

Capitalisation Brief

What is Capitalisation?

Capitalisation is the process through which Katalyst identifies, documents and promotes learning and experiences of its own and others. When stakeholders adopt and promote the approach, there will be increased outreach and impact, resulting in both direct and indirect benefits for the poor. These benefits are expected to extend beyond Katalyst's lifespan.

Capitalisation in Katalyst is used to learn from its own and design more effective interventions. It also focuses on anchoring (institutionalising) Katalyst's learning with key stakeholders like universities, training centres, government agencies, think tanks, NGOs and private companies. This enables these organisations to take up more market development initiatives and improve their practices.

How it works

Capitalisation of Katalyst uses following process to anchor its learning

- Identify institutions that can work towards poverty reduction through promoting inclusive market development.
- Raise awareness regarding Katalyst's approach on inclusive market development and its benefits.
- Codify Katalyst's experiences and develop stakeholder wise knowledge products (i.e. manual, curriculum, case studies, reports etc.) and disseminate these through workshops, training, orientation seminar etc. so that the institutions can use these knowledge.

This way Katalyst practices will be used and promoted by the key institutions in a sustainable manner.

<p>Vision</p>	<p><i>"Key institutions in Bangladesh will make their business practices more inclusive."</i></p>
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— Implemented by ————— Funded by —————





What is the impact of Capitalisation

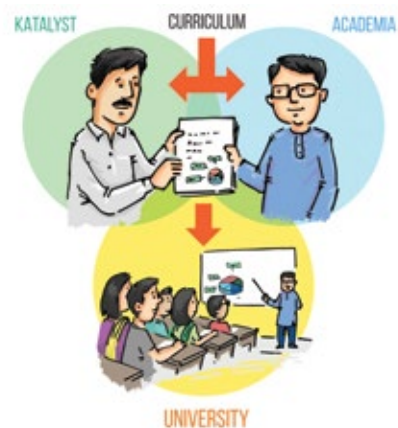
By transferring experiences into appropriate knowledge products, Capitalisation works to improve the wider market system. For instance, interventions in the farmed fish sector supported the Bangladesh Fisheries Research Forum (BFRF) in developing a training module for fish hatchery personnel. Katalyst is capitalising on this experience by further developing BFRF's capacity to convert itself into a commercial, fee-based training service provider for hatcheries. This Capitalisation initiative is establishing a new service market in Bangladesh's farmed fish sector. Farmers ultimately benefit from this as hatcheries will be able to produce quality fingerlings with better survival and faster growth rates, resulting in higher yields.



By collaborating with several agricultural universities, Capitalisation facilitated the incorporation of market development approach in their curriculum and promoted industry-academia linkages. Some of these universities are Bangladesh Agricultural University, Bangabandhu Sheikh Mujibur Rahman Agricultural University and Sylhet Agricultural University. Capitalisation also worked with business school to promote agribusiness curriculum. Katalyst partnered

with organisations such as Rural Development Academy and the National Academy for Planning and Development to anchor market development elements in their regular courses, training modules and research activities.

Capitalisation also worked with Department of Agricultural Extension to update their extension manual with learning from Katalyst and other stakeholders from agricultural sector. With the new manual, extension agents can facilitate inclusive market development practices like promoting specialised extension services in remote areas, profitably integrating women in the agricultural value chain, utilising electronic and print media for extension services; promoting public private partnership and so on.



Additionally, Capitalisation conducted and disseminated several studies and reports to raise awareness about inclusive market development approach among key personnel from the private, public and development sector.

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