



Cash and Voucher Assistance
Earthquake Response
Multisectoral Market Assessment

Scope & Purpose

In the event of a sudden onset disaster, markets and supply routes can be temporarily closed due to damage or lack of staff. A rapid market assessment (RAM) capturing availability and quality of basic commodities will determine whether cash and voucher programming is feasible in the immediate aftermath of a disaster.

It is important to note that RAMs are snapshots which can inform response decisions for the first 4 to 6 weeks following a shock.

RAMs are designed to provide a 'good enough' picture of the functionality of targeted markets, conduct a meaningful analysis, and reach transparent and consensual programme decisions.

Continued monitoring of markets is needed to flag indications of market collapse or a steep increase in commodity prices which will require adjustments to transfer values, vendor agreements or a change in response modality (CVA to in-kind).

Step 1: Selection of markets

Key markets selection questionnaire (Annex 1) is a community level questionnaire to identify key markets to assess. The questionnaire includes questions on access to market for vulnerable groups, vendors ability to restock post-crisis etc.

This step can be skipped if:

SARC branches have been working closely with market actors for an extended period of time and are able to identify the main markets of the affected area

Other actors have already performed this exercise and has shared their findings.

Step 2: Number and types of vendors

CVA trader's questionnaire (Annex 2) should be used to interview wholesalers and retailers to understand the current capacity to supply basic commodities post-shock. As a rule of thumb, **a total of 3 traders per commodity** should be interviewed. Usually, traders carry more than one

key commodity thus, selecting traders according to sectors (Food, WASH, Health, Shelter, NFI) will decrease the number of interviews needed.

Transportation is an average of public transport and the price of fuel for private cars and taxis/month.

Communication is the average price of an estimated monthly usage of calls and data for mobiles/landline

Education is the average price for the full education kit (endorsed by the education cluster).

Annex 1

Markets, services, and key commodities needed by the population

What are the main markets used by the population?					
Name of the main markets	1: <i>insert name</i>	2: <i>insert name</i>	3: <i>insert name</i>	4: <i>insert name</i>	5: <i>insert name</i>
Population size:					
Name of community:					
Does the market trade the following items?					
Food	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Hygiene / Water	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Communication	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Fuel	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Transport	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Health services/medicine	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Clothing (also warm)	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Shelter items	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
NFIs/Kitchen sets/Mattress/Blankets	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Education items	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Are these markets likely to be able to secure supplies of key commodities in sufficient quantities?					
	Able / unable	Able / unable	Able / unable	Able / unable	Able / unable
Access to key markets from the community assessed					
The distance to market (in km)	Less than 5 km/ 6-10 km/ More than 10km	Less than 5 km/ 6-10 km/ More than 10km	Less than 5 km/ 6-10 km/ More than 10km	Less than 5 km/ 6-10 km/ More than 10km	Less than 5 km/ 6-10 km/ More than 10km
The time needed to get to the market by car/bus/taxi	0-10 min/11-30min/30-60min/more than an hour	0-10 min/11-30min/30-60min/more than an hour	0-10 min/11-30min/30-60min/more than an hour	0-10 min/11-30min/30-60min/more than an hour	0-10 min/11-30min/30-60min/more than an hour
The time needed to get to the market by walking	0-10 min/11-30min/30-60min/1 hour-2hours/more than 2 hours	0-10 min/11-30min/30-60min/1 hour-2hours/more than 2 hours	0-10 min/11-30min/30-60min/1 hour-2hours/more than 2 hours	0-10 min/11-30min/30-60min/1 hour-2hours/more than 2 hours	0-10 min/11-30min/30-60min/1 hour-2hours/more than 2 hours



Are there any security or protection risks that can affect people's ability to reach market squares? (E.g. for people living with disabilities, elderly, IDPs in temporary shelters, risks of theft etc.)

Are there security, ethnic, gender or other social issues that can affect safety and protection within market squares (e.g. discrimination, price issues, access to different shops and services etc.?)

Do you have any other observations related to the communities considered for this market assessment?

Based on the above questionnaire list the markets to visit here:

- 1:
- 2:
- 3:
- 4:
- 5:



Annex 2

Trader Survey (Wholesalers / Retailers) - Used in ODK

Introduction

Introduction & Consent:

I am _____ (short introduction about yourself and your experience with SARC). May I speak?

- We are collecting information on markets and prices of some key commodities to understand if our assistance is sufficient.
- We will not be contracting with you as a vendor; this assessment does not guarantee that you will get customers.
- We are collecting the data on tablets to make the data analysis easier. The data you provide is anonymized, and we will not share data for your business with anyone.
- The time required for completing the survey is about 20 to 25 minutes.

Do you agree to participate in the survey?

0=No If the answer is no, stop here.

1=Yes If the answer is yes, continue with the interview.

Is this the first survey you've done?

- Yes
- No

If the answer to the first question is yes, a set of questions will be opened from the beginning, but if no, then the set of questions related to the evaluation of commodities should be opened with some of the questions from the first section, which are (the governorate / the name of the person with whom the interview is being conducted / the name of the market, the location of the market).

Governorate Name All governorates

District Name Dropdown

Subdistrict name Dropdown

Village/Community

Name of interviewer

Interview Date Automatic

Location of the market

Market Name

Market accessed by which communities *(use in analysis to understand how many people access the same market)*

Notes on the trip to the market square

(Time required, constraints, observed trade flows and commodities available in markets... etc).

Market Square Type Rural -City

The pace of market days Daily/Weekly/Monthly

Would you be willing to provide us with your contact information so we can reach out to you again if necessary?

Name of interviewee

Type of merchant

Phone Number

Registered in the Commercial Register
(Yes or No)

*wholesaler/ semi-
wholesaler/retailer*



Are there other merchants of your size supplying goods to the market square?

How many merchants do they need to add?

- 0
- 1
- 2
- 3

Depending on the merchant's number the choice below will be opened.

Name:

Phone number:

Location:

1:

2:

3:

How safe are IDPs, elderly persons, people living with disabilities, men, women, men, girls and boys when accessing the market and/or services?

Is it safe for all groups to visit the market at all hours? If not, why not? When would they be most safe?

Regarding access to transport: do all groups (IDPs, elderly, people living with disabilities, women, and men) use public transportation in the same ways? Does any group face specific discriminations (e.g. harassment or risk of theft) during transporting or within the market square?

Is there any help available in the market for e.g. people living with disabilities or the elderly?

This was the final question.

Thank you very much for your time and willingness to participate in this survey

Is this the last interview with the last trader?

- Yes
- No

If the answer in the previous question is yes, the following set of questions will be opened:

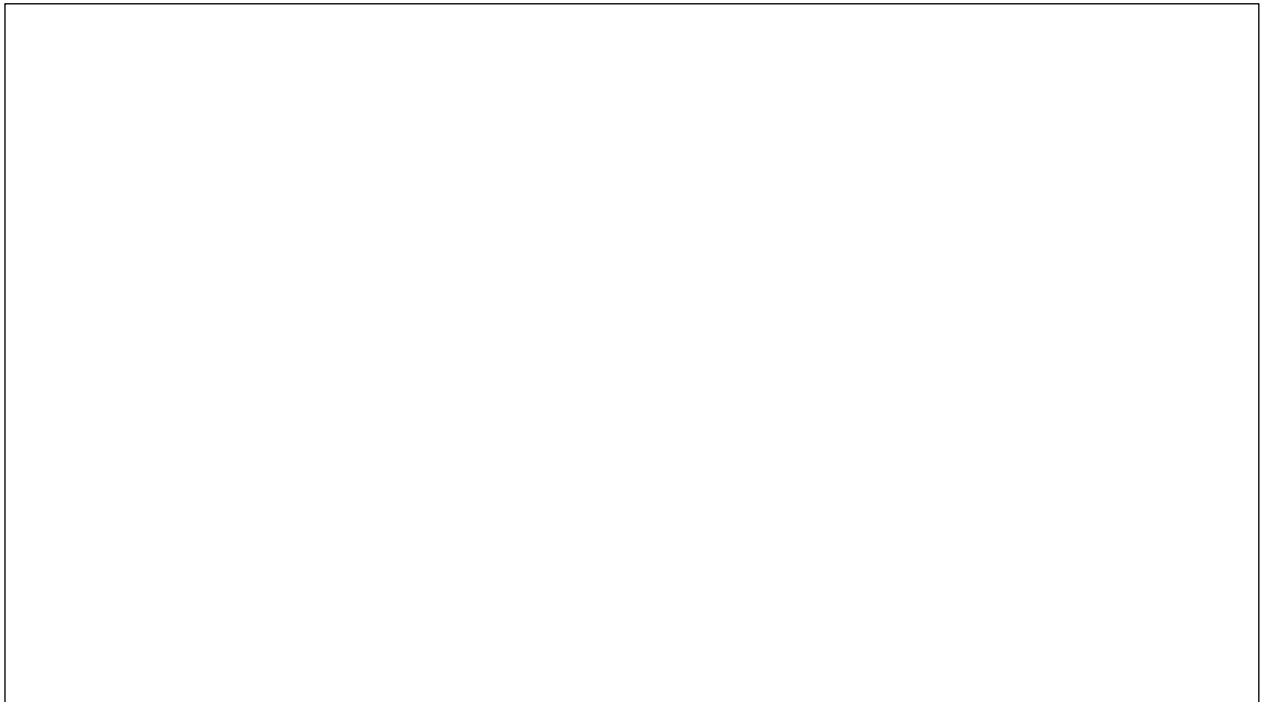
Pop-up questions when the survey for a market square is finalised

Food Items: We are not collecting assessment data for food items in this assessment as this is collected elsewhere. However, please put in your observations on the availability of food items in the market, especially wheat flour, rice, bulgur, chickpeas, lentils, beans, and canned foods. If there are limited food items, or only things like sugar, oil, tea is available, kindly raise this to your branch CVA coordinator immediately.

Transport: Please put in information on availability and functionality of transportation based on your observations at the transport centre and your knowledge of the local community. E.g. on the availability, functionality and use of YallaGo, yellow taxis, motorbikes, minibuses (for schools and public transportation).

In case you did not see any NFIs in the markets, do you know if these have been distributed as in-kind?

Market Assessment Report Template



Insert map of area affected

(Map should contain sector icons and indication on how far people travel to reach the market)

Date of data collected

Branch

Communities accessing the assessed markets

→ **Functionality of Market**

Opening hours/days

Availability of items for each sector

Ability to restock

Prices (if collected)

→ **Availability of Health Services**

→ **Access and Protection**

Information on access; means of transport, average time to get to market

Information on security and protection challenges for vulnerable groups

Recommendations on how to mitigate any protection risks

→ **Other Observations and Recommendations**



The Syrian Arab Red Crescent
Cash and Voucher Assistance Unit