

## Overview: Rapid Assessment of Markets (RAM)

<b>Purpose</b>	The Rapid Assessment for Markets (RAM) provides a quick and basic snapshot of how key markets operate immediately after a shock, to support initial decision on feasibility of response options (cash vs in-kind, initial market support) and to identify whether or not more detailed market system analysis is needed, and if so, for what.
<b>Type of Guidance</b>	<p><b>Step by step guide through the process of market analysis immediately after the shock</b></p> <p><b>Greater emphasis on geographical locations, but also considers market systems to an extent</b></p> <p><b>Supports an understanding of commodity demand</b></p> <p><b>Provides some technical information on market concepts</b></p> <p><b>Provides guidance on reporting</b></p> <p><b>Annex includes worksheets and questionnaires to support all steps of the process</b></p>
<b>Overarching Questions</b>	<p><b>Recommendations for response options for basic needs, including cash, in-kind and market support</b></p> <p><b>Also questions the need for more detailed analysis of specific market systems</b></p>
<b>Information Collected</b>	<ul style="list-style-type: none"> <li>▪ Physical damages</li> <li>▪ Basic understanding of market structure, management etc.</li> <li>▪ Capacity of traders</li> <li>▪ Demand of affected population</li> <li>▪ Prices of commodities or services in different market locations</li> <li>▪ Financial service provider capacity</li> <li>▪ Assistance preferences of affected population</li> </ul>
<b>Applicable Crisis Types</b>	<b>Sudden onset (although could potentially be adapted to a slow onset crisis)</b>
<b>Optimal Timing of Use</b>	<b>48 hours – 3 weeks after a rapid-onset shock</b>
<b>Use outside of optimal timing</b>	<b>Data collection forms can be adapted and used for longer term analysis</b>
<b>Resources Required</b>	<p><b>Variable – a RAM can be carried out using only one person, depending on how many market places need to be visited, however as a general rule a RAM should take 5 days or less. The team leader should have basic knowledge of how markets work. Generally considered to be resource light.</b></p> <p><b>Some RAM questionnaire were edited and developed into an APP and used in Nepal</b></p>

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