Cartoon #1 in the Market Systems Resilience Learning Series



Market Systems Resilience An Introduction





This document was made possible through support provided by Feed the Future through the U.S. Agency for International Development, under the terms of Feed the Future Market Systems and Partnerships Contract No. 7200AA20C00054, managed by DAI. It was prepared by the Vikāra Institute. The opinions expressed herein are those of the author(s) and do not necessarily reflect the views of USAID or the U.S. Government. MSP is advancing learning and good practice in market systems development and private sector engagement within USAID, USAID partners, and market actors. For more information, visit <u>www.agrilinks.org/msp</u>. Look, I'm not even sure what a market system is! You don't mean the local marketplace down the road, do you, the one where the local merchants sell fruit and vegetables?

Haha - no! Actually, a market system refers to so much more! It's basically the producers, businesses and all the other market actors, in the rural and urban areas, that are all involved with how products or services are produced and moved through to the end-consumer.



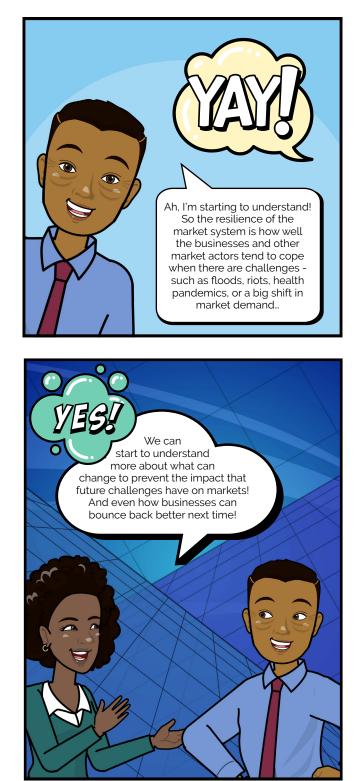
Also, a market system refers to all the things that you can't see or don't always think about straight away!

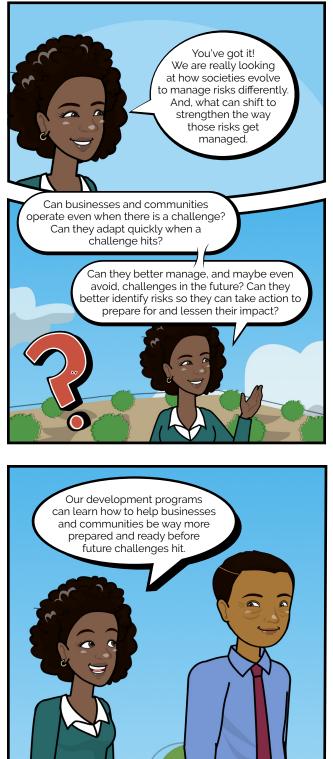
Well, if we think about resilience, we

can learn about how businesses and people in a region react to regular and

unexpected challenges. Basically, what are the ways they cope?









Understanding businesses' role in improving market systems resilience

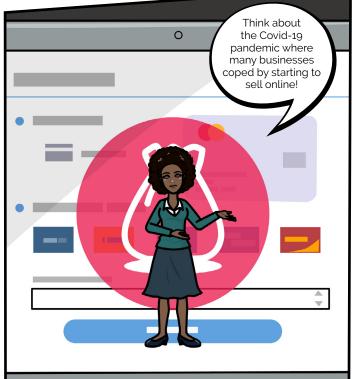


Well, in more resilient markets businesses

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.



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.

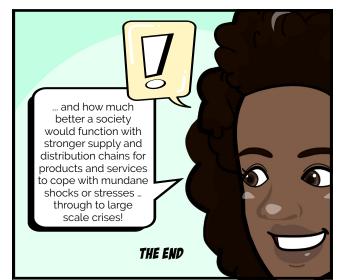


Think of how important it is to have much needed products and services that help prevent or reduce risks!

> Businesses that provide things like healthcare to keep people healthier, crop protection to look after farmer's produce, animal vaccinations to keep livestock healthy, or even improved construction materials for houses and other buildings to withstand severe weather.







RESOURCES:

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

It forms part of the larger USAID cartoon learning series developed by the Vikāra Institute, accessible at: <u>https://</u>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?

