

## WHAT IS THE PMCA?

PMCA is a pro-poor systematic methodology which stimulates commercial, technological and institutional innovations through collective action, mutual learning and building trust. PMCA builds enabling conditions for innovation and inclusiveness thus stimulating dynamism in the market. PMCA has evolved and is gender responsive. It has been applied to many value chains across CG-Centers and CRPs.

**PMCA is a 'living' flexible approach:**

- Farmer Business Schools combining features of PMCA and Farmers Field School were formed in Asia. FBS enhanced market linkages through improving farmer business skills.
- PMCA was 'engendered' in East Africa leading to designing strategies for inclusion of women and youth in chain nodes that were previously beyond their reach.

**Intermediate Users:** R&D agencies and market promoters

**Stakeholders:** chain actors, supporters and R&D agents.

## MAIN STAGES

- PMCA involves three phases with specific objectives, activities and tools (Fig 1).
- Each phase ends with an event where results are presented to a wider group of stakeholders.
- PMCA is initiated and facilitated by an R&D agency which gradually hands over to chain actors to promote ownership.

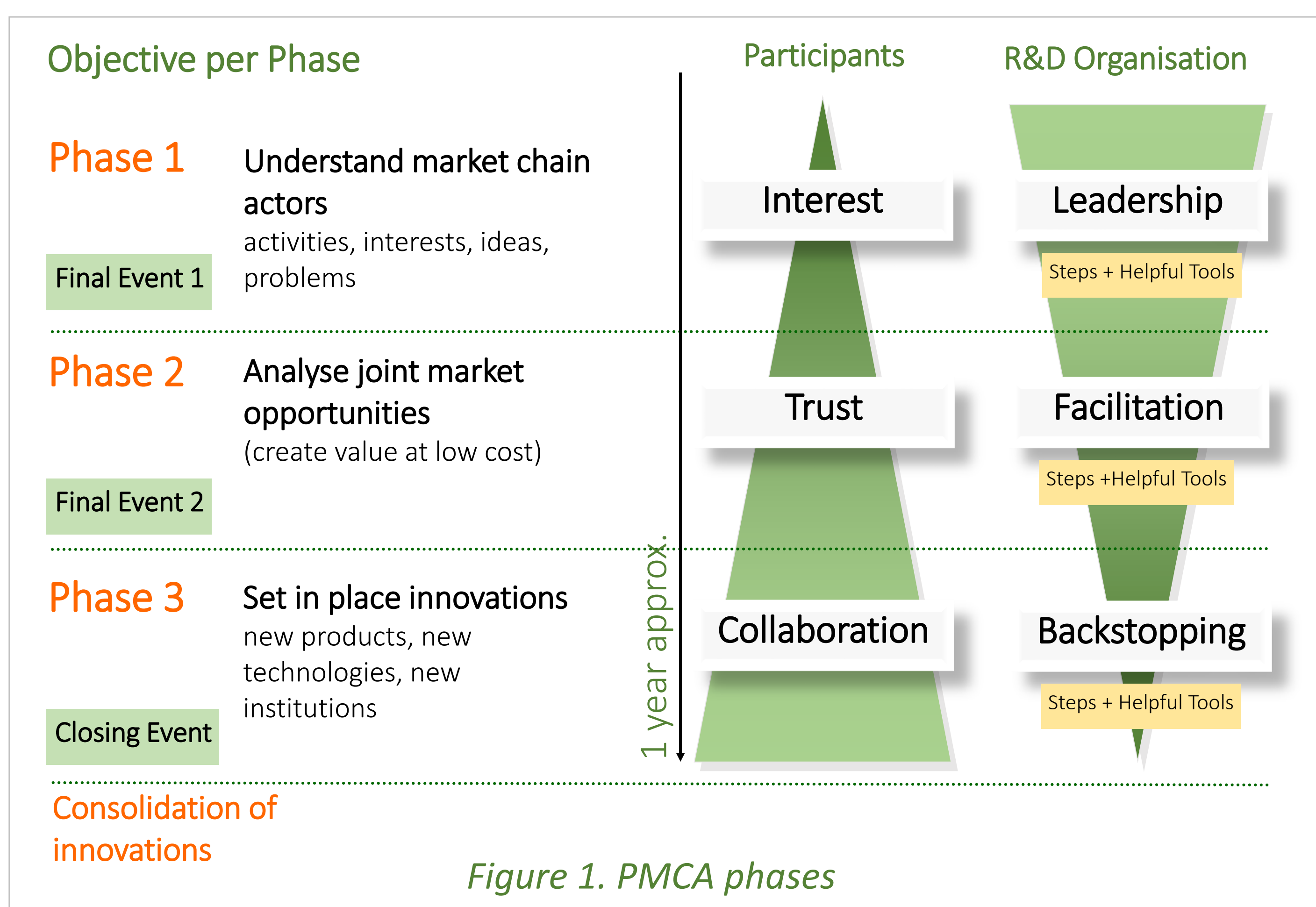


Figure 1. PMCA phases

## GENDER RESPONSIVE BUSINESSES

**Multiplication of market-demanded varieties using macro-propagation techniques (Uganda).** A market study identified a mismatch between bananas demanded and those grown, yet desired planting materials were scarce. Ten low-cost macro-propagation chambers were thus established resulting in:

- Gender responsive business plans.
- 40% increment in sales of plantlets of preferred varieties.
- Two (non-project) commercial chambers established
- Support from LG to female owned commercial chamber.
- LG and R&D partners are promoting the technology.

Thematic groups were aligned to a banana platform and new local structures so as to build trust and reduce costly meetings.



LG official launching the commercial chamber

Preparing bananas for export



Female banana exporter

**Future potential users:** R&D agencies and local governments

## CRITICAL GAPS AND NEXT STEPS

**Strategies to reduce costs & time:** will spur private sector engagement

**Capacity building at different levels:**

Farmers: to strengthen their entrepreneurial capacities

R&D agencies: strengthen facilitation, marketing and gender skills.

Policy: broader engagement to strengthen enabling environment.

**Support for proto-type innovation:** funding Post phase 3 activities.

