

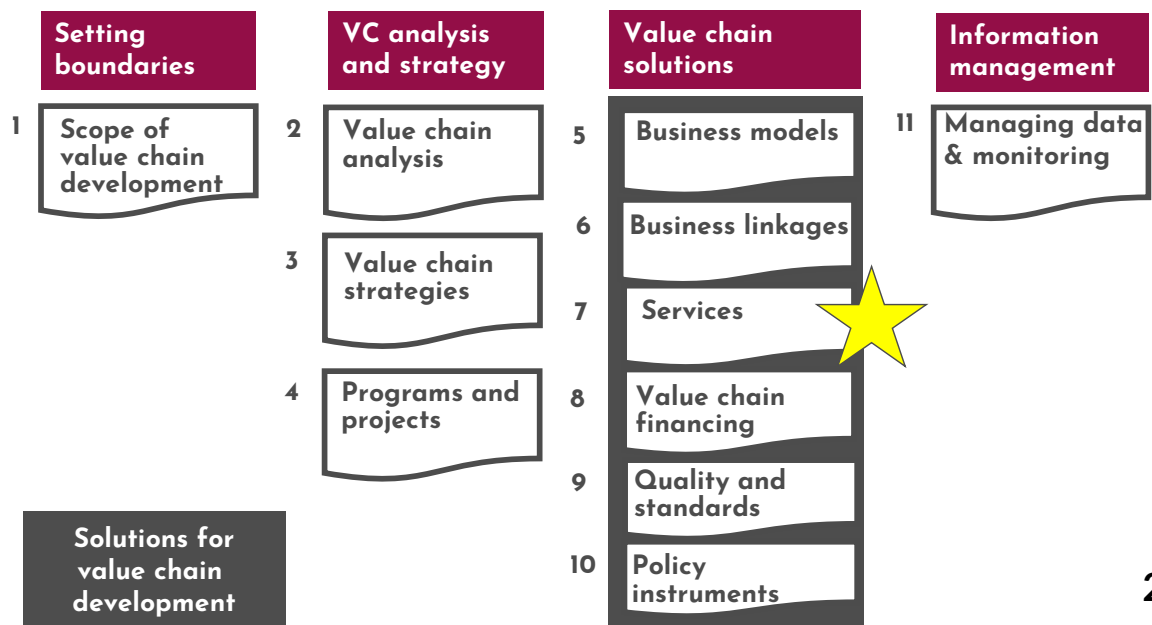


ValueLinks Module 7

## SERVICES



## STRUCTURE OF VALUELINKS 2.0





## MODULE 7

01

OPERATIONAL AND  
SUPPORT SERVICES

02

ANALYSIS OF SERVICE  
MARKETS



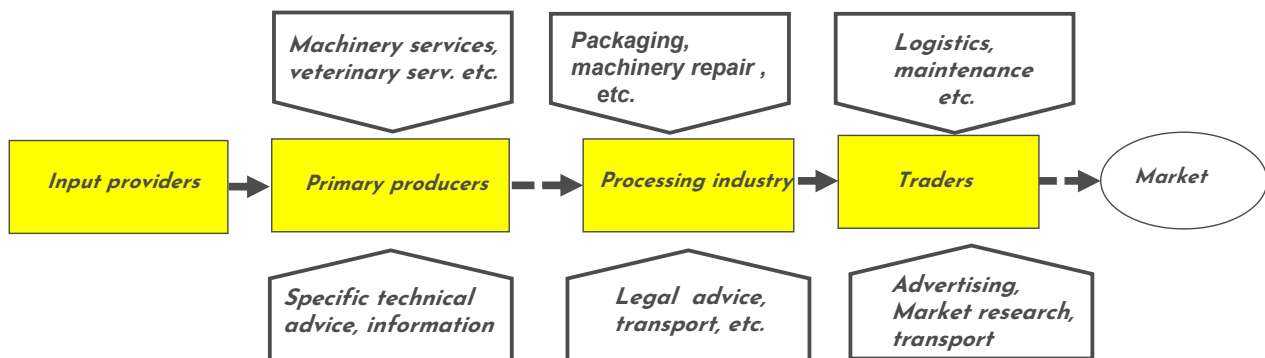
03

ENTREPRENEURSHIP TRAINING

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### OPERATIONAL SERVICES – MODE OF DELIVERY

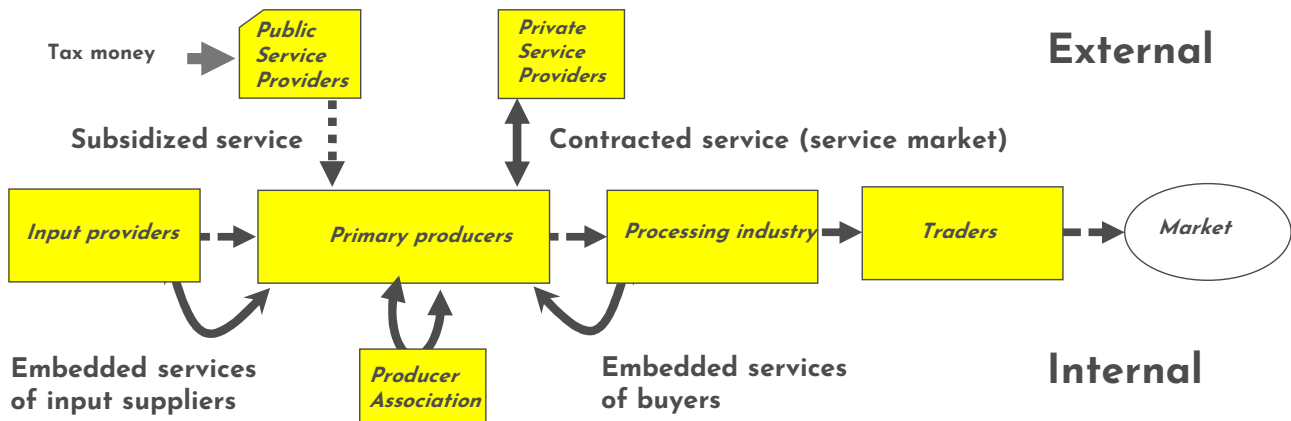
The actors along the value chain need services in order to perform their tasks (B 2 B service):



With increasing sophistication of the VC, more and better services are required (→ partly subcontracted)

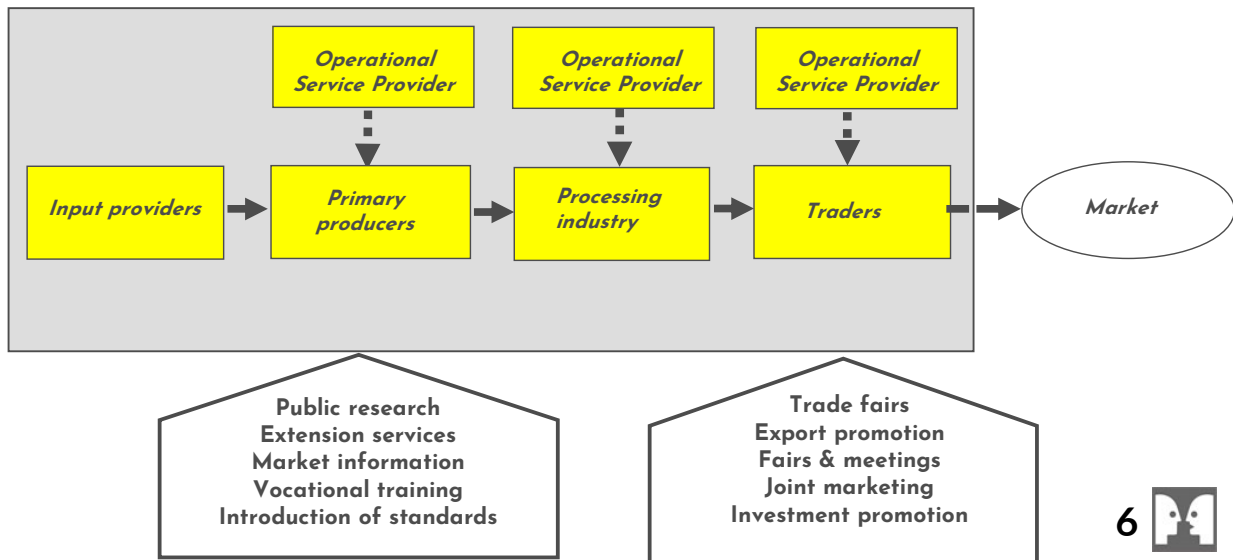
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## OPERATIONAL SERVICES - MODE OF DELIVERY



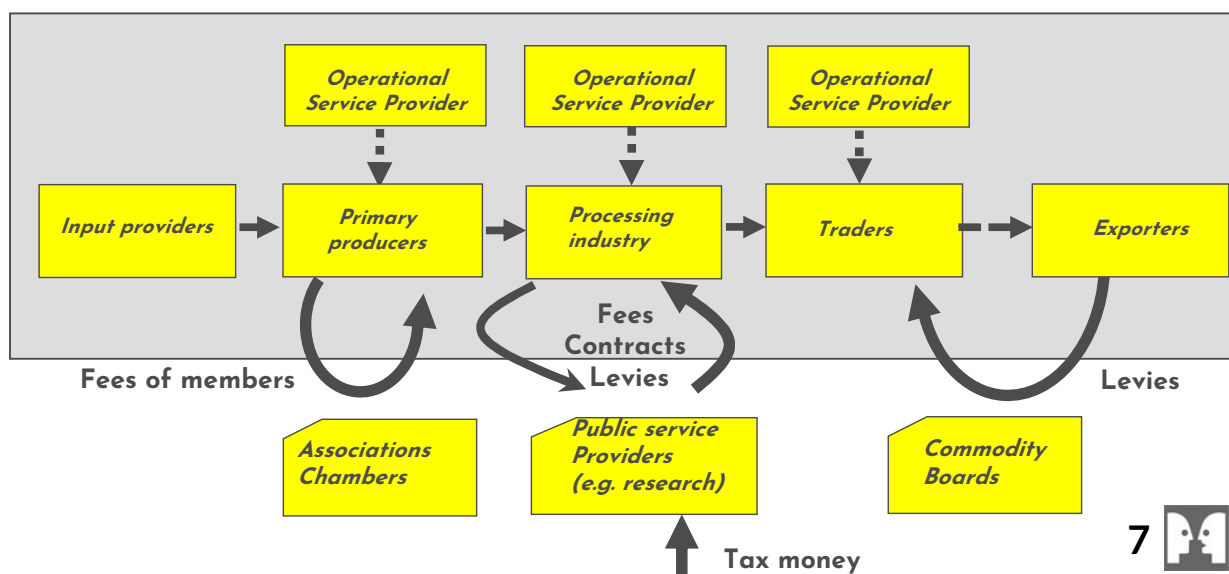
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Benefiting chain actors collectively - often public services



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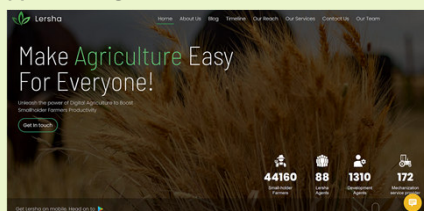
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## CLIMATE INFORMATION AS AN EMBEDDED SERVICE (LERSHA)

### Lersha.com, Ethiopia

- One-stop farming solutions (digital platform, mobile applications, callcenter agents, voice messages) reaching out to 60,000 farmers (August 2022)
- In addition to generating revenue from selling inputs and services, Lersha provides agro-climatic advisory services every 10 days for free as an embedded service
- Information is collected from well-trusted sources like CIAT and the Agriculture Ministry
- Example: Alert for desert locust spreading, recommend to plant early this year, Protect against fungus type at high threat



#### Agro-Climate Advisory & Crop Extension

Lersha aims to solve inadequate advisory services leading to poor agronomic practices and slow reaction towards changes. The advisory content is provided or verified by the Ministry of Agriculture. Through our Lersha Agents, every farmer can get this advisory access on time and on point.

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## CLIMATE SMART SERVICES

### Operational services

- Digital services, e.g. for precision farming, access to information
- Fee-based services, e.g. Smart-Irrigation-as-a-Service Vehicle
- Embedded service provision through contract farming (e.g. inputs, weather information, safe housing)

### Meso-level support services

- Research on new varieties, farmer-led research on climate adaptation options
- Climate and weather information system, agro-meteorological data
- Extension services using agro-ecological/climate-smart GAP

- High potential for Development Partnerships with the Private Sector to introduce service innovations



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## DEMAND SIDE ANALYSIS OF SERVICE MARKETS

Groups of chain operators along the value chain	Operational service needs of the groups of operators	Characterization of the services needed (e.g. volume, frequency of demand)	Obstacles of access to the services
Farmers Traders/collectors ...	to be specified	to be specified	
	Support service needs of the groups of operators	Characterization of the services needed (e.g. volume, frequency of demand)	Obstacles of access to the services
Farmers Traders/collectors ...	to be specified	to be specified	

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## SUPPLY SIDE ANALYSIS OF SERVICE MARKETS

Operational and support service needs	Existing service providers	Problems of service provision
(taken over from the demand analysis)	to be specified	Suggested areas of analysis: <ul style="list-style-type: none"> <li>▪ Mechanisms of demand formulation</li> <li>▪ Pricing of services</li> <li>▪ Linkages between operators and providers</li> <li>▪ (In)adequacy of service arrangement</li> </ul>
	Potential service providers	Obstacles to service provision

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## CLIMATE INFORMATION SERVICES FOR AGRICULTURE

### 1. Demand assessment

- What information, e.g. rain, wind, hazards, diseases etc. is needed by whom?
- Short-term or long-term forecasts, e.g. for investment decisions
- Constraints using the services



### 2. Supply assessment

- What information is already provided by whom?
- How reliable are the data, how satisfied are users?
- Which communication technologies are used?
- Constraints improving the services



### 3. Solutions

- Which climate information products can be developed?
- How to reach out to beneficiaries?
- How to finance service provision long-term?

#### Remarks

- Development of databases/data modelling require a lot of resources; are thus less feasible for most VC projects
- Define technology broadly according to devices used by the target group
- Develop a communication chain with intermediaries, think of the last mile communication
- For impact-based multi-hazard early warning systems better connect with external sources/specialized organisations

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## ENTREPRENEURSHIP TRAININGS

- ILO: "Start and Improve your business" (SIYB), CEFE: Competency-based Economies & Formation of Enterprise, UNCTAD: EMPRETEC program
- **FBS (Farmer Business School)**  
Designed for targeting large numbers of smallholder farmers working in one VC (for example cocoa or rice), managed by the GIZ FBS facility
- **CBS (Cooperative Business School), PBS (Processor Business School)**  
Designed to strengthen service delivery and formalization of cooperatives and to promote investment in processing, managed by the GIZ FBS facility
- **SME business loop**  
Basic training for small enterprises developing their own business plan and acquiring basic business skills, developed by GIZ
- **BUS**  
Training meant for commercial farmers and agripreneurs in a series of specialized modules, proprietary to the AHA Academy in Germany

FBS - FARMER BUSINESS SCHOOL



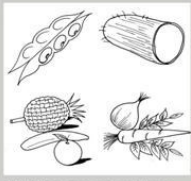



Cocoa Livelihoods Program




Sustainable Cocoa Business


### Farmer Business School


#### What is it about?

 <b>M3</b> Manage your farm for enough food	 <b>M4</b> Money-out/Money-in: Know whether you do good business	 <b>M5</b> Decisions for more income	 <b>M6</b> Seize opportunities to diversify your farm enterprises
 <b>M8</b> How to get good financial services	 <b>M9</b> Make more money with quality cocoa	 <b>M10</b> Benefits from membership in farmer organizations	 <b>M11</b> Investing in planting or replanting of cocoa

  
**M1** Is farming a business?

  
**M2** Know the units to know your assets?

  
**M7** Manage your money throughout the year

  
**M12** Becoming an entrepreneur in practice



## KEY FEATURES OF FBS

- Innovation in the provision of agricultural extension services
- Always linked to one lead crop or specific farming system
- More than 1.3 million farmers trained in 19 countries since 2010, covering 34 different production systems
- Designed by GIZ (with support from the GATES Foundation) for:
- Large outreach (+ 5,000 farmers)
- Low cost (6-15 \$/person trained)
- Often illiterate farmers smallholder farmers
- 5 subsequent mornings in the village/community
- All farmers receive a training notebook, a work book for practical application and a participation certificate
- Well-animated and participatory adult learning
- Follow up of the classroom training
- Strict ToT qualification system

