



Measuring Gendered Impact in Private Sector Development

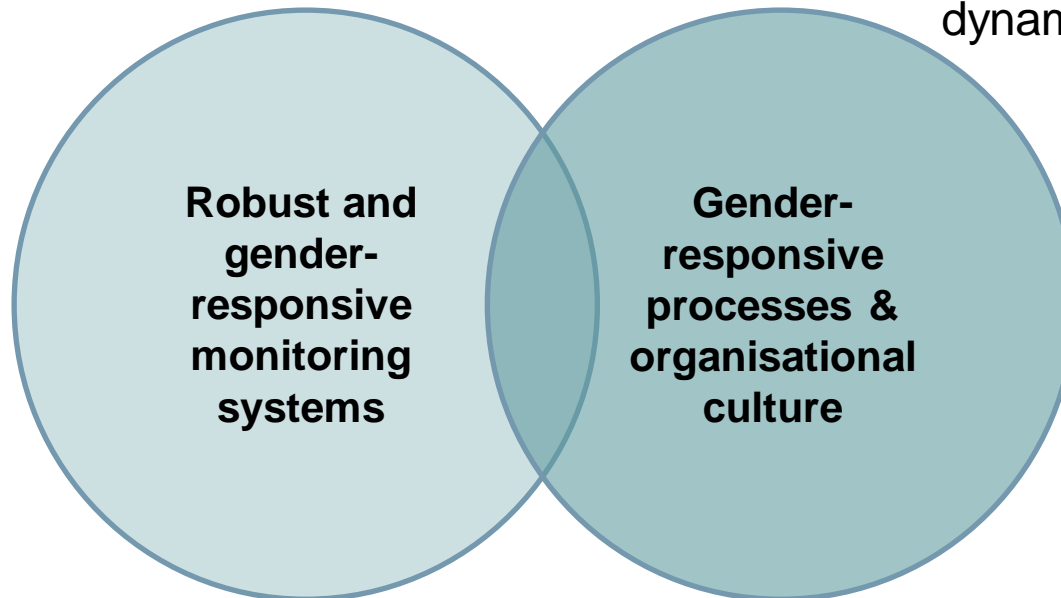
What is gendered impact and why is it important?

Prove Impact

Credibly demonstrate the extent to which a programme is positively impacting poor women and how this compares to poor men

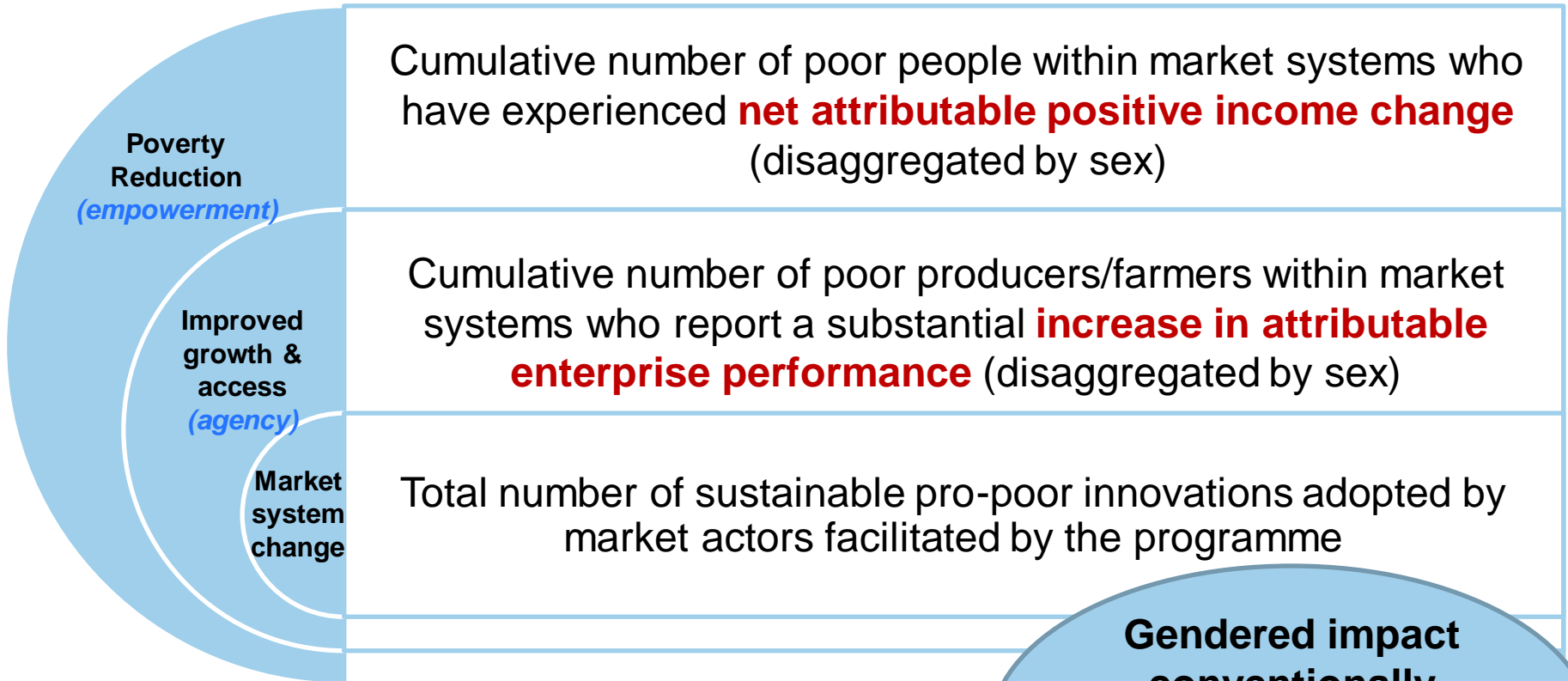
Improve Impact

Improve a programme's gender responsiveness through adaptive management based on an informed understanding of gender roles, constraints, participation and dynamics



Gendered impact and sex-disaggregated data

Beneficiary-focussed sex-disaggregated indicators in typical PSD programme



**Gendered impact
conventionally
understood
through sex-
disaggregated data**



Who counts as a beneficiary and what does this tell us about a programme's gendered impact?

Impact Indicator: # of poor people within market systems who have experienced net positive income change as a result of the intervention

● Female counts as beneficiary

● No beneficiary



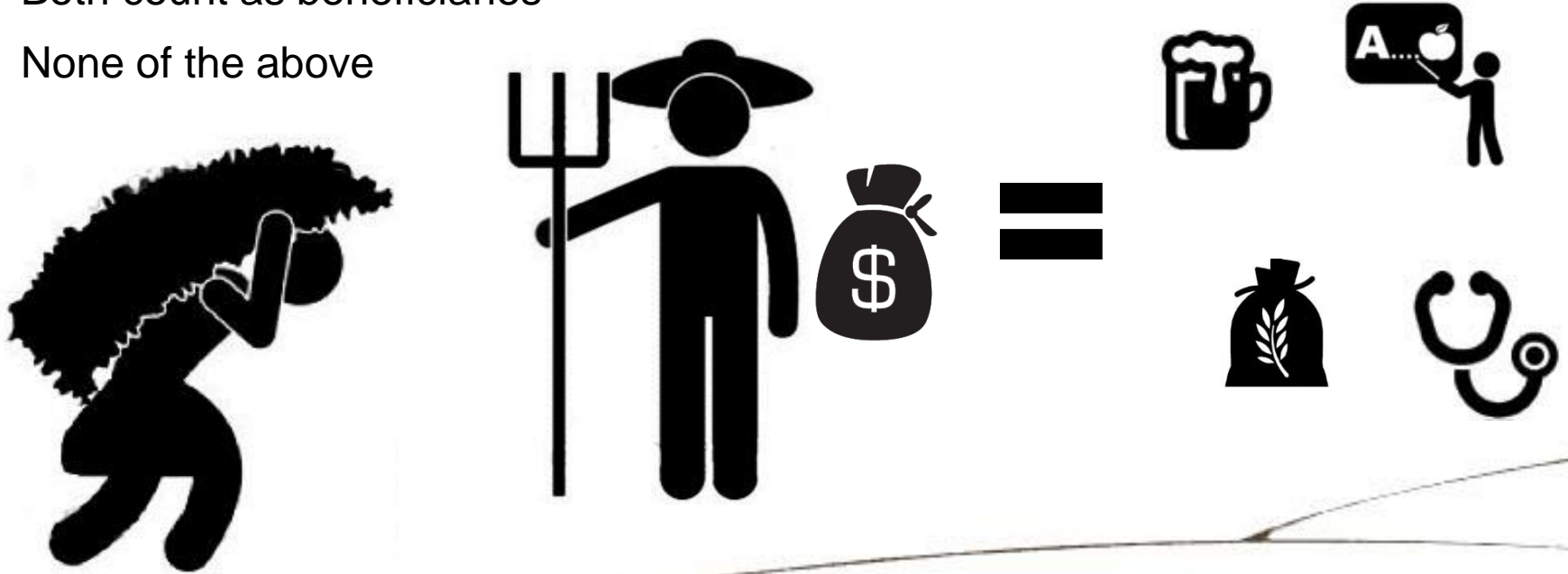
Impact Indicator: # of poor people within market systems who have experienced net positive income change as a result of the intervention

- Female counts as beneficiary
- Male counts as beneficiary
- Both count as beneficiaries
- None of the above



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Impact Indicator: # of poor people within market systems who have experienced net positive income change as a result of the intervention

● Female counts as beneficiary (H)

● Male counts as beneficiary (D)

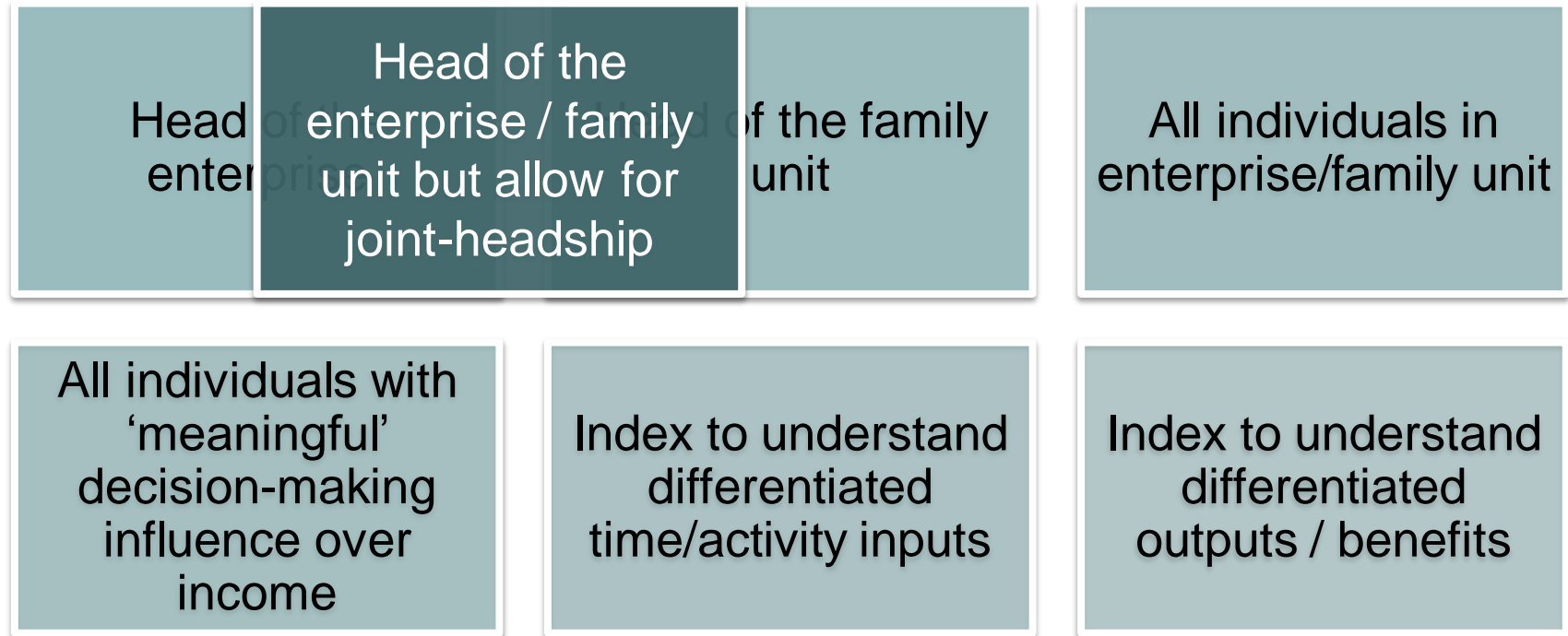
● Both count as beneficiaries (D&H)

● Both count as beneficiaries (Désiré & second wife)

● All count as beneficiaries (Hakima, Désiré & second wife)



Approaches to counting beneficiaries & the different stories they tell from a gendered perspective



Using gender-disaggregated log-frames as a sole means to understand gendered impact in market systems programs is always **limiting**, and can be **distortive**



ASI's Response

ASI's response for existing programmes

Guidelines draw on the experiences from ASI's portfolio of M4P programmes:

1. Choose & communicate approach(es)

2. Develop definitions for key terms & concepts

3. Recognise gendered implications

4. Adapt standard measurement tools to become gender-responsive

5. Design & deliver qualitative analysis to supplement sex-disaggregated data

Adapted measurement tools: Decision Tables & Joint-ness Scales

A Tool to Measure Decision-Making Power within Units

WHY?

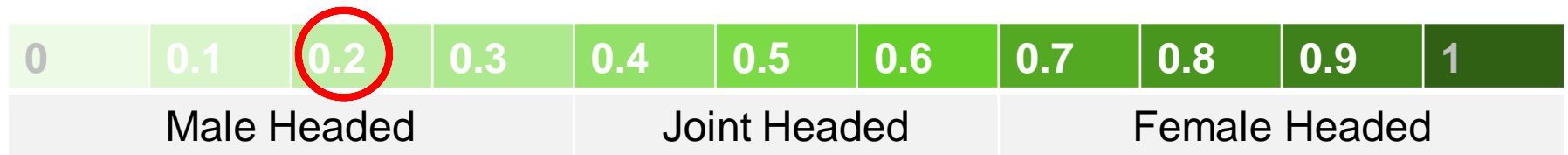


Identify headship –
who do we count?



Measure changes to agency

Decisions	(FM (jointly made), Fm (led by women, assisted by men), Mf (led by men, assisted by women), F (women only), M (men only))	
	Decision maker	Carries out the task
What activities members of the enterprise do	Mf	
What labour is hired	M	
How loans are used	Mf	
Which inputs to buy	M	

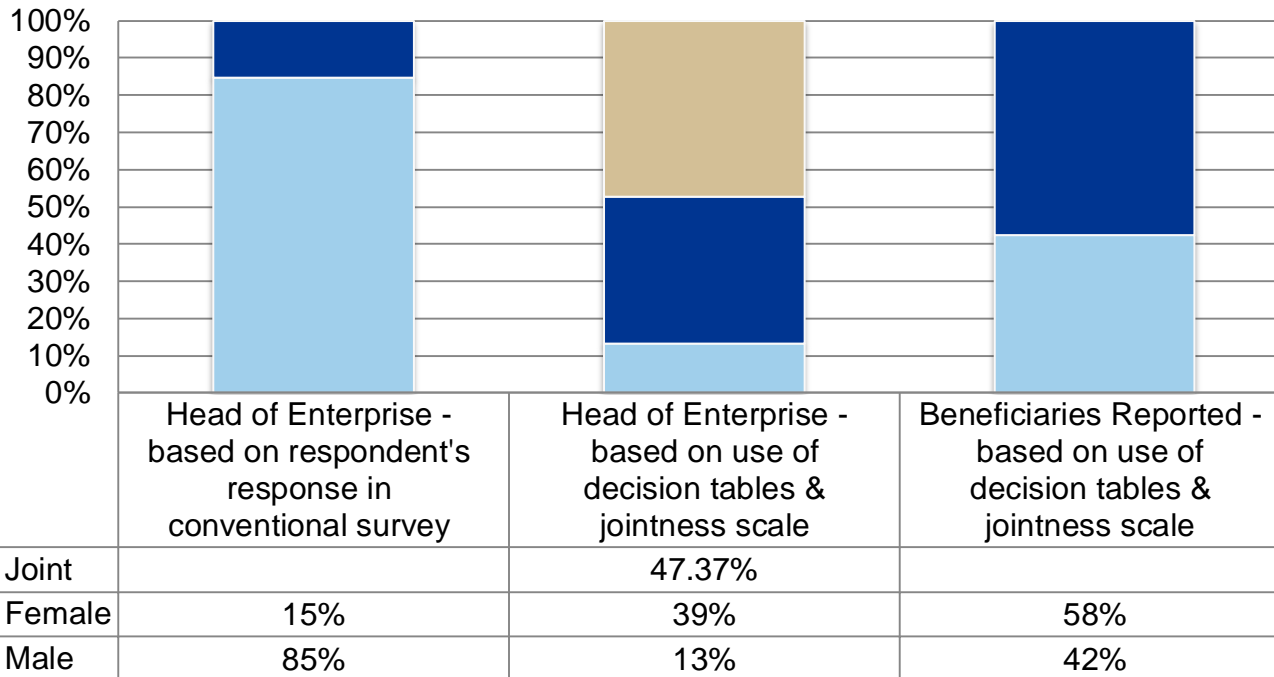


Adapted measurement tools: Findings from SAMARTH



Pilot decision tables in pig, vegetable, diary sector studies

Findings of Vegetable Sector Study



Joint-headed enterprises translated back into disaggregated results through 0.5/0.5 counting

Respondent to decision tables is the 'individual engaged in investigated sector' (1:2 F:M)

Adapting Standard Tools – Findings from SAMARTH

Pilot decision tables in vegetable, pig and dairy studies

Findings

- ‘headship’ signalled by survey respondents favours the reporting of male beneficiaries
- ‘headship’ revealed through decision tables reveals high incidence of joint-ness
- headship without definition & signalled by survey respondents is highly distortive for understanding gendered impact

Helping programmes improve

- Helps to inform intervention design, e.g. sector selection
- Helps to ensure DNH, and enable gender-responsive adaptive management
- Decision tables capture changes in agency & power dynamics

Lessons for adapting the methodology

- Time-intensive
- Additional resources
- Most relevant for headship-centred approach
- Self censorship
- Who responds

A person wearing a red and black outfit with long, thin antennae is silhouetted against a sunset over a body of water. The person is looking out towards the horizon. The sky is a mix of orange, yellow, and blue. The water is calm and reflects the light from the sky. A dark object, possibly a boat or pier, is visible in the lower left foreground.

Thank you