

Draft Concept of – Poverty & Market development



The Event: “Poverty and Market Development

Date: 1st December, 2008

Time: 9:00 - 16:00 hrs

Venue: TBC

Objectives of the Day:

- Understanding Market Development approach (MDA) and its link to poverty alleviation
- Influencing and Communicating the strength of MDA to the wider development community
- Sharing the experiences of private sectors in working with projects

Participants:

- Practitioners (including development partners, academia, private sectors, policy makers etc)
- Expectation of around 80 participants

Modality:

- Presentation by MDA expert on the theoretical Aspects
- Presentation by practitioners (development projects)
- Breakaway sessions covering Industry, Service and Agro Processing Sectors
- Call for Actions

There would be a moderator for the day

Tentative Program of the Day:

0900 hrs	Participants arrive / Tea, Coffee
0930 hrs	Inaugural function
	Introductory presentation by MDA expert
1000 hrs	Question session
1030 hrs	Presentation 1 :Project
1045 hrs	Presentation 2: Project
1100 hrs	Question session
1130 hrs	Tea/Coffee
1145 hrs	Presentation 3: Project
1200 hrs	Presentation 4: Project
1215 hrs	Question session
1245 hrs	Lunch
1345 hrs	Breakaway Sessions
	Consolidating the findings of the discussion
1515 hrs	Presenting the findings

Facilitated By:



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1545 hrs	Call for Action
1615 hrs	Wrap up session
1630 hrs	End of the day

Description of the Events:

“Poverty and Market Development”: Presentation by a Market Development expert who is credible and unbiased, on

- Theoretical Underpinning of Market Development approach
- Defining pro poor growth
- How Market Development approach links to Poverty alleviation
- How does market development approach relates to other approaches (LED SLA)
- Scope of Market Development approach: Where in lies its boundary (chronic Poverty)

Presentations from 4 different practitioners and it should focus on the following:

- Short summary of the project
- How they have addressed the core problems for the market to develop
- How they partner with Private Sectors to address poverty- which type of private sectors - on what basis they are selected
- Successful cases of their project’s where collaborative effort with the private sector has resulted in pro poor growth
- Challenges they had to face when working with private sectors: convincing, ensuring commitment, sustainability etc
- The approaches that worked in dealing with the challenges

Breakaway Sessions: Three separate discussion sessions will take place on i) Industry Sectors ii) Services Sectors iii) Agro processing Industry

One representative each from a few partner private sectors and their end beneficiary (selected by the private sector themselves), covering all the three aforesaid segments is selected, and a moderated panel discussion is held for them to address the following points:

- Their experience working with the projects
- How the end beneficiaries have been benefited
- How to garner greater private sector involvement in such endeavors
- How and where can projects assist private sectors in taking up similar activities
- Good practices that can be adapted
- Consolidating the findings of the discussion

Call for Actions: Different projects might show keen interest toward working with the private sectors. In this session they will present their ideas to

- Get feedback from the audience about the viability of the idea.
- Possibly develop linkage with private sector

In addition...

Publications table: table for having publications from the different projects working with private sectors, which can be handed out or picked up by any interested party.

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