

For more than 20 years, IDE has promoted market-based solutions to rural poverty in the developing world. From this experience, PRISM emerged as a unique market-oriented approach to rural economic development. PRISM - Poverty Reduction through Irrigation and Smallholder Markets – develops enterprises that improve small farm productivity and integrates small farms into markets for effective and sustainable poverty reduction.

PRISM VISION

The rural poor – women and men - transform their knowledge, skills and limited assets into additional income.

PRISM PRINCIPLES

Make Markets Serve the Poor. IDE regards the rural poor as potential entrepreneurs and customers, not charity recipients. Creative market-driven, business-oriented solutions to poverty prepare the rural poor to participate effectively in markets, leading to substantial and sustainable income improvement and empowerment of the poor and marginalized in society.

Improve Water Control. Water is often a key constraint to on-farm productivity. Innovative, affordable, small-plot irrigation technologies allow farmers to access, store and control water. This improves water-use efficiency, reduces labor and creates income-generating opportunities.

Listen and Learn. IDE responds to the unique constraints and opportunities of the rural poor by listening to, learning from and championing the needs of farm families living in poverty.

Sustainable Resource Management. The PRISM approach promotes sustainable resource management of soil, land and water resources upon which the rural poor and their markets depend.

IDE International is a non-profit organization that uses market forces to strike at the roots of rural poverty in the world's least developed countries. IDE creates innovative, cost-effective and sustainable poverty solutions that address the economic, social and natural resource needs of the rural poor by:

- Enabling small farm households to increase production, generate income, and improve their quality of life.
- Developing market environments that serve the interests of the rural poor.
- Equipping local private enterprises to meet the needs of the rural poor.
- Improving the ability of smallholders to access and control water.

IDE International is based in Switzerland and supports activities and programs in Asia, Africa and South America.

IDE International Foundation

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Poverty

Reduction through

Irrigation and

Smallholder

Markets

Fighting Rural Poverty through Profit

International Development Enterprises.

WHAT WE DO

⇒ Market research for market-led production

IDE conducts market research and analysis to understand demand for small-farm products. IDE then works with small farm families to address constraints and capitalize on market opportunities, generating profits for small-farm families.

Zambia: IDE analyzed opportunities for poor farmers to produce and market high-value paprika and lemon grass crops, increasing net farmer income by \$300.

⇒ Pro-poor technology innovation and marketing

IDE develops and promotes affordable, small-scale technologies that poor farm families use to improve household productivity and generate significant income. IDE establishes networks of local enterprises that make, distribute, sell, and install these technologies. This results in lower costs to farmers, sustainable supply chains, available parts and services, and thriving rural economies.

India: IDE created a robust market for low-cost drip irrigation kits. Suitable for small farm plots, these kits generate \$800 annual for 28,203 very poor farmers.

⇒ Training and services in farm production and processing

IDE builds the capacity of farmer groups, government and private businesses to supply services that increase smallholder incomes.

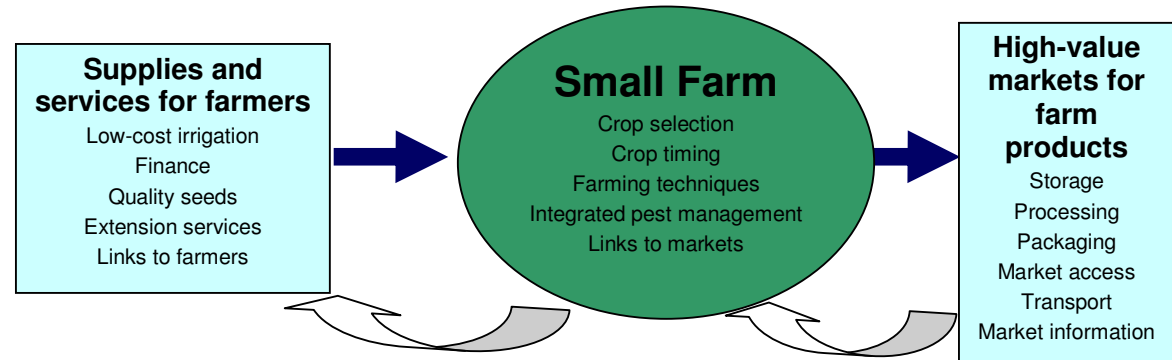
Services include training in crop selection, production, post-harvest handling, processing, use of market information and private provision of extension services with cost recovery.

Nepal In 2004, IDE trained 4,016 female and 5,277 male farmers in production of vegetables off-season for increased profits.

PRISM IN ACTION

PRISM asks and answers four basic questions to develop pro-poor market systems:

- What market opportunities can small farm families take advantage of?
- What constraints prevent small farm families from participating in these market opportunities?
- What small enterprises exist or can be created to address those constraints?
- What assistance is required to help those enterprises better serve the needs of small farm families?



Profit to small businesses

Bangladesh, Cambodia, India, Myanmar, Nepal, Vietnam, Zambia:

IDE trains local manufacturers to make foot- and hand-powered pumps. The pumps are distributed through local shops and installed by private well drillers. Over 1.8 million pumps have been purchased and used by small farm families to generate extra income.

Bangladesh: IDE trains women in vegetable farming techniques to improve the quality of their produce, ensuring that the women earn a good profit.

Nepal: Farmers utilize the PRISM network of services and products to grow high quality vegetables and to sell these vegetables for profit. As a result:

- Average family income increased by 600 percent
- Family nutrition improved
- Investments in family health improvement increased by 47 percent
- Expenditures on children's education increased by 87.5 percent
- Women's quality of life improved. Women have increased control over income and participation in family decision-making.

Profit to farmers

Cambodia: IDE trains private extension agents to deliver high-quality inputs, technical advice, and market information to small-scale vegetable growers.