

## Project title : NKABIZ - Improving competitiveness, profitability and ability to manage business risks of 50,000 smallholder farmers

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Burkina Faso, Côte d'Ivoire, Mali	122 000 €	Coordination	CTA - Technical Centre for Agricultural and Rural Co-operation, Chigata, INADES, FENPROSE, CCA - Conseil Coton Anacarde, OCPV	August 2014 - November 2015

### Project's goals and results

#### Main goals

This project involves the extension and harmonization of service information and business consultancy called N'Kalo in Mali, Burkina Faso and Ivory Coast, an initiative born 6 years ago. The overall objective of this project is to improve the competitiveness, profitability and ability to manage business risks of 50,000 small farmers and 1,500 actors in value chains in West Africa through an economic intelligence service based on expertise in three sectors with high growth and high added value (shea, cashew and sesame), associated with two important channels for household food security (maize and onion).

#### Specific objectives

- This project aims the migration of the innovative pilot into economic and methodological validation (confirmation of technical, economic assumptions, impacts)
- This information service is currently operational in the market for cashew nuts, sesame and shea (Côte d'Ivoire, Mali, Burkina Faso and to a lesser extent in Senegal and Chad) and combines market analysis, engaged and tailored advices to users (producers, SMEs, institutions) and technological flexibility

#### Beneficiaries

- 50000 smallholder farmers in Mali, Burkina and Cote d'Ivoire (cashew nut, sesame, shea, maize and onions sectors)
- 1500 leaders of these sectors : commerçants, gestionnaire d'unité de transformation, TPE, coopératives, groupements, union, unité de transformation, banques de céréales...

#### Results

- R1.** Training of 3 commercial advisors (Mali, Burkina Faso, Côte d'Ivoire) and 1 ICT support officer on information matters
- R2.** Training of the industries actors (sesame, cashew, shea, maize and onion) to the use of the service and to the participation in its funding
- R3.** Implementation of ICT tools for broadcasting, subscriptions and payments with mobile network operators
- R4.** Information and ongoing advice on the markets of agricultural sectors to 50,000 smallholders
- R5.** Technical and financial autonomy (farmers organizations, utilities, private buyers, telephone operators, users)

#### Activities

- A1.** Structuring and empower local supply business intelligence : to develop local skills that can strengthen the capacity of involved sector stakeholders and empower the sub regional business intelligence services
- A2.** Stimulate local demand for regular information and adapted to a variety of users : provide an extensive and annually renewed training on technical production and marketing of agricultural products that will allow beneficiaries to effectively use the broadcasted information
- A3.** Promote technical conditions, at a competitive cost, that allows the information dissemination, the collection of subscriptions and the sharing of financial resources generated : the focus will be to use any means available in order to achieve an efficient and inexpensive dissemination over GSM networks
- A4.** Support the service's growth: the 3 previous activities helps to provide an information dissemination system on markets evolution for the sectors concerned in real time. This is primarily a weekly SMS broadcasting system
- A5.** Maturation of the market: the project will be designed to rely on a financial model where the intervention of public institutions, private organizations, telephone operators and users, will result in a viable stand-alone service, and possibly profitable. Our first year goal is to generate a turnover of € 30,000 to cover local human resources