

Market Development / Perception Survey

Implementing Partners

1. PROFILE

Name: _____ Organization: _____

1a. Please indicate which **type of** institution, agency or organization you represent.

International development organization or international consulting firm	<input type="radio"/>	Private sector commercial entity (not primarily in development)	<input type="radio"/>	Government	<input type="radio"/>
Local development organization (NGO or consulting firm)	<input type="radio"/>	Research University or research organization	<input type="radio"/>	Donor	<input type="radio"/>
				Other: _____	<input type="radio"/>

1b. Which of the following **functions** best represents your current role in the institution, agency or organization?

Senior management (Generally not in the field)	<input type="radio"/>	Technical staff (Generally not in the field)	<input type="radio"/>	Support staff (Without a technical focus)	<input type="radio"/>
Project management	<input type="radio"/>	Technical field staff	<input type="radio"/>	Other: _____	<input type="radio"/>

2. AWARENESS AND UNDERSTANDING OF PRO-POOR MARKET DEVELOPMENT APPROACH

2a. Have you heard of the 'pro-poor market development approach'? ___ Yes ___ No

If 'No,' skip to section 3.

2b. How would you describe your level of awareness of the pro-poor market development approach?

Slightly aware	Somewhat aware	Moderately aware	Very aware
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2c. How would you describe your level of awareness one year ago?

Not at all aware	Slightly aware	Somewhat aware	Moderately aware	Very aware
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2d. How would you describe your knowledge or understanding of the pro-poor market development approach?

Little knowledge	Some knowledge	Good knowledge	Very good knowledge
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2e. How would you describe your knowledge one year ago?

No knowledge	Little knowledge	Some knowledge	Good knowledge	Very good knowledge
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2f. In your opinion, what are the primary characteristics of the pro-poor market development approach? Please provide up to five characteristics.

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

2g. What has affected your awareness and knowledge of the pro-poor market development approach?

- a. _____
- b. _____
- c. _____

2h. To what degree do you have a favorable view of the pro-poor market development approach?

Not at all favorable	Unfavorable	No opinion	Favorable	Highly favorable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Explain why? _____

2i. How likely are you to implement/continue pro-poor market development approach in your agency in the next year?

No at all likely	Not likely	Somewhat likely	Very likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Explain why? _____

3. INTERVENTION STRATEGIES AND APPROACHES

3.1 STRATEGIES

3.1.a Does your institution, agency or organization work to improve the situation of small farmers or enterprises?

__ Yes __ No

3.1.b What strategies does your organization apply to improve the situation of small farmers or enterprises or pro-poor market development approach (i.e. activities that support the growth and competitiveness of markets while ultimately benefitting the poor within the market)?

a. _____

b. _____

c. _____

3.1.c What are the existing programmes/activities that support pro-poor market development approach (i.e. activities that support the growth and competitiveness of markets while ultimately benefitting the poor within the market)?

a. _____

b. _____

c. _____

3.2 INTERVENTION APPROACHES

3.2.a Which of the following statements best describes the approach your institution, agency or organization uses to improve the situation of small farmers or enterprises? In answering, a '1' and a '2' indicate 'strong agreement' or 'agreement, respectively, with the statement on the left; a '5' and '4' indicate 'strong agreement' or 'agreement,' respectively, with the statement on the right; and a '3' indicates that you are unsure.

If you do not know or do not understand the question, please leave it blank.

	1	2	3	4	5	
Interventions invest time analyzing market and market constraints						Interventions spend their time analyzing challenges faced by beneficiaries, such as farmers or enterprises
Interventions focus on addressing the underlying root causes of challenges in the market						Interventions focus on addressing the resulting issues caused by challenges in the market
Interventions seek to improve the way broader market systems function						Interventions address specific problems of market system
Interventions seek to work through other market actors to facilitate change (indirectly benefitting the beneficiaries)						Interventions seek to cause change directly (through direct activities from the project with the beneficiaries)
Interventions focus on supply of and demand for goods and services produced by small farmers and enterprises						Interventions focus on the supply of goods and services produced by small farmers and enterprises
Interventions work through other market actors, such as input suppliers, buyers, service providers, and associations to reach out small farmers and enterprises						Interventions works directly with small farmers and enterprises

Interventions seek to facilitate the entry of new actors into the market (which may already exist but not operate in the smallholder market)						Interventions focus on existing market actors
Interventions seek to achieve broad change beyond primary beneficiaries						Interventions seek to achieve change among primary beneficiaries
Interventions work with multiple market actors representing different functions in the value chain						Interventions work with specific market actors representing in the value chain
Interventions seek to link small farmers and enterprises with other market actors to provide goods and services on a commercial basis						Interventions provide goods and services directly to small farmers and enterprises or through other market actors on a non-commercial basis
Interventions seek to change the nature of relationships between different market actors						Interventions take existing market relationships as a given and seek to work within them
Interventions work in the background and farmers or small enterprises are unaware of the work we do						Interventions work in the limelight and farmers or small enterprises are well aware of the work we do
Interventions have an exit strategy on when and how to phase out individual activities within interventions						Interventions have an exit strategy for when funding ends at the end of the intervention
Interventions measure changes beyond our direct activities						Interventions measure changes as a result of our direct activities only
We measure impacts at wider market level including primary beneficiaries						We measure impacts at primary beneficiaries level

3.2.b On a scale of 1 to 5, where 1 equals 'not all effective' and 5 equals 'very effective,' how effective do you personally think each of the following is as an approach to improve the situation of small farmers or enterprises?

	1=Not at all effective	2=Not effective	3=Not sure	4=Effective	5=Very effective
Project builds capacity e.g. training to small farmers/enterprises	0	0	0	0	0
Project provides services (e.g., information, loans, business development assistance, etc.) to small farmer or enterprises at no or subsidized cost	0	0	0	0	0
Project provides productive assets (e.g., land, equipment, tools, etc.) to small farmers or enterprises at no or subsidized cost	0	0	0	0	0
Project provides production inputs (e.g., seeds, chemicals, feed, root stock, etc.) to small farmers or enterprises at no or subsidized cost	0	0	0	0	0
Project purchases goods and services from small farmers/enterprises	0	0	0	0	0
Project works through other market actors (e.g., input suppliers, services providers, buyers, associations, etc.) to provide training to small farmers or enterprises on a commercial basis	0	0	0	0	0
Project works through other market actors to provide productive assets to small farmers or enterprises on a commercial basis	0	0	0	0	0
Project works through other market actors to provide production inputs to small farmers or enterprises on a commercial basis	0	0	0	0	0
Project facilitates new and/or improved commercial relationships between small farmers/enterprises and buyers	0	0	0	0	0

4. MEASURING SUCCESS

4a. What type of indicators or signals do you consider in your programming to **measure success**?

4b. Where it comes to improving the situation of small farmers and enterprises, how does your institution, agency or organization **define sustainability**? Please provide up to three responses.

a. _____

b. _____

c. _____

4c. Which **withdrawal mechanisms** does your institution, agency or organization adopt or plan to adopt for achieving sustainability?

a. _____

b. _____

c. _____

5. BEHAVIOUR CHANGE

5a. Has your institution, agency or organization changed the approaches that you use to improve the situation of small farmers or enterprises **in the past year**? __ Yes __ No

5b. If 'Yes', what changes did you make? Please provide up to three changes.

a. _____

b. _____

c. _____

5c. Why did you make these changes? Please indicate all that apply.

Donors or other stakeholders requested the change	0
Funding was tied to adoption of the approach	0
Reflected broader change in organizational strategy	0
Followed recommendations from an external review or evaluation	0
Followed recommendations from internal research/review	0
What we were doing wasn't working, so we wanted to do something different	0
Something we read or heard (e.g., secondary research, conference participation, participation in training, etc.) convinced us this was a better approach	0
Other (specify)	0
Other (specify)	0
Other (specify)	0