



**Supply side capacity building:
private sector development**

Presentation content

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Why PSD

The objective of NBP is to come to a permanent, market driven, national domestic biodigester sector in Cambodia.

Realisation of programme components is executed by organisations who have similar activities as their core business.

For marketing, construction, user training and after-sales service these are construction companies located within the market area they cover.



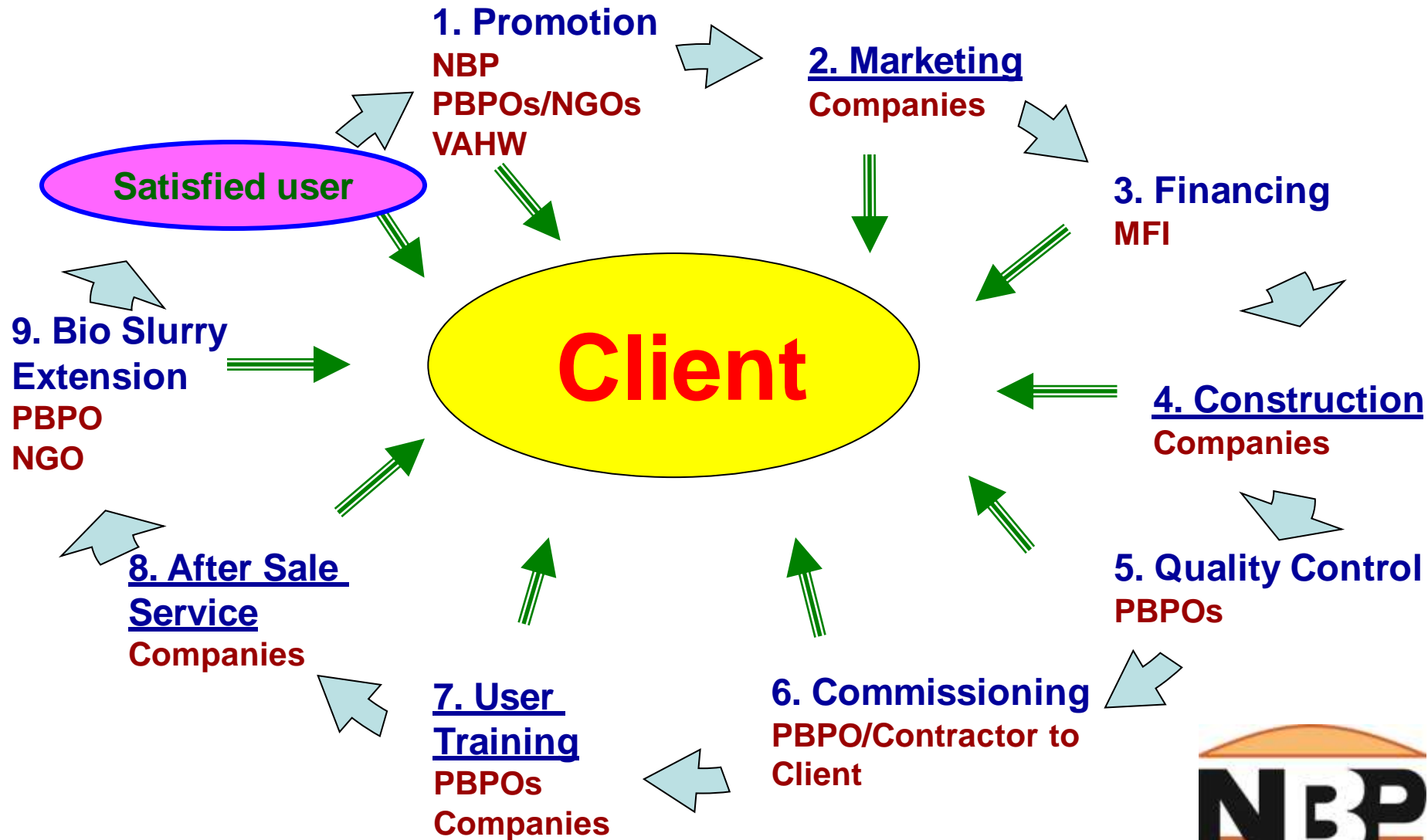
Not covered in this presentation are other private programme stakeholders such as:

Banks and MFIs

Appliances manufacturers

Consultancy and advisory companies





Starting point 2006-2008

The programme started from scratch and no village based construction companies could be identified to include biodigester construction to their business

Local masons were trained to become biodigester masons and worked under the daily management of provincial supervisors

As a result the supervisors focus was on construction progress and less on construction quality and after-sales service.



Franchise model, recruitment

Potential Biodigester Construction Company entrepreneurs are selected from the trained mason base. Selection criteria are:

Experience as mason, construction & ASS

General entrepreneurship potential, realised new clients, educational background, ...

Morality background check

Family stability & support

Location



Franchise model, capacity building

Training need assessment

Development of training material and BCC

Operation Manual (revision every 6 months)

Conducting whole-class, 6 day training followed by examination

Company registration at district level followed by official inauguration ceremony

One year monthly coaching/mentoring at the company site





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Franchise model, responsibilities

The programme takes care of the following tasks:

Creating a clear structure for the companies to work in, practical manual development & updating
NBP brand development through radio, TV, provincial workshops, etc.

Provision of promotion & marketing material

Market regulation, no company overcrowding, fair entrepreneurial & competition conditions (price setting)



Franchise model, responsibilities

The BCCs have to conduct their business according to the operational management w.r.t.:

Marketing, pre-construction info, promotion network

Construction quality and mason management

User training, guarantee & after-sales service

Finance and client admin, activity planning

General behaviour and competition practises



Results so far

By the end of 2011 there are 43 companies in operation building 60% of all plants

Better quality control on construction and ASS

Better client access to technical support and spareparts

Higher construction output.



Cost per plant

The company running cost & profit per plant is fixed at USD 30. This is 5.5% of the average plant cost.

Company running cost is comprised of transport, communication, office cost, manager wages, capital development

A minimum sized company has to built at least 50 plants per year to survive.



Parties involved in PSD



NBP, principal



SNV, PSD advisory services



CIEDC, entrepreneurship dev. org



PIN/CZDA financial support





Thank you!