THE SEVENTH SUBSISTENCE MARKETPLACES CONFERENCE

SUBSISTENCE AND SUSTAINABILITY

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN (UIUC)
All conference activities will be in the I-Hotel, Champaign.

ONLINE REGISTRATION FORM

Conference Organizers

Conference Chairs
Ronika Chakrabarti, Lancaster University
Paul Ingenbleek, Wageningen University
Srinivas Venugopal, University of Vermont

Conference Director
Madhu Viswanathan, University of Illinois, Urbana-Champaign

Doctoral Coordinators
Arun Sreekumar and Gaurav Sinha

SCHEDULE AT A GLANCE

Friday, June 22

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<td>9:00 – 4:00 PM</td>
<td>SOCIAL ENTREPRENEUR MEETING ON MARKETPLACE LITERACY AND RELATED INITIATIVES</td>
<td>ILLINOIS BALLROOM A</td>
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<tr>
<td>1:00 – 4:00 PM</td>
<td>PRE-CONFERENCE PROFESSIONAL DEVELOPMENT SESSION FOR SCHOLARS/PRactitioners</td>
<td>ILLINOIS BALLROOM A</td>
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<tr>
<td>4:00 – 5:00 PM</td>
<td>REGISTRATION, RECEPTION, AND BRIEF WELCOME</td>
<td>ILLINOIS BALLROOM A</td>
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<tr>
<td>5:00 – 7:00 PM</td>
<td>CURRICULAR INNOVATION WORKSHOP PART 1 - USING ONLINE AND FACE-TO-FACE POVERTY SIMULATIONS</td>
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Saturday, June 23

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<td>REGISTRATION AND CONTINENTAL BREAKFAST</td>
<td>ILLINOIS BALLROOM A</td>
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<td>8:15 – 8:45 AM</td>
<td>WELCOME AND INTRODUCTION</td>
<td>ILLINOIS BALLROOM A</td>
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<td>8:45 – 10:00 AM</td>
<td>CONCURRENT SESSION 1</td>
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<td>SESSION 1.1 – SUSTAINABILITY AND CONSUMPTION FROM THE BOTTOM UP</td>
<td>HUMANITIES ROOM</td>
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<td>SESSION 1.2 – THE INSTITUTIONAL AND ORGANIZATIONAL DIMENSIONS OF ENTERPRISES AND PUBLIC PARTNERSHIP</td>
<td>ALMA MATER ROOM</td>
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<td>SESSION 1.3 – SUSTAINABLE BUSINESS CONSUMPTION FROM THE BOTTOM UP</td>
<td>LINCOLN ROOM</td>
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<td>10:00 – 10:15 AM</td>
<td>BREAK</td>
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<td>Time</td>
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<tr>
<td>10:15 – 11:30 AM</td>
<td><strong>CONCURRENT SESSION 2</strong>&lt;br&gt;SESSION 2.1 – TECHNOLOGY AND INNOVATION&lt;br&gt;SESSION 2.2 – SURVIVAL SUBSISTENCE AND TRANSFORMATIVE ENTREPRENEURSHIP</td>
<td>HUMANITIES ROOM</td>
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<tr>
<td>11:30 – 12:45 PM</td>
<td>LUNCH AND ROUND TABLE UNSESSIONS</td>
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<tr>
<td>12:45 – 2:00 PM</td>
<td>PANEL ON SUBSISTENCE AND SUSTAINABILITY</td>
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<tr>
<td>2:00 – 2:15 PM</td>
<td>Break</td>
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<td>SOCIAL INNOVATION WORKSHOP</td>
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<td>3:45 – 4:00 PM</td>
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<tr>
<td>4:00 – 5:30 PM</td>
<td>CURRICULAR INNOVATION WORKSHOP PART 2</td>
<td>ILLINOIS BALLROOM A</td>
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<tr>
<td></td>
<td>DINNER</td>
<td>3513 CYPRESS CREEK ROAD, CHAMPAIGN, IL (RIDES FROM HOTEL MAIN ENTRANCE AT 6 PM)</td>
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**Sunday, June 24**

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<tr>
<th>Time</th>
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<td>7:00 – 8:30 AM</td>
<td>CONCURRENT SESSION 3&lt;br&gt;SESSION 3.1 – SUSTAINABLE BUSINESS CONSUMPTION FROM THE BOTTOM UP</td>
<td>ILLINOIS BALLROOM A</td>
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<td>8:30 – 9:45 AM</td>
<td>CONCURRENT SESSION 4&lt;br&gt;SESSION 3.2 – THE INSTITUTIONAL AND ORGANIZATIONAL DIMENSIONS OF ENTERPRISES AND PUBLIC PARTNERSHIP</td>
<td>HUMANITIES ROOM</td>
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<td>SESSION 3.3 – HEALTH AND NUTRITION IN SUBSISTENCE MARKETPLACES</td>
<td>ALMA MATER ROOM</td>
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<tr>
<td>9:45-10:00 AM</td>
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<td>10:00-11:30 AM</td>
<td>CONCURRENT SESSION 4&lt;br&gt;SESSION 4.1 – IMPLEMENTATION OF MARKETPLACE LITERACY IN SUBSISTENCE MARKETPLACES: EXPERIENCES FROM DIFFERENT CONTEXTS</td>
<td>ALMA MATER ROOM</td>
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<td>11:30 – 11:45 AM</td>
<td>SHORT BREAK</td>
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<tr>
<td>11:45 AM – 1:00 PM</td>
<td>PANEL ON BUSINESSES IN SUBSISTENCE MARKETPLACES</td>
<td>ILLINOIS BALLROOM A</td>
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<td>1:00 – 2:15 PM</td>
<td>LUNCH AND PANEL ON IMPACT MEASUREMENT: WHERE PRACTICE MEETS RESEARCH IN SUBSISTENCE MARKETPLACES</td>
<td>ILLINOIS BALLROOM A</td>
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<tr>
<td>2:15 – 3:00 PM</td>
<td>WHAT HAVE WE LEARNED, WHERE DO WE GO FROM HERE: SMALL-GROUP ACTIVITY WITH SPECIFIC ASSIGNMENTS</td>
<td>ILLINOIS BALLROOM A</td>
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<tr>
<td>3:00 PM</td>
<td>CONFERENCE CLOSING: BREAKOUT ROOMS AVAILABLE FOR SMALL-GROUP DISCUSSIONS&lt;br&gt;PROTOTYPING SESSION – CREATING ONLINE MODULES ON SUBSISTENCE MARKETPLACES&lt;br&gt;Demonstrations</td>
<td>ILLINOIS BALLROOM A</td>
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Conference Sponsors

Stellner Fund, Department of Business Administration & Gies College of Business, University of Illinois, Urbana-Champaign

Lancaster University

Wageningen University

University of Vermont

SCHEDULE

Friday, June 22

1:00 – 4:00 PM  PRE-CONFERENCE PROFESSIONAL DEVELOPMENT SESSION FOR SCHOLARS/PRACTITIONERS

  ILLINOIS BALLROOM A  

  CHAIRS: SRINIVAS VENUGOPAL AND ARUN SREEKUMAR

4:00 – 5:00 PM  REGISTRATION, RECEPTION, AND BRIEF WELCOME

  ILLINOIS BALLROOM A

5:00 – 7:00 PM  CURRICULAR INNOVATION WORKSHOP PART 1 - USING ONLINE AND FACE-TO-FACE POVERTY SIMULATIONS

  ILLINOIS BALLROOM A  

  CHAIRS: RONIKA CHAKRABARTI AND RON DUNCAN

DINNER AT LOCAL RESTAURANTS¹

Saturday, June 23

7:00 – 8:15 AM  REGISTRATION & CONTINENTAL BREAKFAST

  ILLINOIS BALLROOM A

8:15 – 8:45 AM  WELCOME AND INTRODUCTION

  ILLINOIS BALLROOM A  

  CHAIR: ARUN SREEKUMAR

¹ We plan to organize groups for this dinner and lunches to provide participants the opportunity to interact with a variety of people.
CONCURRENT SESSIONS
All concurrent sessions will emphasize dialogue and have presentations of a maximum of 10 minutes excluding transitions, using no more than 6-8 slides to convey the essence of the research. All questions will be kept to the end and each session will aim for discussion time of 45-60 minutes. Presenters and chairs should be in the assigned rooms 10 minutes early to set up. Chairs will start the session and lead discussion. Presenters are asked to introduce themselves as they begin.

8:45 – 10:00 AM  CONCURRENT SESSION 1

SESSION 1.1
SUSTAINABILITY AND CONSUMPTION FROM THE BOTTOM UP

HUMANITIES ROOM
CHAIR: SRINIVAS VENUGOPAL

Lohas (Lifestyle of Health and Sustainability) Scale Development and Validation: Lifestyle Approach to Sustainable Living in Subsistence Marketplaces
Sooyeon Choi, Purdue University,
Richard A. Feinberg, Purdue University

The Importance of Mutually Reinforcing Business Models of Social Enterprises and Subsistence Communities
Hussein Faruque Aly, Lancaster University
Katy Mason, Lancaster University
Winfred Onyas, University of Leicester

Understanding Households Behavior in the Choice of Agro-Food Products: The Case of Rice and its Derivatives in Saint-Louis
Chabi Benoît Kpassi Gobi, Université Gaston Berger

SESSION 1.2
THE INSTITUTIONAL AND ORGANIZATIONAL DIMENSIONS OF ENTERPRISES AND PUBLIC PARTNERSHIP

ALMA MATER ROOM
CHAIR: LISA J. ABENDROTH

Mapping out the Impact of a Social Intervention: The Embeddedness of the Subsistence Prosumer in the Natural and Human World
Laurel Steinfield, Bentley University
Diane Holt, Essex University

Sustainable value co-creation and equitable growth in subsistence markets: Financial services firms and microenterprise customers
Esi. A. Elliot, Suffolk University
Carmina Cavasoz

Banking services used by entrepreneurs and consumers in subsistence marketplaces
Simranjeet Singh, Kurukshetra University
SESSION 1.3  
SUSTAINABLE BUSINESS CONSUMPTION FROM THE BOTTOM UP  

LINCOLN ROOM  
CHAIR: RAJESH K. AITHAL

Hidden Culture of Entrepreneurial Communities of Old Ahmedabad City  
Siddhartha Saxena, Ahmedabad University  
Rushi Pandya, Ahmedabad University

Social responsibility among informal entrepreneurs: Evidence from Mexico City  
Cristian E. Villanueva, Anahuac University  
Adrianela Angeles, Anahuac University  
Luz Cecilia Revilla, Anahuac University

Tamul Plates: Village Entrepreneurs Producing Plates from Waste  
Rajesh K. Aithal, Indian Institute of Management Lucknow

10:00 – 10:15 AM  
BREAK

10:15 – 11:30 AM  
CONCURRENT SESSION 2

SESSION 2.1  
TECHNOLOGY AND INNOVATION  

HUMANITIES ROOM  
CHAIR: VIKTOR NOGAMI

Assessing the Effectiveness of Different Dissemination Approaches and Communication Channels on Increasing Awareness and Adoption of Improved Agricultural Practices: An Application to Radio and SMS in Tanzania  
Silvia Silvestri, CABI Africa  
Richard Musebe, CABI Africa  
Edward Baars, IITA  
Dannie Romney, CABI Africa  
Dharmesh Ganatra, iLogix Limited

Innovations in Subsistence Marketplaces  
Vitor Koki da Costa Nogami, Universidade Estadual de Maringá

Product Innovation at Subsistence Marketplaces in India  
Gurpreet Kaur, Government PG College  
Navreet Singh, Federation University
SESSION 2.2
SURVIVAL SUBSISTENCE AND TRANSFORMATIVE ENTREPRENEURSHIP

ALMA MATER ROOM
CHAIR: PAUL INGENBLEEK

Enhancing Business Market Participation in Developing and Emerging Countries: A Field Experiment
Faylylath Babah Daouda, University of Parakou/ Wageningen University
Paul T.M. Ingenbleek, Wageningen University
Hans C.M. van Trijp, Wageningen University

Workplace Cooperatives of Very low Income and Immigrant Women in New York City: Meaning Making through Job Crafting and Collective Participation
Seon Mi Kim, Ramapo College of New Jersey
James M. Mandiberg, Silberman School of Social Work at Hunter College & City University of New York Graduate Center

Strengthening Customer Value Creation in Subsistence Marketplaces through Marketing Training: A Field Experiment Among Ethiopian Pastoralists
Mebrahtu L. Teklehaimanot, Haramaya University
Paul T.M. Ingenbleek, Wageningen University
Hans C.M. van Trijp, Wageningen University

SESSION 2.3
INTERSECTIONALITY, HISTORICAL BLUEPRINTS AND WORTH IN SUBSISTENCE MARKETPLACES

LINCOLN ROOM
CHAIR: RONIKA CHAKRABARTI

Strategies for Survival and Subsistence: An Overview on Popular Economy in Sub-Saharan Africa
Maguemati Wabgou, Universidad Nacional de Colombia

Identity-Based Consumption of Subsistence Consumers
Charindra Keerthipala, Macquarie University
Cynthia Marie Webster, Macquarie University
Abas Mizraei, Macquarie University
Laknath Jayasinghe, O.P. Jindal Global University

Social Maturity: A Concept to Identify Social and Cultural Development Opportunities in Complex Communities
Carlos Camp, Bitácora Social
Mitzi Vargas, Bitácora Social
11:30 AM – 12:45 PM  LUNCH AND ROUND TABLE UNSESSIONS  
**ILLINOIS BALLROOM A**  
**CHAIRS:** GAURAV SINHA AND ARUN SREEKUMAR

*Each round table will have a discussion leader and topic for which people will sign up during the morning breaks. These topics can be predetermined with some audience choices. Discussion leaders will be assigned by topic. Key insights will be presented near the end of the lunch and will aim to cover micro to macro linkages as well as summaries from earlier sessions.*

12:45 – 2:00 PM  PANEL ON SUBSISTENCE AND SUSTAINABILITY  
**ILLINOIS BALLROOM A**  
**CHAIR:** PAUL INGENBLEEK

MYRTILLE DANSKE  
RAMADHANI KUPAZA  
RIKIN GANDHI

2:00 – 2:15 PM  BREAK

2:15 – 3:45 PM  SOCIAL INNOVATION WORKSHOP  
**ILLINOIS BALLROOM A**  
**CHAIRS:** RAED EALYDI, ROOSEVELT UNIVERSITY  
FREDERIK KASTNER, BEYOND REFUGE  
AND NIELS BILOU, HUMANOS

RIKIN GANDHI  
MYRTILLE DANSE  
KABUYA KANYAMWAKA  
KALALA MAPENDANO AWAKE  
OUMARU SWARAY

3:45 – 4:00 PM  BREAK

4:00 – 5:00 PM  CURRICULAR INNOVATION WORKSHOP PART 2  
**ILLINOIS BALLROOM A**  
**CHAIRS:** RONIKA CHAKRABARTI AND RON DUNCAN

LES DLABAY, LAKE FOREST UNIVERSITY  
SATYAM, JINDAL GLOBAL BUSINESS SCHOOL  
RAJESH K. AITHAL, INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW

6:00 PM  DINNER  
**3513 CYPRESS CREEK ROAD, CHAMPAIGN**  
*RIDES WILL BE ARRANGED FOR OUT-OF-TOWN GUESTS  
(RAIN BACKUP: DINNER ON YOUR OWN)*
Sunday, June 24

7:00 – 8:30 AM  CONTINENTAL BREAKFAST  

8:30 – 9:45 AM  CONCURRENT SESSION 3

SESSION 3.1  
SUSTAINABLE BUSINESS CONSUMPTION FROM THE BOTTOM UP

The Impact of Environmental Disruptions on Sustainability in Subsistence Marketplaces: A Bottom-Up View  
Srinivas Venugopal, University of Vermont  
Roland Gau, University of Texas, El Paso  
Samuelson Appau, RMIT University  
Kevin Sample, University of Georgia  
Rita Pereira, Federal University of Paraíba

Meaningful Improvement for Low Income Consumers in Emerging Markets  
Lisa J. Abendroth, University of St. Thomas

Do FDI Spillovers Strengthen the Entrepreneurial Ecosystems in Developing Economies?  
Jeff Cohu, Michigan State University

SESSION 3.2  
THE INSTITUTIONAL AND ORGANIZATIONAL DIMENSIONS OF ENTERPRISES AND PUBLIC PARTNERSHIP

Private Sector Electrification in Base of the Pyramid Marketplaces in India: Shared Value Opportunities in the Context of Dominant Government Energy Paradigms  
Anthony P. Heynen, The University of Queensland  
Paul A. Lant, The University of Queensland  
Simon Smart, The University of Queensland  
Srinivas Sridharan, Monash University  
Chris Greig, The University of Queensland

Household Investment Behaviour in Subsistence Marketplace  
Shubhra Aanand, Symbiosis Institute of Business Management Pune

Why is the Beef Supply Chain in Texcoco, Mexico, Providing Unethical and Unsafe Meat?  
Miriam Elizabeth Perez Luna, Wageningen University  
Frans Verhees, Wageningen University
SESSION 3.3
HEALTH AND NUTRITION IN SUBSISTENCE MARKETPLACES

Determinants of Patients’ Choice between Private and Public Hospitals among Low Income Consumers
Shila Teresa Ishwardat, Maastricht University
Federica Angeli, Tilburg University
Anand Kumar Jaiswal, Indian Institute of Management Ahmedabad
Aashay Patel and Susan Mantel, University of Illinois, Urbana-Champaign
Anna Waller and Marlon Pangan, University of Illinois, Urbana-Champaign
Emily Samson & Emma James, Southern Illinois University
Chloe (Phuong Hoa) Dinh, Suffolk University
Jeanne Koehler, Southern Illinois University
Discussant: Barbel Weiligmann, GAIN

9:45 – 10:00 AM BREAK

10:00 – 11:30 AM CONCURRENT SESSION 4

SESSION 4.1
IMPLEMENTATION OF MARKETPLACE LITERACY IN SUBSISTENCE MARKETPLACES: EXPERIENCES FROM DIFFERENT CONTEXTS

HUMANITIES ROOM
CHAIR: RON DUNCAN, MARKETPLACE LITERACY PROJECT, USA

Francesca Lucci, Ramadhani Kupaza, and Emanuel Lukumay, OIKOS, Tanzania
Cristina Azuara and Elena Olascoaga, Marketplace Literacy Project, Mexico
Ron Duncan, Marketplace Literacy Project, USA

SESSION 4.2
EDUCATIONAL ISSUES IN SUBSISTENCE MARKETPLACES

ALMA MATER ROOM
CHAIR: VALERI WERPETINSKI
DISCUSSANT: CANDACE MARTINEZ

Online education in Subsistence Marketplaces
Norma Scagnoli, Sharon Hsiao, and Sandra Gutknech, University of Illinois, Urbana-Champaign

Learning From Voices From Subsistence Marketplaces
Steven Morse, Maria Grigortsuk, and Scheile Preston, University of Illinois, Urbana-Champaign

Service Learning in Subsistence Marketplaces: The EWOB Experience
Valeri Werpretinski, University of Illinois, Urbana-Champaign  
Casey Walker, University of Illinois, Urbana-Champaign  
Tina Purbawati, University of Illinois, Urbana-Champaign  
Prashanth Sukhe, University of Illinois, Urbana-Champaign

11:30 – 11:45 AM  BREAK

11:45 AM – 100 PM  PANEL ON BUSINESSES IN SUBSISTENCE MARKETPLACES  
ILLINOIS BALLROOM A  
CHAIR: SRINIVAS VENUGOPAL

Kirti Mishra  
Roland Gau  
Seth Faber

1:00 – 2:15 PM  LUNCH AND PANEL ON IMPACT MEASUREMENT: WHERE PRACTICE MEETS RESEARCH IN SUBSISTENCE MARKETPLACES  
ILLINOIS BALLROOM A  
CHAIR: PAUL INGENBLEEK

Francesca Lucci, OIKOS East Africa  
Kirti Mishra  
Paul Ingenbleek  
Barbel Weiligmann, GAIN

2:15 PM – 3:00 PM  WHAT HAVE WE LEARNED, WHERE DO WE GO FROM HERE: SMALL-GROUP ACTIVITY WITH SPECIFIC ASSIGNMENTS  
ILLINOIS BALLROOM A  
CHAIRS: RONIKA CHAKRABARTI, LANCASTER UNIVERSITY  
PAUL INGENBLEEK, WAGENINGEN UNIVERSITY  
SRINIVAS VENUGOPAL, UNIVERSITY OF VERMONT

3:00 PM  CONFERENCE CLOSING: BREAKOUT ROOMS AVAILABLE FOR SMALL-GROUP DISCUSSIONS  
PROTOTYPING SESSION – CREATING ONLINE MODULES ON SUBSISTENCE MARKETPLACES –  
NORMA SCAGNOLI AND SHARON HSIAO  
DEMONSTRATIONS - MARTY HODGES, KILLIVALAVAN SOLAI, VINCE JORDAN & RON DUNCAN  
VIRTUAL REALITY  
MARKETPLACE MAKERSPACE

Keynote Panelists and Area Experts

https://business.illinois.edu/subsistence/conferences/2016-conference/
Cristina Azuara Fernandez, Leader, Marketplace Literacy Project at Mexico
She is a Computer Systems Engineer graduated from ITESM. She worked on the first national online high school project lead by ITESM in 2004. As an academic coordinator, she trained university students to be online tutors. Azuara holds a MA in Human Development by the Universidad Iberoamericana (2015). Her master’s dissertation explores how people who engage in personal growth and development processes change their financial behaviors. In 2014 she founded “Neurofinanzas”, a local initiative that aims to help people to heal their relationship with money through financial literacy. She is passionate about collaborative work.

Luis Chavez, Coordinator, Subsistence Marketplaces Initiative and Marketplace Literacy Project, Honduras
Luis Chavez leads marketplace literacy education in Honduras. He also manages a Spanish-language blog for Subsistence Marketplaces.

Myrtille Danse, Director, Hivos
Myrtille is an internationally recognized expert on the intersection of business strategy and sustainable poverty alleviation. She facilitates the design of inclusive innovations for low-income markets, developing capabilities of new market entry, building cross sector collaborations, and evaluating the sustainability impact of these ventures. She obtained her experience as a project leader of numerous international development programmes in Europe, Africa, South East-Asia and Latin America. Her experience working for the private sector, INGOs, the public sector and research institutes enable her to mediate between these vital societal actors required and develop successful pro-poor market-based innovations. As a manager she is fascinated by shaping innovative organisation concepts, such as self steering teams, holacracy and global impact networks, as these enable agile teams to respond in an appropriate way to the unpredictable and fast moving context.

Ron Duncan, Illinois Marketplace & Maker Literacy Program
Ron Duncan directs marketplace and maker education in southermost Illinois, bringing almost 35 years of experience in engineering and educational administration. He holds an MS in management science and BS in human resource management from Oakland City University, with studies in workforce education, development, and mechanical engineering. As the founding president of the award-winning Partnership for a Connected Illinois, he led a federal ARRA grant for broadband deployment in Illinois for infrastructure and adoption activities. He is a co-author of The Marketplace Literacy USA Education Manual and Support Materials (forthcoming) and the author or co-author of other publications on topics related to economic education and advocacy.
Rikin Gandhi, Digital Green

Rikin Gandhi is the founder and executive director of Digital Green, a global development organization that empowers smallholder farmers to lift themselves out of poverty by harnessing the collective power of technology and grassroots-level partnerships. He began his career at Oracle, where he received patents for linguistic search algorithms that he helped develop. Later, he joined Microsoft Research India’s Technology for Emerging Markets team, where he researched ways to amplify the effectiveness of agricultural development globally. While traveling around India’s rural communities, Gandhi developed a passion for helping the country’s rural farmers. That passion then became his career: in 2006, he co-founded what Digital Green. Gandhi holds an MS in aeronautical and astronautical space engineering from Massachusetts Institute of Technology, and a BS in computer science from Carnegie Mellon University.

Frédéric Kastner, Beyond Refuge, FUSE Foundation

Frédéric Kastner dedicates himself to establishing equal opportunities, economic self-reliance, and freedom of choice in underprivileged communities with particular focus on empowering approaches for and with forced migrants. He is a facilitator applying a human-centered design process and training of trainers to support community leaders as co-innovators and owners of solutions. Together, they establish livelihoods, social entrepreneurship, and secondary education programs applying both face-to-face components and (where appropriate) mobile-learning technologies and digital learning content.

Ramadhani Kupaza, Executive Director of Oikos East Africa in Tanzania

He has worked for Oikos in development sectors including renewable energy, safe water, food security, and Ramadhani Kupazasocial enterprises. Currently, he is researching the application of marketplace literacy as a tool to sustain community development projects in the context of the conservation of ecosystems and protected areas like national parks and forests. Kupaza has also worked as a lecturer on environment and tourism at The African Wildlife Management (Mweka) College in Tanzania and at Botswana Wildlife Training Institute. He has established civilian national youth conservation organizations both in Tanzania and in Botswana. He has also conducted various consultancies on tourism, terrestrial, and marine environments. Kupaza is the author of two books: Involving the Youths in Conservation: A Teachers’ Guide and A Directory for Community Conservation Services in Botswana. He writes regularly for a local newspaper, The Arusha Times, on environmental and social issues.
Kirti Prasanna Mishra, Director, Ecociate
With more than 22 years of experience, Kirti carries unique expertise in strategizing and implementing Sustainable Business Models (SBM) in emerging and BoP markets. He is the co-founder of Ecociate a knowledge organisation offering solutions in Rural Enterprise and Agribusiness sectors. Prior to this he was a Partner in MART, a leading rural marketing consultancy organization. He was In-charge of the pilot phase of Project Shakti of Unilever, first major public-private-community partnership model in India, way back 2001. He was instrumental in developing a comprehensive B-School teaching module on SBM and introduced it in BIMTECH, XLRI and LM Thappar. He is a certified sustainability assessor by CII. He is currently providing consulting services to World Bank, GIZ, WHH, Ambuja Cements etc. Kirti has worked in a large number of assignments across sectors like Food, Nutrition & Agriculture, Water & Sanitation, Health, CSR for organization like Tata Steel, Lafarge-Holcim, LIFS, Panasonic etc. He has worked in India and neighbouring countries like Bangladesh and Nepal.

Elena Olascoaga, Co-Director of the Marketplace Literacy Project in Mexico
She studies the impact of intra-gender relationships impact gender equality. One area of interest is the impact of these types of relationships across different social classes (i.e., interactions between upper/middle-class women with poor women) on the social relations that impact entrepreneurship in subsistence marketplaces.

Bärbel Weiligmann, Global Alliance for Improved Nutrition (GAIN)
Bärbel Weiligmann has addressed issues in agriculture from different stakeholder perspectives. Currently, she is Special Advisor for nutrition sensitive value chains at the Global Alliance for Improved Nutrition (GAIN). Previously, as Senior Program Manager for Food Security at the Rabobank Foundation, she was responsible for developing and strengthening links between agriculture and nutrition. At the Tropical Commodity Coalition (comprised of 10 Dutch NGOs), Weiligmann was engaged in stimulating the development of sustainable supply chains in cocoa, coffee and tea. Working for the Hamburg Chamber of Skilled Crafts and being responsible for a large European Speaker Profiles education project (with 13 partners in 7 countries) and a marketing project, she expanded her experience with the private sector. Her career began with a 10 year stint at GIZ, the German International Development Agency, engaging in diverse positions and long-term overseas assignments, including Economic Advisor on marketing policies for Citrus fruits. Her PhD is in the field of agriculture, with specialization on information exchange in networks.