



Training Booklet

Market System Development

By Cognitia Strategi Indonesia

2026

ABOUT TRAINING

MARKET SYSTEM DEVELOPMENT

Market System Development (MSD), also known as Making Markets Work for the Poor (M4P), is an approach aimed at creating sustainable, large-scale impact by improving the way market systems function. It focuses on addressing systemic constraints and enhancing the participation of all market actors, including marginalized groups, in ways that lead to inclusive and long-term economic growth.

When systems function effectively, both businesses and disadvantaged communities can benefit sustainably and at scale. However, systems often fail to operate efficiently, especially for those living in poverty or remote. This is due to limitations in structures, skills, information, attitudes, and rules.

The Market Systems Development (MSD) approach addresses the underlying factors that hinder market performance and impede the achievement of development goals. Its goal is to drive transformational changes within market systems, resulting in sustainable, pro-poor impact.

WHAT PARTICIPANTS WILL ACHIEVE?

Participants understand how to develop intervention plans and implement that relate to the project's goal, monitor the intervention, and manage the performance. Topics covered include:

- Assessing and selecting priority commodities
- Identifying and analyzing root causes
- Designing intervention models with business calculations
- Identifying and negotiating with potential partners
- Planning key activities and budgets for the interventions
- Identifying key points in implementing intervention models
- Developing indicators to monitor progress and measure results and impacts.

WHO SHOULD ATTEND?

This training is ideal for:

- Project Leaders, Team Members, and Program Coordinators seeking to enhance their expertise in managing impactful initiatives.
- Consultants involved in project implementation and development activities.
- Trainers and Academics specializing in project management, social studies, development studies, economics, or business.



TRAINING OVERVIEW

DAY 1

Introduction to Market System Development (MSD) Approach & Sector Selection and Analysis

Expected Outcome:

Participants will gain a clear understanding of market systems and the MSD approach. They will also learn how to select appropriate sectors or commodities for intervention and effectively map the market landscape.

DAY 2

Root Cause Analysis and Intervention Design

Expected Outcome:

Participants will develop the skills to identify root causes, select impactful markets for interventions, and create inclusive and financially viable business models. They will also learn how to manage risks and develop strategies for effective interventions.

DAY 3

Partnership, Intervention Implementation, and Monitoring

Expected Outcome:

Participants will develop practical skills in assessing and selecting partners, negotiating, managing intervention implementation, tracking outcomes, and using result measurement tools to evaluate impact and success.



PRACTICAL INFORMATION

ACCOMODATION

Accommodation will be provided for all participants during the training program. The hotel provided will be near the training venue for your convenience. The cost of accommodation is already included in the program fee and rooms will be provided on a single occupancy basis (one room per participant). Transportation will be covered by participants

Please note that any additional expenses such as extending your stay, room service, laundry, or telephone calls incurred during your stay will be the responsibility of the participant and should be settled directly with the hotel upon check-out. If you have any special requests or preferences regarding your accommodation, please indicate them in the application form, and we will do our best to accommodate your needs.

CERTIFICATE

Each participant receives a certificate of training completion. This certificate is being awarded in the form of hard copy and soft copy. The certificate will mention the full name, training title and date, and core topics.

HOW TO APPLY

To apply please send the request to **info@cognitia.id**

Please note that currently Market System Development Training is only open for corporate or group request.

MORE INFORMATION

For more information please contact us at: info@cognitia.id

Note: all information in this brochure might be subject to change based on corporate or group request. The request can be discussed further with Cognitia Team.



UNLOCKING THE UNTAPPED FOR
SUSTAINABLE GROWTH





BOOST YOUR SKILLS IN MARKET SYSTEM DEVELOPMENT – REGISTER NOW!

E-mail : info@cognitia.id

Website : www.cognitia.id

Phone : +62 81132019188

Address : Jl. Perak Timur No.478, Perak Utara, Kec. Pabean Cantikan, Surabaya, Jawa Timur 60165