To prevent soil depletion, stimulate yields and increase food security by establishing a branded private sector distribution channel through which farmers have access to a reliable supply of fertilizer of a reliable quality, available in affordable packages, sold by a knowledgeable agro dealer/village promoter (VP).

**Impact on the poor**
- Additional employment generated

**Core market**
- Additional income generated
  - Increased wellbeing
- Additional profit from additional investment in fertilizer and correct application

**Support market**
- Increased Productivity (Yields/ha)

**Activities**
- Identification & selection of a fertilizer supplying company that is willing to develop their private fertilizer distribution channel with the help of a consultant
- FIPS provides training to the VPs on good agricultural practice with emphasis on fertilizer application & dosage and crop spacing
- VPs capable of organizing demonstrations and providing correct information on cultivation and fertilizer application
- Demonstration plots organized by VPs and 1 kg bag introduced to farmers
- Farmers reached through demonstration plots and VPs are able to apply good agricultural practice, understand value of (proper application of) fertilizer and are aware of existence of 1 kg bag
- 1 kg fertilizer bags available in the market
- Farmers purchase small bags
- Farmers know how to apply fertilizer in correct manner
- Farmers purchased small bags
- Increased sales of fertilizer by Agrodealers/VP
- Increased sales of fertilizer by Agrodealers/VP
- Farmers purchased small bags