

Evolution of Participatory Market Appraisal (PMA) from Participatory Rural Appraisal (PRA)



Management

KEYWORDS : PMA, PRA, Guiding Tool, Entrepreneurs, Evolution, Market and Survey.

Dr. Vijayakumar A. N

Assistant Professor, Annapoorna Institute of Management Research, Sankeshwar

ABSTRACT

Development happens in many ways and from many people, but, a unique way for the development is the appraisal, whether it is the development of rural area or the development of business existing in particular market. In this regard, we have two similar tools found in the development sector i.e. Participatory Market Appraisal (PMA) and Participatory Rural Appraisal (PRA). This article makes an attempt to substantially brief and compare both PRA and PMA, and gives a note on evolution of the tool known as 'PMA' from the similar concept of 'PRA'.

PREAMBLE

Participatory means by the participation of people. People are the main thing in this phenomenon. They know about the area. If we ask them a bit then they will be responding us in elucidation. This shows that how much elucidated information they are holding regarding things we are seeking for. It is up to the co-operation and co-ordination of community. They know what we want, and they will cooperate with us if we give value to their participation too. They will be seeking for incentive in return of participation. Participation, in its simplest definition, just means togetherness, or joining in. Participation in this context has a more specific definition than that, though, as there are many ways that people can join in, not all of them positive. Participation as a technique and goal in development, as in Participatory Rural Appraisal (PRA), seeks to maximise the potential for empowerment that research, planning and implementation can bring to marginalised people. It does so by encouraging people to analyse their information collectively, seek consensus, manage conflicts, and own the decisions that they make.

Like PRA (Participatory Rural Appraisal), PMA uses the same method of employing visual symbols and other easy techniques so that even illiterates can conduct empirical market research themselves. The PMA allows estimating the total size of their market, the amount of potential profit, the key factors that influence a customer buying the product/service, and other relevant data that will help them decide between businesses. By doing the research through the PMA, budding entrepreneurs can enter business with their eyes wide open to the potential scope and profitability of selling certain products/services. The key difference is that the PMA provides a grassroots approach to market research.

PARTICIPATORY RURAL APPRAISAL (PRA)

Participatory rural appraisal is about doing social work by help of using solid techniques. This can be done by full and open participation of people of targeted area. People must know what you are asking and what your needs are. It can be done by many techniques. One of them is transact walk in which researcher is supposed to walk through the whole area to know about its basics and about its community as well. Participatory Rural Appraisal (PRA) was originated somewhere in 1980s and became popular in 1990s. PRA has leaded many other intellectuals to come out with some other tools and techniques similar to PRA like, Participatory Learning, Action (PL&A). PRA aims for a reversal of learning, learning rapidly and progressively, offsetting biases and triangulating the data/information during the appraisal. PRA suggests to respect people, and remember that they know a lot and have ability and potential, Always have a clear method and process, Collect and consider many different perspectives, opinions, examples and expertise, All activities must be relevant, so be flexible and specific, Action must follow, after research and planning, Take personal responsibility.

EVOLUTION OF PARTICIPATORY MARKET APPRAISAL (PMA) FROM PARTICIPATORY RURAL APPRAISAL (PRA)

Participatory rural appraisal (PRA) is all about doing social work by help of using solid techniques. This can be done by full and open participation of people of targeted area. People must know what you are asking and what your needs are. It can be done by many techniques. One of them is transact walk in which researcher is supposed to walk through the whole area to know about its basics and about its community as well. Participatory Rural Appraisal (PRA) describes a growing family of approaches and methods to enable local people to share, enhance and analyze their knowledge of life and conditions, to plan and to act (Robert Chambers, 1994)¹.

Traditionally PRA methods used by NGOs includes resource mapping, social mapping, time line exercises helps people understand local resources, skill sets and their production-labour cycles. These methods are helping people identify income generation activities that are all production oriented. None of them help people understand what consumer demand is and what price consumers are willing to pay. None of these methods help the poor understand the market. Thus income generation activities that result out of traditional PRA methods channel local expertise and local resources into products for which often the market demand simply does not exist. In many a cases, all these activities of traditional PRA help only the landed or those with at least some capacity to maintain livestock. Because the very poor had no access to resources and shrinking access to public resources, they were often left out of the action planning process that resulted from traditional PRA tools. Thus there are few initiatives that are specifically directed towards the asset poor. In this regard, a new Market Oriented PRA technique known as Participatory Market Appraisal (PMA), geared to the asset poor, which focuses on markets and skills rather than production and the asset base. Such a PRA technique would aim to help the very poor choose products after a market assessment and clear identification of demand for any given product. This technique can also be adapted to producers with some asset base as a measure to help prevent producers from falling into poverty as markets and competition changes.

Participatory Market Appraisal (PMA) is a modified version of PRA to suit any kind of MSMEs (Micro, Small and Medium Entrepreneurs) in their way of researching, knowing and developing their markets. Initially it was developed for illiterate people, which used symbols instead of script, and was used in house to house surveys of product requirements in Mugad (Karnataka, India). After much research, the SHGs opted to make laundry detergent. After experimenting with recipes and market testing small samples, by the end of the programme they were making and selling 250 kg per month. This also inspired them to draw a business plan 1000kg sales per month. Participatory Market appraisal (PMA) tool is an outcome of MOVE (Market Oriented Value Enhancement). MOVE is a methodology and tool con-

ceived in response to the failure of project R8084 of DFID to find ways of helping the severely disadvantaged groups of poor people such as the landless and illiterate women of low economic and social status, for whom improved natural resources management had little relevance, as their natural capital base was too low or non-existent.

PARTICIPATORY MARKET APPRAISAL (PMA)

PMA- Participatory Market Appraisal forms a grassroots approach to market research. At every point, the participants themselves are the ones who collect information from the market, then they themselves prioritize potential products to research, they themselves design, conduct, and analyze the results of the PMA. By using the process of PMA the participants' capacities are built to research the market themselves whenever necessary without relying on the expertise of an outside source. PMA even employs visual symbols so even illiterate participants can conduct empirical market research themselves. Participants create symbols for each product, for the different needs and wants of each product, and any other information that may be relevant depending on the product. For example, if a group wants to research bangles, they will need to know the number of

female members in each household, if a group is thinking of selling cattle feed, they will need to know the number of livestock in each household. Participants then use these symbols to create visual survey that allows them to enter in information through checks or tally marks. A distributive sample of rich, middle-class, and poor households is chosen and each participant is asked to interview their share of the sample. When the participants complete their interviews, they consolidate the information from their surveys and are immediately able to get a clearer picture of the market for each product they have researched. The PMA allows the participants to estimate the total size of their market, the amount of potential profit, the key factors that influence a customer satisfaction, and other relevant data that will point to an enterprise with a high demand and a high profit. By doing the research through the PMA, participants enter business with their eyes wide open to the potential scope and profitability of a given enterprise.

COMPARISON OF RRA, PRA AND PMA

Upon going through the above details and the literature, we find some resemblances those gives a clues on related aspects of each other. Here below is the comparison of RRA, PRA and PMA.

Table 1. RRA, PRA and PMA compared

	<i>RRA</i>	<i>PRA</i>	<i>PMA</i>
Period of major development	Late 1970s 1980s	Late 1980s 1990s	Late 2000s
Major innovators based in	Universities	NGOs	Universities and NGOs
Main users at first	Aid agencies, Universities	NGOs Government field organizations	Any agency involved in Entrepreneurship Development Program
Key resource earlier undervalued	Local people's knowledge	Local people's analytical capabilities	Local Market's knowledge
Main innovations	Methods, Team management	Behaviour, Experiential training	Survey, Experiential learning
Predominant mode	Elective, Extractive	Facilitating, Participatory	Participatory, Experimental
Ideal objectives	Learning by outsiders	Empowerment of local people	Developing entrepreneurial qualities
Longer term outcomes	Plans, projects publications	Sustainable local action and institutions	Profitable and self-sustainable enterprises

CONCLUSION

The past two decade has witnessed more shifts in the rhetoric of rural development than in its practice. These shifts include the now familiar reversals from top-down to bottom-up, from centralized standardization to local diversity, and from blueprint to learning process. In these shifts, a part has been played by two closely related families of approaches and of methods, often referred to as rapid rural appraisal (RRA) which developed and spread especially in the 1980s and its further evolution into par-

ticipatory rural appraisal (PRA) which has developed and spread fast in the 1990s. In the similar way a new technique known as Participatory Market Appraisal (PMA), a grassroots approach to market research that allows the participants/budding entrepreneurs to estimate the total size of their market, the amount of potential profit, the key factors that influence a customer satisfaction, and other relevant data that will point to an enterprise with a high demand and a high profit.

REFERENCE

• Beebe, (1985), Rapid Rural Appraisal: The Critical First Step in a Farming Systems Approach to Research, Networking Paper No. 5, Farming Systems Support Project, University of Florida, Gainesville, Florida 32601. • Robert Chambers (1994). "The Origins and Practice of Participatory Rural Appraisal", World Development, Vol. 22, No. 7, pp. 953-969. • Brook, R.M. and Allen, A. (2005). Annex A. in CAZS. (2005), Final Technical Report R8084. 31 October 2005. Bangor: University of Wales. • Chambers, R. (1980), Rural Development: Putting the Last First, Harlow, England. • McCracken, A., Pretty, W. and Conway, G. R. (1988), An Introduction to Rapid Rural Appraisal For Agricultural Development, International Institute For Environment And Development, London. • Subhas M S. (2005) Access to Markets for the Poor and Women: Market Oriented Value Enhancements (MOVE). Peri Urban Interface: A Bridge for Rural Urban Collaboration, Bangalore, India. 8-9 February 2005. Dharwad, India. Karnatak University, 15 slides. • Subhas M S, Sebastian, S., Purohit, S. and Purushothaman, S. (2006) MOVE Market Oriented Value Enhancement, A Trainer's manual to promote access to market for the landless and women. Books for Change, Bangalore, ISBN: 81-8291-019-6 • Subhas M. S. and Vijayakumar A. N. (2011), "A Glance at Evolution of Entrepreneurship and Scope for Entrepreneurship at the BOP (Bottom of the Pyramid) in India", 'Prabandhan: Indian Journal of Management', New Delhi. Vol.4, Issue No.1, January 2011, Pages: 3-9. ISSN 0975-2854. • Vijayakumar A. N. and Subhas M. S. (2010), "Entrepreneur: Whether Born or Made?", 'Role and Challenges of Entrepreneurship Development', Excel Books, New Delhi, Chapter 75, pg. 542-546, First Edition, 2010. ISBN 978-81-7446-868-0. • Vijayakumar A. N. and Subhas M. S. (2015), "Market Orientation and its effect on inclusive growth of a business- A Case Study of MOVE", 'International Journal of Scientific Research', Vol. 4, Issue 8, Pg. 1-2, ISBN 2277-8179 • Vijayakumar A. N. and Subhas M. S. (2015), "Participatory Market Appraisal (PMA)- A Guide to Budding Entrepreneurs ", 'International Journal of Scientific Research', Vol. 4, Issue 8, Pg. 3-4, ISBN 2277-8179