

> Rebuilding fragile markets with unconventional MSD partners

1st July 2021



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Outline



About Propcom Mai-karfi



Peculiarity of North - East Nigeria



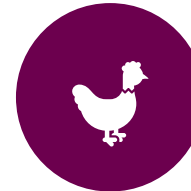
Determinants of Market Access



Improving Access through unconventional channels



Identifying Unconventional Partners

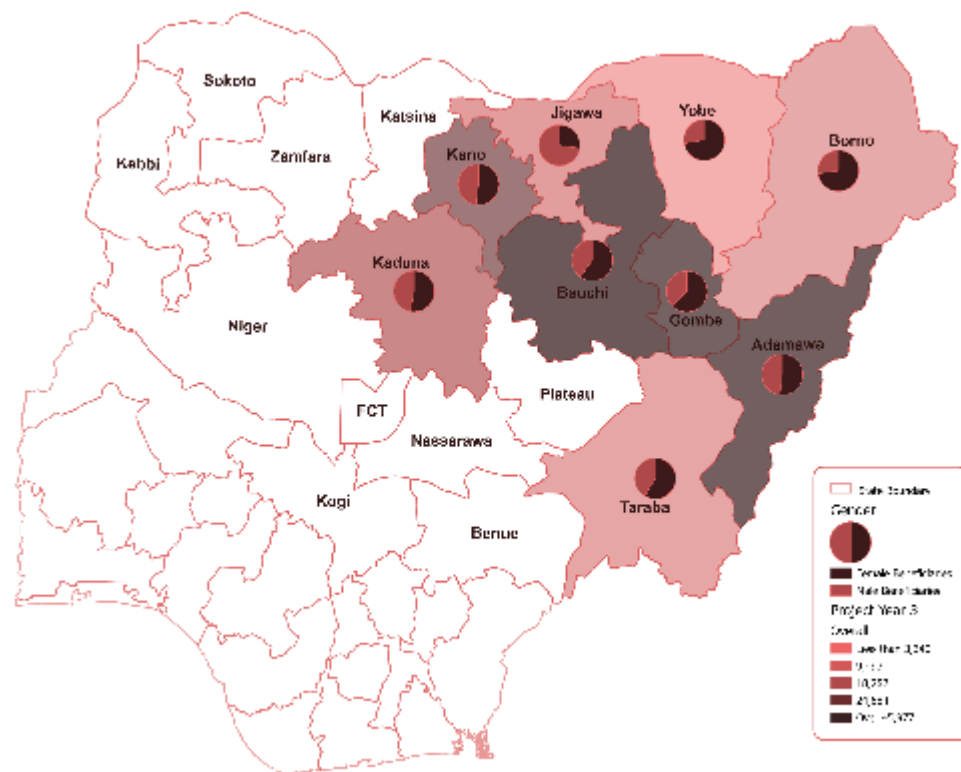


Case Study 1: Partnerships with Community-based Organisations to Develop the Poultry Market



Case Study 2- Leveraging Existing Network to Expand Access

About Propcom Mai-karfi - Geography & Objectives



Phase 1 (2012- 2018): 19 States

Extension Phase (2018- 2021): 9 Northern States

4 Objectives for the Extension Phase



Economic recovery to improve livelihoods of the rural poor in NE Nigeria



Increase resilience of the rural poor to climate change by implementing interventions that employ CSA



Facilitate inclusive growth in rural and agricultural markets to address rural poverty and vulnerability



Continue to embed persons leaving with disability and Women's Economic Empowerment (WEE) across interventions and strategic areas

About Propcom Mai-karfi – Our Markets



Agricultural
Inputs



Climate Smart
Agriculture



Livestock
/Animal Health



Access To
Finance

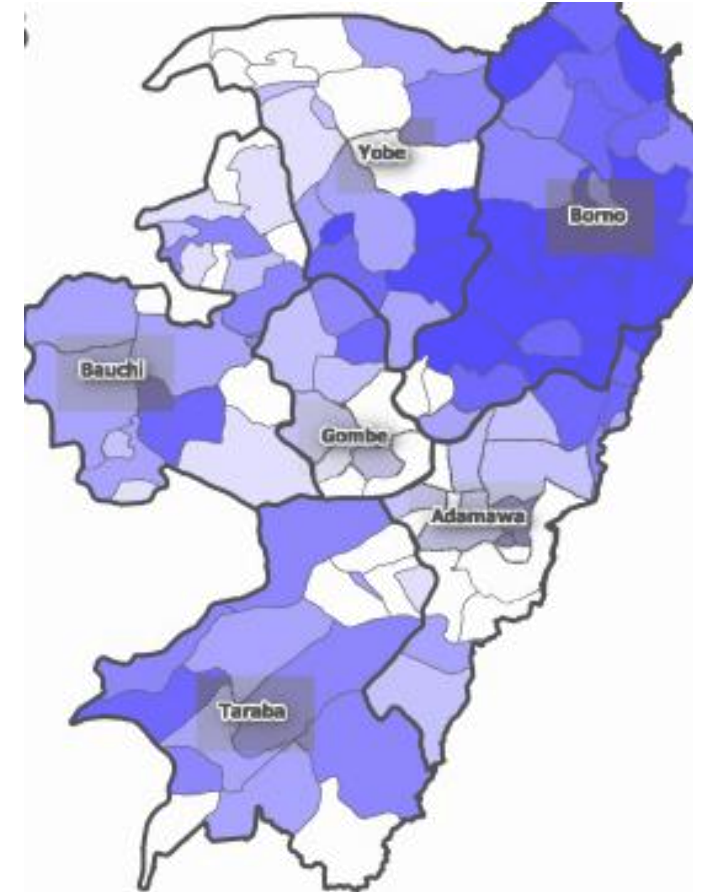
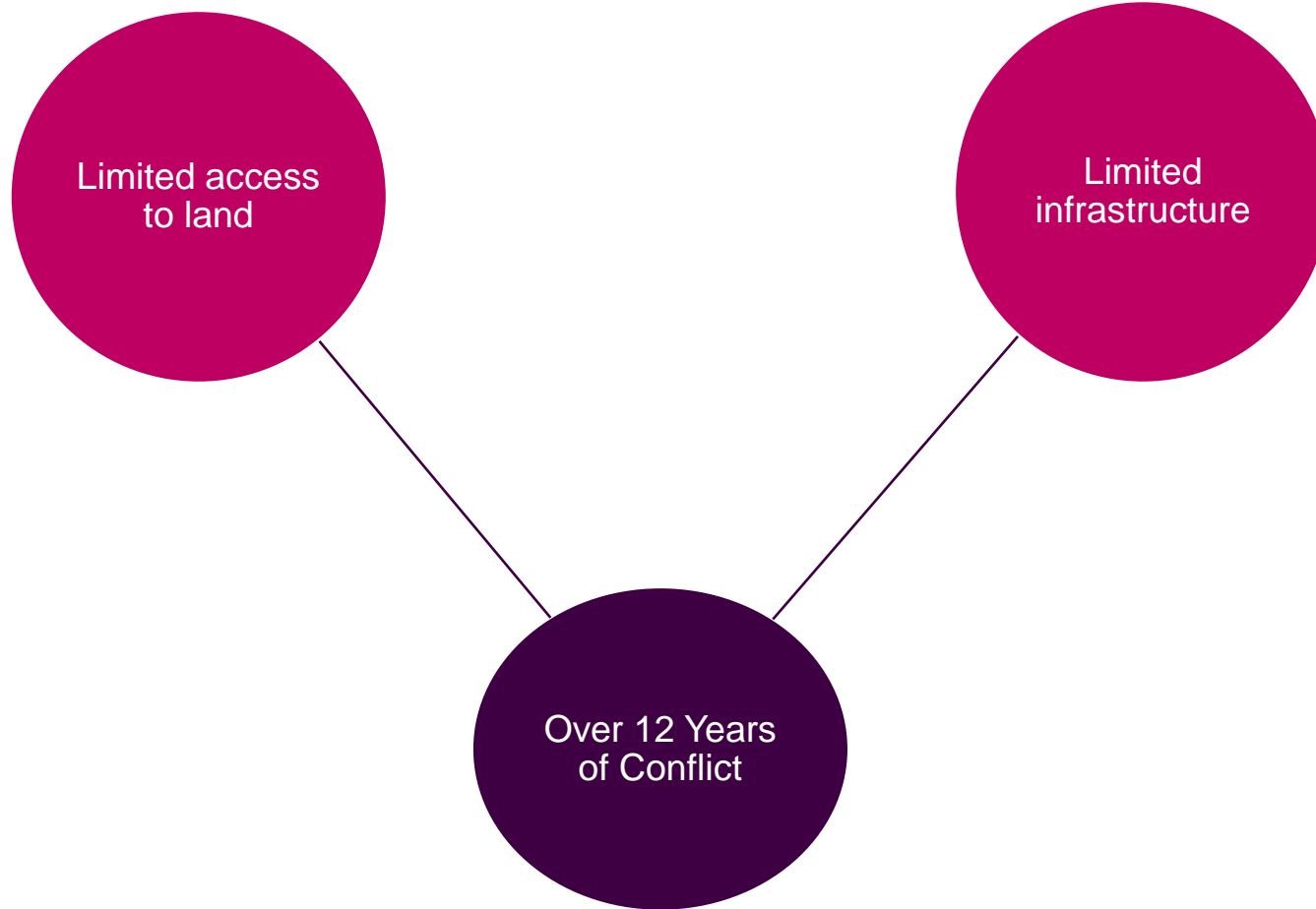


Offtake,
Storage,
Markets

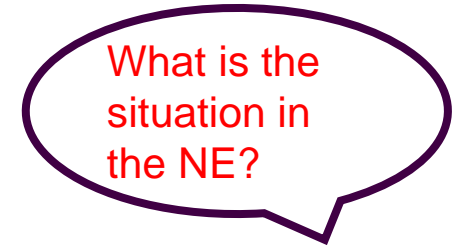


Agricultural
Mechanisation

Peculiarity of North-East Nigeria



Determinants of Market Access



Disposable
income

Information

Availability

Understanding
the need of the
market

Right products

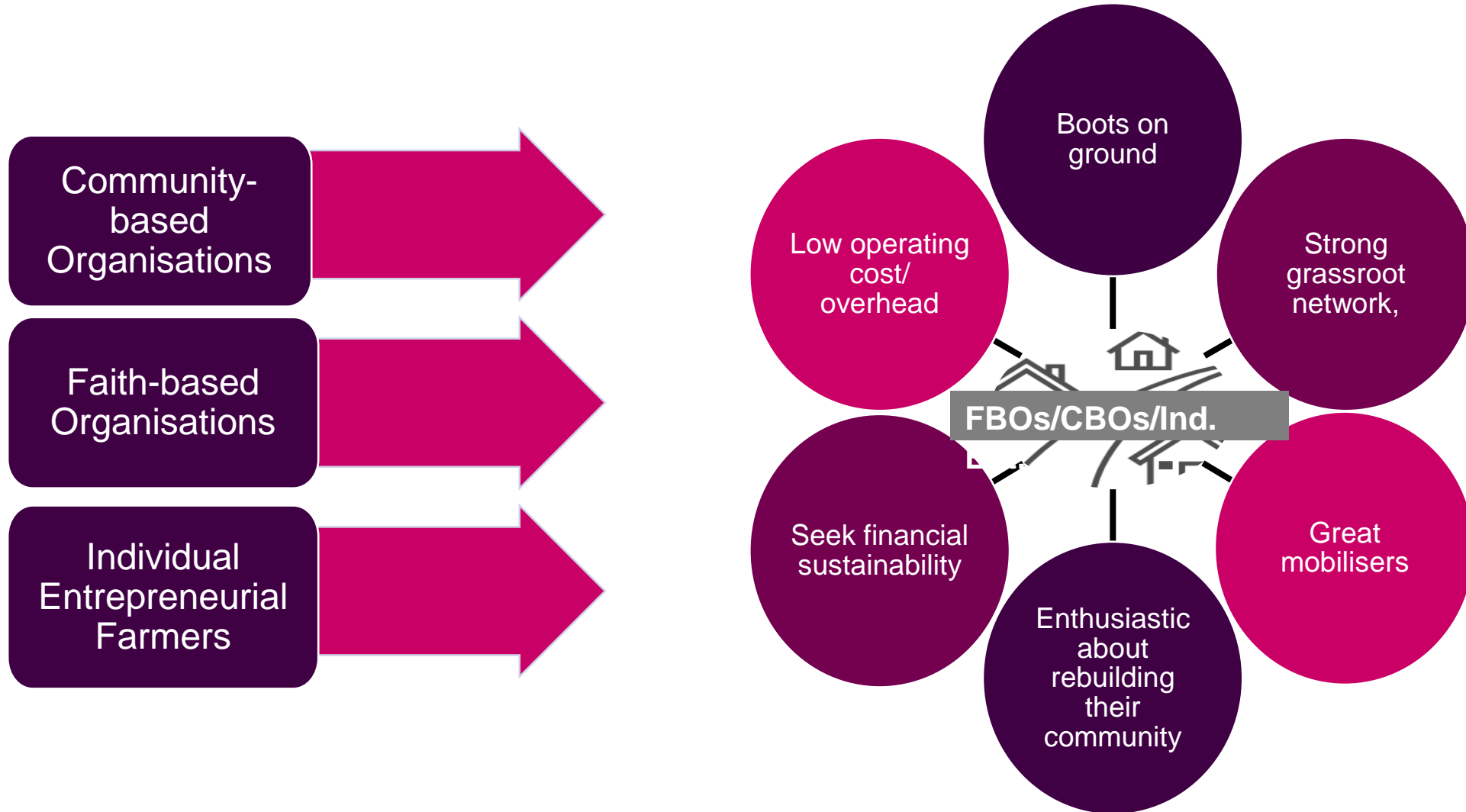
Infrastructure

Security

Investment

Incentives

Improving Access to Markets through Unconventional Channels



Identifying Unconventional Partners

Traditional approach to partner selection

Put out a call for expression of Interest /RFQ



Assess and evaluate responses



Partner engagement

Excludes grassroots



Selection depends largely on **Willingness, enthusiasm and hunger for financial sustainability**

Unconventional/Atypical partner selection

Map/assess functional / available grassroots network



Head hunt



Capacity assessment



Partner engagement

Drawbacks

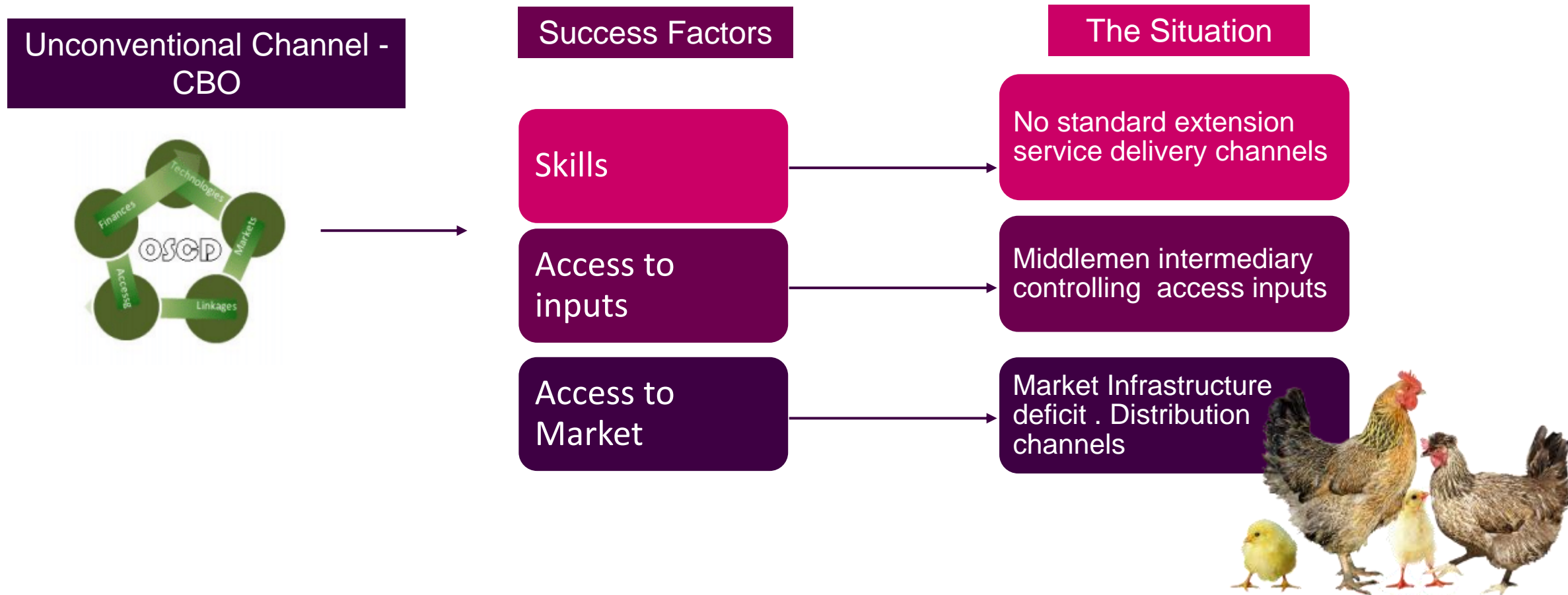
Risk of engaging large organisations with great paperwork and limited capacity to deliver grassroots tailored partnerships

Invest in capacity building / organisational structures

Case Study 1: Partnerships with Community-based Organisations to develop the Poultry Market

2018 – 2021

Developing Partnership with Community-based Organisations – OSCD



Developing Poultry Production/Market through OSCD

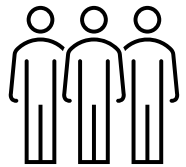
What we did



Invested in Capacity building of CBOs



Facilitated linkages to vaccine manufacturers

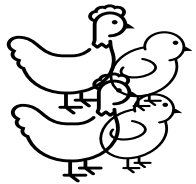


Activated community vaccinators

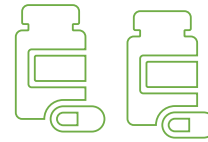


Developing Poultry Production/Market through OSCD

The Outcome



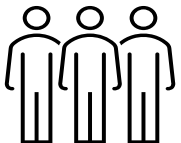
Increased income for farmers as farmer's cycles of production increased from 3 to 7 annually



Increased availability of vaccines



CBOs became quasi vaccine distributors



Developed micro entrepreneurs



Increased income for CBOs

Key Results



245,000+

Women with **improved resilience** in the North East



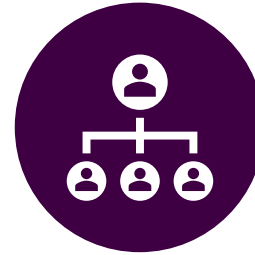
220,000+

Women with **increased income** in the North East



2,250+

Community vaccinators trained



3

CBOs serving as grassroots vaccine distributors

Case Study 2: Leveraging Existing Network to Expand Access to vaccine 2018 – 2021

Pastor Polion: The Entrepreneur



This is Pastor Polion

A farmer and religious influencer from Biliri village in Gombe State, North East Nigeria



...and a fertiliser village promoter (activated pre-insurgency) who was **trusted with a large network of fertiliser customers**



The Roles

- Propcom linked Pastor Polion with Agriproject Concept International (ACI)
- Pastor Polion was the bridge to the fragile North East rural market
- ACI trained Pastor Polion and linked him to an ACI distributor through which he bought quality vaccines



Results



Pastor Polion

became a bridge that enabled rural access to vaccines



250,000+

Doses of Newcastle Disease i2 vaccines administered



74+

Vaccinators trained



2.5 mil (£4.5k)+

Income generated till date among the network

Quasi-distributor of vaccine with Revenues of £0.18/vial
£ 0.9/vial as vaccinator and £ 0.18/vial as distributor

Other Networks and their Drivers

Seed Promoter



Spray Service Provider
(SSP)



Vaccinator

Key Motivations

- Additional revenue stream
- Social motivation

Other interventions have leveraged the rural promoter, vaccinator, seed promoter network and spray service provider networks.

Key Lessons

- Social motivation and the desire to stay financially sustainable are vital for working with unconventional partners.
- Investing in strengthening grassroots network has greater potential for long-term development of fragile markets.
- Existing nexus between the private sector and unconventional channels. However, with common interest business transactions can happen with anyone.
- Risk of frustrating market recovery efforts by development partners through limited coordination.



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Post your questions to the speakers in the Q&A box

A recording of this webinar will be available on the BEAM website:

<https://beamexchange.org/community/webinar/>

Please fill out our very **short webinar survey** – the link will be posted in the Chat box at the end of the webinar

Thank you



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