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Market SYSTEMS Development
LEARNING Series
for Field Practitioners

ANALYZING
IMPLEMENTATION
STRATEGIES
in Input Supply Market Systems

Produced by EcoVentures International
for USAID’s Leveraging Economic Opportunities (LEO) project
I'm a farmer living far from town with a very small piece of land.

I'm an input supply dealer with a store in town.

I work on a development project.
What does the State of the Market System often look like?
Confrontational business relationships are the norm ... with everyone only looking out for themselves.
A few buyersprocessors get richer while their farmer suppliers and other firms get poorer, with increasing lack of trust.
There are no processes to continually build and reinforce trust & relationships between businesses and organizations. The market system does not improve and provide a fair return.
IF WE USE DIFFERENT APPROACHES TO STRENGTHEN THE MARKET TO BENEFIT FARMERS ...
How can we understand what might be happening to the market system?
To see if the market is improving, I'll think about ...

... Who are the main RELATIONSHIPS between in the activities that our project is supporting?

... Who feels OWNERSHIP of the activities supported by our project?

... What is the level of INTENSITY (level of resources and roles) that the project takes on?
Relationships?
Ownership?
Intensity?
Let's look at what may take place if we used a project-focused approach!
Project-focused Approach?
Who are the core relationships between?
The PROJECT and FARMERS are the core relationships being formed and supported.
Who has ownership of the activities?
The PROJECT is controlling all the processes and activities
What is the level of INTENSITY* that the project takes on?

* Level of resources and roles
Highly visible and highly intense PROJECT role makes exit strategy hard. High costs - all taken on by the PROJECT.
Let's look at what may take place if we used a market-focused approach!
Market-focused Approach?
Who are the core relationships between?
AGRODEALER and FARMERS relationships being supported by the project - with resulting FARMER-to-FARMER relationships.
Who has ownership of the activities?
AGRODEALERS are investing in strategies that benefit farmers. FARMERS are giving testimonials to others.
What is the level of INTENSITY* that the project takes on?

* Level of resources and roles
AGRO DEALER cost shares. PROJECT keeps low profile. Project adjusts support to encourage Agrodealer investment. Project plans quick exit.
WHAT MIGHT THE MARKET SYSTEM LOOK LIKE?
Market System with a Project-focused Approach

The project plays a temporary role trying to connect various businesses and organizations ... amid continuing confrontational relationships & mistrust.
The project leads from infront

The project is the agent of change...
Market System with a Market-focused Approach

The project facilitates a resilient market system that continually reorganizes to build and reinforce trust and relationships to ultimately benefit all.
The project facilitates discreetly from behind...

The market actor is the agent of change...
How can you apply similar analysis to your project?
Relationships?
Ownership?
Intensity?