The **Katalyst Approach**

**Improving Business, Improving Lives**

**VISION**
Sustainable livelihoods and businesses

By bringing about **change** in the **market system**, in which poor people live and work. Inducing **substantial and lasting changes** in their livelihood, by better linking them with agricultural input and output markets, through facilitation change of rules and support functions.

**The Portfolio**
Katalyst's focus throughout its years of operation has been in 19 **industry and rural sectors**:

- **Inputs**
- **Farmed Practices**
- **Marketing**

- **Support and development**
- **Knowledge and experience**

- **Private sector associations and extension agencies**
- **Government policies, institutes, universities, research centres**

**Analyse** underlying constraints, why markets do not provide solutions for poor producers

**Identify** innovations in delivery of support services and adaptation of rules

**Create** a business case and partner with interested public private sector institutions

**Implement** pilot interventions

**Facilitate** expansion of successful business cases and public support initiatives

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**Supporting small maize farmers** with improved information on maize cultivation techniques

**Small fish farmers** receive training, information and services. As a result, they are able to increase income by diversifying into profitable practices

**Vegetable farmers** receive training and information and therefore increase their incomes by less production costs and achieving

**Agricultural extension service delivery**

**Information solutions** through various information channels

**Change** of behaviour of market actors, structures are adapted (such as cooperation among market actors and organisational setups) to ensure sustainability

**Women's Economic Empowerment**

**Consolidation**

**Scale up**