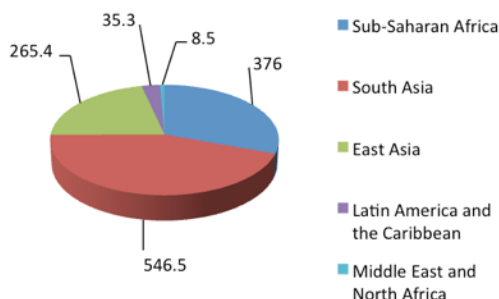




1. Livelihoods Asia Platform

In order to understand and assess the key issues and challenges that the poor face in sustaining their livelihoods and micro enterprises and also to craft a vision and strategy for moving them from subsistence to sustainable levels, a national platform styled as Livelihoods India was established in 2010 by ACCESS Development Services. Since then, the platform has evolved significantly and has emerged as an important forum for all stakeholders to discuss and dwell over critical issues that impede and afflict the sustainability of the livelihoods of poor. Based on feedback and experiences, from 2014 onwards, the Livelihoods India platform is being repositioned as the “Livelihoods Asia Platform”. This has been necessitated due to the fact that the proportion of poor in Asia is among the highest across regions and sharing and learning from each other’s experiences will mutually reinforce country efforts.

Number of Poor in the World
(in millions)



Using the World Bank’s measure of extreme income poverty, there are around 1.2 billion people in extreme poverty. About 58 percent, mainly in Asia, live in lower-middle-income countries (between \$1,026 and \$4,035 GDP per person) such as China, India, and Indonesia.

Paradoxically, however, there does not exist any credible pan Asia platform to facilitate a South-South dialogue and help in dissemination on poverty reduction and livelihoods promotion strategies and experiences. This is promised to be addressed through the Livelihoods Asia platform. The mission of Livelihoods Asia is to create a regional platform that presents opportunities for cross learning and sharing of these unique experiences - both successes and failures within countries in the region. Livelihoods Asia aims at building sectoral consensus on critical issues and challenges faced by the poor, share best practices and inform and influence policy. Within Livelihoods Asia Platform, specific sub-initiatives have been designed to make this platform an effective bridge for cross learning. The sub-initiatives include

- The Livelihoods Asia Summit,
- State of India’s Livelihoods (SOIL) Report,
- Sitaram Rao Livelihoods India Case Study Competition



2. Livelihoods Asia Platform- Sub Initiatives

Livelihoods Asia Summit

Livelihoods Asia Summit will be held in New Delhi between December 10 and 11, 2014. This is a unique platform established to facilitate south-south dialogue on livelihoods enhancement of the poor. The Summit will explore scalable solutions that involve inclusive business models, inclusive value chains, livelihoods innovations, skill development, private sector partnerships, among other approaches that offer a pathway out of poverty. It will enable diverse stakeholders to meet and share experiences and breakthroughs, discuss issues and challenges that the poor face and build consensus on strategies that will help in strengthening the enabling environment and deliver sustainable outcomes.

More than 500 stakeholders from about 10 Asian countries, including policy makers, practitioners, academia, researchers, multilateral/ bilateral development agencies and private sector companies are expected to participate in the Summit with over 50 eminent thought leaders and sector specialists speaking in various panels.

The indicative list of sub-themes at the Summit are:

- South-South cooperation for livelihoods promotion
- Policy innovations for poverty reduction
- Empowering women in agriculture
- Collective action for small producers
- Skilling the workforce
- Private Sector Partnerships for livelihoods promotion
- Inclusive Agri Value Chains
- CSR and livelihoods
- Inclusive agri-food value chains
- Role of ICT in livelihoods support services
- Infrastructure development for building rural livelihoods



State of India's Livelihoods Report

The State of India's Livelihoods (SOIL) Report is an annual Report released at the Summit. It's an authoritative commentary on policy and programmes of the government, potential opportunities for the poor, on the role of the private sector and the civil society in livelihoods promotion, tracks trends and analyses the environment in the sector. The SOIL Report is an important reference document, widely referred to by policy makers, promoters as well as practitioners and informs and influences policy from other countries in the region. While so far SOIL was limited to tracking trends within India, Livelihoods Asia Summit partners will be encouraged to bring out similar publications from 2015 onwards.





Sitaram Rao Livelihoods India Case Study Competition

The Sitaram Rao Livelihoods India Case Study Competition is an effective mechanism for bringing together the collective intellect of the sector that helps to assimilate innovative solutions, breakthroughs, good experiences and best practices. It helps practitioners to learn from mutual experiences and felicitates innovators. The Case Study Competition is organized annually around a specific theme, under which entries are solicited, assessed and the 10 best case studies are brought together into a Case Study Compendium that is released at the Summit, and the three best case study authors are felicitated. From 2015 onwards, the Case Study Competition will be opened to other countries within the region.

3. Livelihoods Asia Summit - Participation

The Livelihoods Asia Summit will target about 600 delegates from the livelihoods sector including practitioners, policy makers, private sector, non governmental organizations, donors, multilateral / bilateral organizations, academicians, researchers and other support organizations from within the region. The Summit will present a unique learning experience for the participants from a diverse array of themes that will be discussed in over 20 sessions across the two days. Experiences, case studies, issues and challenges from countries within the region will be shared at the Livelihoods Asia Summit. Over 50 thought-leaders, policy makers and practitioners are expected to be a part of the two-day deliberations.

4. Livelihoods Asia - Be an Anchor Partner

To broaden the participation base in the Livelihoods Asia Summit from within the region, for 2014, ACCESS is seeking the interest from various stakeholders to associate with the Summit as Regional/ Country ANCHOR PARTNERS.

Regional Anchor Partner

Regional Anchor Partners are those who will partner with us for mobilizing participation across 6-7 countries. Besides participation, Regional Anchor Partners to the Summit are expected to identify appropriate themes, best practices, and breakthroughs from across the countries for sharing at the Summit. Typically, Regional Anchor Partners could be from among Multilateral / Bilateral Agencies, International NGOs which have a pan Asia presence, International Foundations, Corporates, etc.

Country Anchor Partner

COUNTRY ANCHOR PARTNERS are those who partner with us for a specific country. The Country ANCHOR PARTNERS are also expected to identify appropriate themes, best practices and breakthroughs within for sharing at the Summit. Country Anchor Partners could be among Multilateral/Bilateral Agencies, International NGOs, National/International Foundations/Private Charities, Corporates, etc.

Broadly, the privileges provided to the Regional/ Country Anchor Partners to the Summit will be as follows:

- Opportunity to share a relevant experience at the Summit with an Asia level audience through representation in an appropriate session. The Anchor Partner will be invited to suggest a theme, experiences that it desires for sharing at the Summit.



- Opportunity to organize an associated event during the Summit, either on Day Zero, or post the Summit or as an evening event on the Summit Days. The associated event will be highlighted as a part of the Summit Programme in the Resource Book. (The Anchor Partner will be required to, however, meet the actual costs related to organizing the event).

Opportunity to exhibit / showcase products and offerings that are relevant to livelihoods promotion of poor through booths in the LIVELIHOODS ASIA MARKETPLACE, located in high traffic areas at the venue.

- Logo of the Anchor Partner will be included and displayed on the SUMMIT backdrop as well as in all promotional material and collateral.
- Profiling of the Anchor Partner in the Summit Resource Directory.
- Anchor Partners will be allowed to include one write-up on their organization to be placed in the Delegate Kit.
- Complimentary registrations for each Anchor Partner.

As a part of this partnership, the few expectations from ACCESS are as follows:

- Mobilization of 15 delegates from the Anchor Partner country.
 - Hosting the Summit details on their websites

Anchor Partnership fee of USD 7,500 for Regional Anchor Partner

Anchor Partnership fee of USD 2,500 for Country Anchor Partner

5. Sponsor a Session at the Summit

The Livelihoods Asia Summit provides opportunities for stakeholders to propose sessions around specific themes to be organized as a part of the Summit. Once the themes are approved to be included in Summit deliberations, the sponsors are requested to propose names of appropriate panelists and moderator. The organizers closely coordinate with the Sponsor in organizing the session efficiently. Against the Sponsorship amount, the organizers meet the travel, stay and other logistics of the panelists.

6. Sponsor the Summit

ACCESS is seeking sponsors to support the Summit. While previously, several important sponsors like the Govt. of India, World Bank, UNDP, IFAD, NABARD, have supported the Summit and its sub initiatives, given its new pan-Asia appeal, ACCESS is seeking sponsors from other countries in the region. The various sponsorship categories and entitlement details are as below:



Core Sponsors	Co-Sponsors
Sponsorship Amount: USD 25,000	Sponsorship Amount: USD 15,000
Exclusive Logo placement: Positioned well in core category at the top in communication materials – Summit Resource Directory, Event Backdrop, Summit Report	Logo in Co sponsor category one level below Core sponsors
Opportunity to design and coordinate one session (plenary/ breakout) jointly with Livelihoods Asia team	
2 senior representatives as speakers in appropriate panel/s. In case the partnership is forged well in advance, opportunity for a senior representative to speak at the Inaugural/ Valedictory Session of the Conference	1 senior representatives as speakers in appropriate panel/s
2 standees inside conference room and remaining standees outside	2 Standees only in outside conference room area
10 free registrations (which can be passed on to partners/affiliates/clients)	5 free registrations
10 Complimentary copies of ACCESS publications – State of India’s Livelihoods Report and Summit Report	5 complimentary copies of each publication
Placement of company logo & Brief profile on event website	
Sponsor Company Literature/promotional material as part of Delegate kit bag	Company Literature as part of Delegate kit bag
Opportunity to exhibit / showcase products and offerings that are relevant to livelihoods promotion of poor through booths in the LIVELIHOODS ASIA MARKETPLACE, located in high traffic areas at the venue, as a way of increasing the interaction with Summit participants.	Opportunity to exhibit / showcase products and offerings that are relevant to livelihoods promotion of poor through booths in the LIVELIHOODS ASIA MARKETPLACE, located in high traffic areas at the venue, as a way of increasing the interaction with Summit participants.



Regional Anchor Partner	Country Anchor Partner
Sponsorship Amount: USD 7500	Sponsorship Amount: USD 2500
Logo placement: Positioned well in the Regional Anchor Partner category above the Country Anchor Partner category at the top in communication materials – Summit Resource Directory, Event Backdrop, Summit Report	Logo placement: Positioned well in Anchor Partner category below the Regional Anchor Partner category in communication materials – Summit Resource Directory, Event Backdrop, Summit Report
Opportunity to design and coordinate one session (plenary/ breakout) jointly with Livelihoods Asia team to share a relevant experience at the Summit with an Asia level audience	Opportunity to design and coordinate one session (breakout) jointly with Livelihoods Asia team to share a relevant experience at the Summit with an Asia level audience
1 senior representative as speakers in appropriate panel/s. In case the partnership is forged well in advance, opportunity for a senior representative to speak at the Valedictory Session of the Conference	1 senior representatives as speakers in appropriate panel/s.
2 standees outside conference room	2 standees outside conference room
5 complimentary registrations for each Partner	2 complimentary registrations for each Anchor Partner
5 Complimentary copies of ACCESS publications – State of India’s Livelihoods Report and Summit Report	2 Complimentary copies of ACCESS publications – State of India’s Livelihoods Report and Summit Report
Opportunity to organize an associated event during the Summit, either on Day Zero, or post the Summit or as an evening event on the Summit Days.	Opportunity to organize an associated event during the Summit, either on Day Zero, or post the Summit or as an evening event on the Summit Days.
Sponsor Company Literature/promotional material as part of Delegate kit bag	Sponsor Company Literature/promotional material as part of Delegate kit bag
Opportunity to exhibit / showcase products and offerings that are relevant to livelihoods promotion of poor through booths in the LIVELIHOODS ASIA MARKETPLACE, located in high traffic areas at the venue, as a way of increasing the interaction with Summit participants.	Opportunity to exhibit / showcase products and offerings that are relevant to livelihoods promotion of poor through booths in the LIVELIHOODS ASIA MARKETPLACE, located in high traffic areas at the venue, as a way of increasing the interaction with Summit participants.



About ACCESS Development Services

ACCESS Development Services is a national livelihoods support organisation with focus on incubating innovations for sustainable livelihoods of the poor. Set up in March 2006, with support from DFID, ACCESS is structured uniquely, to work at all levels of the value chain – implementing programmes on the ground, working with Civil Society organisations, Government Departments, Corporate sector, and Multilateral/ Bilateral agencies to improve and enhance their programme implementation and also undertaking a few national initiatives. The core programming strength of ACCESS is in building ‘Inclusive Value Chains’ and helping the poor to access higher benefits of the value chain dynamics. Within the ambit of its work relating to strengthening the enabling environment and building sectoral consensus, ACCESS organises the Inclusive Finance India Summit and the Livelihoods Asia Summit, two flagship global initiatives. In addition to India, ACCESS has supported livelihoods programmes in Indonesia and Kenya.

Other Associated Events

Preceding the Livelihoods Asia Summit, ACCESS also organizes a Global event styled as the “Inclusive Finance India”, which is attended by around a 1000 delegates, with more than 100 thought leaders and sector experts speaking across the two days on diverse themes relating to all strands that deliver financial services to the poor. Participants attending the Livelihoods Asia Summit can avail of concessional registration for attending the Inclusive Finance India Summit. At the Summit, Inclusive Finance India-State of the Sector Report as well as the India Social Performance Report are also released. The Inclusive Finance India Summit in 2014 will be organised between December 8 and 9, 2014 in Delhi.





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