

REED Project — Nepal's World Bank-Backed Mentoring and Market-Linkage Programme for Rural Agri-SMEs

City Innovation Library · Good practice · Nepal

Quality score: 52/100

Evidence strength: Descriptive / self-reported

Summary

Nepal's \$80m World Bank-financed REED project pairs rural agri-SMEs with mentors for business diagnostics and coaching; two Pokhara firms tracked by the Bank roughly doubled sales and output within a year of enrolling.

Key dimensions

Dimension	Score
Evidence of impact / measured results	2/3
Transferability / demonstrated replication	2/3
Scalability	1/3
Sustainability / continuity	1/3
Innovation	1/3
Inclusiveness / equity	2/3
Multi-stakeholder collaboration	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-08-15

[Ministry of Agriculture and Livestock Development, Government of Nepal, with World Bank \(IDA\) financing](#) — accessed 2026-08-15

[Kathmandu Post — Poshilo takes traditional Sattu global](#) — accessed 2026-08-15

[World Bank feature story](#) — accessed 2026-08-15

[ReliefWeb — World Bank approves \\$80m REED project](#) — accessed 2026-08-15

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