

Group Work

On M4P

Approach

Participants: Nepal and Bhutan

Experiences on Market System Development

- Time consuming and availability of reliable data.
- Difficulties on sharing business information with/from private sector
- Lack of transparency while working with private sector
- In Nepal: We have much effort but not much structured way
- In Bhutan: Subsidised cow @70% and insurance

Experiences ..

- In Nepal : facilitation model is working well instead of directe intervention.
 - But in Some cases (coffee) still their mind set have not changed.
 - In Bhutan : We are at the transition stage of implementation to facilitation stage.
- Collabaration with Bank they have their own product and started working
- In alliance with the model we have also started getting support from local government

Leverage

- Marketing through cooperative
- Working with intermediaries at higher level

Relevance and Strength

- Easy to scale up through the collaboration by facilitation
- Project intervention designs on the basis of market system as per sector specific business dynamic to address of the issue of sustainability.

Issues

- Targeting for the poor
- Ensure the quality at the stage of crowd-in