

Enterprise Promotion



PROGRAMME: Improving Market Systems for Agriculture in Rwanda (IMSAR)
REGION: Central, East & Southern Africa
COUNTRY: Rwanda
PROGRAMME PHASE: April 2018 – April 2023
FUNDING: The Department for International Development (DFID)
IMPLEMENTED BY: Palladium International and Swisscontact

IMSAR's Approach to Market Development



RATIONALE

Rwanda is currently going through a transformation process and the agricultural sector provides a huge opportunity to drive growth, create jobs and raise incomes for the poor population. Generating more than 50% of the export revenues, the agricultural sector can be grown and diversified with targeted investments to improve productivity and competitiveness in the global market. There are many people living in poverty and depending on agriculture who need different investments that focus on labor intensive crops and value-addition processes. If a clear agenda is agreed on to encourage more competition and private sector investments, the Government of Rwanda will be highly motivated and a committed partner in achieving these goals.

IMSAR's Methodology



PROGRAMME DESCRIPTION

The IMSAR programme builds on constraint-driven approaches, by developing a clear vision for a more commercialized and industrialized agricultural sector, and transition strategies for the poor. It adopts a market development approach to increase the income of poor households by supporting market actors (including the poor) to adopt new practices (business models, products, services, rules, behaviours and norms) that improve the way markets work for the poor. The programme brings agribusinesses, lenders and investors together to design new financing products and mechanisms, testing and scaling them in the Rwandan market. IMSAR provides expertise and assists in the designing and testing of interventions, accessibility to credit, mitigation of risks and linkages to agribusinesses.

The programme engages with international, regional, and Rwandan agribusinesses and investors building connections and making deals that drive inclusive growth. It prioritises pro-poor impact for the most vulnerable groups, ensuring real benefits for the rural poor as they integrate into higher performing markets. IMSAR also works effectively with the Government of Rwanda, remaining independent but influential in improving government policy making and investments in key agricultural sectors.

EXPECTED PROGRAMME IMPACT

The programme helps commercialize agriculture by improving the way agricultural market systems function; making them more effective, participatory (by including poor farmers and other disadvantaged groups) and more competitive.

The outcome of the intervention will be that 'Selected market systems work more effectively for poor farmers and MSMEs.' The programme will contribute to achieving an increase in:



- The average incomes of poor farmers in targeted agricultural market systems.



- Sales among farmers and agro-enterprises.



- The percentage of agricultural produce that has value addition.



- Export diversification.



- The number of off-farm jobs created.

Lead Implementing Agency:



CONTACT INFORMATION

Swisscontact, Swiss Foundation for Technical Cooperation
KG 5 Avenue No 83
P.O. Box 5504 Kigali, Rwanda
Tel: +250 252 585 120
www.swisscontact.org

We create opportunities

