



Australian Government
Department of Foreign Affairs and Trade

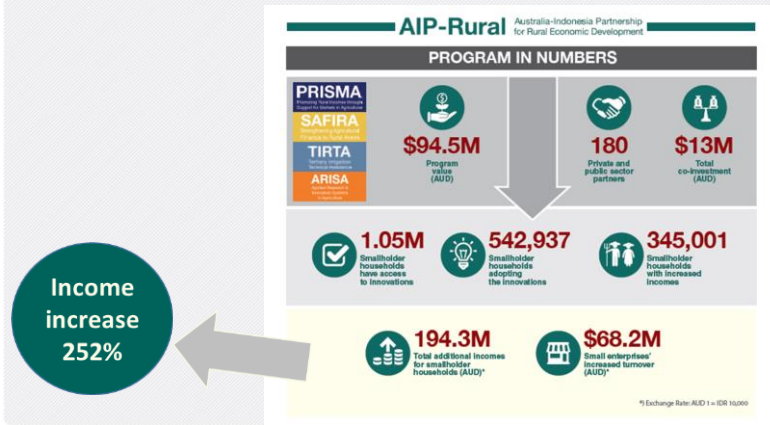
STRATEGIES FOR INCLUSIVE MARKETS: LESSONS FROM PRISMA

Webinar Inclusive Business
JAKARTA, 20 MAY 2020

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PRISMA ACHIEVEMENTS

5 Year Goal: increase incomes of 300,000 smallholder farming households by at least 30%



Title of Presentation
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INCREASING INCOMES FOR VEGETABLE FARMERS IN PAPUA



Strategies for Inclusive Markets: Lessons from PRISMA
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Problem: low productivity and quality of vegetables = low incomes

Root causes: limited supply of good quality seed, high production costs, low GAP

Intervention: partnered with 3 businesses (nursery, input supplier, bank) to introduce higher quality vegetable seeds, chemicals, GAP training and loans.

Result: 3,469HH outreach (62% <\$2.5; 36% <\$2; 50% women)

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5 LESSONS FROM PRISMA

1. Embed inclusiveness in program management
2. Target by 'stacking the cards'
3. Develop inclusive business strategies
4. Experiment & be adaptive
5. Change (but don't lower) expectations

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