

4M solution and Digitalization for Ethnic Minority (EM) Development in Viet Nam

Outline:

- + *Context*
- + *4M solution*
- + *Digital manual*
- + *Recommendations*





I. CONTEXT

Despite of impressive poverty reduction achievements and pioneering country in application of MDP:

- Poverty remains prevalent among EM people;
- Slow down of economic growth, climate change, COVID and aging population are emerging challenges of PR in EM areas.

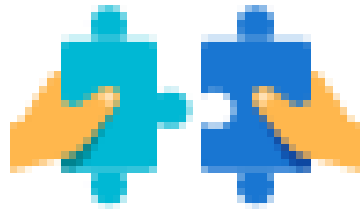
II. UNDP 4M SOLUTION

A platform for EM women led cooperatives/groups to:



MEET

Potential business partners, government officials, experts



MATCH

Their demands/potential economic opportunities with business partners



MENTOR

Businesses and local governments work together with EM women's groups



MOVE

Scaling up successful solutions in National programs



Results

100 EM led cooperatives with 13,300 beneficiaries in 4 provinces.



30%

of EM women led cooperatives increased their revenue during COVID

31 - 50%

93%

of the EM women-led cooperatives supported by UNDP since 2019 are still operating and maintaining revenue growth of over

20%/year





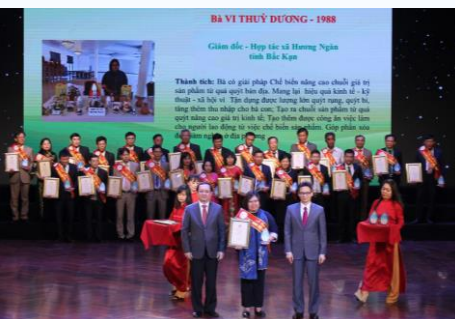
Story of Vi Thuy Duong

A 'Nung' EM woman in Bac Kan was supported by 4M in 2019



Gained capacity to adjust its products to meet market needs and applied digital devices to adapt to social distancing regulations.

Survived COVID, and expanded its business to support more EM women.



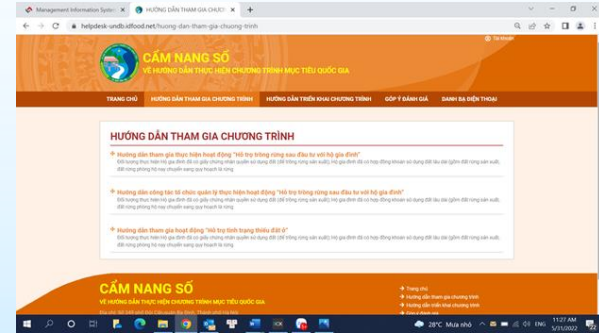
Was awarded the title of farmers' scientist in 2021

III. DIGITAL MANUAL

Searching through 364 different documents vs a single internet connected device

Get connected through an internet device anywhere, anytime

Reduce administrative cost and burden on CEMA staff



KEY RESULTS

Key features of the 4M model integrated into the design and guidelines of two government projects under the NTPs.

Digital manual was launched by CEMA for use at all levels.



IV. Recommendations

- Strengthen collaboration among UNDP, CEMA and interested development partners to scale up innovative solutions;
- Support a group or cooperative of EM-led businesses rather than direct individual support;
- Establish and operate active learning loops;
- Capitalize on IT applications and promote digital transformation.

