



iDE creates income and livelihood opportunities for poor rural households

Since 1992, iDE has substantially increased the incomes of more than 240,000 poor rural households in Nepal, reaching 1.25 million people.

iDE is a family of organizations, including iDE USA, UK, and Canada, dedicated to market development to increase smallholder incomes. iDE takes a long-term country program approach and is working in Asia, Africa, and Latin America. iDE's PRISM (Prosperity Realized through Irrigation and Smallholder Markets) methodology harnesses the comparative advantages of smallholders to facilitate market access, provide embedded services, and build profitable enterprises that market agricultural inputs and equipment. iDE works with government in public-private partnerships that create an enabling environment by facilitating public goods including agricultural extension, research, and infrastructure.

Technologies

In Nepal and around the world, iDE has taken a leading role in a micro irrigation revolution. Over the last 20 years, iDE has developed low-cost, appropriate technologies for smallholders including drip systems, micro sprinklers, treadle (foot) pumps, and water storage / distribution systems. iDE invests in design and initial promotion of these technologies, which private companies are unable to develop because they cannot establish enforceable patent rights. Once popularized, these products are sustainably manufactured and marketed by the local private sector.

iDE has taken a leading role in innovating low-cost piped water irrigation systems, including multiple-use water systems (MUS) that provide water for irrigation and domestic use. The iDE MUS program is globally recognized by IWMI (International Water Management Institute). iDE has also developed appropriate agricultural equipment for essential oil distillation and coffee processing and is currently developing IPM packages that use safe bio products to reduce chemical use on major horticultural crops.



Smallholder using an iDE-designed drip system.

Economic Impact

In Nepal, there are tremendous opportunities for poor farmers to rapidly increase their incomes through high-value commodities for domestic and international markets. Through iDE's efforts, more than 200,000 micro irrigation systems have been purchased by smallholders in Nepal, enabling these households to increase their annual income by over \$200. iDE has also developed jobs in manufacturing and retail of inputs, service provision, and agricultural processing and marketing, and has documented measurable off-farm economic benefits from farmers buying in local communities.

iDE is making strong contributions in high-value subsectors, including vegetables, coffee, tea, essential oils, non-timber forest products (NTFPs), spices/herbs, livestock, and fisheries. iDE has also facilitated construction of more than 200 MUS, bringing a regular supply of piped water to more than 35,000 people, and has developed more than 150 rural collection centers in public-private partnership, linking over 100,000 households to markets and agricultural income opportunities. iDE is promoting increased food security and productivity through irrigation systems, seed multiplication, and access to improved inputs and knowledge through development of local service providers.

Developing Opportunities and Economic Governance for Rural Stability

iDE contributes to rural stability by:

- **Rapidly increasing incomes** through high-value commodities for which smallholders have a comparative advantage. Families with good incomes remain whole and contribute to stability.
- **Improving local economic governance** by establishing sustainable rural enterprises and markets.
- **Empowering women** through increased income and participation in local economic institutions in decision making roles. More than 60% of program training is for women and disadvantaged ethnic and caste groups.
- **Improving health and nutrition** through innovative training programs and cultivation of nutritious foods.
- **Building government capacity to support the private sector** and facilitating public-private partnerships to effectively utilize public resources to develop market opportunities.
- **Building resilience to climate change** by helping farmers improve water efficiency and planning, developing feedback mechanisms to address impacts, and developing IPM products and strategies for disease/pest control.

Developing Smallholder Commercial Agriculture

iDE Nepal has taken a leading role in establishing and scaling smallholder commercial pockets in public-private partnership. The approach includes developing sufficient volume to establish private service providers within rural areas and to develop community-managed collection centers that enable market access. Collection centers are managed by marketing and planning committees elected from members, and entrepreneurs are selected to run the collection centers. Over time, many choose to become cooperative businesses. These centers aggregate produce and provide key services:

- **Developing linkages with government, projects, and the private sector** to advocate for local development, including investments for training, credit, and infrastructure (agricultural roads, collection centers, and water resource development). They mobilize local resources and act as a channel for government to allocate services.
- **Explaining market concepts** to rural populations, including the reasons for price differences between distant markets and meeting market standards.
- **Developing cropping plans** with local traders to take advantage of off-season high-value opportunities, and accessing crop-appropriate inputs, credit, and extension services for member farmers.



Pioneered by iDE in Nepal, MUS like this one in Kavre supply water to 35,000 people for agriculture and domestic use

Selected current and recent projects implemented by iDE (* indicates iDE is prime or leading in Nepal)

Project	Years	Donor	Description
Market Access for Smallholder Farmers (MASF)*	2010-2012	DfID	Reducing poverty through the DfID Markets for the Poor (M4P) approach. Building the capacity of and linking 40,000 marginal smallholders to commercial opportunities in high value agriculture in 16 districts.
Initiative for Climate Change Adaptation*	2012- 2017	USAID	Improving climate change planning and developing resilient income streams for 20,000 households. Developing adaptation and watershed management through joint planning of community forestry, agriculture, and government.
SanMark Project*	2011- 2012	UNICEF	Applying the market development and human-centered design approach to develop improved latrines and water filters promoted by the private sector.
Agriculture and Nutrition Extension Project*	2012- 2015	EU	Increasing income, productivity, and nutrition of 20,000 households in Nepal and 40,000 households in Bangladesh. Working with international centers CIMMYT, IRRI, and WF to commercialize new technologies.
IPM CRSP*	2009-2014	USAID	A global program led by Virginia Tech; developing and disseminating IPM packages for major crops, supporting the USAID Feed the Future Initiative.
Horticulture CRSP*	2011- 2014	USAID	Commercializing desiccant ceramic beads for seed and produce drying/storing.
Solar MUS*	2012- Ongoing	Renewable World	Pioneering the design and demonstration of using solar lifting for multiple use water systems designed for domestic and agricultural needs.
Education for Income Generation (EIG)	2008-2012	USAID	Benefiting 50,000 Midwestern youth by creating income and job opportunities in the vegetable, goat, essential oil/NTFP, and fisheries subsectors.
Food Security Initiative (FSI)	2010-2011	EC	Led by Save the Children, responded to food price increases and insecurity by raising nutritious food production & sources of income for 18,000 households.
Social Safety Net Project (PRRO)*	2010- 2011	WFP	Improving the food and nutrition security of the vulnerable households through food-for-work in irrigation/agricultural infrastructure.
Rural Prosperity Initiative (RPI)*	2006-2010	Gates Foundation	Increased incomes through developing micro irrigation technology products and supply chains across several countries.
Smallholder Irrigation Market Initiative (SIMI)	2003-2009	USAID	Value-chain approach to develop smallholder pockets around rural collection centers. Developed supply chains for micro-irrigation technologies. More than 70,000 households increased their agricultural incomes by over \$200
BDS-Marketing and Production Services (BDS- MaPS)*	2004-2007	USAID	Pioneered the commercialization of non-timber forest products, essential oils, and specialty herbs/spices for international export. Established commercial production of essential oils and increased incomes of 24,000 households.

Major International Partners: CIMMYT, WorldFish, IRRI, Virginia Tech, UC Davis, Winrock, and Save the Children
Nepal Partners: SAPPROS, CEAPRED, AEC, and district based NGOs; Nepal Ministries of Agriculture and Local Development; Departments of Agriculture, Irrigation, Livestock; NARC and other agencies.

iDE is implementing projects for a number of donors, including USAID, UKAID, UNICEF, and the European Union.

