Results chains: sample results chain from the ginger disease management intervention

1. Intervention jointly identifies high-potential ginger pockets with importers
2. Intervention identifies national disease management (DM) importer(s) to partner with
3. Intervention provides technical and financial support for sales agent (SAs) start-up
4. Intervention provides logistical and technical support to importers to conduct demo sites (planting and drencing season)
5. Intervention jointly develops promotional materials on DM product effectiveness and use with importers
6. Intervention brokers linkages between importers and agro-vets (AV) for ginger disease management
7. Intervention develops training curriculum and provides technical support to importers for AV training
8. Importers adopt training package for recurrent DM training (to AV)
9. Importers train AV on technical aspects of DM product use
10. Importers 'sensitise' AV on benefits of stocking DM products
11. Importers and SAs conduct demo plots to raise awareness among farmers of benefits of DM product use (planting and monsoon)
12. AV stock DM products for ginger disease
13. SAs and AVs promote use of DM products to farmers during/after demos and SAs distribute vouchers
14. AVs provide embedded services to SSF (DM products and use)
15. Importers pay commission (retaining high-performing SAs) and track demand based on voucher system
16. Importers have incentive to sustain/expand service
17. AVs have incentive to sustain/expand service
18. Farmers aware of benefits of DM products
19. Farmers know how to apply DM products
20. Farmers buy DM products (re redeeming vouchers)
21. Farmers use & apply effective DM solutions
22. Rhizome rot incidence in ginger decreases
23. Ginger yield increases (avoidance of loss)
24. Farmers' income from ginger increases

Incentives for scale and sustainability

1. More AVs stock DM products and provide embedded service
2. More farmers correctly using DM products
3. Other farmers influenced by beneficiaries to buy DM products
4. Farmers’ income from ginger increases
5. Rhizome rot incidence decreases and ginger yields increase
6. More AVs stock DM products

Poverty reduction

Enterprise Performance

Market system change

Systemic Intervention
Augmenting the results chain

Samarth-NMDP categorises impact in two ways: 'first-wave' and 'second-wave' impact. First-wave impact is generated as a result of the market players with whom the project has initially and temporarily partnered having successfully piloted role changes or a pro-poor innovation. However, the intention is always for more players to crowd-in to this space and themselves adopt new behaviours, either as a result of a further intervention or autonomously. This second-wave impact not only brings a greater breadth of impact, but also strengthens the sustainability of pro-poor outcomes.

It is important that second-wave impact is understood and tracked. To aid in this, Samarth-NMDP augmented the standard results chain by adding the node from where second-wave impact was predicted to stem. A new column, 'incentives for sustainability and scale', was inserted as depicted in Figure 1 to capture the specific intent of initial pilot-phase partners to continue, or even expand upon, the pro-poor innovation. This acknowledges the need for market players to first realise a benefit from experimenting with a new way of working before further investments are made in promoting and amplifying something that has not yet been proven to stick, even at a localised level. The boxes in the additional column therefore mark the point where what has been pioneered is deemed more likely to sustain, grow and evolve - and where, in effect, market player ownership confers some measure of systemic status on what was previously only an intervention-supported experiment. An example of this from a Samarth-NMDP results chain from in ginger sector is included in Annex A.
Figure 1: Augmented results chain depicting 'first-wave' and 'second-wave' changes

First-wave impact logic

Sustainability / scale incentives

Second-wave impact logic

Boxes measure incentives of players to sustain and expand the product or service innovation

Dotted lines track the 'trigger' where initial players might begin to see a return from innovation

Potential activities to support second wave players crowding in (If innovation proves to be pro-poor and market players see incentive)

Intervention activities to support piloting an innovation