

LIVELY HOODS

Creating livelihoods for youth in urban slums.

IN A SELF-DIRECTED PORTRAIT, ALEX SHOWS US THE REALITY OF LIFE ON THE STREETS.



LIVELYHOODS

MISSION: TO CREATE LIVELIHOODS FOR YOUTH IN URBAN SLUMS



- **ENGAGING YOUTH AS PARTNERS
TRANSLATES INTO QUICK & HONEST
FEEDBACK**



FEEDBACK

1. THEY WANTED EXPERIENCE

1. THEY DIDN'T WANT TO TAKE A LOAN WITH INTEREST AND FAIL, LEAVING THEM WORSE OFF

1. THEY WANTED TO BE PART OF A GROUP, OR NETWORK OF SUPPORT

- **YOU CAN BUILD NEW MARKET OPPORTUNITIES THROUGH AN ASSET-BASED APPROACH**









FEEDBACK

1. THEY WANTED EXPERIENCE

1. THEY DIDN'T WANT TO TAKE A LOAN WITH INTEREST AND FAIL, LEAVING THEM WORSE OFF

1. THEY WANTED TO BE PART OF A GROUP, OR NETWORK OF SUPPORT

- **YOUTH PARTNERSHIPS ARE STRONGER WHEN STRUCTURED INTO OPERATIONS**

SALES FORCE OF COLLABORATORS

- **MARKET RESEARCH AND PROCUREMENT**
- **RECRUITMENT & TRAINING**
- **MENTORSHIP**
- **SENIOR SALES AGENTS AT STAFF MEETINGS**
- **TASKS WITH STAFF**



LIVELYHOODS

www.livelyhoods.org