

GEMS4 Strategic Framework - January 2015

Intervention Group to address <i>systemic constraints</i> related to Business fundamentals		Intervention Group to address <i>systemic constraints</i> related to Business essentials		Intervention Group to address <i>systemic constraints</i> related to Business enablers	
Access to	Initiatives for each Intervention	Access to	Initiatives for each Intervention	Access to	Initiatives for each Intervention
Markets	Micro retailing Linking rice farmers to commercial mills Brand awareness for Nigerian rice Linking tomato farmers to processing plants Feedlots Women in e-commerce	Information	Commodity trading platform Market price information	Energy	Off-grid power Secure payments for affordable power
Skills	Good handling practices for perishable produce Retail ready produce for formal markets Waste management	Technology	Banking service provision for wet and traditional markets Banking service provision for retail clusters	Logistics	
Support Services	Skin quality	Finance	Access to Finance	Infrastructure	Facilitating the building of new formal market places