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# PENGEMBANGAN DAN PENINGKATAN PERAN RANTAI NILAI

## DEVELOPMENT AND SCALING UP OF VALUE CHAIN INITIATIVES

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# OUTLINE

- KONSEP RANTAI NILAI DAN MARKET SYSTEM DEVELOPMENT
- KEBIJAKAN PEERINTAH DAN BENTUK INTERVENSI
- STUDI KASUS DAN PRAKTIK BAIK DALAM PROJECT IFAD



# KONSEP RANTAI NILAI

- Seperti rantai pasok, rantai nilai melihat bagaimana barang mengalir dari hulu ke hilir (barang dipasok dari produsen/ pengrajin ke pihak lain, untuk akhirnya dikonsumsi).
- Penekanan pada serangkaian kegiatan yang menciptakan nilai di setiap rantai/tahapnya
- Rantai nilai juga dilihat sebagai rangkaian kegiatan yang dilakukan untuk memberikan dukungan kepada produsen.



RANTAI NILAI KE SISTEM PASAR

# KONSEP RANTAI NILAI DAN MARKET SYSTEM DEVELOPMENT





RANTAI NILAI KE SISTEM PASAR



BAHAN  
BAKU

PANEN

PENGUM  
PULAN



PENGO  
LAHAN



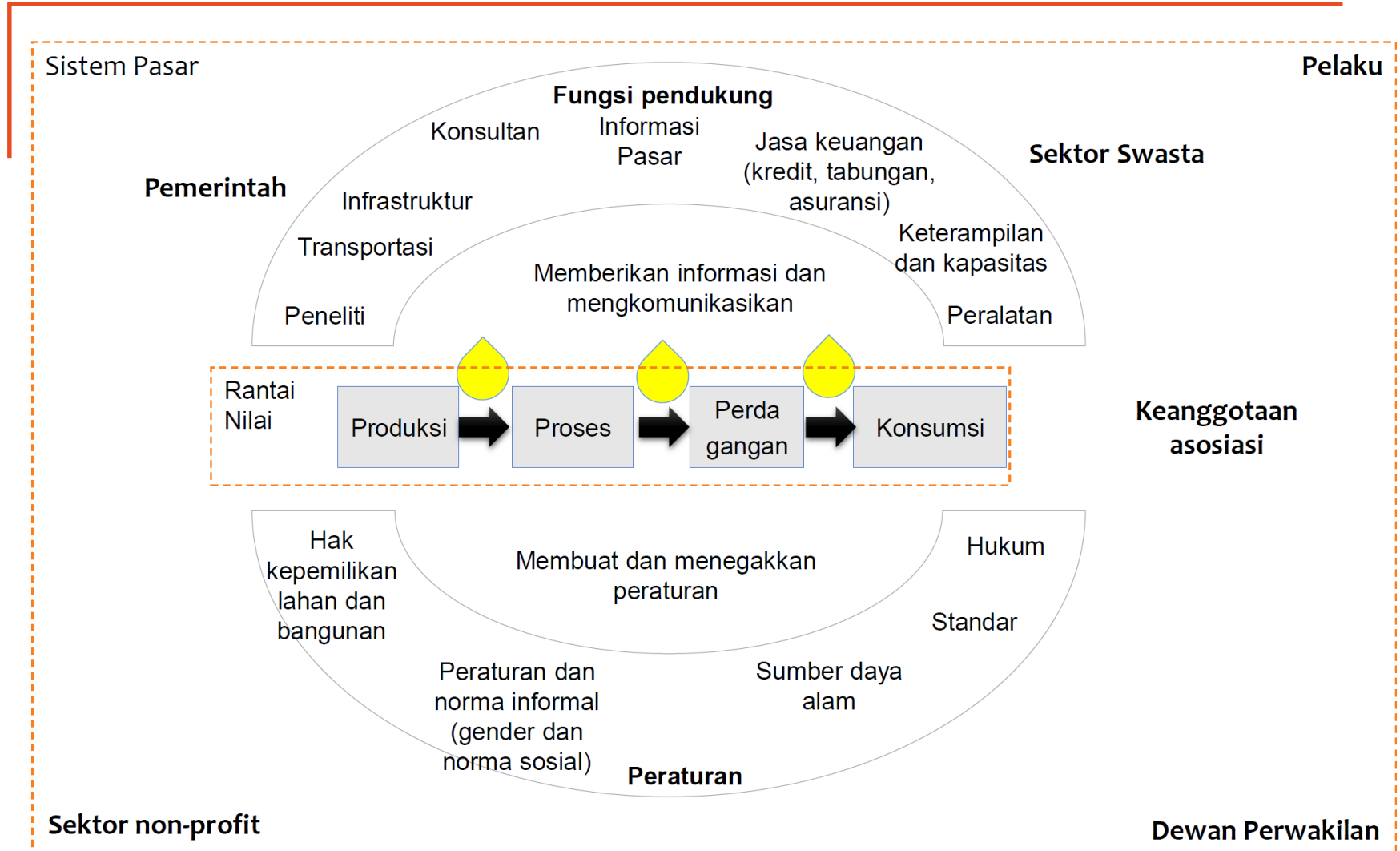
PEMASAR  
AN



KONSUM  
SI



# RANTAI NILAI KE SISTEM PASAR



# TAHAP-TAHAP SISTEM PASAR

## PENETUAN KELOMPOK SASARAN

Apa saja kerentanan utamanya  
(Keterbatasan) sumber daya

## PENGUKURAN PASAR

Memilih pasar yang berpihak pada “si miskin” (pro-poor market oriented)

## PENENTUAN BENTUK INTERVENSI

Perhatian pada dampak keberlanjutan (*sustainability*) dan kemampuan peningkatan skala (*scalability*)



# PRO-POOR MARKET

Memiliki potensi dalam:

- Pengentasan kemiskinan
- Daya ungkit
- Kemudahan akses (terhadap pasar, sumber daya, pembiayaan, dsb)



# KEBIJAKAN PEMERINTAH DAN BENTUK INTERVENSI



# DUKUNGAN PEMERINTAH DALAM RANTAI NILAI

- Dalam RPJMN 2015 – 2019, fokus pada penguatan pangan adalah:
  - Produksi pangan
  - Stabilitas harga pangan
  - Mutu makanan dan perbaikan nutrisi
  - Mitigasi dan ketahanan pangan
  - Kesejahteraan komunitas dan petani

Hal di atas dapat tercapai dengan lebih baik jika ada **penguatan rantai nilai**.



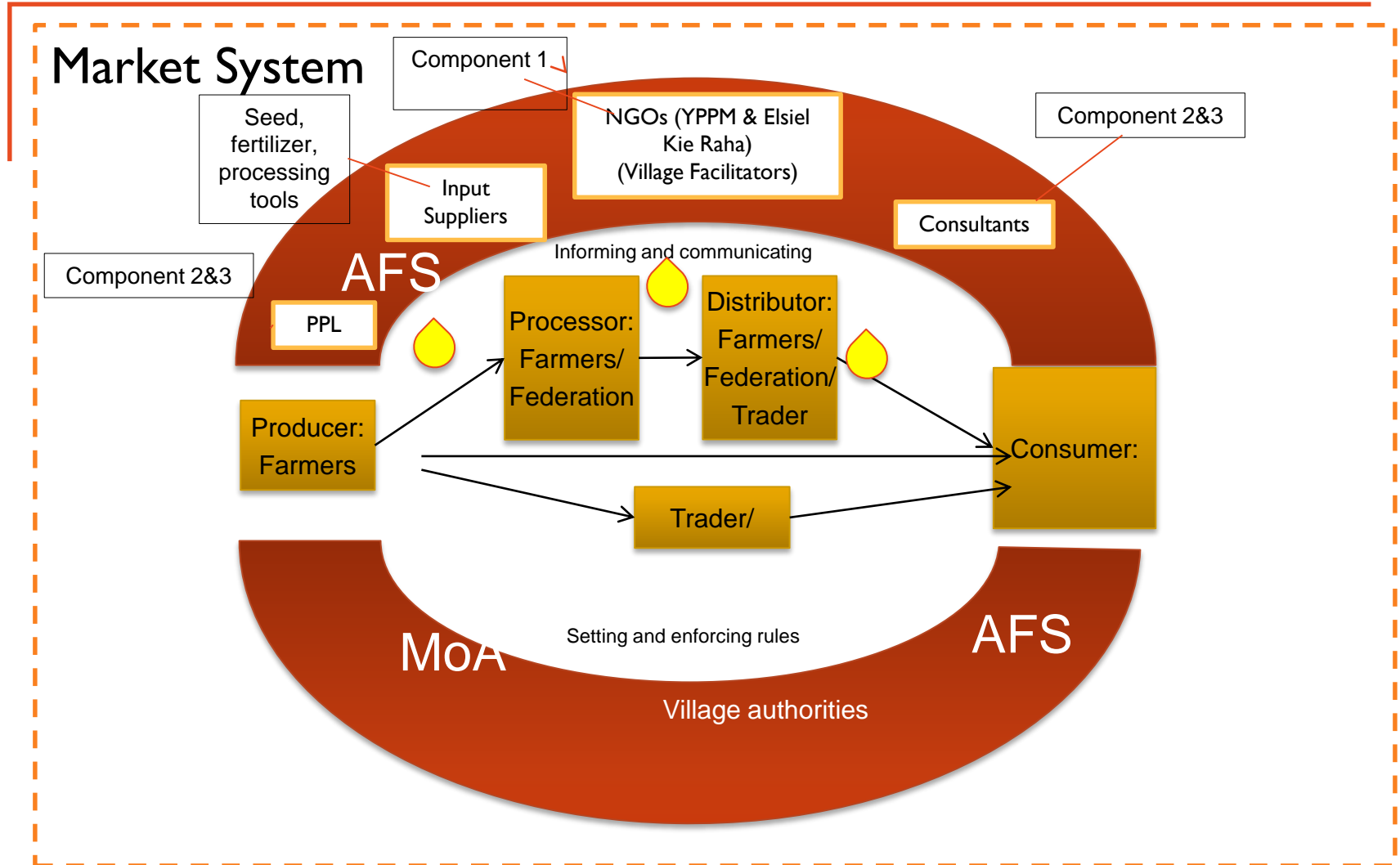
# INISIATIF DALAM DUKUNGAN KEBIJAKAN

- SEARCA/SEAMO, PRISMA, TIRTA, WFP, FAO, JICA, SAFIRA, Mercy Corps, Oxfam Canada dan World Bank.
- Kemitraan bilateral
  - e Trade Form
  - ASEAN Plus Three Food Security System (AFSS)
  - Partnership for Indonesia's Sustainable Agriculture (PISAgro)
- Green Growth Platform dan Sustainable Development Goals sebagai visi sekaligus target pembangunan nasional.



# AKTOR, RANTAI NILAI DAN INTERVENSI

## STUDI KASUS: SOLID PROJECT



# COMMODITY IDENTIFICATION AND SELECTION

Based on interviews and observation, these are the main commodities of each villages:

- Loleo: **corn, beans, cassava**, sweet potato, banana, peanut, nutmeg, clove, coconut, green beans, shallot, tomato, chili, yardlong bean, eggplant, cucumber, spinach, mustard, rice, and cacao, etc
- Hatusua: **corn, spinach, water spinach, Chinese cabbage, coconut**, peanuts, anchovy, cassava, green beans.
- Letu: **corn, cassava, vegetables, etc**

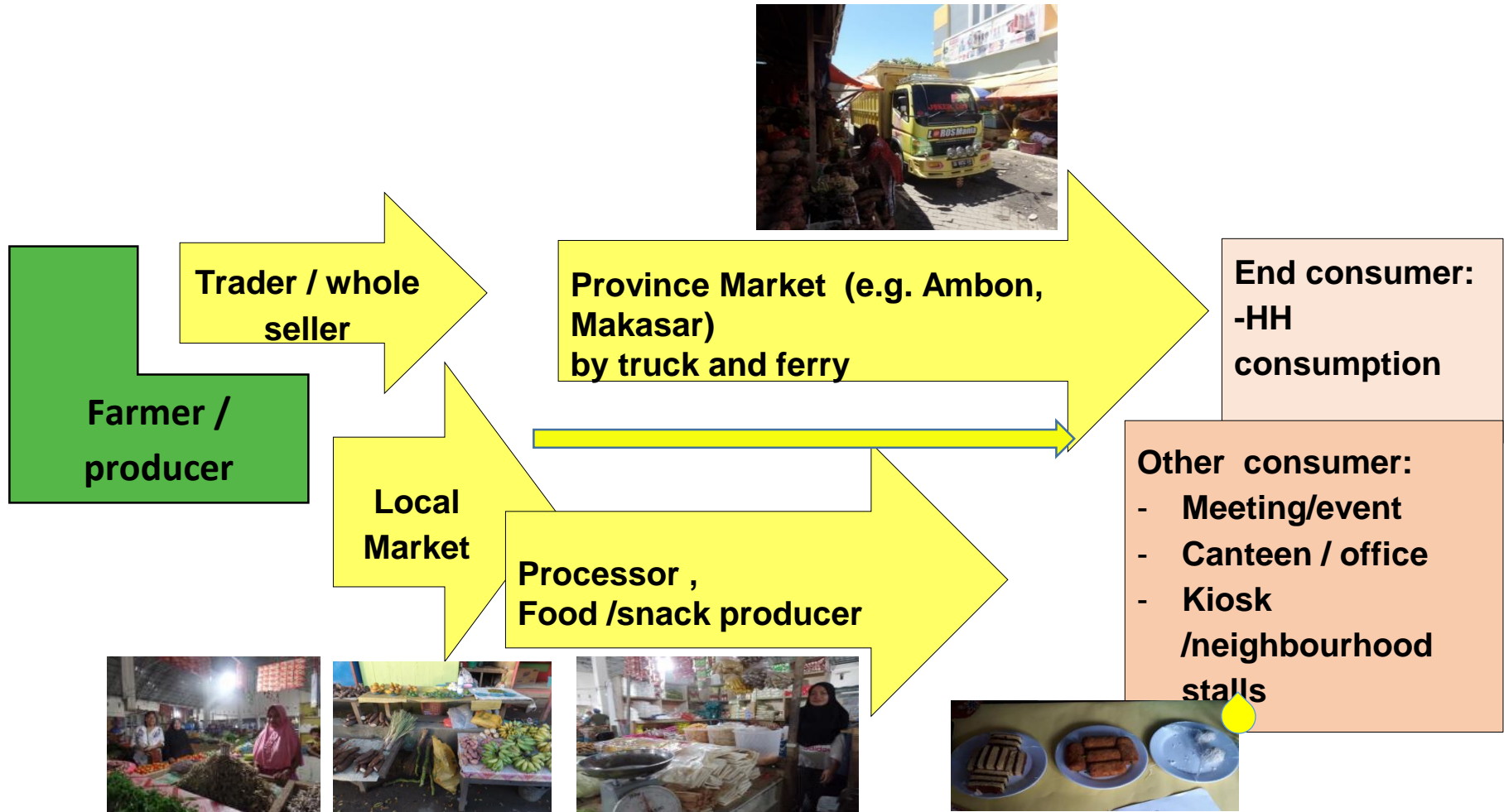


# BEBERAPA RANTAI NILAI

1. Fresh product → trader / collector → local market → consumer
2. Fresh product → trader / collector → province market → consumer
3. Fresh product → trader / collector → local market → processor → local market, consumer
4. Fresh product → take home for family consumption



# EXISTING VALUE CHAIN FOOD CROPS



# EXISTING VALUE CHAIN AND DEVELOPMENT (SEA) FISH PRODUCT



# RECOMMENDATIONS



# Recommendations:

Maintaining structured and timely database on SHG farmers activity in operational level (PPL, Village Facilitator)

- What type of crops
- How many acres of land
- How many fertilizers are used
- How much is the production quantity of each household

Increased awareness on **positive results** and **productivity** gained by **SOLID** target groups



# Recommendation/need for improvement 1:

Maintaining structured and timely database on SHG farmers activity in operational level (PPL, Village Facilitator)

- What type of crops
- How many acres of land
- How many fertilizers are used
- How much is the production quantity of each household

Increased awareness on **positive results and productivity** gained by **SOLID target groups**



# Recommendations:

Optimizing farmers  
access to input

- Institutionalization of Small Holder Groups (SHG) and Federation into farming groups
- Optimization of “*Badan Pengendali Pupuk Bersubsidi*” at region level
- Facilitating and training for SHG and Federation to be able to make “*Rencana Definitif Kegiatan Kelompok*”
- Optimizing of compost fertilizer

Increase productivity  
and lower production  
cost



# Recommendations:

Production tools and  
facility procurement  
assessment

- Initiate a review on tools and facility procurement procedure, make sure that no facility is unused
- Choose a PIC to be responsible on assessing these needs



# Recommendations:

Actors coordination

- Provide clear segregation of duty for each actors
- Provide clear KPI for each actors
- Create a more structured and timely check and balance mechanism on members of federation and VIT

Optimizing coordination of actors



# Recommendations:

Create partnership with private sectors

- Coordinate and facilitate a thorough market assessment on processed product
- Choose a few main commodities based on market assessment results and knowledge of farmers regarding the commodity chosen.
- Initiate a market introduction for the processed product
- Initiate and facilitate MoU / agreement signing with private company
- Cultivate strong partnership with private company

Strategy for sustainability



# TRAINING OF TRAINERS

## MARKET SYSTEMS ANALYSIS AND INTERVENTION DESIGN

- Concerns:
  - to achieve a large-scale and sustainable impact on specific target groups (young people, the "poor", women, rural population, indigenous people, etc.).
- The ToT provides frameworks and principles that help projects and their implementing partners:
  - conduct market systems analysis
  - design interventions for sustainable and large-scale impacts
  - Do monitoring and measuring results.



# OBJECTIVES OF THE TRAINING

- Acquire and deepen knowledge and skills on how to conduct good market analysis and translate analysis into designing successful interventions;
- Learn about how to apply and integrate different tools in actual projects;
- Understand how to design and implement monitoring and results measurement systems to know what works and what does not and why;
- Access and share individual experiences on market analysis, intervention design and monitoring.



# CONTOH PROGRAM PELATIHAN

Monday	Tuesday	Wednesday	Thursday	Friday
Registration	Start of the day	Start of the day	Start of the day	Start of the day
<b>Introduction:</b> getting to know each other; getting to know the course objectives & key concepts	<b>Intervention Design:</b> objective? Partners' engagement; and managing relations; introduction to "crowding-in" framework	<b>Field visit</b>	<b>Reflections on field visit:</b> analysis of collected data using tools & knowledge from the previous session; reflection on different between concepts & reality	<b>Monitoring and Evaluation:</b> introduction to results measurement; interaction sessions; group work and plenary
<i>TEA BREAK</i>				
<b>Analysis:</b> diagnostic process; introduction to illustration case; group work on cases	<b>Intervention Design:</b> concepts of sustainability & scalability; how to ensure sustainability & scalability	<b>Field visit</b>	<b>Reflections on field visit:</b> presentation of results from the field visit; summary on main takeaways	<b>Monitoring and Evaluation:</b> application of results measurement in reality; using field cases for results measurement
<i>LUNCH BREAK</i>				
<b>Analysis:</b> mapping out value chain & market system; analysis of interconnected systems	<b>Preparation of field visit:</b> introduction to the field visit; linking the objective to previous sessions	<b>Field visit</b>	<b>Intervention Design:</b> introduction to the AAER Framework; application using field visits	<b>Wrap up and Task analysis:</b> reflection of what has been learned and implication for each participant's daily work; brief presentation
<i>TEA BREAK</i>				
<b>Analysis:</b> group work on mapping map the key transaction, the supporting functions, rules/regulations and actors; plenary discussions	<b>Preparation of field visit:</b> hints for a successful field visit; group formation and roles	<b>Field visit</b>	<b>Intervention Design:</b> presentation of findings and plenary discussions; summary	<b>Task analysis, evaluation and closing:</b> a brief recap; filling out a feedback form

# SUSTAINING AND STRENGTHENING IFAD PROJECT – thoughts for IPDMIP

- Understand the effect of Value Chain Analysis for IFAD projects



There is a need to identify how Market System Development can support the issues in IFAD Project, e.g. IPDMIP in Indonesia

IPDMIP increases the value of sustainable irrigated agriculture, thereby improving food security and livelihoods in rural Indonesia. The Project adopts an inclusive targeting approach at the irrigation scheme level benefiting all active farmers.

## Programs:

- Strengthened Policy and Institutional Frameworks for Irrigated Agriculture;
- Improved Irrigation Systems Management;
- Improved Irrigation Infrastructure;
- Increased Irrigated Agricultural Incomes.



LEMBAGA PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT UNPAR

**TERIMA KASIH**

