

GROOVE Market Facilitation MENTORING PROGRAM



*A program
to increase
staff capacity
to act as
market facilitators
and manage
sustainable,
pro-poor
value chain
development
initiatives*



The GROOVE Market Facilitation Mentoring Program is a tested approach to building the capacity of value chain program managers and technical specialists to become effective market facilitators.

By adapting and applying the program you will join GROOVE members in growing a cadre of market facilitators worldwide, improving results of value chain programs while engaging and developing your staff through an interactive mentoring approach.

The GROOVE Market Facilitation Mentoring Program helps your institution build the skills your staff need to become effective market facilitators.

The Old Way		The New Way
Starting with supply in mind: "What are the farmers producing to sell?"		Starting with the market in mind: "What products is the market demanding?"
Focusing on creating linkages with local and national markets		Broader perspective to consider opportunities and challenges spanning regional or international markets
Building partnerships with communities, government and other NGOs		Expand partnerships to increase private sector engagement in value chain programs

PROGRAM ELEMENTS

Access the Toolkit
<http://microlinks.kdid.org>

The GROOVE Market Facilitation Mentoring Program Toolkit includes:

- Program Administrator & Mentor Guides
- Mentee Capacity Assessment Toolkit
- Topical Guides on 10 Key Market Facilitation Competencies

Developed in collaboration with Accenture Development Partners, informed by leading market facilitation experts and tested in six countries across Africa and Asia by four leading development organizations.



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