



Katalyst's Monitoring and Results Measurement System

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1. Katalyst: the project

Katalyst: the project

	Phase I	Phase II
Donors	DFID	
	SDC	
	SIDA	CIDA
		The Netherlands
Implementers	Swisscontact, GTZ-IS	Swisscontact, GIZ-IS
Duration	Oct '02 – 15 Mar '08	16 Mar '08 – 15 Mar '13
Budget	CHF 26 million (USD 29m)	CHF 51 million (USD 58m)
Line Ministry	Ministry of Commerce	Ministry of Commerce

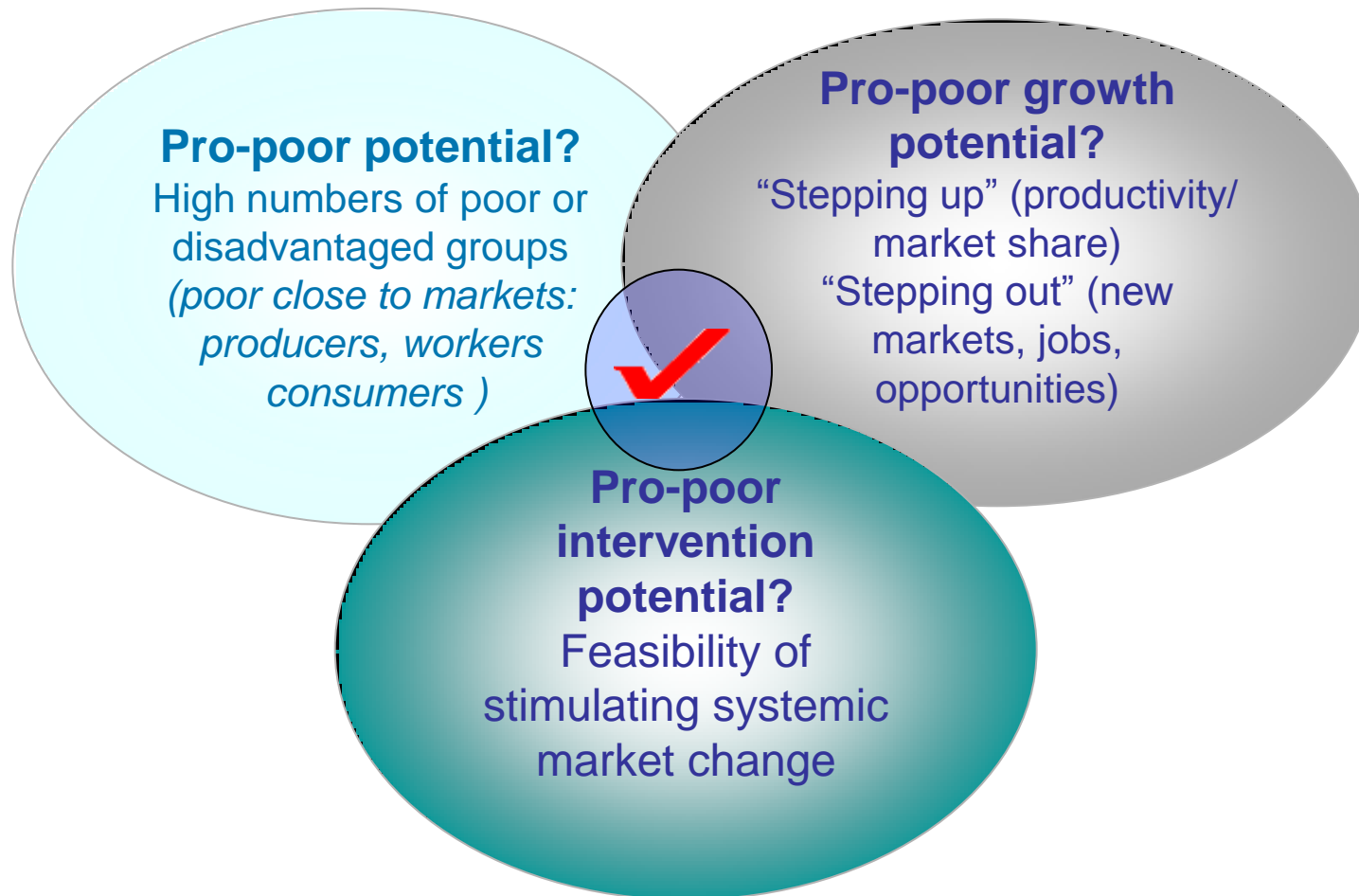
Katalyst: the project

	Phase II		
Approach	Facilitative market development (M4P)		
Geographic orientation	National		
Current sectors (14 sectors already exited)	Maize	Fertiliser	Packaging
	Potato	Seed	Rural distribution
	Vegetables	Irrigation	Rural supply chains
	Jute		Local government services
	Fish		ICT
	Prawn		Media
	Furniture		
Goal	USD 280m additional net income for 2.3m farmers and MSME		
www	http://www.katalyst.com.bd		

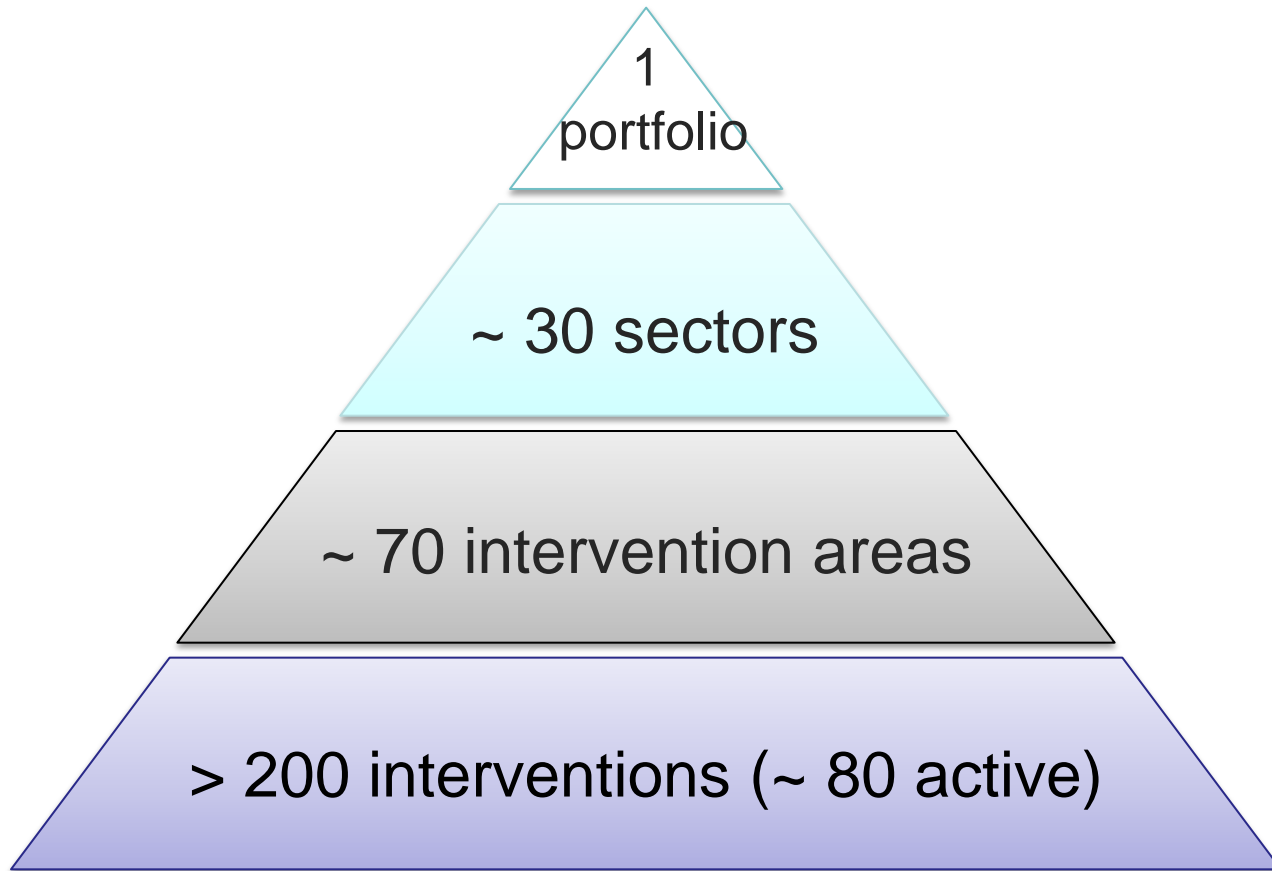
Logframe

Narrative Summary	Primary Indicators
Goal	
<i>To contribute to increased income for poor men and women in rural and urban areas.</i>	<i>By end of 2013, Katalyst has contributed to an accumulated net income increase of USD 280 million for 2.3 million farmers and small businesses, providing full time labour equivalents in employment for 450,000 poor people.</i>
Purpose	
<i>To increase the competitiveness of low income farmers and small businesses in key urban and rural sectors</i>	<i>2.3 million farmers and small businesses exhibit changes in production, productivity or price of their products.</i>
Outcome	
<i>Pro-poor, systemic improvements in business service markets for farmers and small businesses are stimulated</i>	<i>4.1 million farmers and small businesses show changes in business practices (skills, efficiency, technology, environment protection. social responsibility). 2/3 of the 15,000 service providers addressed directly or indirectly by Katalyst show a significant and sustainable change in performance, innovation, capacity, relationships and/or investments.</i>
Outputs	
<i>Value adding business services for farmers and small businesses are identified and promoted</i>	<i>At least 70% of the 80 relevant services promoted by Katalyst will continue to be delivered to farmers and small businesses 1 year after terminating project support.</i>

Defining pro-poor market focus



Challenges: size

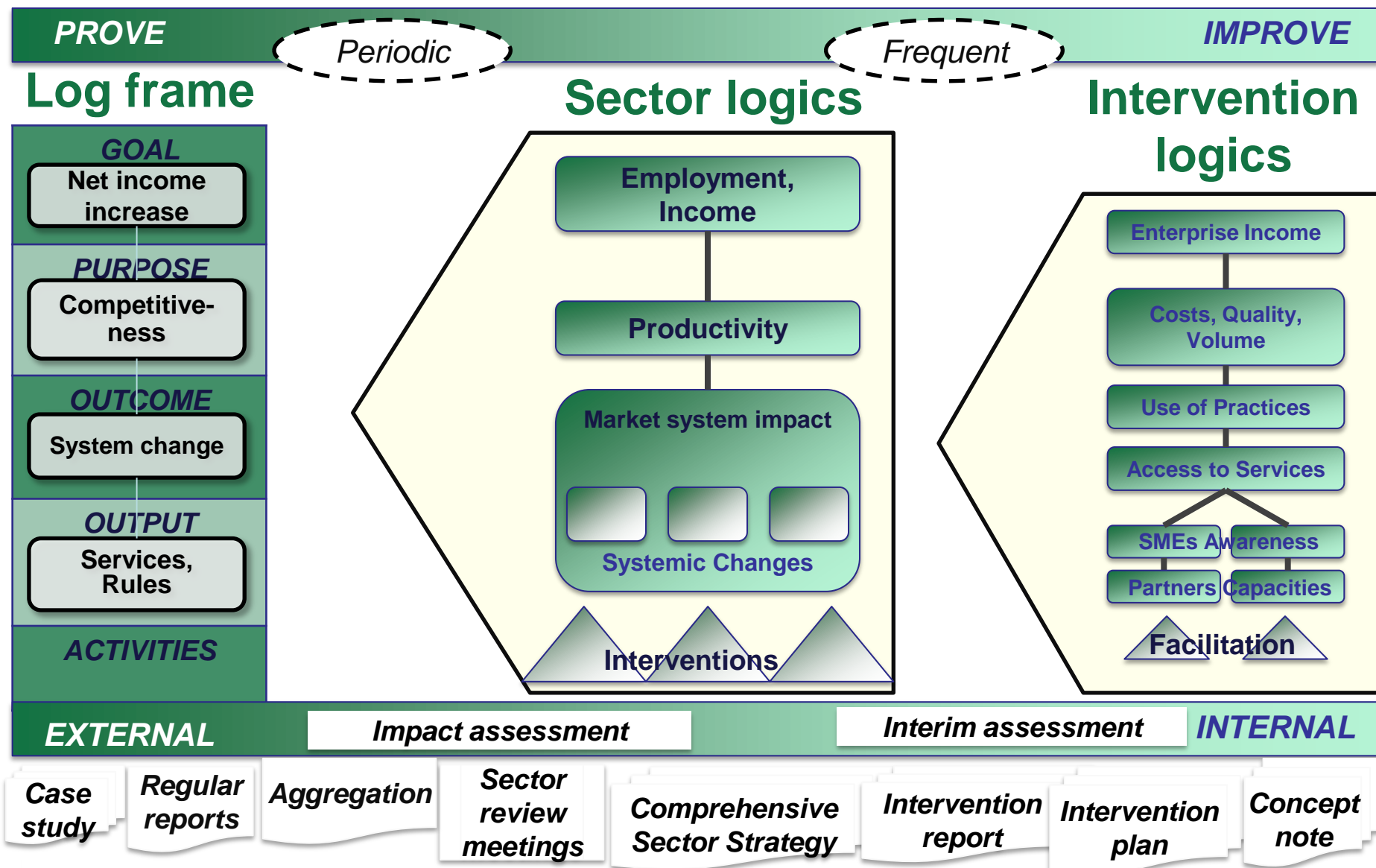


Intervention
Register



2. Overview of the MRM System

The Monitoring and Results Measurement System



What it needs – the costs of good management



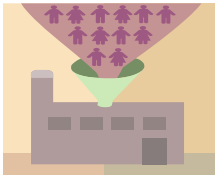
1 Director, 2 Group Managers, 8 staff



External inputs



Approximately 6-8% of financial resources

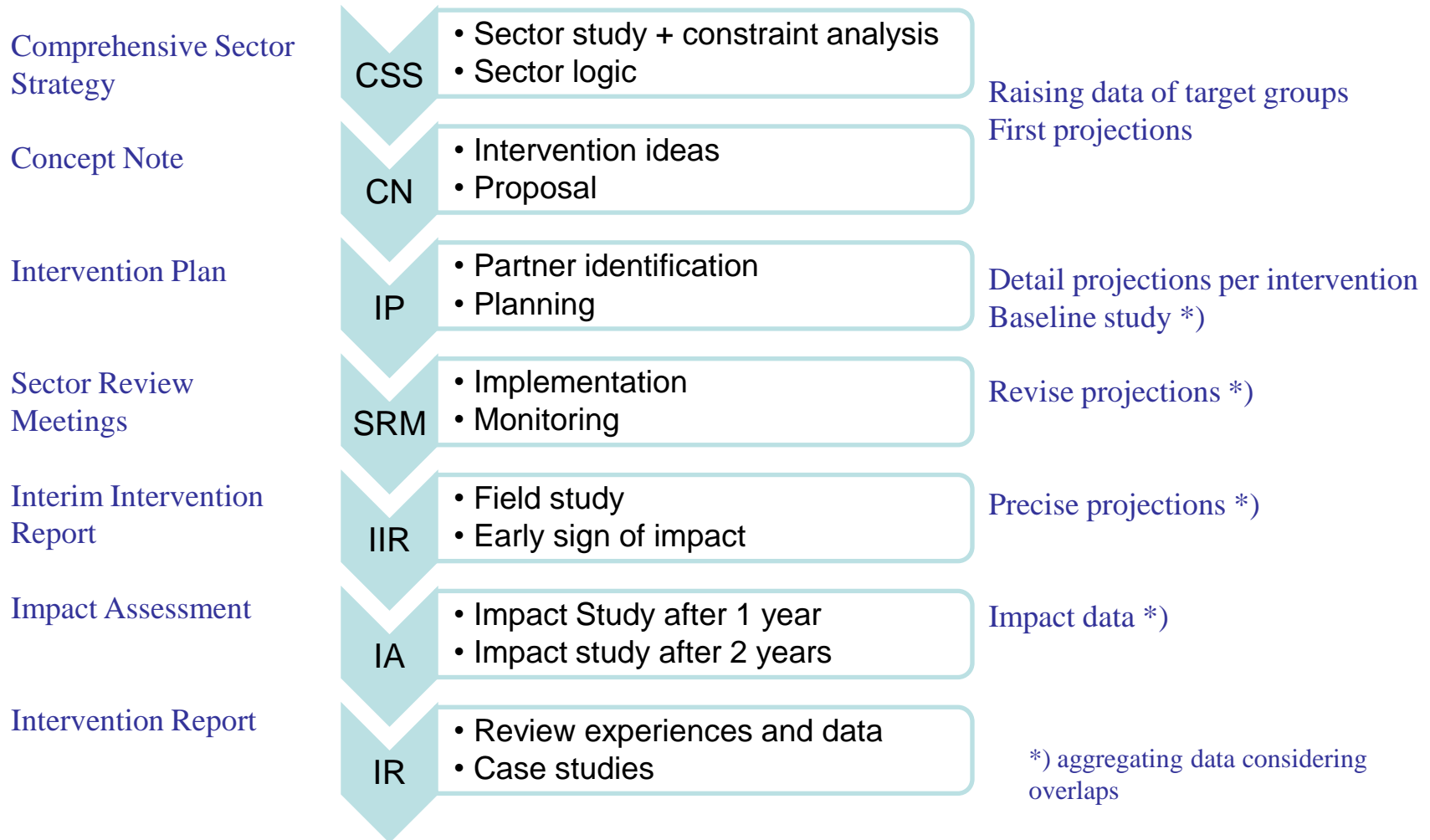


Estimated 15% of human resources



June 2010-11:
39 impact assessments, 16 studies

MRM Processes & Documents





3. Research and Measurements

Impact and Outreach

Poverty Profiles

Program Costs

Employment

Gender

Systemic Changes

Impact and Outreach

Not feasible with 200 interventions

Statistical Significant Sample Size?

Incorporating Qualitative Aspects

Monitoring Pre-Impact

Triangulation of Information

Impact and Outreach

- Quantitative & Qualitative Information
- Questionnaire Pretesting
- Sampling:
 - Locations
 - Stratified
 - Proportionate
 - Disproportionate

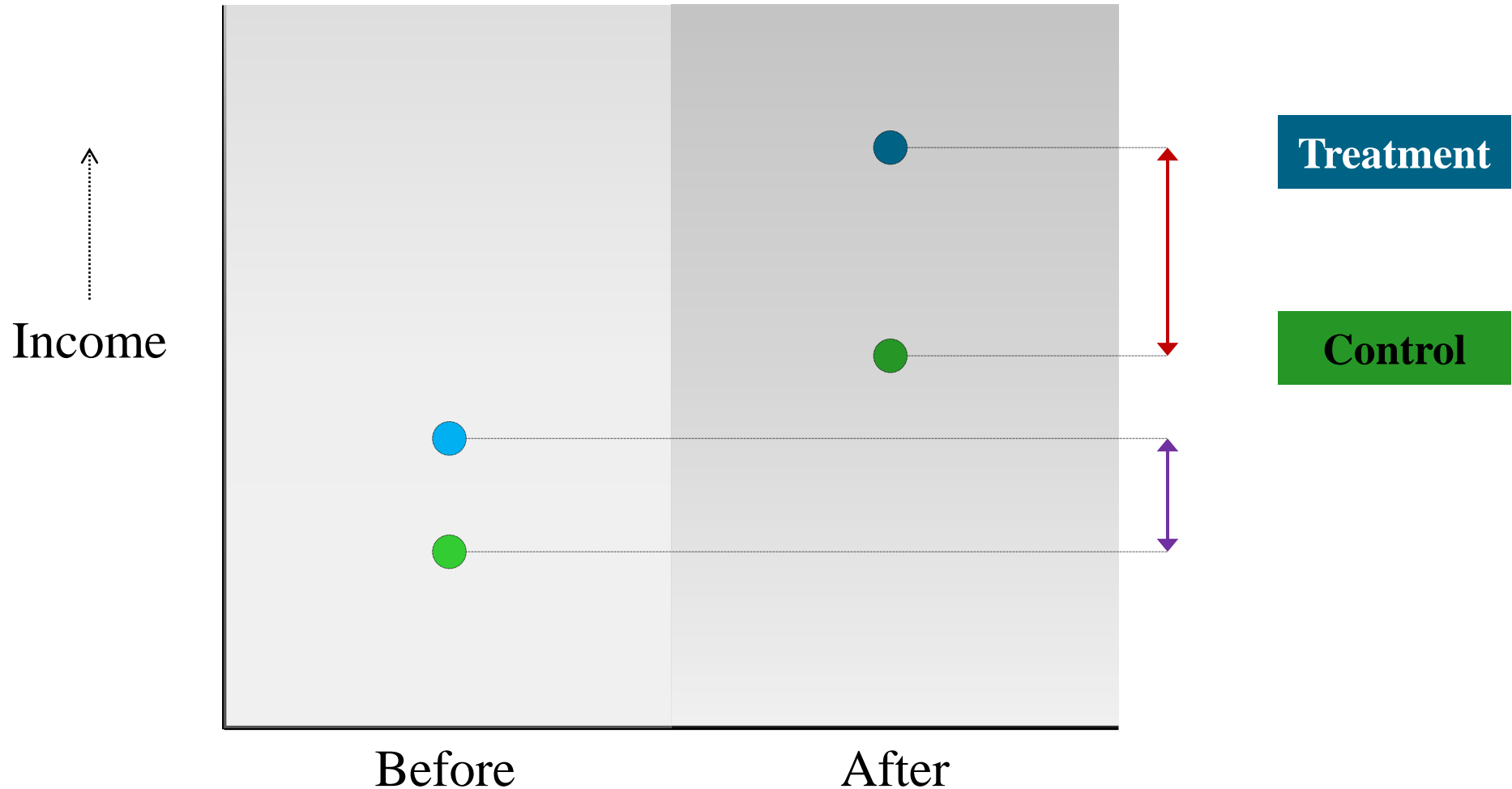
Respondents within a Location

- Service Providers: Purposive & Snowball
- Farmers & mSMEs': Snowball

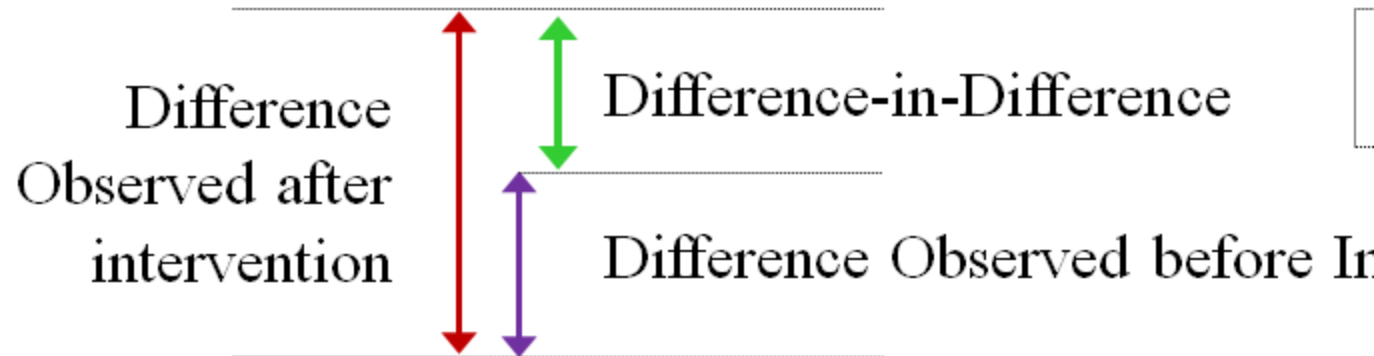
Impact and Outreach

Sector	Locations	Sample Size	Type of Study
Rural Distribution	9 Sub-districts	108 Treatment 80 Control	Intervention Baseline
Seed	18 Sub-districts	150 Treatment 150 Control	Intervention Baseline
ICT	20 Sub-districts	800 Treatment 200 Control	Intervention Impact Assessment
Packaging	10 Sub-districts	500 Samples	Intervention Impact Assessment

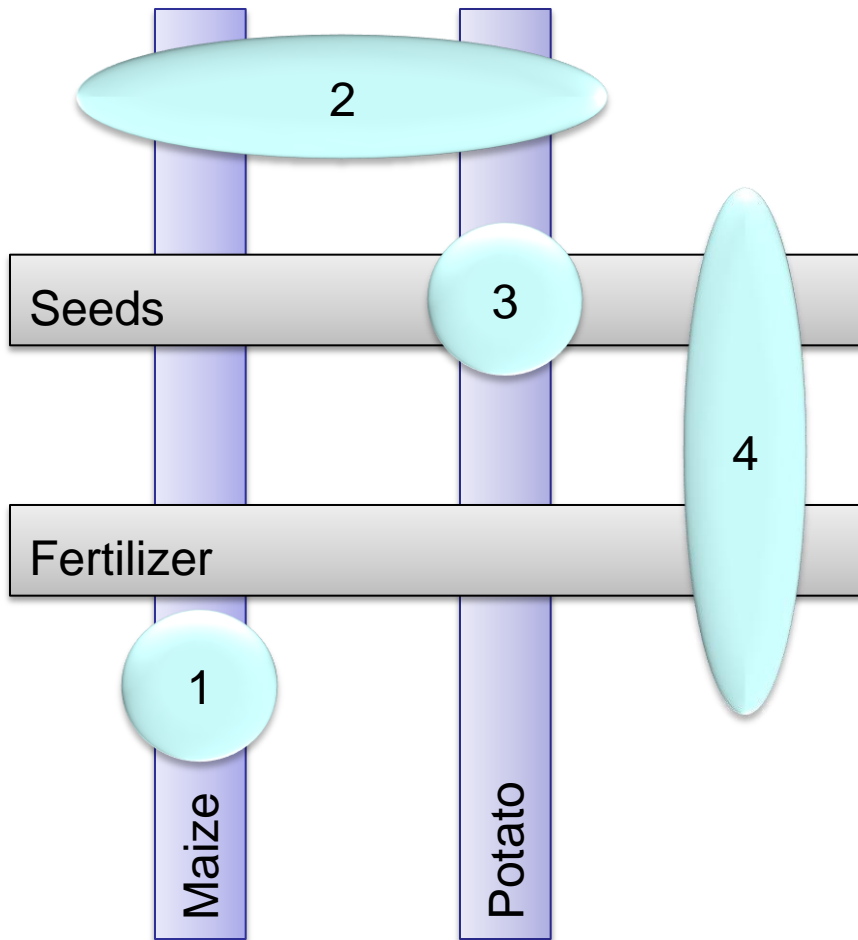
Research Methodology: Difference in Difference



Research Methodology: Difference in D

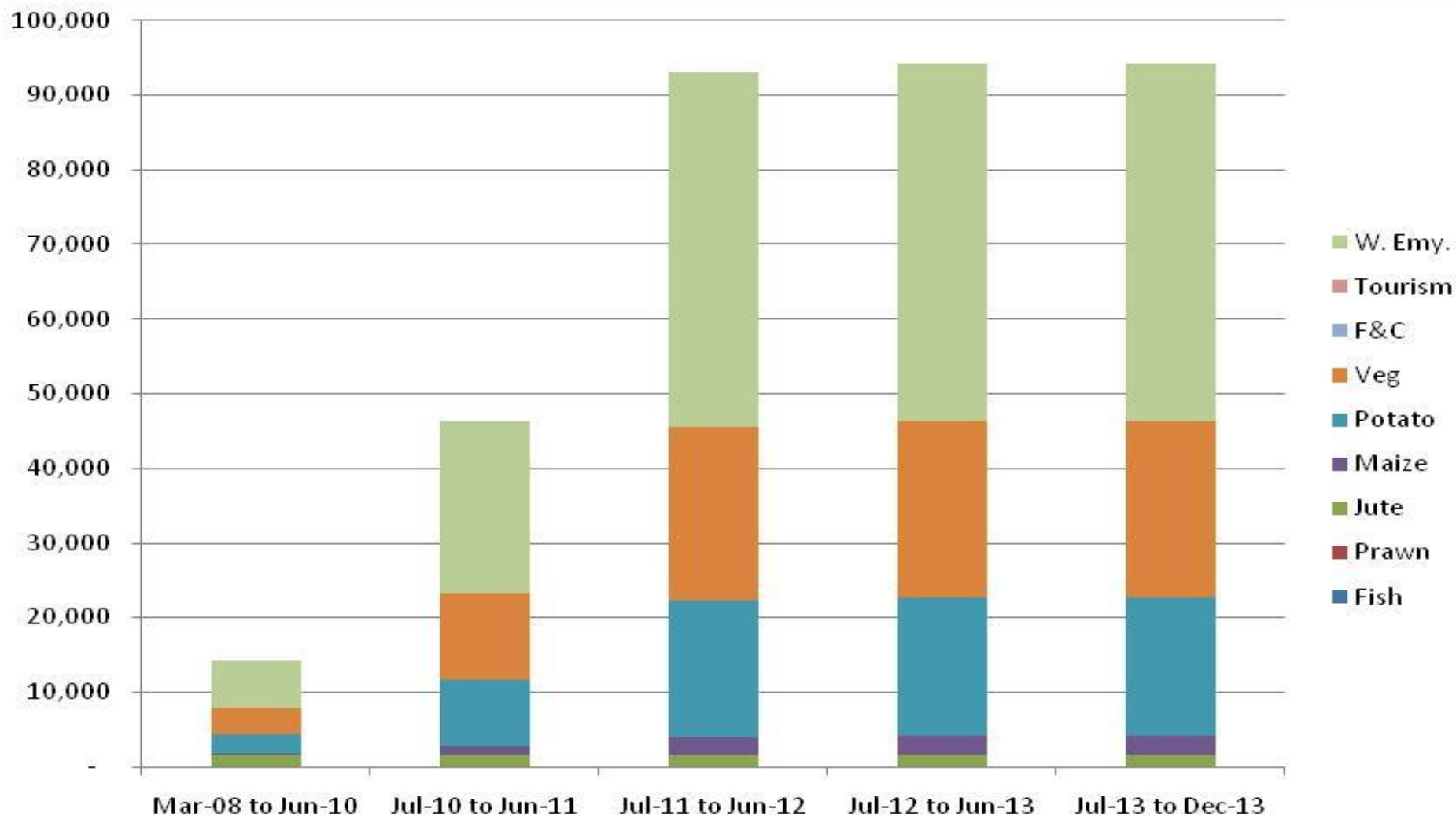


Overlaps



1. A maize farmer benefits from 2 different interventions
2. A potato farmer also cultivates maize
3. A potato farmer benefits from a potato and a seed intervention
4. A farmer outside Katalyst's core sectors (eg potato, maize) benefits from interventions in the seed and fertilizer sectors
 - All overlaps documented with assumptions and considerations
 - Different calculation for income and outreach

Katalyst Impact Aggregation File

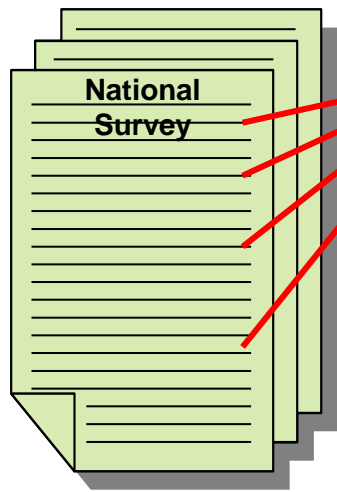


Aggregation in practice: results

	Farmers and MSME
Phase projection (unadjusted total)	2,397,000
Phase projection (adjusted for overlap)	1,827,000
Achieved June 2011 (aggregated)	1,033,000

	USD
Phase projection	255m – 320m
Achieved June 2011 (aggregated)	133m

Poverty Profiling



All indicators on the national household survey are ranked according to how strongly they predict poverty levels.

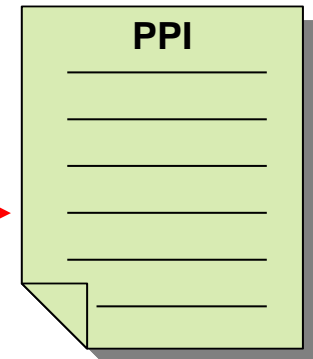
The full list of 400-1000 indicators is narrowed to the 100 most powerful ones.

100 indicators

Using both statistics and expert judgment, a 10 indicator scorecard is constructed.

10 indicators

Each possible response is assigned point value based on the original national survey responses. The total score (summing from 0 to 100) is then linked to probabilities of falling above or below the poverty lines.



Program Costs

Type of information from accounting:

- Direct expenditures per sector (contracts)
- Project costs attributable to groups: broken down to sectors
- General overhead costs: distributed proportionally according to personnel costs per sector

Program Costs

Incremental for Period XY: 'X' to 'Y'			Cumulative Till Time Point 'Y'	
Sectors	Sector cost as % of total cost	Ranking according costs	Sector cost as % of total cost	Ranking according costs
Rural Suply Chain	1.7%	4	0.9%	1
Rural Distribution	1.0%	2	1.9%	3
Jute	2.5%	5	2.5%	4
Pvt. Healthcare	1.2%	3	3.5%	6
Tourism	5.4%	11	3.8%	7
Irrigation	3.9%	8	4.0%	8
Packaging	5.3%	10	4.3%	9
Maize	6.7%	15	5.4%	10
Furniture	7.0%	16	5.5%	11
Seed	3.6%	7	6.1%	12
		Highest		Highest
		Lowest		Lowest

Employment Effects

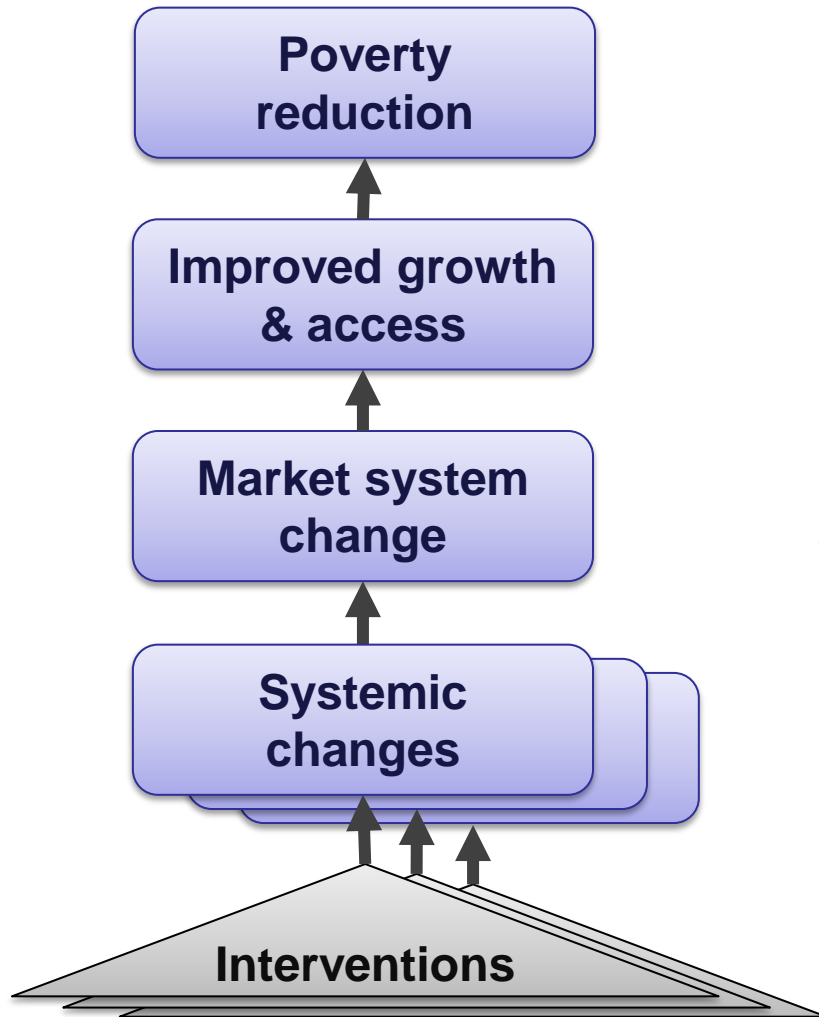
- Along the value chains
- Selection of value chain part
- Breakdown in specific tasks
- In the wider economy
- Multiplier study

Gender

For measuring impact pertaining to gender, Katalyst categorizes interventions in 3 different categories:

- Category 1: Interventions where the primary outreach is male, **how female household members benefit as a result of their male counterpart's benefit.**
- Category 2: Interventions where there is female participation, because of their traditional role in the sector.
- Category 3: Interventions which are piloted to include female participation in non-traditional roles.

Systemic Change



At the heart of M4P!

Crucial to achieve scale and sustainability!

Assessing progress to systemic change

*independent
tailoring,
investment*

*functions, rules
and interconnected
markets crowd in
(depth)*

SUSTAINABILITY

ADAPT

RESPOND

EXPAND

ADOPT

SCALE

*initial 'innovation' →
buy-in, viability*

*other players, areas
or sectors crowd in
(breadth)*

Systemic Change: Example

+ Companies are adopting innovative distribution models to reach additional farmers	
<p>Adapt</p> <ul style="list-style-type: none"> • LTSL incorporated 4 of the trained MSVs as dealers and 14 of them as sub-dealers who are continuing to sell quality seed in their own shops. • LTSL increases their MSV network in other regions • LTSL increases information booths in other areas • LTSL increases their coverage with more mini packets 	<p>Respond</p>
<p>Adopt</p> <ul style="list-style-type: none"> • LTSL built capacity of 55 MSVs in identification and usage of quality seed, and later involved them in demonstrations and field days through 219 resource farmers, in the presence of opinion leaders. 6 workshops and 540 community meetings were arranged to promote the use of quality seed where the MSVs and resource farmers were involved (13550 marginal farmers were informed about proper cultivation techniques) The new channel helped LTSL to sell 2250 kgs of vegetable seed and 27 MT Hybrid rice seed in 2008-09. • LTSL setup 4 information booths for farmers in local <i>haats</i> (where seeds are sold) in Bogra and Rangpur. • LTSL and ARM introduced <i>mini packs</i> of quality seed in order to reach additional small and medium farmers; LTSL trained X distribution channel actors in X community meetings and Y homestead demos. ARM involved X lead farmers in their distribution channel. 	<p>Expand</p> <ul style="list-style-type: none"> • Other companies utilize MSVs for selling seeds • Other companies uses information booths to give info to farmers and promote their seeds • Other companies launch mini packets of quality seeds •

Questions-Feedback-Comments

Thank you