

DEVELOPMENT OF RURAL MARKETS IN AFRICA

'RURAL M4P'

WHAT WE DO



Incorporate low-cost technologies adapted to the needs of farmers to sustainably increase productivity and improve food security. To do so CODESPA develops the supply of and demand for these technologies

STEP 1

IDENTIFICATION OF LOW-COST HIGH-IMPACT TECHNOLOGIES

1

OBJECTIVES

identify low-cost technologies that meet two criteria

A

Adaptation to the needs and socioeconomic circumstances of rural farmers

B

Greatest impact on the improvement of crop **productivity**

2

ACTIONS

1

Analyze the main bottlenecks that limit crop productivity

2

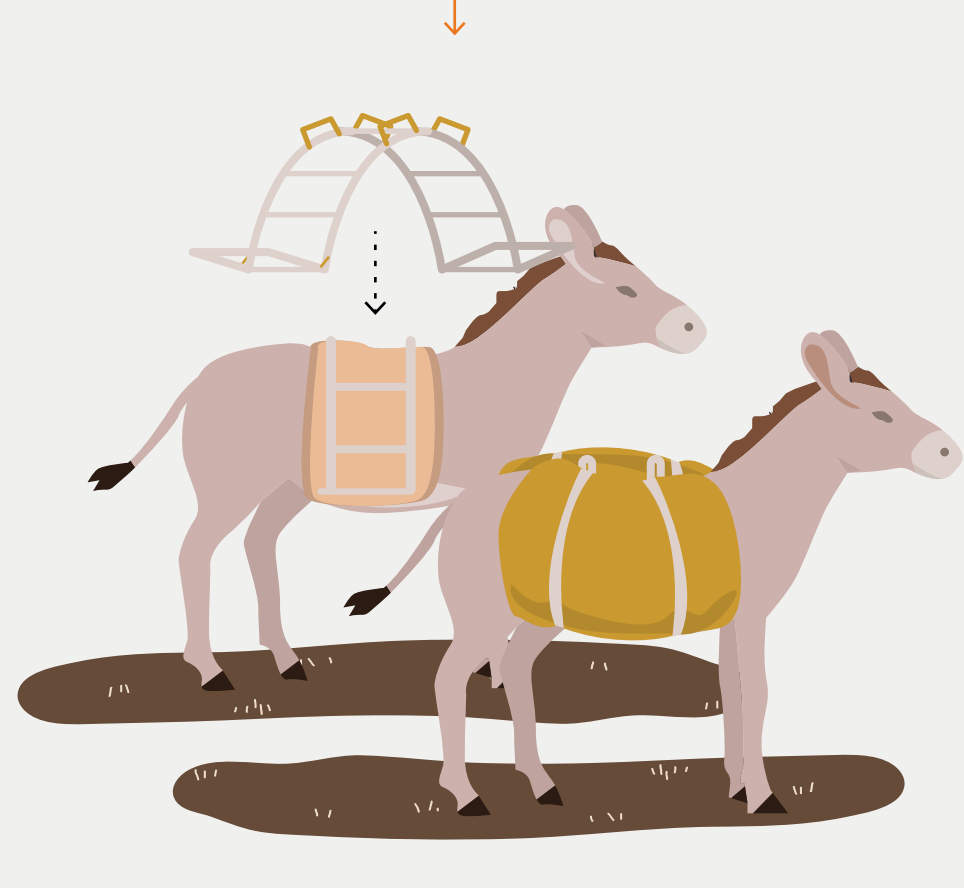
Identify the priorities and characteristics of the farmers, as well as the incentives for incorporating technology

3

Prioritize low-cost technologies and identify local suppliers for them

3

SOLUTIONS



Donkeys for farming tasks: the most accessible and appropriate solution for transport and farm work in rural and mountainous areas



Use of greenfertilizer: animal and human urine, which increases crop yield by up to 50%



Specialized tilling and weeding tools: at a low enough production and acquisition cost (US\$4), double crop yield and productivity

Each technological solution must fulfill the 4 A's

ADEQUATE
addresses a need and resolves it satisfactorily.

AFFORDABLE
can be paid for in amounts and under payment terms appropriate for the population.



ACCESSIBLE
easily accessible and available to rural communities through suppliers in the area.

ADAPTABLE
the level of use and maintenance is in line with the population.

STEP 2

DEVELOPMENT OF THE SUPPLY OF LOW-COST SOLUTIONS

Develop a local supply of these technologies to facilitate access to same sustainably while simultaneously creating a business fabric. CODESPA designs the strategy with the local suppliers and provides them with technical, organizational and business training as well as access to financing to fund the supply.

1

Identification of a network of entrepreneurs and local suppliers to provide these technological solutions in the communities



2

Development of prototypes, testing and piloting for some farmers



3

Technical training for manufacturing and inclusion of the technological solutions



4

Training on business and financial management provided to the local suppliers of the technologies



5

Access to financing for the suppliers through microloans



STEP 3

DEVELOPMENT OF THE DEMAND FOR LOW-COST TECHNOLOGIES THROUGH SOCIAL MARKETING STRATEGIES

1

Awareness-raising and dissemination of the impact of the use of the technologies among rural producers to promote acceptance

Outreach campaign

Rural marketing campaign

2

Creation of family vegetable gardens for 888 farm families as a measure to address malnutrition and train the farmers on the use of the technologies

3

Providing access to financing for the purchase of the technologies through the saving and credit groups and the loan fund

