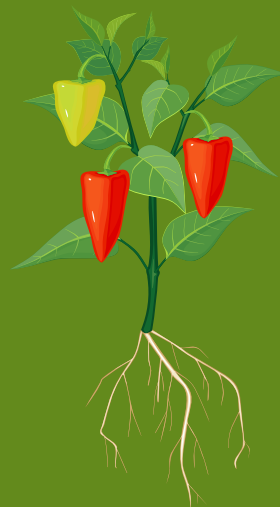


Improving Business, Improving Lives

The Katalyst Story

2017



Consolidating and influencing in the Bangladeshi context

By December 2017, **4.69 million SMEs** and farmers benefitted income increase in **USD 689 million**

Development of **new tools**:

Such as the systemic change measurement framework with **SenseMaker, the Women's Economic Empowerment (WEE) index** and an improved calculation of the **Progress Out of Poverty Index (PPI)**

Private sector partners **increased to about 75 Staff 100**

Selected achievements:

- Health care education policy
- Low cost quality compost production
- Better packaging reduces post-harvest losses
- Global recognition of agri-helpline by mobile phone company
- Contract farming and dedicated credit lines Increase maize production
- Poor farmers gain access to quality seed
- Public-private collaboration improve farmers' access to information and services
- Improved pest management techniques

Shifting from Gender mainstreaming to WEE

Anchor initiatives for **inclusive market development in the national context**

Donors

Swiss Development Agency
UK Department for International Development
Danish Development Agency

Deepening systemic change through knowledge capitalisation

Anchor business models with public and private stakeholders

Nationwide geographical coverage

Working in selected agricultural sectors, such as **Maize, Farmed Fish and Vegetables**

Katalyst successfully audited as the first project globally based on the **standard for results measurement developed by DCED**

Katalyst recognised as a **global leader in Market System Development**

Working in 17 Sectors

Donors

Swiss Development Agency
UK Department for International Development
Swedish International Development Cooperation Agency
Embassy of the Kingdom of Netherlands

2008



Reaching grater scale in sectors

Large scale and systemic changes in targeted industrial and rural sectors

Succes of market-based intervention without any subsidies

Comprehensive sector strategies and new interventions **with growth potential, pro-poor relevance and feasibility**

Implementing environmentally and **socially responsible business practices**

MRM starts with setting up a **robust system for measuring impact**

Set up **communication unit**

Co-facilitators implement 80% of the interventions

Continued **in the north, going national** in Bangladesh

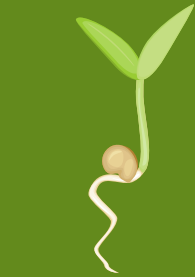
Staff: 90

Strong branding of Katalyst starts

DCED standard evolves **with key inputs from Katalyst**

Inclusive Markets (M4P) approach can be achieved through **working directly with market actors**

2004



Innovating, testing and proving the methodology

Early days of the Inclusive Markets Approach (M4P)

Katalyst seen as testing ground, supported by DCED and Springfield Center

Focus on competitiveness and enabling environment of SMEs in order to create jobs and additional income, more holistic and systemic approach

Donors

Swiss Development Agency
UK Department for International Development
Swedish International Development Cooperation Agency

Developing local markets for transacted and embedded public BDS

Geographical focus in northern region

Working through co-facilitation
Sector development: in 19 sectors and 40 locations

2000



Business Development Services Programme

Testing market development for Business development Services

Focus on **strengthening generic BDS providers**, providing technical and financial assistance

Staff 9

Donor

Swiss Development Agency

SME Promotion shifts towards **promoting markets for Business Development Services**