

> Rebuilding fragile markets with unconventional MSD partners

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# Outline

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About Propcom Mai-karfi



Peculiarity of North - East Nigeria



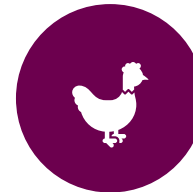
Determinants of Market Access



Improving Access through unconventional channels



Identifying Unconventional Partners

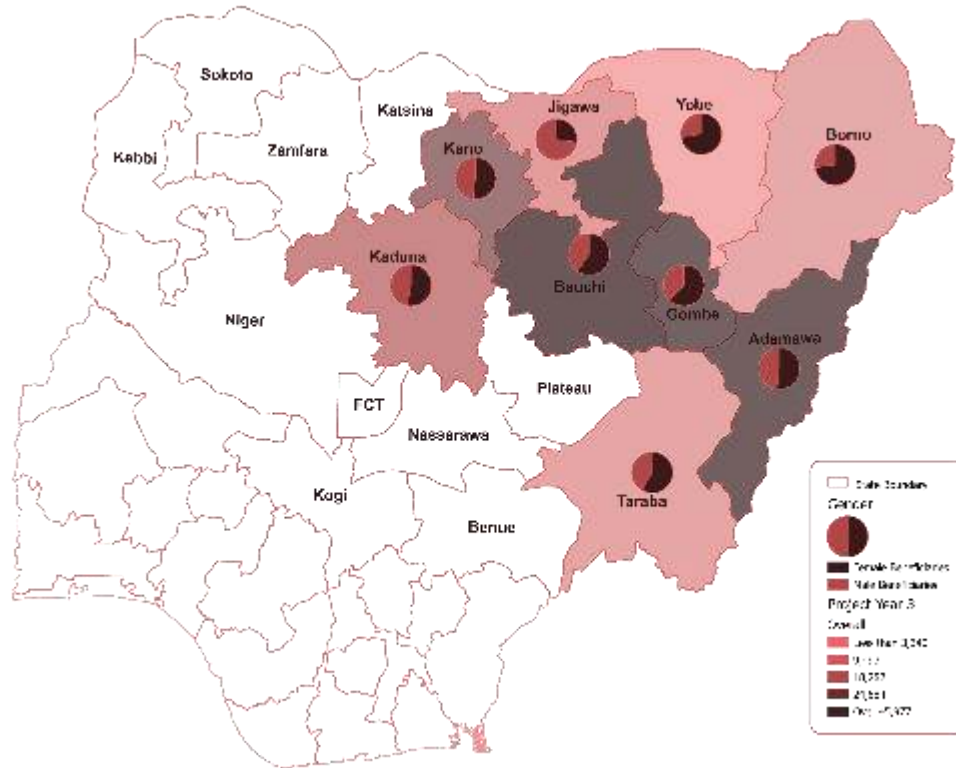


Case Study 1: Partnerships with Community-based Organisations to Develop the Poultry Market



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

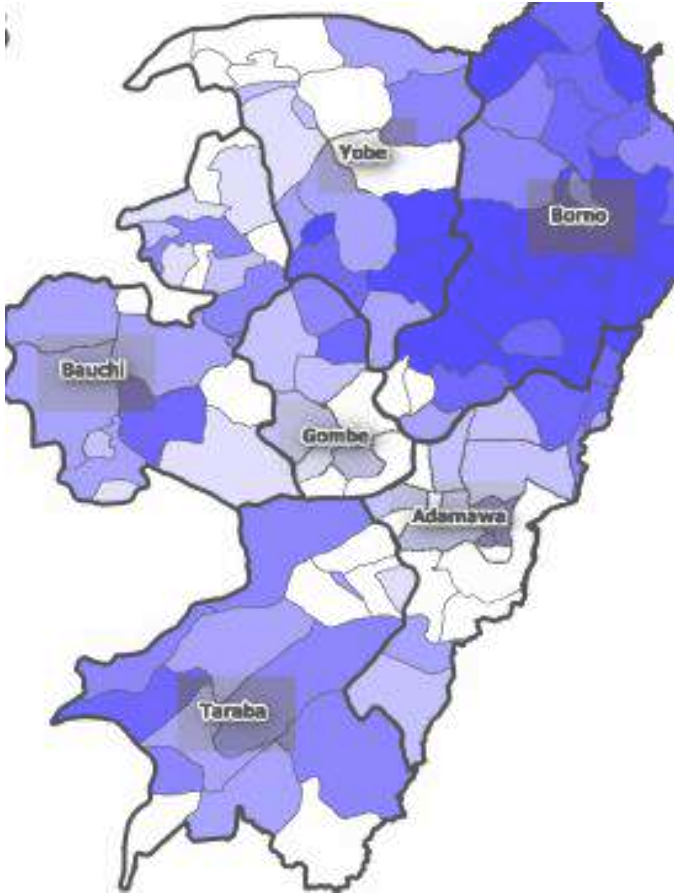
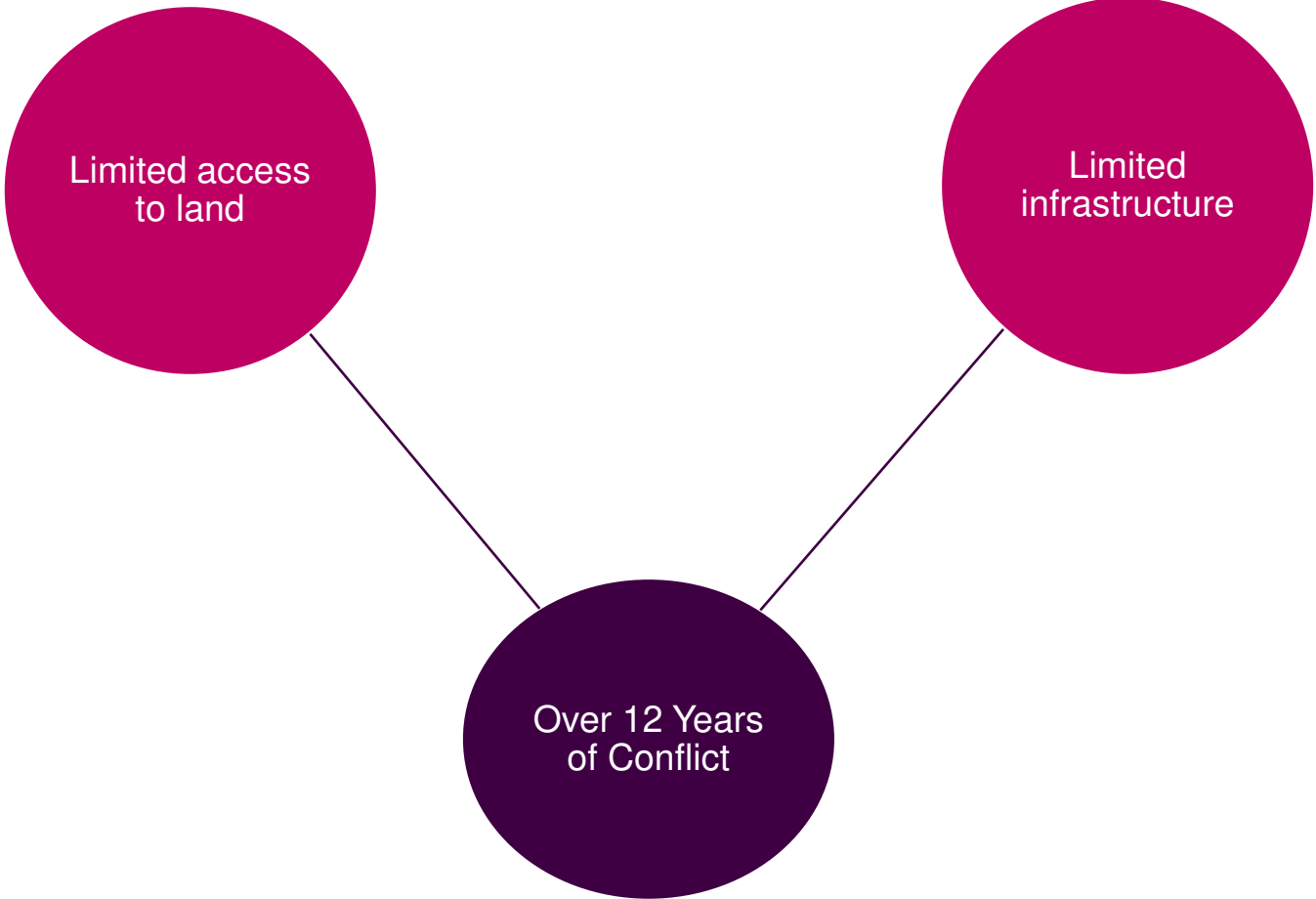


Offtake,  
Storage,  
Markets



Agricultural  
Mechanisation

# Peculiarity of North-East Nigeria



# Determinants of Market Access

What is the situation in the NE?

Disposable income

Information

Availability

Understanding the need of the market

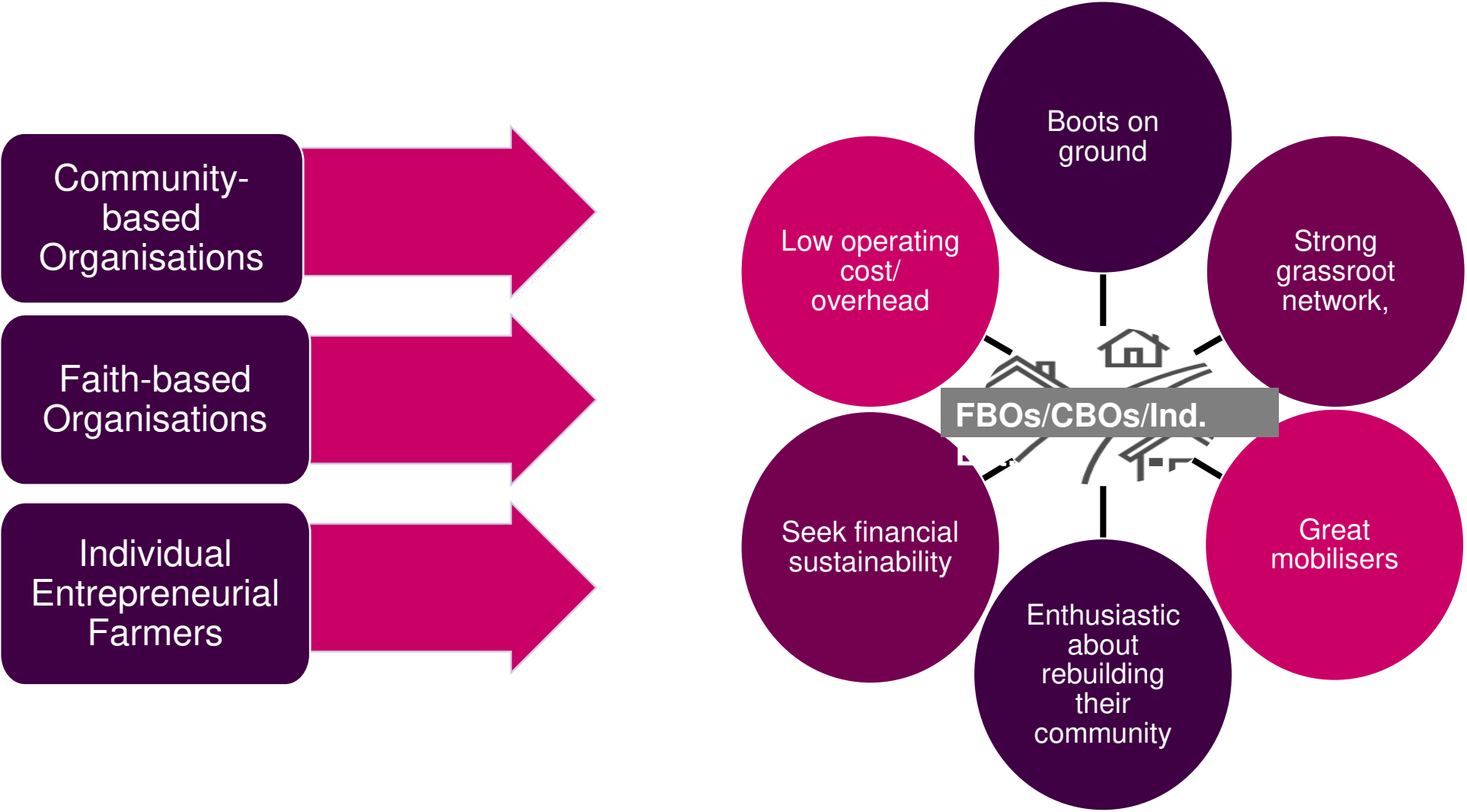
Right products

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

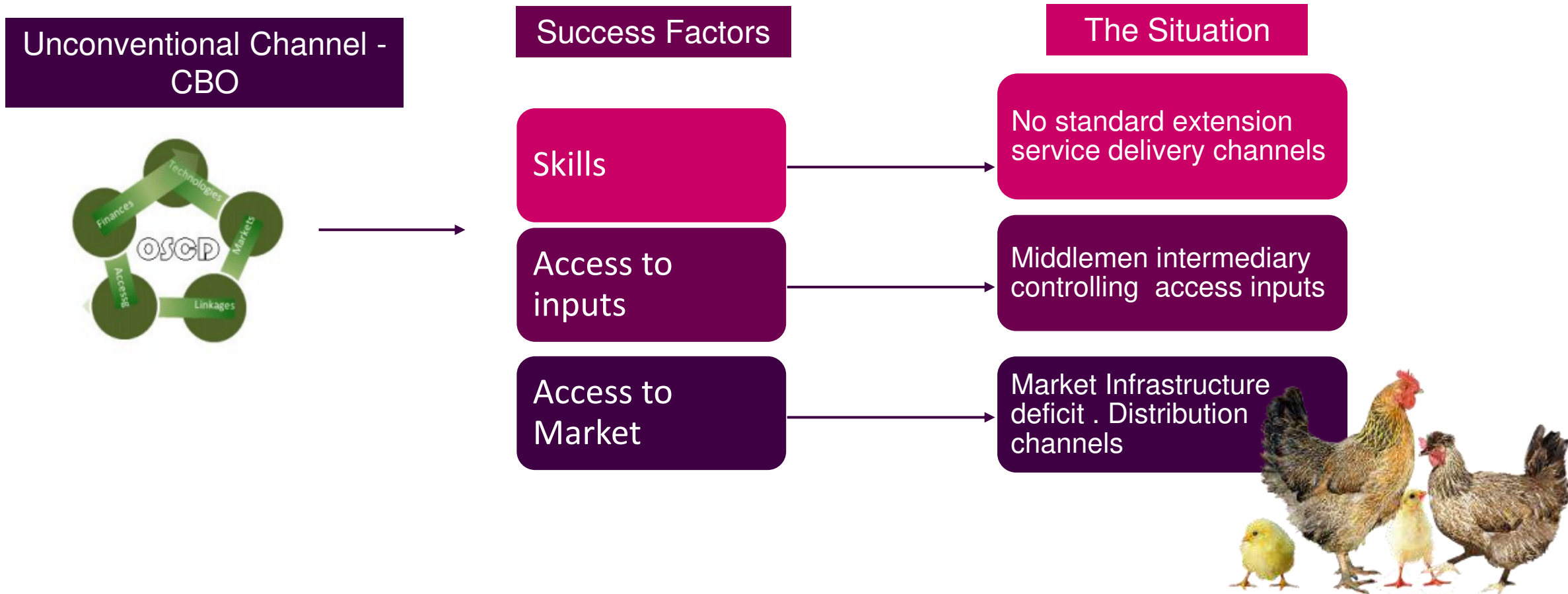
Invest in capacity building / organisational structures



# 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

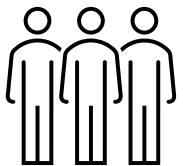
## What we did



Invested in Capacity building of CBOs



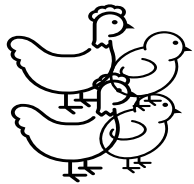
Facilitated linkages to vaccine manufacturers



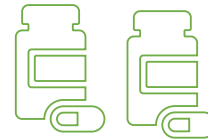
Activated community vaccinators

# Developing Poultry Production/Market through OSCD

## The Outcome



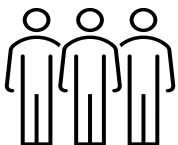
Increased income for farmers as farmer's cycles of production increased from 3 to 7 annually



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 grassroot 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

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## 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.



## > Rebuilding fragile markets with unconventional MSD partners

1<sup>st</sup> July 2021



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

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Thank you



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