



Connecting Farmers to Markets

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Discussant: NGO complementarity
and ability to work with market
actors

NGO's Transitioning towards MSD

NGO's are moving towards more market based approaches

- Backdrop of Value Chain Development
- MSD as an adjustment
- Changing NGO appetite and capability

WVA Hybrid Approach to iMSD

Intentionally hybridized approach

- World Vision's Backdrop of Value Chain Development
- Different funding sources
- Layering MSD as a part of a spectrum
- Intentional push/pull programming for inclusion

Figure 1:WVA’s iMSD Hybrid programming approach

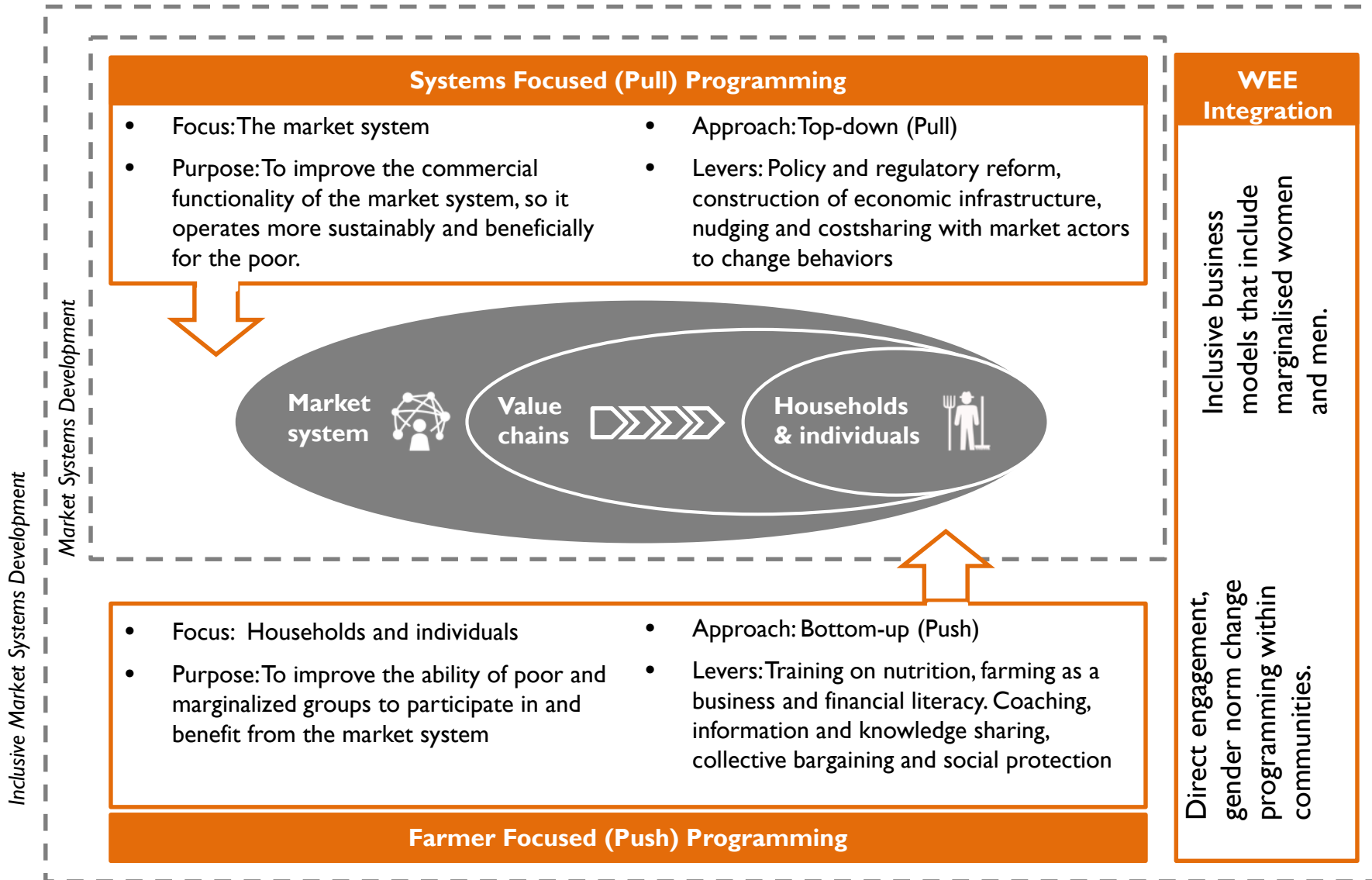
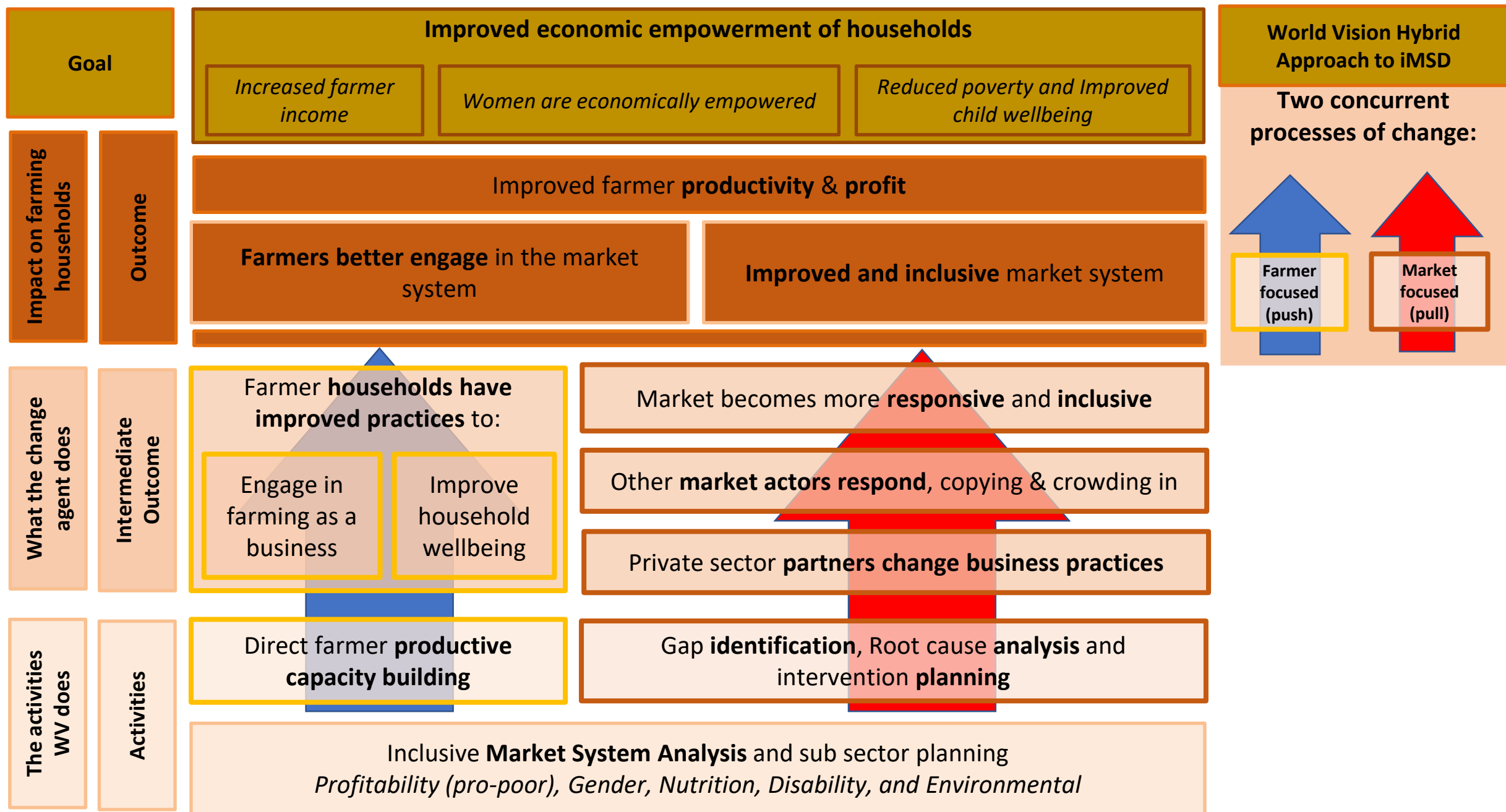


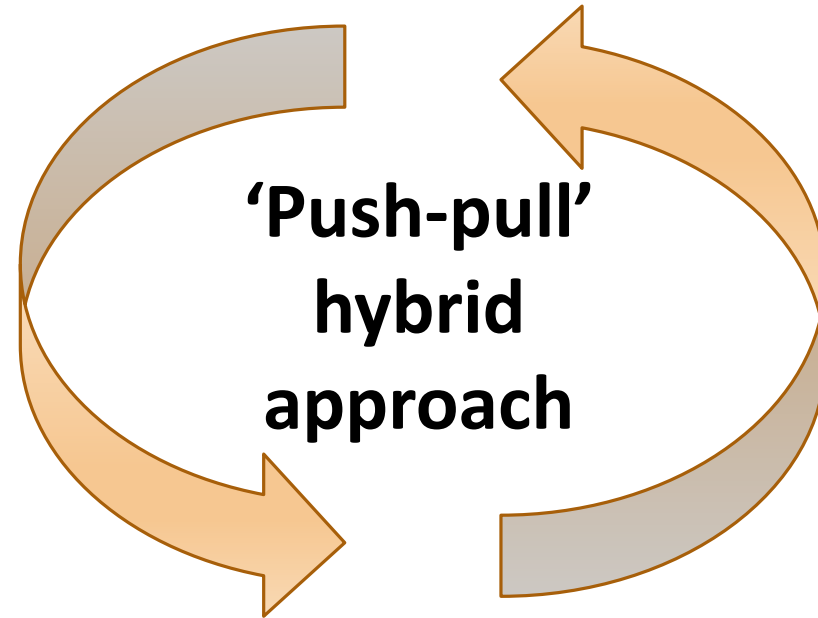
Figure 2: TOC Working Draft



inclusive Market Systems Development (iMSD) and WEE

Identify **'push'** strategies to help the poor to equitably participate and benefit from markets

Address gender-based constraints through **gender responsive** 'push' strategies for women & men



Work with private sector to **'pull'** poor people into markets as producers, employees & consumers

Work with private sector to engage poor women & men via **gender inclusive business models**

Integrating a **gender lens** can help understand the market system and respond to the needs of smallholder women and men

Reflect on the successes

Engaging markets, layering inclusion and accelerating progress

- MORINGA Indonesia
 - Building on MSD capacity from PRISMA
- CSBD Cambodia
 - LVCD project, layered with MSD in phase 2
- IFSL South Sudan
 - Fragile context and thin market

Reflect on the limitations

NGO historical approach, distrust of market actors, challenges in farmers acting collectively, mandate to work with most vulnerable

- Large NGO's are slow moving ships
- Programming offices drive to work with communities
- Mandate to work with the most vulnerable
 - Pulled in two directions

Thank you: