



Katalyst's Experience of Using Mixed Methods in Measuring Results

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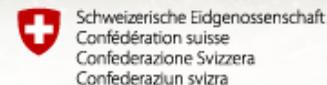
Implemented by



Funded by the UK Government, SDC and Danida



Funded by



Swiss Agency for Development
and Cooperation SDC



About Katalyst: Project's Overall Goal

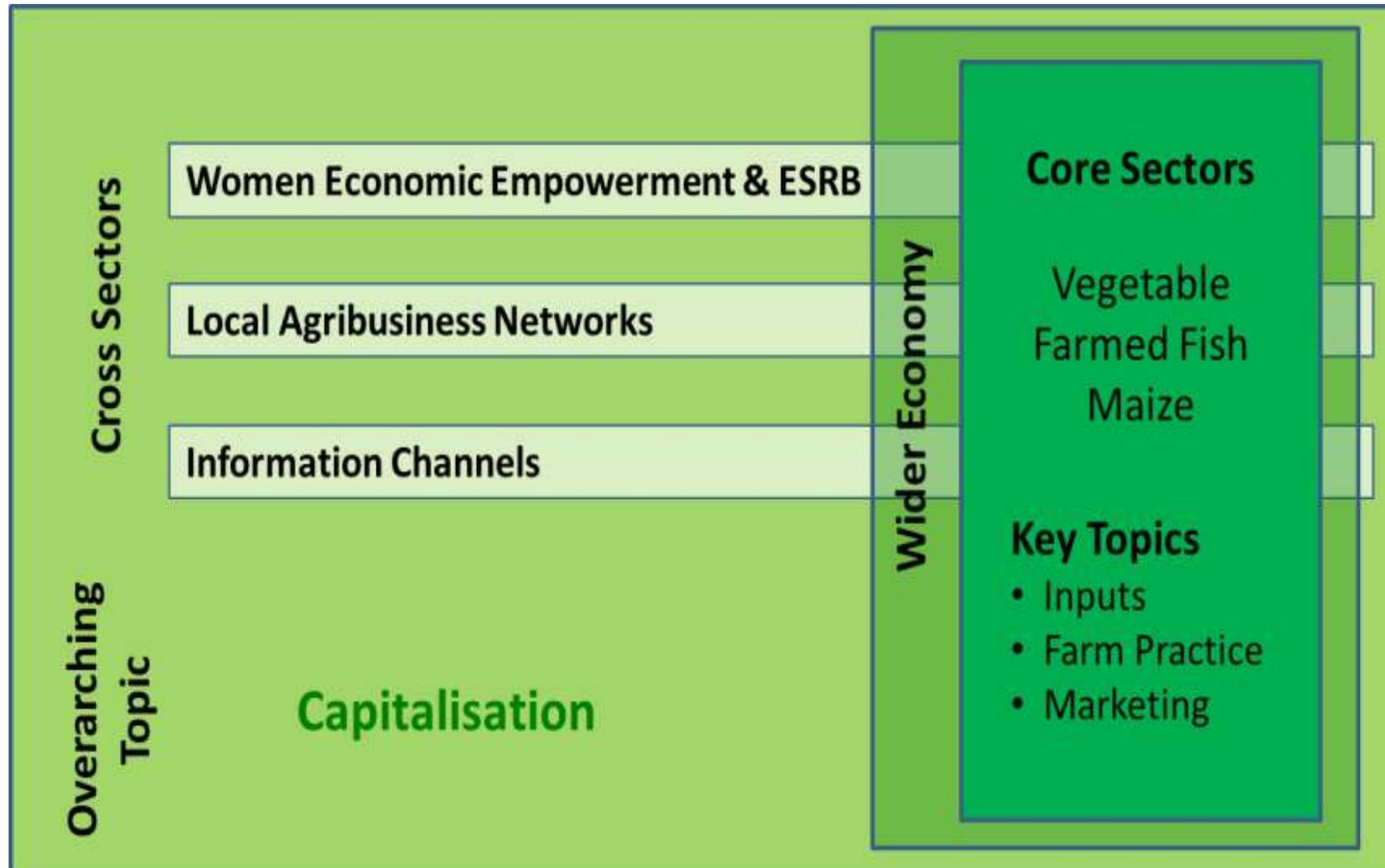


To increase the income of poor men and women, thereby contributing to **sustainable poverty reduction** in Bangladesh

About Katalyst: Background

Duration	Phase 1 Oct 2002-Mar 2008	Phase 2 Mar 2008-Mar 2013	Phase 3 March 2014 – March 2018
Donors	SDC, DFID, SIDA	SDC, DFID, CIDA, EKN	SDC, DFID, DANIDA
Focus	Innovating, testing and proving the methodology	Reaching greater scale in sectors	Delivering Systemic change in sectors and capitalizing the learning
Budget (in CHF)	32.6 Million	50.6 Million	32 Million

About Katalyst: Phase 3 Portfolio (2014-2018)



About Katalyst: Project's Results

Katalyst is designed to effect large scale changes through its interventions in terms of:



Benefitting number of farmers and their income



Sector level systemic changes

At the farmers level

Achievements Phase 1 – Phase 3

4.75 Million Farmers & SMEs
(374,000 Female beneficiaries)

USD 729 Million
Additional income



Achievements Phase 3

1.65 Million Farmers
(229,000 Female beneficiaries)

USD 294 Million
Net Additional Income



Katalyst's Result Measurement: Why and How We Do It

Purpose

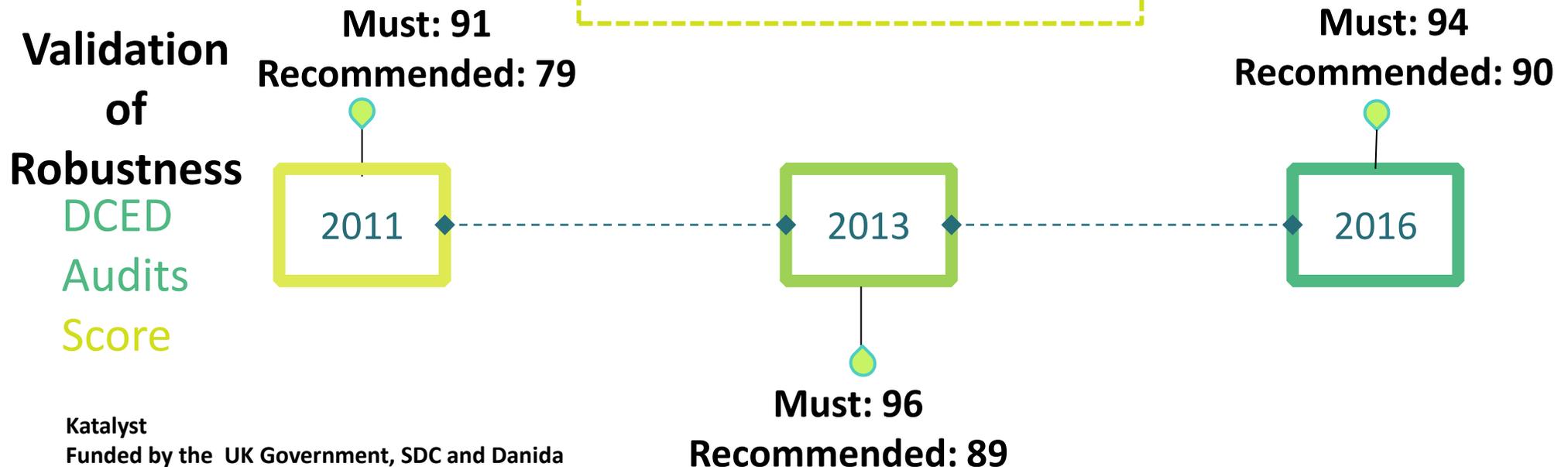
MRM results are used for
“proving, improving and informing”

Resource

Dedicated Monitoring and Results Measurement (MRM) team
 Sizeable budget allocated to MRM
(CHF 854 thousand of CHF 32 million)

Methodologies Used

Quantitative
 Qualitative
 Mixed method



The Three Methods of Research: Quantitative, Qualitative, and Mixed Methods



Quantitative Research

“emphasizes on objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys ... and generalizing it across groups of people or to explain a particular phenomenon” (Babbie, Earl R. The Practice of Social Research)



Qualitative Research

“is primarily **exploratory research**. It is used to gain an understanding of **underlying reasons, opinions, and motivations**. It **provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research**” (E. DeFranzo, Susan, *What's the difference between qualitative and quantitative research?*)



Mixed Methods

“represents research that involves collecting, analysing, and interpreting **quantitative and qualitative data in a single study or in a series of studies that investigate the same underlying phenomenon**” (Leech N, Onwuegbuzie A, (2008))

Tools Used for Each Method and Their Uses in Katalyst



Quantitative	Qualitative	Mixed Methods
<p>Representative sample surveys with closed-ended questions or given answer options to choose from</p> <p>Major uses:</p> <p>For verifying the causal link between interventions and outcome</p> <p>For poverty profiling using Progress Out of Poverty Index (PPI)</p>	<p>In-depth interviews (IDIs) with open-ended answers, Focus Group Discussions (FGDs), observation, opinion surveys, case studies</p> <p>Major uses:</p> <p>Exploring the reasons behind changes, such as changes in practice or behaviour at farmer and service provider levels</p>	<p>Combining the tools from both quantitative and qualitative methods</p> <p>Major uses:</p> <p>Planning the attribution strategy and measuring the impact of interventions</p> <p>Attribution of Indirect beneficiary</p> <p>Measuring Systemic Change at the sector level</p>

Mixed Methods Used at Various Stages of an Intervention

At the designing stage

MRM Plan

**Qualitative and
Quantitative indicators**

At the monitoring stage

Field level

Observation and Feedback

At the evaluation stage

Service Provider level

Assessment covered
through semi-structured
interviews

Farmer level assessment
covered through both
quantitative and qualitative
impact indicators

Example of Mixed Methods at Intervention Level

Name of intervention: *Increasing awareness & availability of quality vegetable seeds in chars*

Partner: Lal Teer Seed Limited

Description of intervention:

- Chars (river islands): poverty higher than national average
- Quality seed reach to farmers is very low
- Demand stimulation activities with farmers
- Increasing availability of quality seeds through local retailers

Year of Implementation: 2014-15

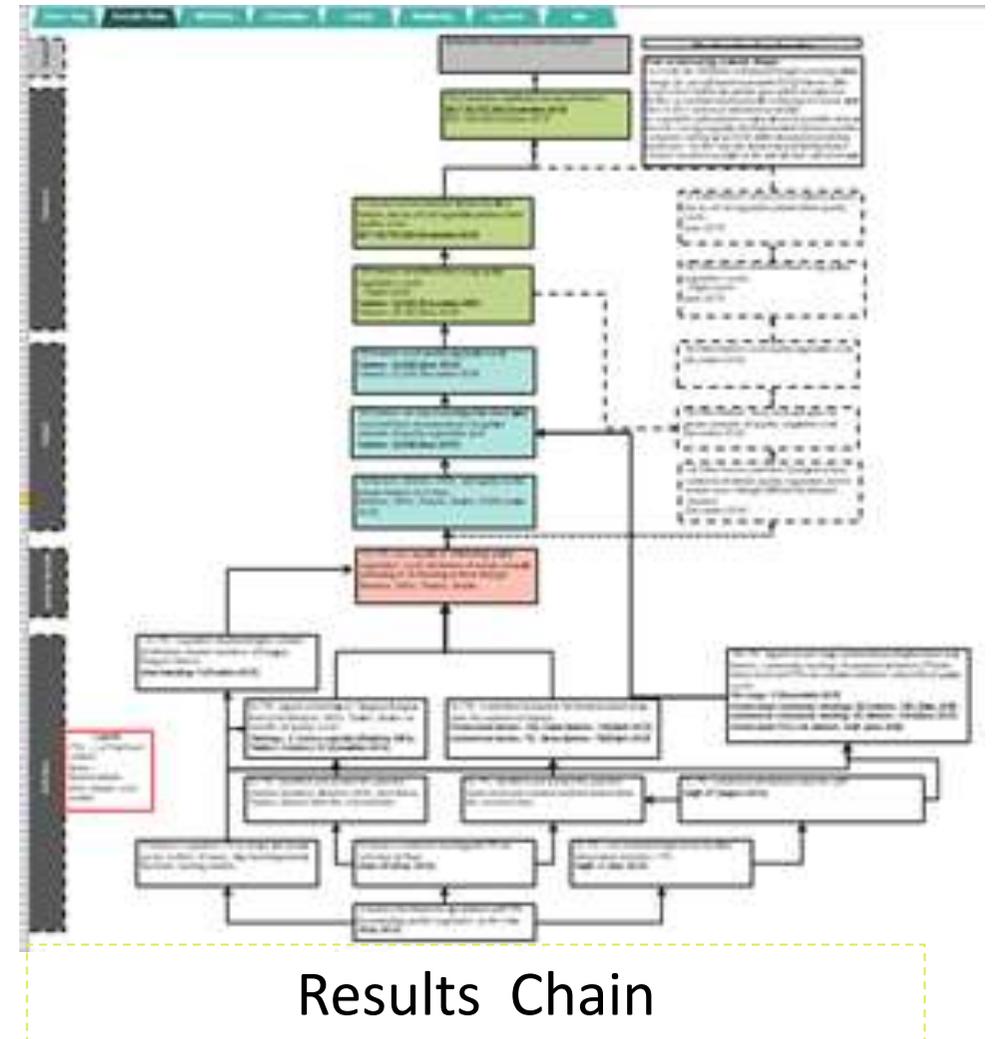
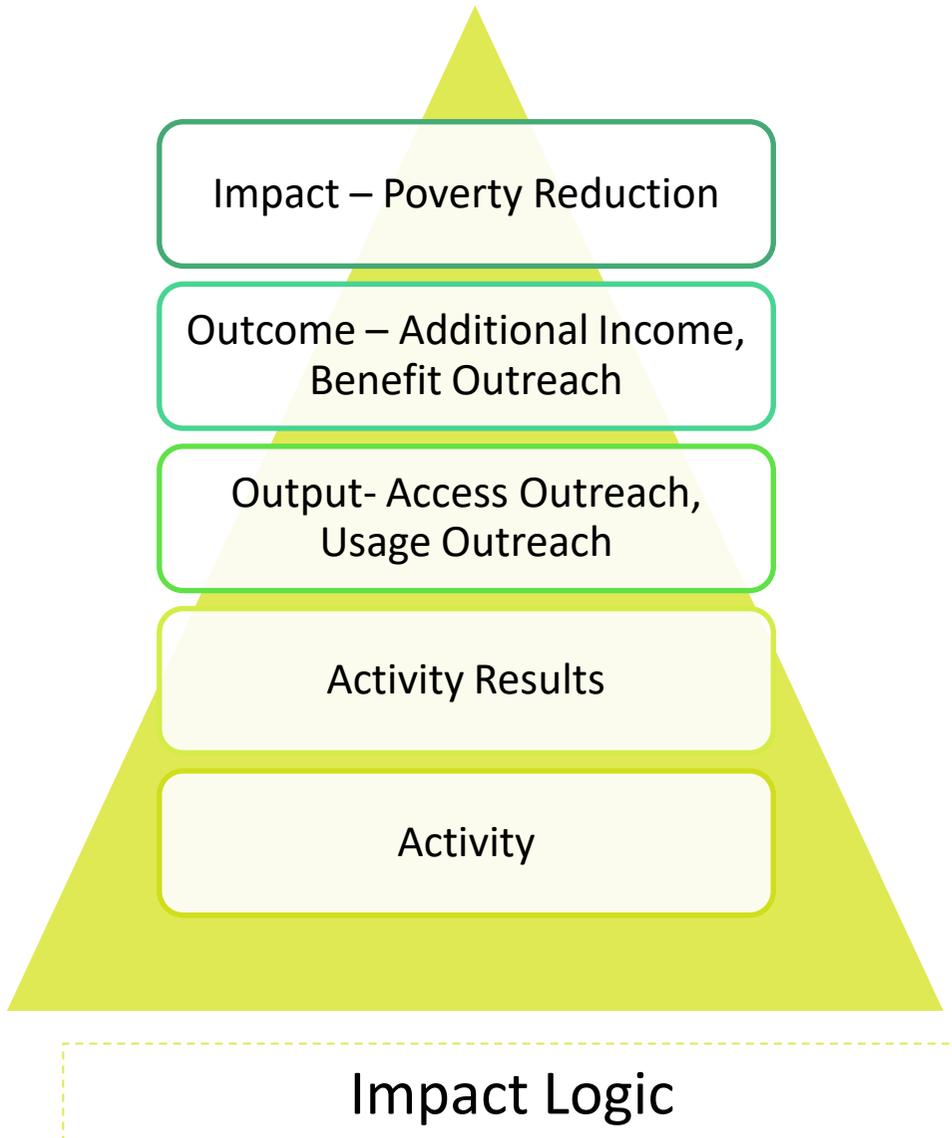
Outcome attributed from this intervention:

Benefit Outreach: 30,750

Income: BDT145 million (USD 1.7 million)



Using Mixed Methods: Design



Snapshot of MRM Plan: Seed Intervention

		Box	Impact Chain (Change that we want to see)	Indicators (How the change is measureable)-Quantitative	Indicators (How the change is measureable)-Qualitative
Impact	Poverty Reduction		Reduction of poverty to rural households		
	Cumulative net nominal income	23	Cumulative Additional Income of Farmers	Cumulative change in income of direct and indirect farmers	NIL
Outcome	Additional Income	22	Indirect farmers increased net nominal incomes due to sell of vegetables produce from quality seeds	Net nominal income per season per farmer	Reason for change in income
		21	Increased net nominal income for direct farmers due to sell of vegetables produce from quality seeds	Net nominal income per season per farmer	Reason for change in income
	Benefit Outreach	20	Indirect farmers benefitted from using quality vegetables seeds	No of indirectly benefitted farmers, Change in yield	change in potential loss, change in production, change in cost of production, Reason for change
		19	Farmers benefitted from using quality seeds,	No of benefitted farmers Change in yield	change in potential loss, change in production, change in cost of production, Reason for change

Impact Assessment: Seed Intervention

Both Qualitative and Quantitative Questions

At farmer level assessment

Quantitative question examples:

- Yield, price per unit, sales volume, input cost

Qualitative question examples:

- How did you benefit, why did you not benefit?

At service provider level assessment

Quantitative question examples:

- Sales volume, customer base size, increase in sales of particular brands

Qualitative question examples:

- Reason for change in sales volume

4. Benefits and Income / फायदा व आमदनी

4. Benefits and Income / फायदा व आमदनी (कृषि/कृषि-संबंधी उपकरणों/उपकरणों का उपयोग करके)

	Before/पहले (₹/₹)	Current/अब (₹/₹)
Name of the Crop/किसान का फसल		
Area (hectare) / क्षेत्रफल (हेक्टेयर)	₹10	₹10
Yield (kg/hectare) / उत्पादन (किलो/हेक्टेयर)	₹20	₹30
Price (₹/kg) / कीमत (₹/किलो)	₹10	₹10
Total Income (₹) / कुल आमदनी (₹)	₹200	₹300
Cost of Input (₹) / इनपुट का खर्च (₹)	₹100	₹100
Net Income (₹) / शुद्ध आमदनी (₹)	₹100	₹200
Reason for change in sales volume / बिक्री में परिवर्तन का कारण		
Before/पहले (₹/₹)	₹10	₹30
Current/अब (₹/₹)	₹10	₹30
Reason for change in sales volume / बिक्री में परिवर्तन का कारण		
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Cost of Input (₹) / इनपुट का खर्च (₹)	₹100	₹100
Net Income (₹) / शुद्ध आमदनी (₹)	₹100	₹200

More Uses of Mixed Methods

For attributing the impacts on **Indirect beneficiary**

To further validate the causal link between intervention activities and indirect benefit

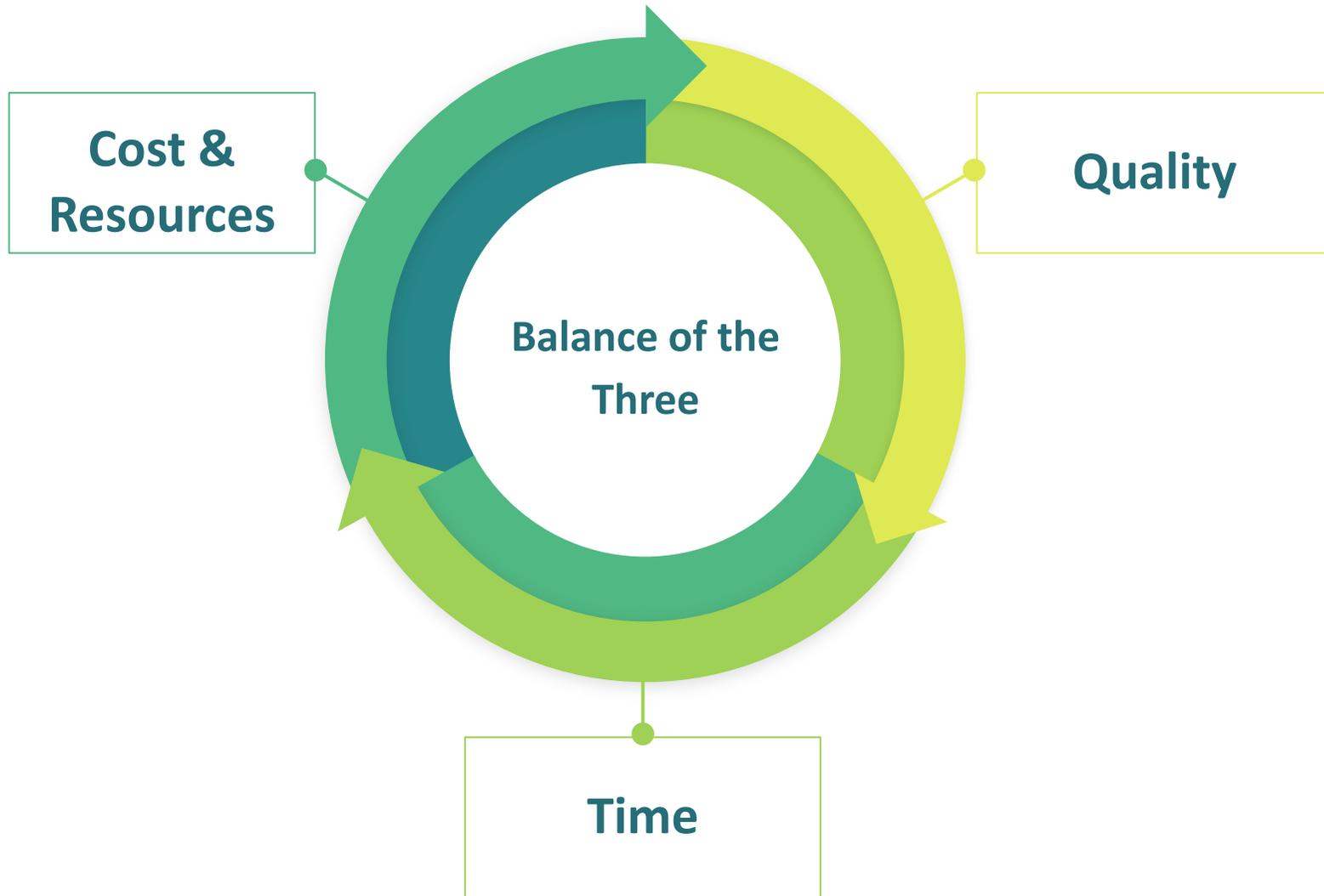
When does an intervention attribute Indirect beneficiaries?

In case of tangible inputs/techniques, e.g. seed, fingerlings

When does an intervention not attribute Indirect beneficiaries?

In case of intangible inputs, e.g. information/knowledge

Common Challenges in Using Mixed Methods



Cost & Resources: How Katalyst Overcame Challenges?



Inadequate budget allocation
to M&E

Katalyst was given enough budget for M&E

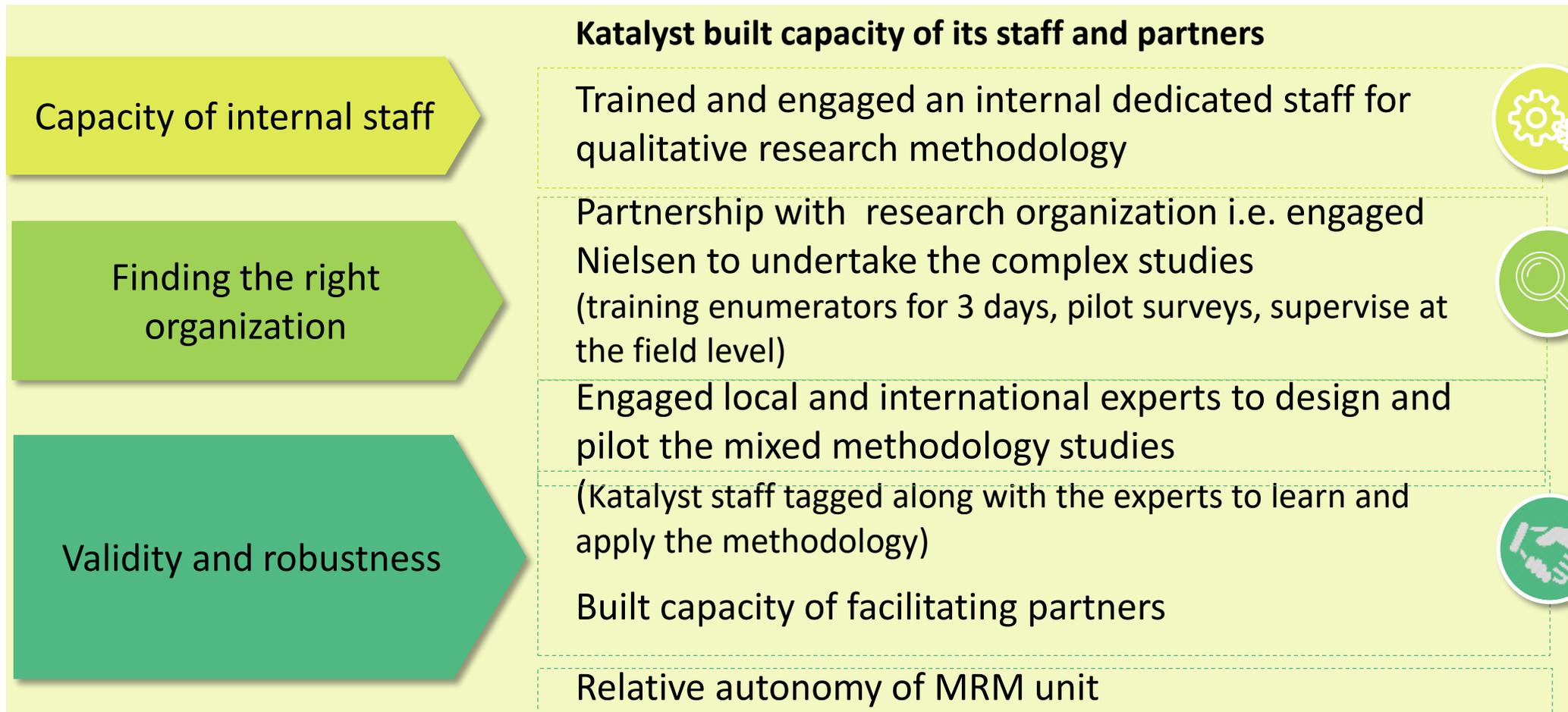
Monitoring interventions
(number of interventions,
geography)

Dedicated MRM team with both central and
field level consultants

Challenges in designing and
conducting impact
assessments plans

Interventions of similar nature have
common assessment plans
(Provided they are in the same regions)
When past data and trend are available,
first, validation is done. Unnecessary
impact assessments are avoided

Quality: How Katalyst Overcame Challenges?



Time: How Katalyst Overcame Challenges?



Time-consuming

Timing and design of assessments planned ahead
At the intervention designing stage- MRM plan



Project duration

Assessments are timed well in advance before reporting periods



Reporting cycles

Large sample assessments are almost always outsourced

Results of some interventions are extrapolated for similar interventions
A small sample is surveyed for validation



Takeaway/Lessons

The purpose of research should guide the method and not vice versa



Proving (Evaluation) v/s
improving(internal
learning/monitoring)



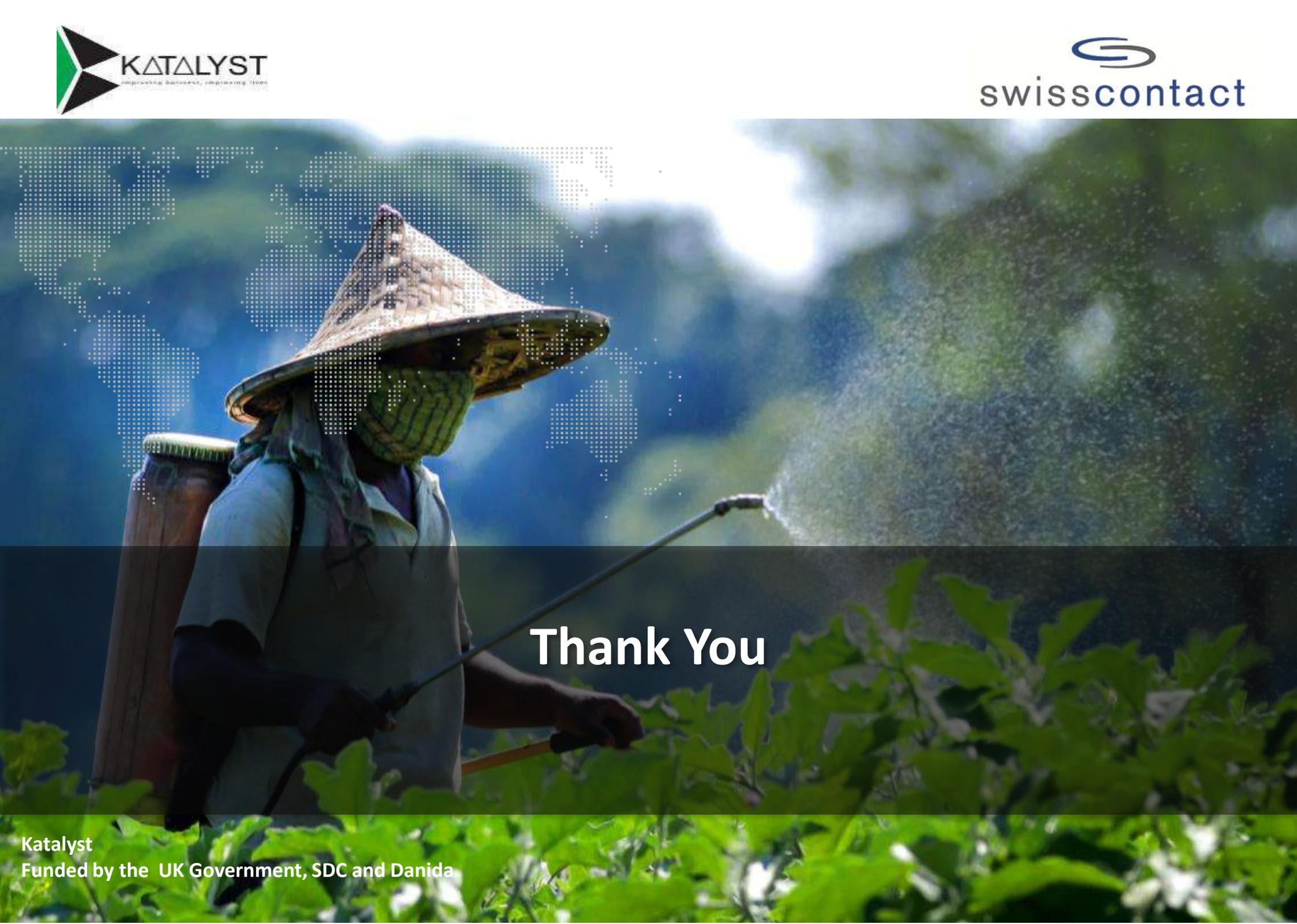
Consider degree of
validity and **reliability**
required for assessment



Sometimes, **embedding
certain elements** of
quantitative methods in
a qualitative research
and vice versa could add
great value to it

**Method of research often needs to be adapted to the programme and
not be taken straight off the shelf**

New assessment or builds on older assessments / similar intervention assessments,
sometimes designing a new methodology is unnecessary



Thank You