

**Monitoring and Evaluation
Study Cover Sheet
April 2019**

**Assessing the Economic Sustainability of early GALVmed Market Development Pilot
Projects: 5 Years On**

At a glance

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|--------------------------|---|
| Aim of study | An assessment of the economic sustainability of early GALVmed Market Development pilot projects. |
| Field study dates | April 2016 – June 2016 |
| Location | India (State of Odisha - Keonjhar and Mayurbhanj Districts) Nepal (Jhapa) |
| Total sample size | Number of surveyed smallholder households in: Jhapa: 50, Keonjhar 102, Mayurbhanj 99 Number of surveyed retailers in: Jhapa: 18, Keonjhar 5, Mayurbhanj 7 Number of surveyed vaccinators in: Jhapa: 14, Keonjhar 20, Mayurbhanj 20 |

Study Outputs Available on GALVdox

- Study write up
- Raw data files
- PowerPoint slides for use in presentations

Strategic Context - why did GALVmed undertake this study?

This study sought to assess the sustainability and durability of private sector Newcastle Disease (ND) vaccine supply into the smallholder sector. The approach was to return to three locations that had been used as ND vaccine pilot studies five years previously and to assess which aspects of vaccine supply and demand had stood the test of time and which had not.

The study has important consequences for GALVmed and its partners. Economic sustainability is at the heart of GALVmed's strategic vision. Significant numbers of smallholders need to be realising sufficient productivity gains from the use of animal health products to continue paying the market price for these products. The various links and players in the supply chain need to be generating sufficient revenue and profit to incentivise their continued stocking and selling of these animal health products. It is these ongoing forces of demand and supply that ensure the long-term economic sustainability and viability that GALVmed seeks to catalyse in the smallholder animal health sector. This study has afforded the first tangible evidence that achieving such sustainability is a practical reality.

Headline Observations

- That over 50% of rural retailers (agro-veterinary type shops) in the three study areas were stocking and selling ND vaccines. This represents a healthy level of rural supply and indicates that retailers consider the vaccine to be a product that can be sold in sufficient volumes and at sufficient margins to justify stocking as a refrigerated product.
- That of the ND vaccinators trained in the original pilot projects, and who could be traced in the current study, 77% were still regularly vaccinating poultry. This indicates that ND vaccination can be seen as a long term and viable commercial activity for appropriately trained individuals in rural regions.
- That of the 245 poultry-owning smallholders sampled across the three study sites, 61% were purchasing ND vaccines (either through retailers or through vaccinators) for their poultry. This represents a healthy level of adoption given that no marketing or awareness activities had taken place in the area for five years.
- That ND vaccinating households reported monthly poultry income as being 50% higher than non-ND vaccinating households.

Further Studies

Further field studies in these areas will not be undertaken. The outputs from this study will be useful in assisting future impact modelling exercises where the beneficial impact of a portfolio of products will be considered.

Cross Reference: Other Related GALVmed M&E Studies

| Study | Relevance |
|---|---|
| ND Vaccine and Poultry Productivity Changes Studies (Africa/Asia) | These studies are before and after comparisons of poultry productivity in smallholder households associated with GALVmed's Market Development field projects. |
| ND Vaccine and Husbandry Practices Study (India) | Comparing smallholder poultry husbandry practices between adopters and non-adopters of ND vaccine in India. |
| Poultry Productivity Studies | The Poultry Productivity Studies are impact / productivity related studies looking to make a direct comparison between ND vaccine adopters and non-adopters. |