Join a **CONSORTIUM** to **SCALE UP** inclusive rural development and safeguard a sustainable environment

**Inclusive rural development and sustainable environment are a must**

**Sustainable and efficient use of scarce water and other resources**

Create economic opportunity for **women and youth** in rural areas

More **profitable agriculture** through equitable markets

**At a scale with more impact**

With one rural development initiative in a village or region, 100s of families can benefit and 1,000s of hectares of natural resources can be sustainably managed.

However – through a consortium to scale up this work we all can make a bigger impact on millions of lives and hectares.

◆ A platform to learn from each other  ◆ Contribute different skills  
◆ Reach a critical mass  ◆ Provide a more holistic approach to development

**The pathway to impact:**

1. **Identify areas of common interest, by:**
   ◆ overall goals ◆ type of innovations ◆ geographic areas

2. **Identify possible contributions, by:**
   ◆ expertise ◆ activities ◆ infrastructure ◆ resources ◆ partnerships

3. **Select common initiative**

4. **Develop impact pathway** – including targets, roles, implementation plan, monitoring and evaluation, and costs and benefits

5. **Review** 6-monthly and adjust accordingly

**Holistic solutions considered:**

- Driving market development
- Facilitating market access
- Introducing processing
- Developing on-farm practices and technologies
- Diversifying farms
- Crop improvement & seed access
- Managing soil and water
- Analyzing key problems and opportunities
- Building partnerships for development
- Science-backed interventions
- Monitoring and evaluation undertaken in real time
- Regular feedback and sharing of lessons learnt

**The approach:**
The Bhoochetana initiative in 3 years reached

3 million farmers

3.7 million ha

Farmers made up to $500 net gain per ha in one season

20-66% yield increase
5% rise in agriculture growth
$1 invested = $3-14 return

Joanna Kane-Potaka | Director, Strategic Marketing and Communication | j.kane-potaka@cgiar.org

June 2016