OUR PANELISTS

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SIDA’s Resilience and Livelihoods Improvement for Youth through Systems (RALIYS) program is using MSD approaches to address youth employment in rural areas

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ILO Road to Jobs program, Afghanistan
ILO’s Road to Jobs program sought to use MSD approaches to employment in very fragile contexts

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Corus International
The INVEST program in Tanzania used a systemic approach to strengthen employment prospects of rural youth
Context/problem to address

- Poor returns of current off and non-farm livelihood (here called ‘rural employment’) programming, low sustainability
- Growing interest in MSD, and many resources available, but confusion over meaning and application to rural employment
- First steps needed to define the approach and see if/what further support needed
- This new report tries to clearly differentiate approaches, highlight implications for program structure and outstanding questions
Defining different approaches

<table>
<thead>
<tr>
<th>Function</th>
<th>#1 Direct Approach: “We do it”</th>
<th>#2 Transactional Partnership Approach: “We pay market actors to do it”</th>
<th>#3 IMA Approach: “We support market actors to do it sustainably”</th>
<th>#4 MSD Approach: “We support the whole function to do it sustainably”</th>
</tr>
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<tbody>
<tr>
<td>Finance</td>
<td>We provide micro grants to micro-enterprises (MEs).</td>
<td>We may MFIs to provide grants to MEs.</td>
<td>We help an MFI and insurance company partner to provide loans to MEs that require no collateral and are profitable to all parties.</td>
<td>The MSD-lite partnership is used to prove the business model as part of a logical strategy to transform local MFI provision to MEs. We then share the model and provide light-touch support to other MFIs to copy the model.</td>
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<tr>
<td>Training</td>
<td>We train jobseekers on business management skills.</td>
<td>We pay TVET centers to train jobseekers on business management skills.</td>
<td>We support TVET centers to incorporate business training into existing technical courses, paid for by increased enrollment.</td>
<td>We support the national curricula office to make business training part of national technical curricula with targeted advocacy based on their budget, cost-benefit analysis and co-funding pilots, such as the MSD-lite example.</td>
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<td>Inputs</td>
<td>We provide MEs with goods to sell</td>
<td>We pay manufacturers or distributors to give MEs goods to sell.</td>
<td>We help a manufacturer develop a sales channel via microenterprises to reach low-income consumers.</td>
<td>We use the success of the partnership in #3 to successfully make the case to more manufacturers to develop the same sales approach for different products and in different parts of the countries.</td>
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Due to different underlying principles

*MSD programs consider the potential for sustainability and market led-scalability when designing each intervention, and drop interventions without these*
Sustainability at the system level

We mean sustainability here

Not here
The search for sustainability and scalability has big program implications - more flexibility, slower impacts, new partnership mechanisms...

<table>
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<th>Table 4: Different Approaches to the Program Cycle</th>
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<td><strong>Program Cycle</strong></td>
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<tr>
<td>---------------------------------------------</td>
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<td><strong>Target Group</strong></td>
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<td><strong>Assessments</strong></td>
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<td><strong>Program Start-up</strong></td>
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<td><strong>Program Activities</strong></td>
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<td><strong>Pilots and Scale-up</strong></td>
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<td><strong>Exit Strategies</strong></td>
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<td><strong>Monitoring, Evaluation, and Learning (MEL)</strong></td>
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<tr>
<td><strong>Budgets</strong></td>
</tr>
<tr>
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</table>
Examples :-o

- Few examples
- More in urban areas
- Even less evidence!
- Next steps to find more examples, write cases, guidance even...?
Does the approach work in highly poor, fragile, or humanitarian contexts?

Does it benefit the most vulnerable?

Programs lack skilled staff to carry out the approach.

The structure of rural employment programs may limit change to an MSD approach.
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If you want to move to the right...

- Audit your program against the four columns. Be honest about financial stability
- More advise in the report
- Feel free to reach out
Feedback sought!

- Any initial reflections/feedback on the report
- Do the problems/challenges laid for rural livelihoods programming resonate?
- Is our approach terminology in line with your agencies language?
- Examples of any programs that have tried to move toward MSD in rural employment programming.
- Is there appetite for more resources, mentorship and/or peer-to-peer learning groups around this?
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