

## Early Warning Checks<sup>xxiv</sup>

While interventions seek to influence market player behaviour, facilitators are not seeking to dictate their actions. This sentiment is at the centre of another process - 'early warning checks' - which constitute a further means of determining whether interventions are on-track and to aid facilitator decision-making. While they can be used across most Samarth-NMDP interventions at any time, they are particularly important during pilot phase interventions that are engaged in proving a change concept (e.g. testing a business model) and/or a technical solution. These checks are embedded within results chains and are effectively the main indicators used to measure the 'adopt' element of systemic change. The three core early warning checks are:

Check	Trigger	Description
<b>Value proposition check</b>	Market player develops service offering	Check whether target groups are likely to value, and benefit from, the new service (benefit > cost, including any transaction costs). Identify any perceived barriers to up-take on the side of target groups (e.g. price too high, transaction cost too high).
<b>Target beneficiary check</b>	Target group access service	Check who (poor and disadvantaged groups) is accessing the new service, and whether they intend to continue to access the service and would recommend it to a peer.
<b>Sustainability check</b>	After first testing / piloting by market player	Check whether market players see value in continuing to offer the service, or have plans to upgrade the service or roll-out to new regions.

<sup>xxiv</sup> These checks track trends in the level of capacity of market players, the degree of buy-in or commitment, the viability of pro-poor business models in commercial service providers, and the institutionalisation of practice change.