



Measuring Impact of Intervention on Vegetable Seed Minipacks

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Implemented by



Funded by

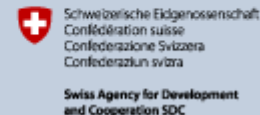


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Project History

	Phase 1	Phase 2	Phase 3
Donors	DFID		
	SDC		
	SIDA	CIDA	Danida
		The Netherlands	
Duration	Oct'02 – Mar'08	Mar'08 – Mar'13	Mar'13 –Mar'17
Budget	CHF 26 million	CHF 51 million	CHF 32 million
Implementers	Swisscontact, GIZ		

Project History

General Approach of Project

Phase 1	Phase 2	Phase 3
<ul style="list-style-type: none"> • Developing markets for transacted and embedded, public BDS (2002) • Service, industrial and rural sectors (2003) • Pro-poor market development (2004-5) • MRM develops 	<ul style="list-style-type: none"> • Market development approach • Large scale and sustainable systemic changes in targeted industrial and rural sectors • MRM improves and proves impact 	<ul style="list-style-type: none"> • PPM for 1 year • Focus on high-value agriculture sub-sectors • Deepen and widen pro-poor impact • Capitalisation • MRM measures systemic changes
Innovating, testing and proving the methodology	Reaching greater scale in sectors	Consolidating and anchoring in the Bangladeshi context

Project History

Achievements in Phase 2

2.3 Million Beneficiaries

Income impact of ~USD 290 million

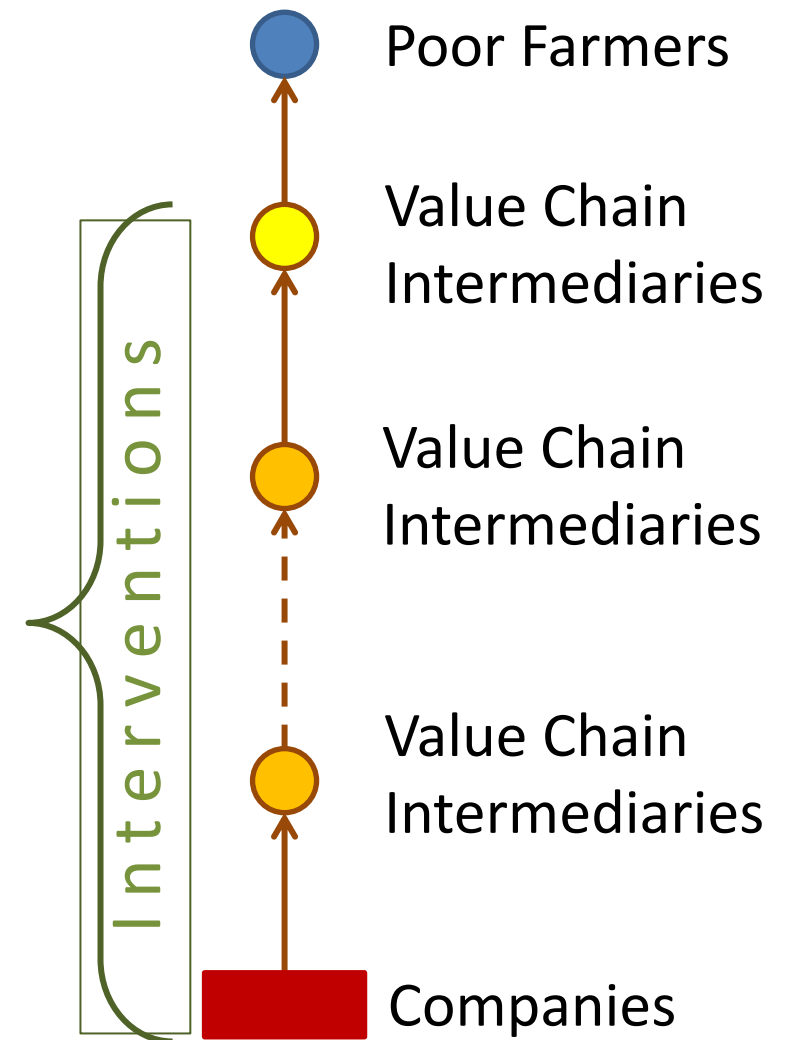
Targets in Phase 3

1.43 Million Beneficiaries

Income impact of ~USD 260 million

Project Approach

Market for Poor
(M4P)



Evolution of Monitoring and Results Measurement (MRM)

2003	No clearly defined SYSTEM
2004	Focused on ACTIVITIES & OUTPUTs... Thoughts on RESULTs CHAINs
2005	Trial & error with RESULTs CHAINs
2006	Draft of 1st MANUAL
2007	Discussion on STANDARD starts; 1st MANUAL
2008	Centralized TEAM; MOCK AUDIT
2009	Intensive discussions on THEORY & PRACTICALITY
2010	Refined LOGFRAME; New MANUAL; 2nd MOCK AUDIT
2011	DCED audit
2012	Strong ATTRIBUTION
2013	DCED audit; REVIEW of processes and tools

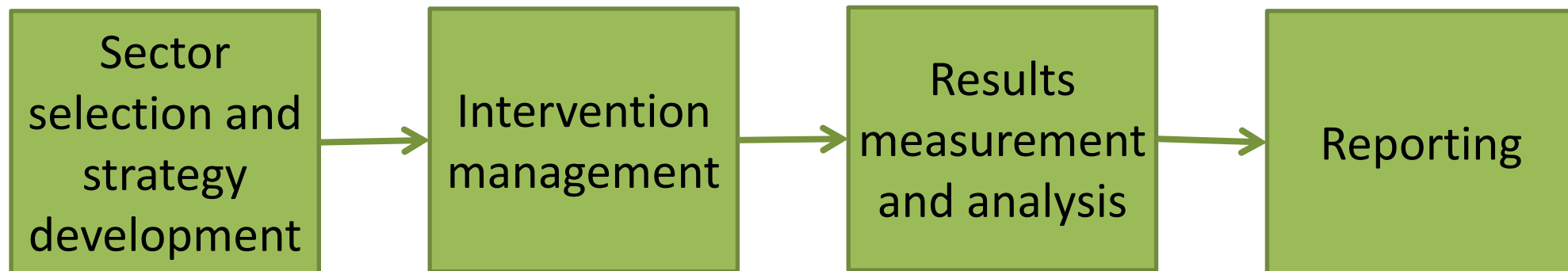
Positioning of MRM



Steering

Proving and Improving by ensuring the quality of information

Positioning of MRM



Strongly mainstreamed among project staff

Intervention on Vegetable Seed Minipacks

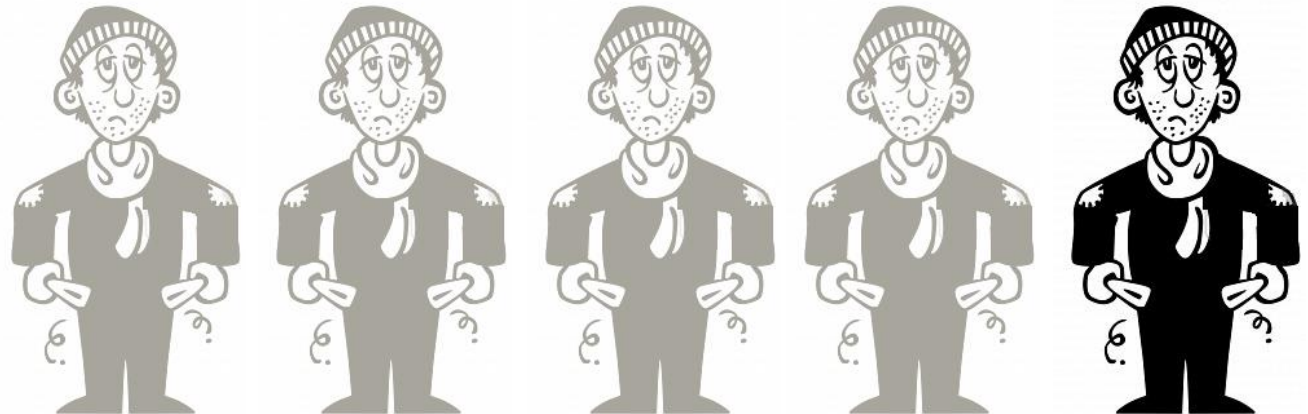
Context of the Vegetable Seed Market in Bangladesh

S E E D M A R K E T

Quality Seeds



Farmers



Farmers

Intervention on Vegetable Seed Minipacks

Identified Major Constraint

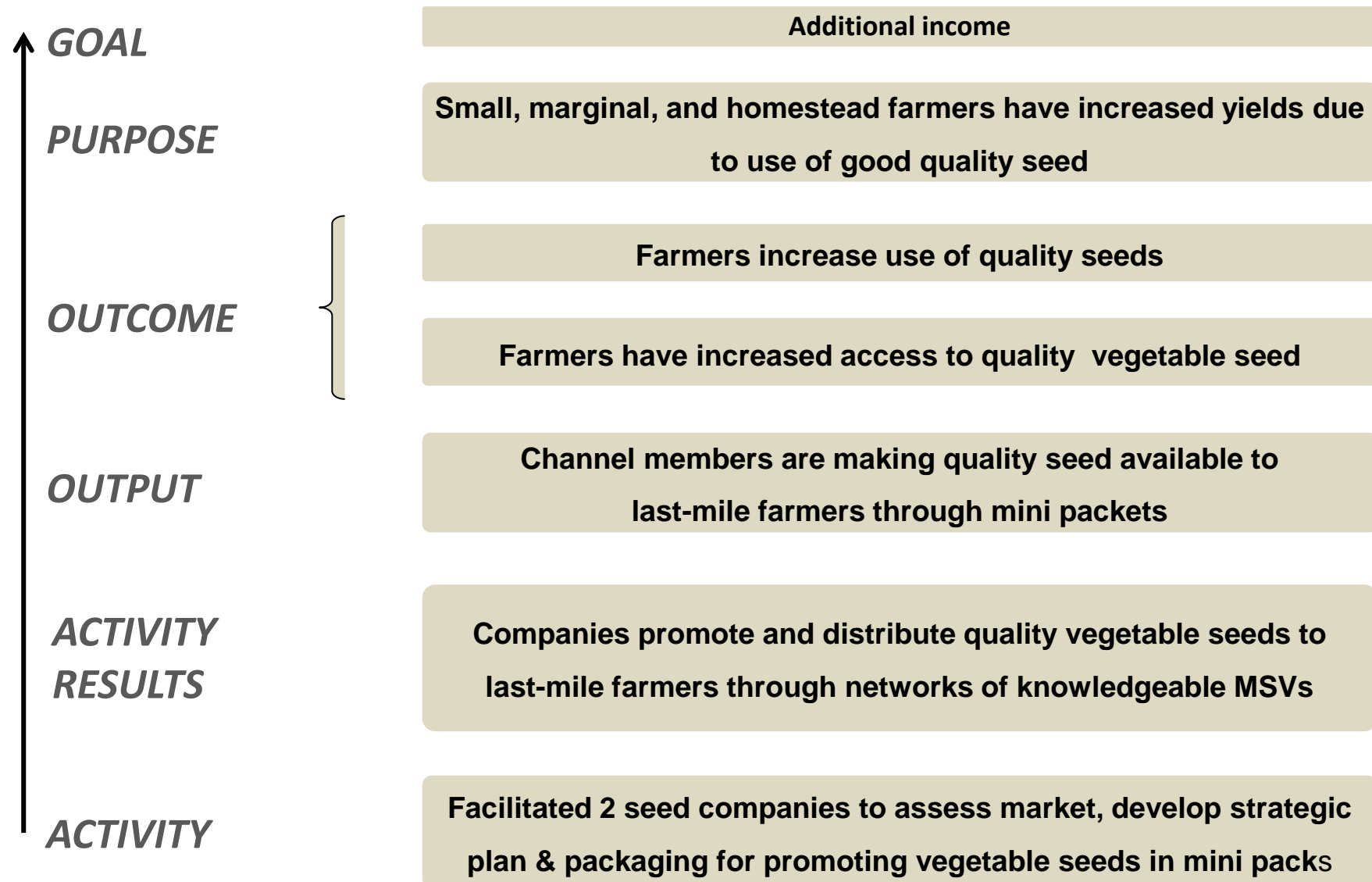
		<p>Seeds</p>
		<p>Land size</p>
		

Intervention on Vegetable Seed Minipacks

- Target: to introduce Minipacks priced USD 0.12-0.50
- Partner Seed Companies
 - Lalteer Seed
 - AR Malik

Intervention on Vegetable Seed Minipacks

Result Chain on Minipacks



Intervention on Vegetable Seed Minipacks



Intervention on Vegetable Seed Minipacks

Early Efforts for Impact Assessment

Sales Target for First Season: 100,000 minipacks

Sales Before End of First Season: > 200,000 minipacks

Realization about Scale

Post DCED Audit drive to improve attribution

Intervention on Vegetable Seed Minipacks

Major Challenges During Early efforts for Impact Assessment:

- Farmer tracing
- Sample Bias
- Understanding the distribution channel
- Assessing the number of users
- Getting time from respondents
- Covering the geographic spread
- Varying seasonality across the country
- Recall bias
- Phrasing style in questionnaire
- Defining the attribution strategy

Intervention on Vegetable Seed Minipacks

Process of Iterative Measurement

- User Tracking Survey in Informal Markets



Intervention on Vegetable Seed Minipacks

Process of Iterative Measurement

- User Tracking Survey in Informal Markets
 - Use of company sales data in more than 50 districts (out of 64)
 - ~1,100 samples from 6 divisions (out of 7)
 - Covered good geographic spread
 - Enumerators could get time from respondents
 - Take details of purchase and address of buyer/user farmer
 - Average no. of minipacks bought per user = ~1.8
 - Total no. of users = (no. packs sold) / (packs bought per user)
 - ~285,000 users by end of a year
 - Interviews with mobile seed vendors
 - Gained understanding of the distribution channel
 - Assessed no. of repeat buyers: 25%
 - Better understanding of seasonality across the country

Intervention on Vegetable Seed Minipacks

Process of Iterative Measurement

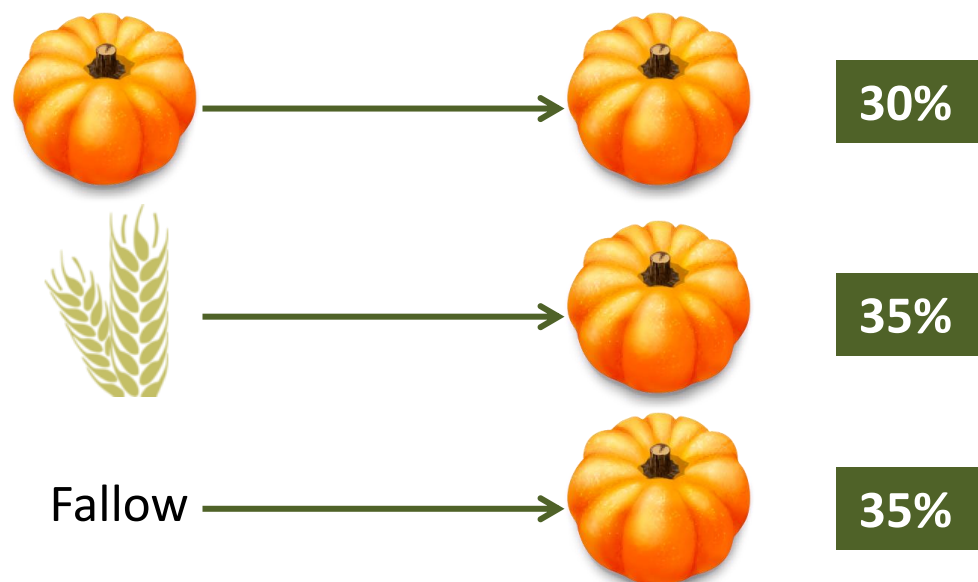
- User Tracking Survey in Informal Markets



Intervention on Vegetable Seed Minipacks

Process of Iterative Measurement

- 'Before' survey of users
 - Representative from major categories
 - Crop, crop value, geographical spread, etc.
 - >300 samples (x 1.5 crops per sample farmer)
 - Covering 13 sub-districts of 5 divisions
 - Defining attribution methods



Intervention on Vegetable Seed Minipacks

Process of Iterative Measurement

- 'Before' survey of non-user comparison group
 - Representative of needed comparison categories
 - Sample selection from same localities within villages
 - Reducing sample bias
 - >200 samples
 - Covering 13 sub-districts of 5 divisions

Intervention on Vegetable Seed Minipacks

Process of Iterative Measurement

- Reduction of Recall Bias



Intervention on Vegetable Seed Minipacks

Process of Iterative Measurement

- 'After' survey of users and non-users
 - Going back to the ~500 samples from the before surveys
 - Covering 13 sub-districts of 5 divisions
 - Space to put in additional questions
 - Quantitative towards more qualitative
 - Proving towards more improving

Intervention on Vegetable Seed Minipacks

Process of Iterative Measurement

- Challenges in Data Analysis
 - Multiple crops
 - Multiple type of conversions
 - Data cleaning

Intervention on Vegetable Seed Minipacks

Process of Iterative Measurement

- Results
 - ~70% users were getting benefit (based on DiD)
 - Income impact per individual per season: USD 17
 - Repeat use: 25%

- Second user tracking survey
 - Retest 'no. of minipacks bought per farmer'
 - Repeat use: 50%
 - Other qualitative aspects in the distribution channel

Intervention on Vegetable Seed Minipacks

Achievements

By 18 months

Available in more than 50 districts (out of 64)

~ 2million Minipacks sold

Used by 660,000

Benefitting 460,000

Beneficiaries below USD 2.50 a day: 88% (based on PPI)

Beneficiaries below USD 1.25 a day: 23% (based on PPI)

Intervention on Vegetable Seed Minipacks



Intervention on Vegetable Seed Minipacks

Major Learning from Evaluation

- Iterative studies are effective in designing context-specific methodology
- Triangulation can help
- A combination of techniques and tools can give leverage
- Mainstreaming of MRM among project staff is crucial
- DCED alignment should be continued



Over to You