

MAKING MARKETS WORK FOR THE POOR (M4P) APPROACH



M4P APPROACH

Making Markets Work for the Poor (M4P) approach is a relatively new concept in the development arena but is fast gaining credence and acceptance across the globe. The approach analyses the economic system and helps define key constraints. The aim is to address these constraints so that it improves the way to serve the poor. M4P, as a result, is relevant to both the economic (agriculture, livelihoods, finance, etc.) and social (health, education, etc.) fields. M4P builds upon the experience of the direct intervention approaches, which are limited in terms of outreach, efficiency, impact, and sustainability. M4P, therefore scores much higher in these aspects and is also relatively less expensive. ICCo brings in its experience and learning from its programs based on the M4P approach across the globe. The intent is also to develop and support programs based on this approach in India. With this objective, the training on M4P approach has been designed to introduce, develop understanding, and build expertise in the same. The training, though relevant for all fields, is designed keeping livelihoods as the base.

ABOUT ICCo

ICCo is a development organisation, working in India to achieve the twin core principles of 'Securing Sustainable Livelihood' and 'Justice and Dignity for All'. We have learnt that development requires the participation of various partners and hence we believe in a multistakeholder approach. ICCo has thus developed partnerships with more than 100 agencies, including Government, Civil Society Organizations, Alliances, International organizations and the Corporate, in more than three decades of its work in India. The support ranged from capacity development and market linkages to access to finance in the areas of Fair & Sustainable Economic Development; Food & Nutrition Security; Fair Climate; Children at Risk and Skill Building. ICCo has been continuously evolving and its role now has changed from a purely provider of grant support to encompass those of a facilitator, co-implementer, strategic financier and technical expert.

Training objectives

- Develop an understanding of the concepts of M4P towards pro poor market development
- Gain insights into the entire process of developing a program using the M4P approach
- Provide familiarity in utilizing the various tools required for the approach



Benefits of the program

- Clarity on M4P approach
- Differentiate M4P from other approaches
- Develop programs based on the approach
- Effectively utilize tools
- Run a complete project cycle
- Monitor and evaluate results



Topics to be covered

- What is market development
- What is M4P approach
- How to analyze a sector
- Defining sector strategies
- Tools: Sector Mapping to Results Chain
- Deal making
- Financing
- Managing deals



Who should attend

This program is primarily designed for people working in livelihood programs and involved in design, implementation and management of such programs. The training would be useful for professionals at all levels with some experience in livelihood interventions, value chains, and markets. This program is also useful for researchers, evaluators, policy makers, etc.



About the training mode

- Interactive and participative
- Good mix of Theory and Practical based approach
- Relevant and realistic case studies



About the trainers

- The trainers will be a mix of experienced professionals and implementers
- The trainers will bring in a mix of national and international insights by sharing examples



How to register

Exclusive training programs are organized for organizations. The ideal number of participant in a training program is 15-20. Interested organizations can get details of the training program from the contact mentioned below.



Cost

The cost of the program will depend on the number of participants and the venue.

Testimonials



As part of the development sector for long, this came in as a new thought. The training brought a lot of clarity in my understanding about the M4P Approach. What I really liked about the training was the detail in which each step in the process was discussed through cases and exercises. I now feel much more confident about the approach.

- Bheemarao, VIEWS, Bhubaneswar, Odisha



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