



**FOOD SECURITY CLUSTER**  
*Strengthening Humanitarian Response*

## **Training Report**

### **“Market Assessment for Cash Interventions”**

**July 2013**

**Organized by the Cash Working Group  
(A sub-group of the Pakistan Food Security Cluster)**



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## Background of the training

Cash and vouchers are means of transferring resources to beneficiaries - for purchasing food or Non Food Items (NFIs) from local markets. Cash-based interventions provide choice and a sense of ownership to beneficiaries. These interventions however are appropriate, when markets are functioning with intact supply chains, and beneficiaries have access to the markets. A number of factors are necessary to be considered before planning a cash or voucher intervention mainly; the availability and supply of basic food/NFIs, capacity of markets and local traders, factors affecting market demand, market environment and functioning, presence and capacity of Financial Service Providers (FSPs) including banks, telecommunication companies and post offices as potential partners in the delivery of cash. A thorough market assessment helps in the decision making related to whether assistance should be commodity or cash/voucher-based, depending on the situation on ground.

In mid 2012, the Cash Working Group was established as a sub-group of the Pakistan Food Security Cluster. The group is co-chaired by the Food and Agriculture Organization of the United Nations (FAO), United Nations World Food Programme (WFP), and Action Against Hunger (ACF). Since its establishment, the CWG has been actively involved in data gathering, analysis, information sharing and capacity building initiatives. The Guidelines for Cash and Voucher Interventions (published in May 2013) are also meant to facilitate organizations in understanding and formulation of cash-based interventions. The guidelines can be accessed on website of the Global Food Security Cluster:

<http://foodsecuritycluster.net/document/guidelines-cash-and-voucher-interventions>

The CWG is operational at the National level in Islamabad, along with Provincial presence in Sindh and Khyber Pakhtunkhwa.

The need for this training was identified considering the increase in cash and voucher interventions to assist the disaster-affected population in Pakistan (especially evident since the 2005 earthquake in Pak-Administered Kashmir). While there are already some technical and sophisticated tools for market assessment used globally including the Emergency Market Analysis and Mapping (EMMA), it can sometimes be difficult for organizations to allocate financial resources and time to receive these technical trainings (especially local organizations based in the field), thus the CWG decided to design a simplified training programme to assist organizations working in the sector, in the best possible way.

## **Training objective**

### *Overall objective*

To build the capacity of humanitarian organizations in conducting market assessments, and strengthen decision making in planning cash-based interventions.

### *Specific objectives*

- Identify market indicators to be integrated into analytical outputs, and explain how market assessment informs decision-making;
- Describe key elements of market functioning: structure, conduct and performance
- Identify the purposes of surveying traders, the conditions under which these surveys should be conducted, and possible triggers of the survey;
- Application of the 9 principles and 4-steps in guiding the planning and implementation of trader survey;
- Understanding the challenges of data collection in a trader survey and the techniques for overcoming the challenges;
- Adapt a generic questionnaire for the trader survey.

## **Training locations**

The training was held at three locations;

- 1) **Peshawar:** 10<sup>th</sup> and 11<sup>th</sup> July 2013, for organizations based in Khyber Pakhtunkhwa (KP) and Federally Administered Tribal Areas (FATA).
- 2) **Sukkur:** 17<sup>th</sup> and 18<sup>th</sup> July 2013, for organizations based in northern districts of Sindh.
- 3) **Hyderabad:** 22<sup>nd</sup> and 23<sup>rd</sup> July 2013, for organizations based in southern districts of Sindh.

## **Participants:**

A total of 87 participants from 81 different organizations including International and Local Non-Governmental Organizations, Agriculture and Livestock departments, and UN agencies attended the training.

Location	No. of Participants	No. of Organizations
Peshawar	24	22
Sukkur	28	26
Hyderabad	35	33
<b>Total</b>	<b>87</b>	<b>81</b>

### Trainers

- Khadim Shah (WFP)
- Masooma Haider (FAO)
- Aman-ur Rehman (WFP)
- Yasir Riaz (FAO)

### Topics covered during the training

- Food security and markets (including the concept of food security, definition of a market, importance of markets in food security).
- Role of markets in cash and voucher interventions (also including the different types of cash and voucher interventions, impacts of commodity-based interventions on markets, and impacts of cash or voucher interventions on markets).
- Key elements of a market assessment and analysis
- Developing a questionnaire for a market assessment
- Trader survey (How does a trader survey help in the decision making process?)
- Field visit to local market (a practical exercise involving participants conducting interviews/survey with traders)
- Data analysis (based on findings from the trader survey)
- Decision making tree

## Details of the training

### *Day 1*

First day of the training was based on theoretical sessions related to the four pillars of food security (access, availability, utilization and stability), importance of markets in food security and cash/voucher transfers, the different types of cash and voucher transfer modalities, impacts of cash/voucher interventions on markets, and the important indicators in a market assessment mainly focusing on availability and supply of food and non-food items, capacity of markets and traders, factors affecting market demand and supply, market environment and functioning, and the role of Financial Service Providers ( including banks, telecommunication companies, and post offices) in the delivery of cash. Before beginning the training sessions, the participants were asked to take a pre-test based on Multiple Choice Questions (MCQs) to assess their existing knowledge in market assessments. To make the training interactive and to encourage the involvement of participants, two group activities were also organized on day 1;

- Group activity 1: Finding out conclusions from a case study
- Group activity 2: Developing a list of market indicators – based on existing knowledge.



*Mr. Khadim Shah (WFP) delivering a training session in Hyderabad*

## *Day 2*

Day-2 was mainly focused on a practical session that involved participants visiting a local market with wholesale and retail shops selling a range of different food and NFIs, and where the local population often goes to purchase the desired items. The objective of the field exercise was to build capacity of participants in conducting a trader survey. Participants were divided into two groups; Group A and Group B. Group A went to one section of the market, while Group B went to a different section. Each group was further divided into teams of 2 persons each. Then, each team member was provided a set of standard questionnaire by the trainers and asked to interview traders one by one. When one team member interviewed a trader, the other would observe if the questions were asked correctly and data was recorded accurately by their counterpart. This way, each participant got a chance to interview traders/fill the questionnaires and also discuss the possible areas of improvement. The trainers and facilitators from WFP, FAO and ACF also went with different teams to observe and assist, where needed.



*Participants interviewing a trader during the market visit*

Upon return from the market, the participants were showed how to input and analyze the findings from the trader survey using an excel sheet. As the last session of the training, the participants were shown how to use a decision tree to assist in selecting the most appropriate response; commodity or cash/voucher-based interventions given certain circumstances.

To assess how much the training had helped participants in increasing their knowledge about market assessment, participants were asked to take a post-test (based on same questions as the pre-test).

A certificate of completion was distributed to the participants that attended the complete 2-day training. Evaluation forms were also filled in by the participants to share their valuable feedback on the training, and to highlight any areas of improvements.



*Training session in Sukkur*

#### *Use of visual aid*

Since some participants were relatively new to cash and voucher transfers, the trainers made all possible efforts to help them fully understand the concept such as by using the decision tree and photos of commodity and cash vouchers. Easy to understand presentations were prepared and checked thoroughly by experts thus enabling all the participants to understand the training topics. Group works, discussions, presentations by the groups on different topics were key elements of the training. Participants were encouraged to ask questions, as well share the experience of their organizations in cash-based interventions for knowledge sharing.



*Distribution of certificates in Hyderabad*

#### *Distribution of guidance material*

A copy of the Guidelines for Cash and Voucher Interventions as well as a CD with additional resources was provided to each participant. Presentation from the training was also shared via email.

#### **Feedback and recommendations**

Feedbacks shared by participants are a useful tool to focus on the areas of improvement for future similar training programmes to be organized by the Food Security Cluster. Some of the important suggestions received from participants through the evaluation forms are as under:

#### *Positive feedback*

- Practical sessions such as the market visit help in increasing the understanding and know the ground realities.
- Group activities help in maintaining participant's interest in such training as they feel they are also contributing, and sharing their knowledge about the subject.
- Overall, participants found the training useful keeping in view the increase in use of cash and voucher transfer to assist disaster affected and vulnerable families.
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### *Areas of improvement*

- More time and focus should be given in the section concerning the data analysis.
- Training session especially those extending to more than a day, should be avoided in the month of Ramazan considering most participants are fasting and travelling from a distance.
- There should be better gender balance in these trainings by the Cluster specifically requesting organization to nominate their female staff to attend such capacity building sessions.

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## Annexes

### Annex-1: Agenda of the training

#### Day-1

S.No.	Time	Agenda Point	Details	By
1.	9:00 am – 9:30 am	Participants 'arrival and attendance		Masooma Haider (FAO)
2.	9:30 am – 10:00 am	Opening remarks, welcoming participants, briefing of the training plan	Introduction, name, organization, experience (years and work)	All participants and the trainers
3.	10:00 am – 12:00 pm	Session 1: Food security and markets	Concept/pillars of food security, definition of a market, importance of markets in food security	Khadim Shah (WFP), Masooma Haider (FAO), Aman Khan (WFP)
4.	12:00 pm – 12:45 pm	Session 2: Types of cash and voucher interventions, role of markets in cash and voucher interventions	The different types of cash and voucher interventions, impact of commodity-based assistance on markets, impacts of cash-based interventions on markets	Khadim Shah (WFP), Masooma Haider (FAO)
5.	12:45 pm – 1:15 pm	Session 2: Group work	Case study	All participants
<b>Break</b>				
6.	1:45 pm – 3:30 pm	Session 3: Key elements of a market assessment and analysis	Availability and supply (Food/NFIs like agriculture and livestock inputs), capacity of markets and traders, factors affecting market demand, market environment and functioning, role of Financial Service Providers (Banks, telecom. companies and post office)	Khadim Shah (WFP), Masooma Haider (FAO)
7.	3:30 pm – 4:40 pm	Session 3: Group work	Developing questionnaire, set of market indicators	All participants
8.	4:40 pm	Day 1- Wrap up		Khadim Shah (WFP)

## Day -2

S.No.	Time	Agenda Point	Details	By	
1.	8:30 am - 9:00 am	Participants 'arrival and attendance		Masooma Haider (FAO)	
2.	9:00 am - 10:00 am	Session 4: Traders' survey - How does trader survey help in the decision making process?	Organizing a trader survey: 4-step approach - the nine key principles	Khadim Shah (WFP)	
3.	10:00 am - 2:00 pm	Field exercise	Market visit: Group/group leader formation, visit to market, survey traders by utilizing a provided generic questionnaire	All participants	
		<b>Break</b>			
		Group work: Findings of the survey/data analysis		Khadim Shah (WFP), Masooma Haider (FAO), Yasir Riaz (FAO) and all participants	
4.	2:00 pm - 2:30 pm	Decision making tree (commodity Vs cash-based interventions)	Case study	All participants	
5.	2:30 pm	Closing remarks and distribution of certificates			

**Annex-2 : List of Participants**

S.No.	Participant	Organization	Training Location
1	Ishtiaq Sadiq	Concern Worldwide	Peshawar
2	Nadir Khan	Frontier Rural Development Program (FRDP)	Peshawar
3	Arif Jamal	HUJRA	Peshawar
4	Usman Ali Shah	Action Against Hunger	Peshawar
5	Saqib Shahab	Action Against Hunger	Peshawar
6	Imran Khan	Centre of Excellence for Rural Development	Peshawar
7	Imran Iqbal	Pakistan Village Development Program	Peshawar
8	Sarfraz Lal Din	Scours Islamique France	Peshawar
9	Zulfiqar Ahmed	Welthungerhilfe	Peshawar
10	Muhammad Junaid	Frontier Development Foundation	Peshawar
11	Naimat Hayat Tashfeen	ACTED	Peshawar
12	Imran Shah PC-EFSL	Norwegian Refugee Council	Peshawar
13	Babrak	CESVI	Peshawar
14	Khalid Rasul	UN World Food Programme	Peshawar
15	Hassan Raza	UN World Food Programme	Peshawar
16	Asif Ali	Oxfam GB	Peshawar
17	Irshad Khan	Muslim Hands	Peshawar
18	Mr. Raza Shah	SOLIDAR-Switzerland, Mardan	Peshawar
19	Aziz Ahmad Khan	Associate in Community Development	Peshawar
20	Inam Ul Haq	Diakonie Katastrophenhilfe (DKH)	Peshawar
21	Bilal Jabbar	Dosti Development Foundation	Peshawar
22	Sajid Ishaq	ILAP	Peshawar
23	Muhammad Masood	Provincial Disaster Management Authority	Peshawar
24	Mahjabeen Qazi	Food and Agriculture Organization of the UN	Peshawar
25	Mazhar Ali Abro	NGOs Development Society Shahdadkot	Sukkur
26	Shahzado Khaskheli	HelpAge International	Sukkur
27	Waheed Ali	Dharti Development Foundation	Sukkur
28	Mr. Deedar Meerani	DevCon - An Association for Rural Development	Sukkur
29	Kamlesh kumar	International Organization for Migration	Sukkur
30	Abdul Nabi	Tameer-e-khalq foundation	Sukkur
31	Mahboob Ali Naich	Goth Seengar Foundation (GSF)	Sukkur
32	Muhammad Waqas Soomro	Indus Resource Centre Shikarpur	Sukkur
33	Muhammad Attiq	International Rescue Committee	Sukkur
34	Aqeel Bashir	Rural Education and Economic Development Society	Sukkur
35	Zahid Hussain Dahot	Sewa Development Trust Sindh	Sukkur

S.No.	Participant	Organization	Training Location
36	Tahira Ejaz	Save the Children	Sukkur
37	Ashar Nasir	Church World Service	Sukkur
38	Imran Ali Memon	Support To Deprived People	Sukkur
39	Nasrullah	Community Development Foundation	Sukkur
40	Iqbal Hussain	Sustainable Development Program for Poor	Sukkur
41	Adeel Javaid	Catholic Relief Services	Sukkur
42	Khuda Bux Kalwar	Agriculture Department	Sukkur
43	Shafi Muhammad Larik	Agriculture Department	Sukkur
44	Nisar Hussain Channar	Provincial Disaster Management Authority	Sukkur
45	Mohammad Sharif	Agriculture Marketing Department	Sukkur
46	Kamran Zeb	ACTED	Sukkur
47	Sona Khan	Sindh Rural Support Organization	Sukkur
48	Tanveer Bhangar	UN World Food Programme	Sukkur
49	Nisar Ahmed	Agriculture Marketing	Sukkur
50	Hammad Raza	UN Office for Coordination of Humanitarian Affairs	Sukkur
51	Bakht Ali Solangi	Agriculture Marketing (Sukkur)	Sukkur
52	Mohammad Asim	Food and Agriculture Organization of the UN	Sukkur
53	Raja Habib Ur Rehman	Qatar Charity	Hyderabad
54	Hassan Mashori	Fundamental Human Rights and Rural Development Association	Hyderabad
55	Abid Lashari	NDF Pakistan	Hyderabad
56	Nighat Babar	Pakistan Fisherfolk Forum	Hyderabad
57	Maliha Imam	Hari Welfare Association Nawabshah	Hyderabad
58	Iqbal Shahid	Care International	Hyderabad
59	Pervaiz Ahmed	Information Management and Mine Action Programmes	Hyderabad
60	Khadim Hussain Babar	Alternative for Physical and Humanitarian Welfare Association	Hyderabad
61	Zeeshan Bana	Focus Humanitarian Assistance Pakistan	Hyderabad
62	Kiran J Gill	Deep Hyderabad	Hyderabad
63	Khuman Singh	Sindh Rural Support Programme	Hyderabad
64	Nadeem Ahmed Koraie	Agriculture Extension	Hyderabad
65	Raza Ul Haq	Save the Children	Hyderabad
66	Abdul Razzaque	Sindh Desert Development Organization	Hyderabad
67	Humayun Babar	World Vision	Hyderabad
68	Mazhar Hussain	Shifa Foundation	Hyderabad
69	Qurban Ali Samejo	Nari Welfare Association	Hyderabad
70	Abdul Majeed Mangrio	Sustainable Development Foundation	Hyderabad
71	Zain Ul Abdin	Gorakh Foundation	Hyderabad

S.No.	Participant	Organization	Training Location
72	Dr. Yameen Memon	Management and Development Foundation	Hyderabad
73	Dr. Mubarak Jatoi	Livestock Department	Hyderabad
74	Syed Ozair Shah	Provincial Disaster Management Authority	Hyderabad
75	Shahnawaz	Kavish Development Foundation	Hyderabad
76	Nusrat Memon	HRA Pakistan	Hyderabad
77	Hareh Ahuja	Concern Worldwide	Hyderabad
78	Hussain Laghari	Root Work Foundation	Hyderabad
79	Jam Abdul Sattar	Agriculture Marketing	Hyderabad
80	Saeed Ahmed Noorani	On Farm Water Management Department	Hyderabad
81	Sarmad Ali Chandio	Action Against Hunger	Hyderabad
82	Muhammad Amir	Action Against Hunger	Hyderabad
83	Gul Hassan	Action Against Hunger	Hyderabad
84	Sultana Pirzada	UN World Food Programme	Hyderabad
85	Mohammad Kamran	UN World Food Programme	Hyderabad
86	Nizamuddin	BEST	Hyderabad
87	Nisar Ahmed	Saharo Human Aid Association	Hyderabad

**Annex - 3: Trader Survey Questionnaire (Used during the field exercise on Day-2 of the training)**

a-Name of Respondent: _____ b-Shop/Trader Name: _____ c. Position _____						
d-Phone: _____ e-District: _____ f-Tehsil: _____ g-Union Council: _____						
h-Location: _____ i. Date: _____						
Q1	Type of Trader : (write one option) 1=wholesalers ,2= retailers					
Q2	Type of business: (write one option) 1=Grain/ Oil, 2=General store, 3=Vegetable /Fruits, 4= Meet/Poultry					
Q3	From where do you purchase the commodities you trade? 1: same Tehsil, 2=same District, 3=Outside district   _____					
Q4	How many other traders selling similar products are operating in this Market?   _____			Q5	Do you have more or less competitors since last year? (more=1, less=2, no change=3)   _____	
Q6	Do you have access to credit to purchase commodities for sale? (Yes=1, No=2)   _____			Q7	What percentage of your sales is on credit (last month)?   _____	
Q8	Do you have more or less suppliers since last year? (more=1, less=2, no change=3)   _____			Q9	How many customers (average) do you normally sell to in one day?   _____	
Q10	What is your storing capacity? _____ mounds				_____ days of sales	
Q11	What is per KG/Ltr retail price of the following commodities?					
	<i>Commodities</i>	<i>Current Price</i>	<i>Price a year ago</i>	<i>Commodities</i>	<i>Current Price</i>	<i>Price a year ago</i>
	Wheat Flour			Maize		
	Broken Basmati Rice			Potatoes		
	Irri-6 Rice			Onion		
	Dal Channa			Tea		
	Cheapest Edible-oil (Pakwan)			Chicken		
	Cheapest Ghee (e.g. Pakwan)			Beef		
	Ghee (e.g. Dalda)			Mutton		
	Sugar					
Q12	In your opinion how the sale prices of these commodities will evolve in the coming six months? 1=Increase, 2=decrease, 3=remain the same, if answer is 1 OR 2 please mention percentage   _____					
Q13	If people have more cash income do you think it will increase the demand? (yes=1, No=2)   _____			Q14	Can you arrange for food/ non-food items if the demand is increased? (yes=1, No=2)   _____	
Q15	If yes then how much percentage you can increase?   _____			Q16	In your opinion, if the demand is increased, what would be the impact on prices? (Increase=1, Decrease=2, will remain same=3)   _____	

Q17	What is daily wage rate for an unskilled labour in this area? (amount in Pak Rupees)	<input type="text"/>		<input type="text"/>
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