MUUKTI MOVING MARKET
A SPECIAL PROJECT FOR A POST-COVID WORLD

We all agree that the post-COVID world should be different and more inclusive. One innovative paradigm from W. Bengal is demonstrating what this can mean in REAL terms.

Our project partner, Sankar Halder of Mukti, used April to pilot test a visionary idea: A vegetable stock exchange: A moving market!

This is a mobile vegetable cart where one can buy AND SELL!!! When the small-scale farmer loses access to his market, the market now moves to him! Meeting local demand with local supply seems compellingly simple, and yet it took a breakdown in the traditional supply-chain to reveal existing inefficiencies.

In this new ‘essentials’ economy, there is no crowding, no need to travel to the marketplace and less wastage due to shorter “shelf duration”. The pilot phase saw 1 seller for every 2 buyers and 10% engagement. As schedules become predictable by village, each cart will scale to serve the needs of 350 to 500 families daily.

Daily rates are decided by an existing joint committee of organic farmers AND consumers (a group created by Mukti in operation for 13 years). Currently, there is no difference in price for buying and selling (can be re-tooled for post-lockdown sustainability).
Pilot tested with Mukti funds; we are now looking for sponsors for the operational cost of Rs 7000 / month.

Asha Bangalore plains to support up to 20 such community shops for Post COVID world.

Initial target is 6 units or 42,000 INR.