



STRONGER  
SUPPORT MARKET  
FOR  
FARMERS & SMEs  
THE  
RE-DELTA

## MARKET SYSTEMS DEVELOPMENT

# Monitoring & Evaluation Report

8 DECENT WORK AND  
ECONOMIC GROWTH



Quarter Four :  
October - December 2020

# MARKET SYSTEMS DEVELOPMENT

The economic development program comprises of three projects: Market Development, Access to Energy, and the Niger Delta Youth Employment Pathways (NDYEP). The overarching objective of the program is poverty reduction through increases in the number of men and women experiencing positive changes in income and attaining gainful employment. This is achieved through the facilitation of interventions with sustainable outcomes.

The market development project comprises five agricultural value chains (aquaculture, cassava, cocoa, palm oil, and poultry) and three cross-cutting interventions (access to finance, access to inputs, and business linkages). The project aims to identify binding constraints in the sectors and seek sustainable solutions that can increase the income of thousands of poor men and women.

The Access to Energy project focuses on energy efficiency and renewable including the energy cabin and solar refrigeration. While Access to Energy identifies and tests technological solutions, the market development project facilitates activities to develop market systems for uptake and adoption of such technologies.

With its priority focus on agriculture, construction, and ICT, the NDYEP project builds on the PIND economic development strategy which emphasizes sustainable interventions that result in full-time employment for youths. It is funded by the Ford Foundation and is currently implemented in Abia, Akwa Ibom, and Rivers States. The scale up interventions for this project commenced with preliminary research in July 2020.

The PIND's Economic Development Program contributes to the following global Sustainable Development Goals



## 2.1 Market Systems Development

This section shows key achievements in Quarter 4 of 2020 for all initiatives implemented under the Market Systems Development project.

PIND's Market Development project supports farmers and small enterprises in key agricultural sectors in the Niger Delta to improve their productivity, leading to an increase in income and reduction of poverty. The project utilizes the market systems development approach that relies on a sound initial analysis of market systems to pinpoint the underlying causes of market weaknesses to inform the design and implementation of interventions that address the underlying causes rather than symptoms.

To ensure the sustainability of PIND's interventions, the development activities are further anchored on a service providers' model that equips local service providers with the right skills, tools, and connections to sustainably provide viable market solutions that address the root causes of poor performance by farmers and enterprises in the region. This approach was utilized to support poor farmers in aquaculture, cassava, cocoa, palm oil, and poultry. The sectors represent the most viable agricultural value chains in the Niger Delta.

To focus on growth sectors that are strategically aligned to the commercial interests of service providers and implementing partners, PIND reviewed its market systems project portfolio in 2019 and re-engineered its programming to focus on two broad categorizations of crops and non-crop agricultural value chain intervention areas. By this, partners are strategically enabled to take on the lead in program implementation in line with their incentives.

For the period under review, following the easing of inter-State border restrictions and release of new guidelines of phased resumption of public gathering, PIND worked closely with partners and market actors to expand outreach activities to farmers albeit with strict adherence to the safety precautions and guidelines instituted to curtail the spread of the COVID-19 pandemic. PIND demonstrated strong resilience in its resolve to provide succor to the implementing partners in the following ways:

- Recommended increase use of virtual platforms to encourage networking among the service providers, who quickly adjusted to the use of virtual platform to improve communications and collaborations to deepen support to farmers;
- Linked farmers and processors to viable sources of finance and inputs in

collaboration with market actors and service providers.

- Focused on expanding demonstrations and training activities capturing the late planting season
- Farmers leveraged existing relationships established with service providers, who are close to them, to ensure sustained access to inputs needed for their farming, and several others.

As a result, 8,834 new farmers and enterprises were reached directly with information and knowledge on best practices and efficient technologies. The result represents a 117% performance against the quarter's target of 7,550. Also, the project recorded additional 13,395<sup>11</sup> indirect farmers/MSMEs in the Cassava sector and palm oil estimated to have copied improved practices from the farmers/MSMEs reached within year. It also brings the year-to-date outreach figure to 59,710 exceeding the target of 52,500 for 2020.

Table 1 provides a summary of the market development project's quarterly and year-to-date (YTD) performance as at the end of Q4 2020 for both direct and indirect participants.

Table 1. Achievement against Q4 2020 and annual targets and performance year-to-date

	Target	Achieved	Performance Q4 (%)	RR for Q4	Target	Achieved	Performance
	Q4	Q4			2020	2020	2020 (%)
Number of farmers/MSMEs reached	7550	22,229	294%		52,500	59,710	114%
Number of jobs facilitated	*	2,486	-		4,100	9,812	239%
Value of investment leveraged	*	N2.13 billion	-		N2.65 billion	N10.02 billion	378%
Number of farmers/MSMEs with increased income	*	12,019	-		30,400	38,449	126%
Change in the income of farmers	*	N2.75 billion	-		6.3 billion	N11.4 billion	181%

\* Impact indicators are usually tracked once or twice a year, depending on sector dynamics and through assessments or surveys. As a result, they do not have quarterly targets.

<sup>11</sup> Cassava, recorded 10,800 copying farmers and Palm oil (SSPE and IHT) recorded 2,595 indirect processors and farmers not previously reported.