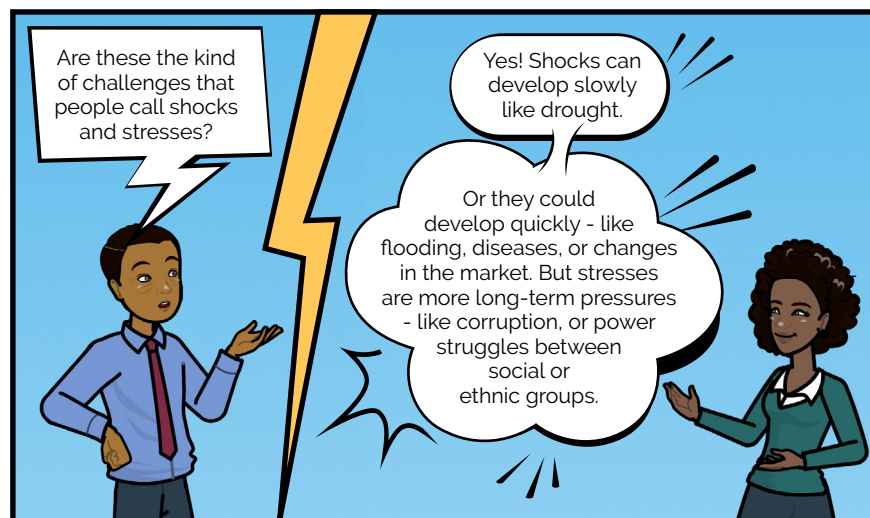
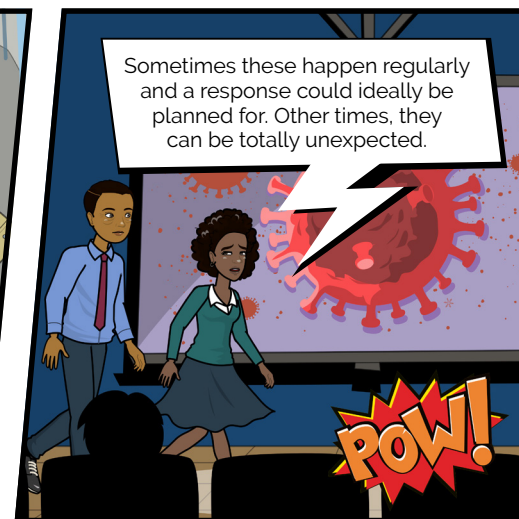
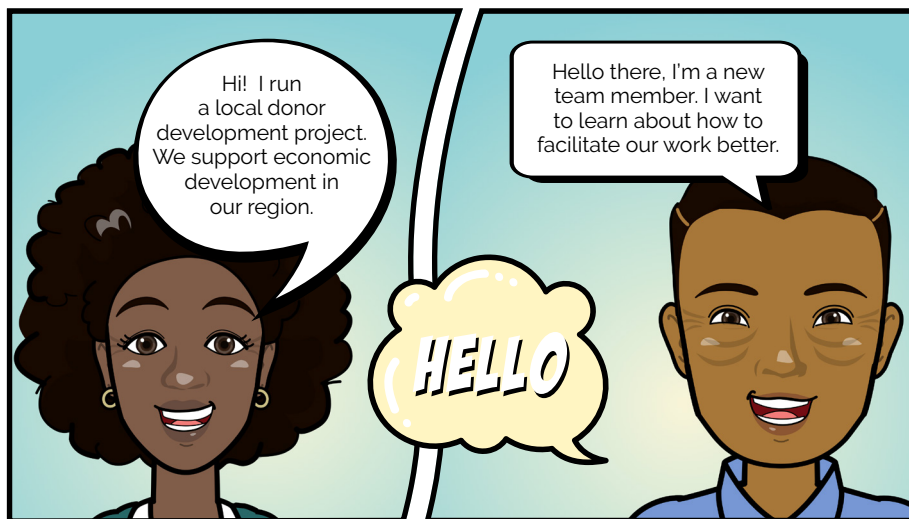
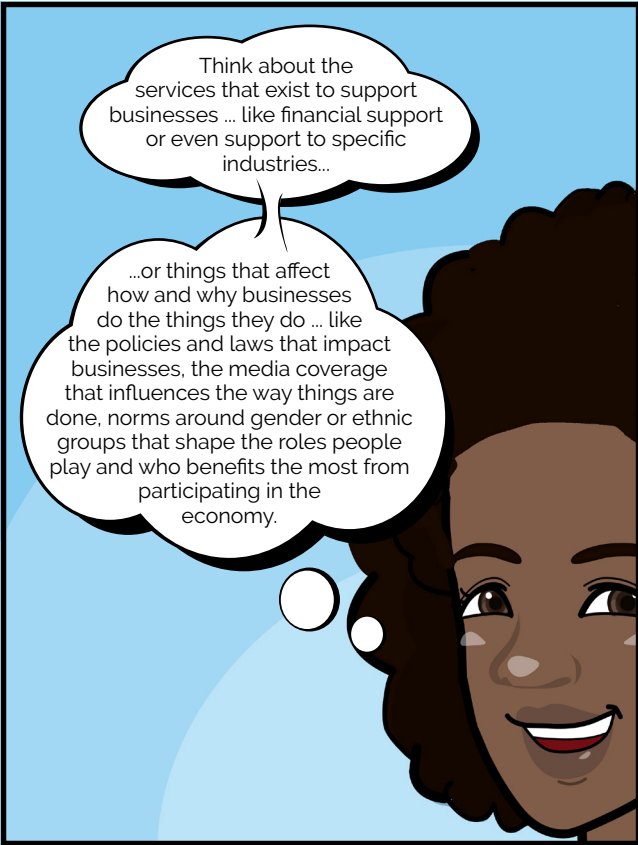
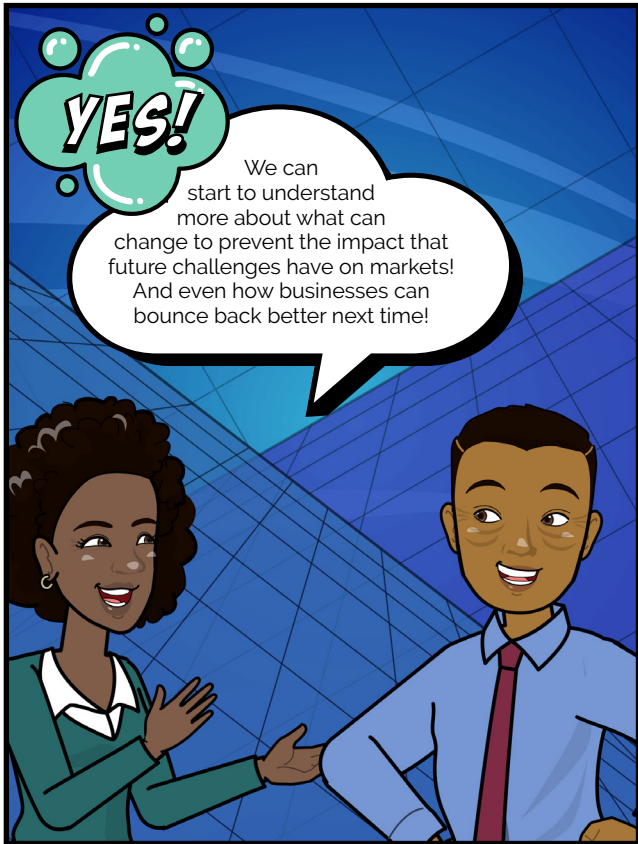
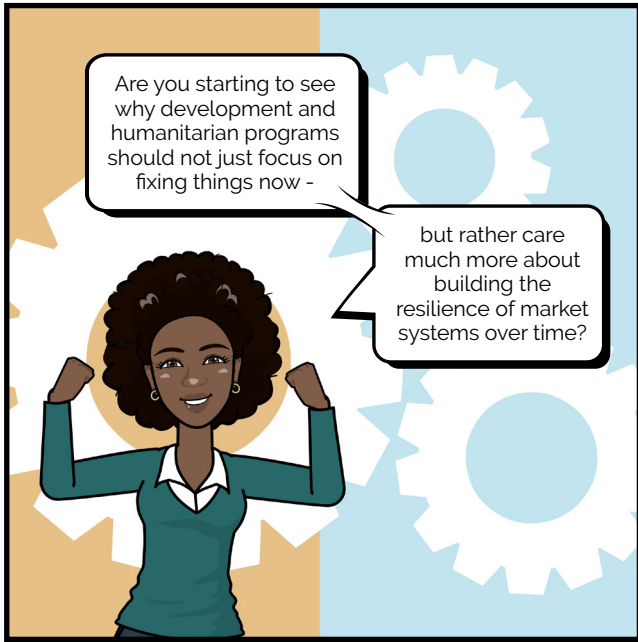
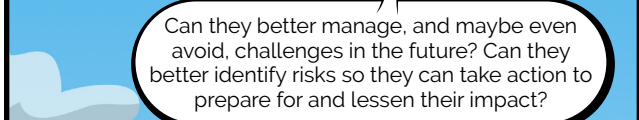
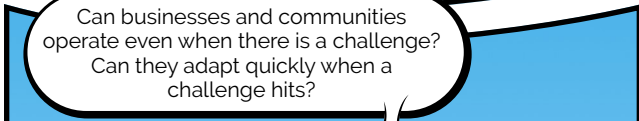


Market Systems Resilience

An Introduction







Understanding businesses' role in improving market systems resilience

Well, in more resilient markets businesses might work together to plan for stronger food supply chains during a crisis. That's important to make sure that people still have access to food and that farmers can still sell their produce!



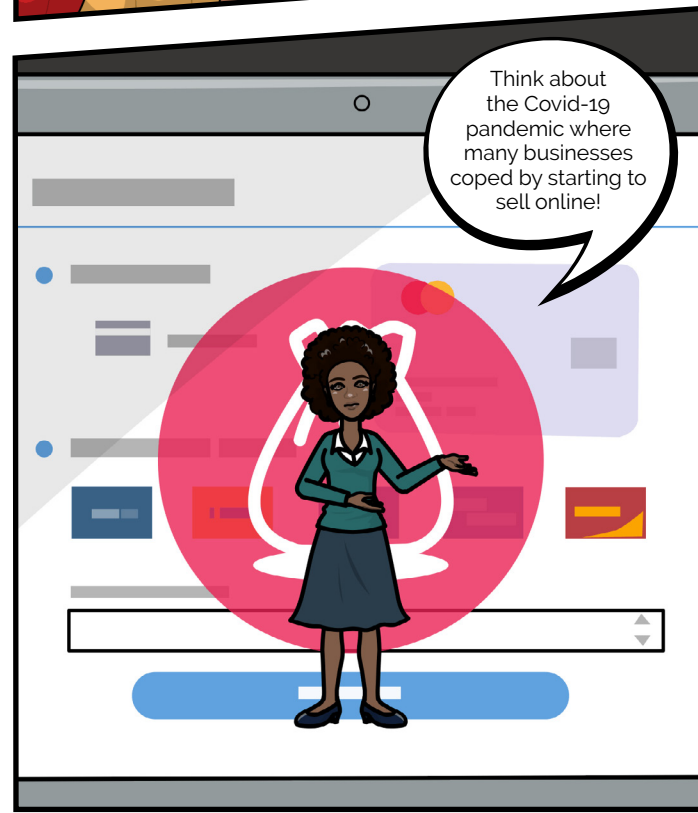
But to be able to do this, businesses all the way along the supply chain need to be able to work together to source from other places, to store food products elsewhere, or to figure out how to transport goods where roads are no longer accessible or vehicles are no longer available.

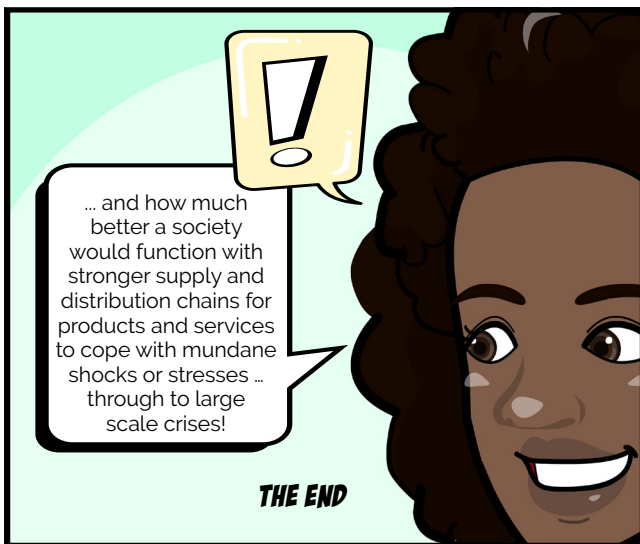
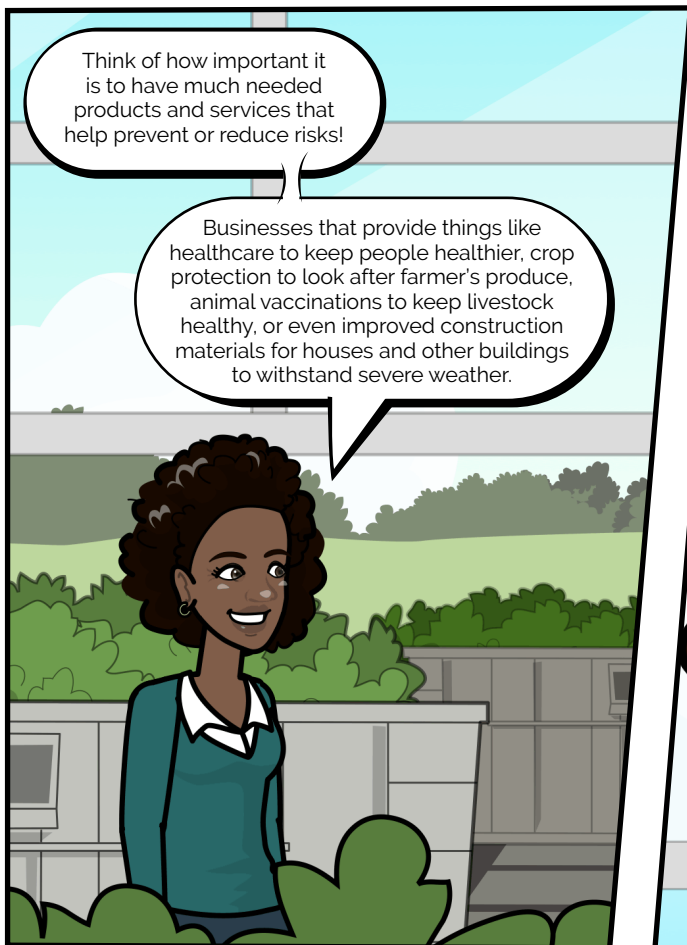


Also, in more resilient markets businesses could have multiple distribution channels and be ready to change where they distribute so people can access food and other necessities during a crisis when other channels break down.



Think about the Covid-19 pandemic where many businesses coped by starting to sell online!





RESOURCES:

This cartoon is part of a series of MSR resources and learning tools, accessible at <https://www.marketlinks.org/resources/market-systems-resilience-learning-resources-series>.

It forms part of the larger USAID cartoon learning series developed by the Vikāra Institute, accessible at: <https://www.marketlinks.org/resources/cartoon-learning-series>.

OTHER CARTOONS IN THE SERIES:

This cartoon forms part of a larger cartoon learning series. Next, read the second cartoon in this learning series on "Analyzing Market System Resiliency" for guidance on the domains that programs can use to analyze market resilience patterns.

HOW TO USE:

The cartoon learning series can be used in individual or group settings as a learning and training tool for market development practitioners or donors. The cartoons can be given to new team members to review or be used to stimulate group discussion in training settings.

For example, in a training setting, you may choose to:

- Split up portions of the cartoon and use them iteratively in a slide deck to illustrate points, one-by-one.
- Ask participants to take on the role of the woman and the man and read the speech bubbles out loud. This could be done in plenary or in small groups.
- Ask probing questions to help the participants make this personal. For example: What are some of the big risks facing the markets we are working in that could impact the success and resilience of businesses?