

Example of Menu of Frequently Used Indicators MDF

Level	Indicators of Change
Poverty	<p>Net Additional income for SME owners and workers</p> <p>Net Additional jobs created</p>
Sector	<p>Outreach: Number of farmers/SMEs financially benefiting from the service</p> <p>Change in SME market share and profit</p> <p>Change in SMEs' yield, productivity, sales volume and selling price</p> <p>Change in quality of their product</p> <p>Change in operating costs</p> <p>Change in product portfolio</p> <p>Number of new products or service introduced</p> <p>Number of new markets entered</p> <p>To measure copying (Systemic Change):</p> <p>Number of Farmers/SME copy the behavioural change</p> <p>Reason for copying or not copying the behaviour change</p>
Support Market Outcome	<p>Number of farmers/SME having access to the service</p> <p>Number of farmers/SME using the service</p> <p>Satisfaction and opinions on the service received</p> <p>Number of farmers/SMEs changing business practice/behavioural change</p> <p>Reasons behind this behavioural change or not change</p> <p>Extent of changes in their behaviour</p> <p>Better rules and regulations enacted</p> <p>To measure sustainability:</p> <p>Farmers/SME interest in continuing these behavioural changes</p> <p>Reason for continuing or not continuing these behavioural changes</p> <p>To measure crowding-in (Systemic Change):</p> <p>Number of new service providers entering the market</p> <p>Reason behind the entry</p>
Support Market Output	<p>Change in the capacity of support market actors</p> <p>Change in relationships amongst stakeholders</p> <p>Change in mechanisms that are used to reach clients</p> <p>No. of innovative, commercially sustainable solutions developed</p> <p>No. of innovative, commercially sustainable solutions delivered</p> <p>Net additional investment in relevant service delivery *(this could also serve as an indicator for sustainability)</p> <p>Number of service providers providing the new solutions</p> <p>Reason for providing or not providing the new solutions</p> <p>The price range of their services</p>

Change in the size of client base per service provider
Reasons behind the change in size of client base
Change in turnover/sales/profits of service provider
Reasons for repeat sales, increased profit of service provider
Better capacity/information to issue rules and regulations

To measure sustainability:

Satisfaction and opinions on the service received
Profitability of the new service
Interest of service provider on continuation of the service
Reason for continuation of the service
Capacity (human and financial resources and technical capacities) of service providers to sustain the new service provision

Activities

Completion of activities
Number of support market players participating
Level of their participation and contribution