

## Project title : MALUX 2 - Technical assistance for LuxDev on trade and funding for producers' organisations on sesame, rice and fonio

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Mali	72 452 €	Coordination	LUX DEV, AMASSA - Afrique Verte Mali, AOPP - Association des Organisations Professionnelles Paysannes	February 2019 - December 2019

### Project's goals and results

#### Main goals

Strengthen the commercial support of the MLI/021 program for the benefit of actors of the sectors

#### Specific objectives

- Support the emergence of the sesame sector through the strengthening of stakeholders on product standards and requirements, information and communication on the product market
- Conduct an economic analysis and develop a viable business model for ARPASO on rice
- Monitor and evaluate the financial intermediation mechanism implemented by AMASSA with FOs and MPEs (Micro and Small Enterprises) of MLI/021 and MFIs (Micro Finance Institutes) on rice, sesame and fonio

#### Beneficiaries

Actors of the sesame sector in Mali

#### Results

**R1.** Training modules on sesame quality and the functioning of the international sesame market are produced for the specific context of the sesame sector in the six MLI/021 intervention circles, the trainers of AOPP and AMASSA are trained in the use of these materials, a training program is set up to enable the training of 2000 sesame producers targeted by the MLI / 021 program.

**R2.** The telephone contacts of all beneficiaries of the MLI/021 Program (50 POs, 20 MEPs, 10 seed companies, 2000 individual producers, etc.) are collected and all beneficiaries receive one SMS per week during two campaigns of 21 weeks each (2018-2019 campaign and 2019-2020 campaign).

**R3.** One or more economic models for the trading of ARPASO's rice production are designed and detailed in a report.

**R4.** A restitution workshop is organized and allows the validation of an economic model by ARPASO, LuxDev and the other partners of ARPASO on rice, fonio and sesame. Following this validation, an implementation plan is defined with the different partners.

**R5.** Six synthetic monitoring notes showing the progress of the device are produced every two months.

**R6.** An evaluation and capitalization report on the implementation of the device in the framework of the MLI/021 program is produced and shared with all the actors involved in the mechanism. This report includes recommendations for improving the device for future marketing campaigns.

#### Activities

**A1.** Production of training / communication tools

**A2.** raining of trainers on:

i) the international sesame market

ii) health standards

iii) the use of information from the N'kalô Service

**A3.** Weekly SMS broadcast on the sesame market: 1 message/week to 2000 producers for 42 weeks

**A4.** Literature Review

**A5.** Field visits and surveys

**A6.** Definition of 1 or 2 viable business models

**A7.** Workshop presentation and validation of the study (return mission / 3-day workshop)

**A8.** Periodic monitoring of the marketing financing mechanism AMASSA / SOS Faim

**A9.** Evaluation and capitalization mission for the first year of implementation of the plan