



# Katalyst's Experience of Using Mixed Methods in Measuring Results

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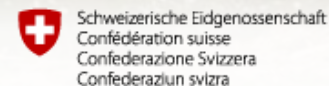
Implemented by



Funded by the UK Government, SDC and Danida



Funded by




Swiss Agency for Development  
and Cooperation SDC





# About Katalyst: Project's Overall Goal

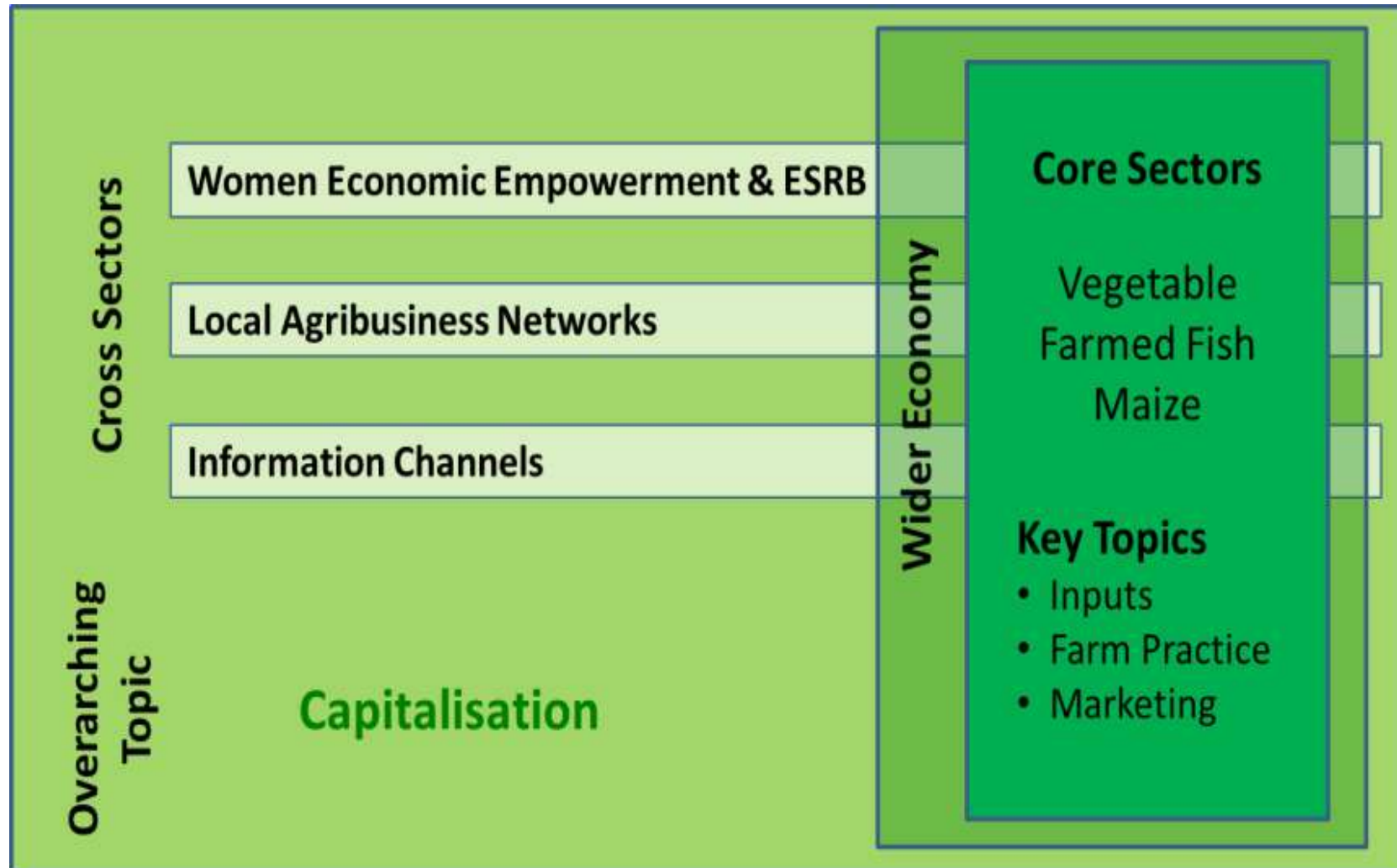
A photograph of a man with dark skin and short dark hair, smiling broadly. He is wearing a white tank top and a green and blue checkered cloth draped over his left shoulder. He is standing in a field with tall, thin, curved plants, possibly sugarcane, in the background. The sky is clear and blue.

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

## About Katalyst: Background

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

**Validation  
of  
Robustness**  
DCED  
Audits  
Score

**Must: 91**  
**Recommended: 79**

2011

2013

2016

**Must: 94**  
**Recommended: 90**

**Must: 96**  
**Recommended: 89**

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

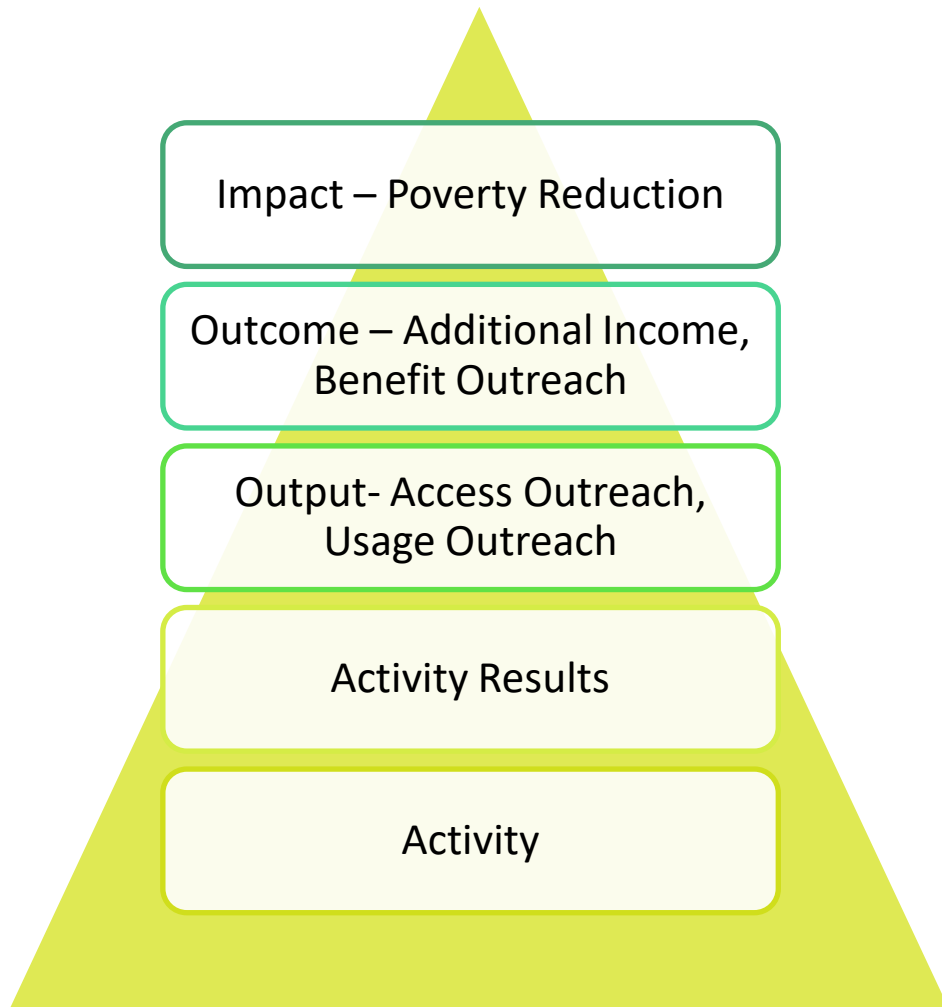
**Outcome attributed from this intervention:**

**Benefit Outreach:** 30,750

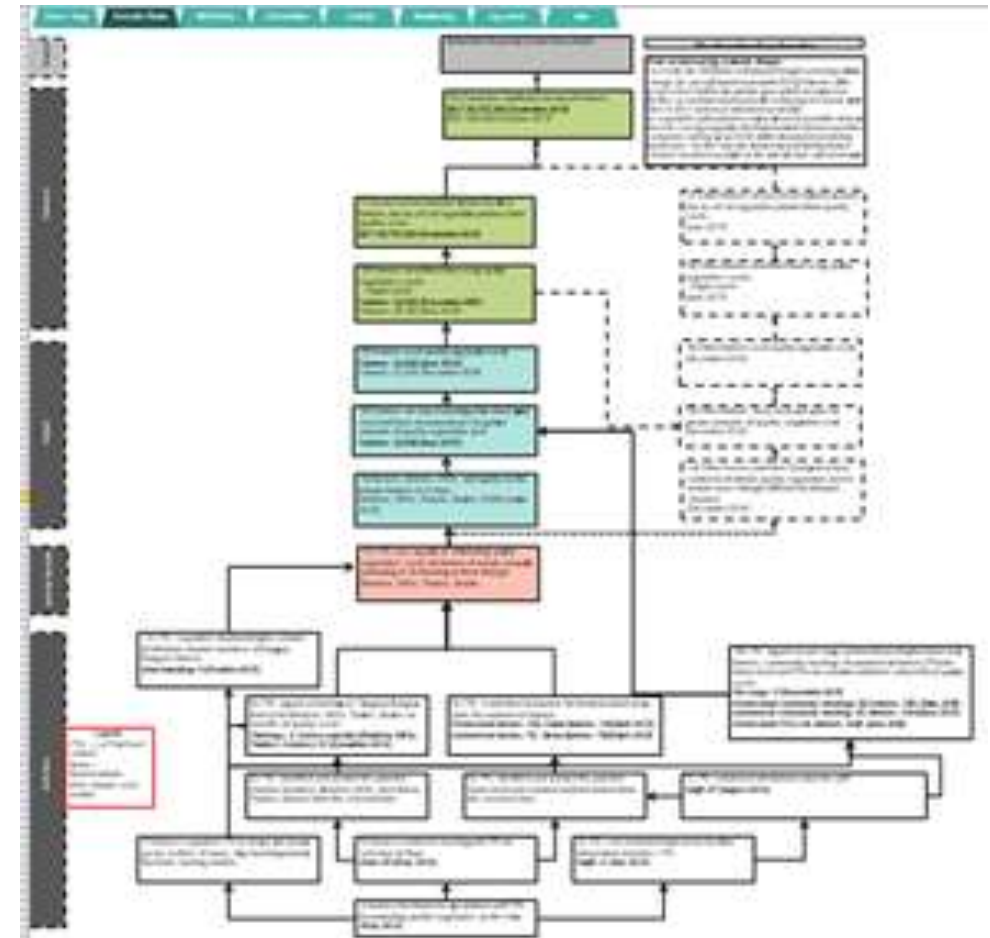
**Income:** BDT145 million (USD 1.7 million)



# Using Mixed Methods: Design



Impact Logic



Results Chain



# 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
<b>Impact</b>	<b>Poverty Reduction</b>		Reduction of poverty to rural households		
<b>Outcome</b>	Cumulative net nominal income	23	Cumulative Additional Income of Farmers	Cumulative change in income of direct and indirect farmers	NIL
	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?

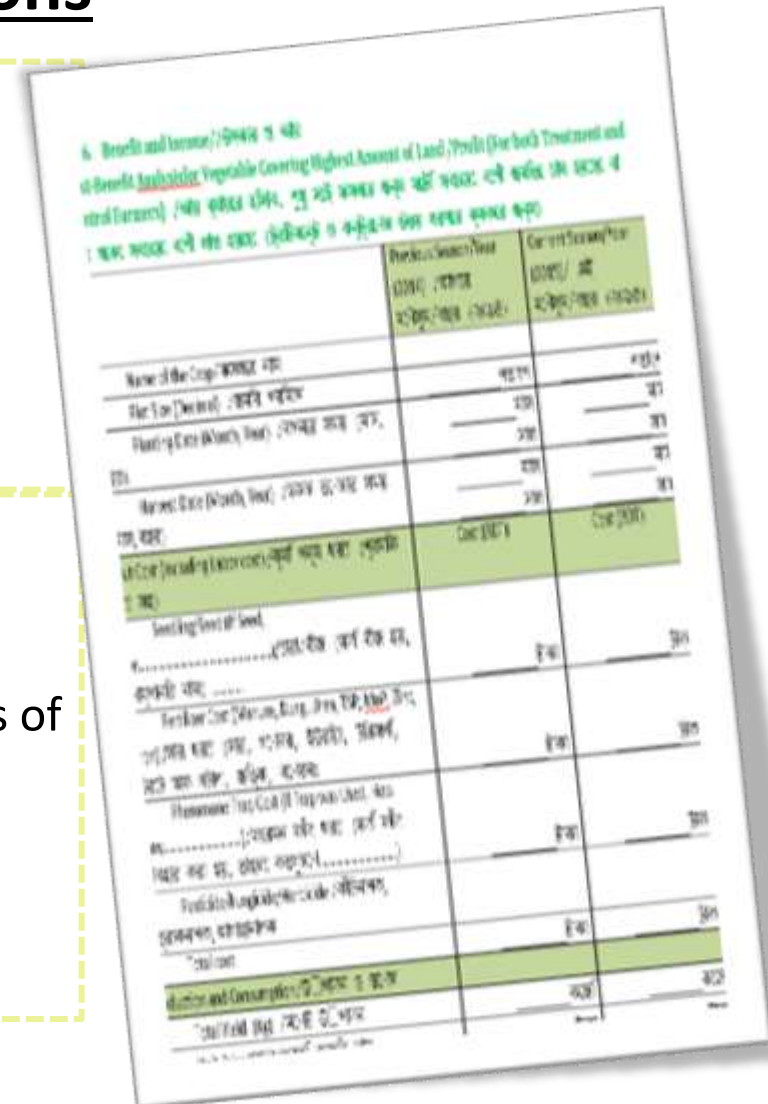
### At service provider level assessment

Quantitative question examples:

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

Qualitative question examples:

- Reason for change in sales volume



6. Benefits and Income / फायदा व आमद

न केवल लाभकारी फसलें (Beneficial Crops) का उत्पादन (Production) और बिक्री (Sale) का विवरण (Details) दर्ज करें, बल्कि इन फसलों के माध्यम से प्राप्त होने वाले लाभ (Profit) और खर्च (Expense) का भी।

नाम (Crop Name)	उत्पादन (Production)	बिक्री (Sale)
गन्ना (Sugarcane)	1000	5000
धान (Wheat)	2000	10000
मूंग (Mung)	500	2500
चना (Chickpea)	300	1500
अन्य (Others)		
कुल (Total)	4800	29000

अतिरिक्त जानकारी (Additional Information):

1. फसलें किस प्रकार की भूमि (Type of Land) पर उगाई गईं? \_\_\_\_\_

2. फसलें किस प्रकार की जल संधि (Water Source) से सिंचित की गईं? \_\_\_\_\_

3. फसलें किस प्रकार की खाद (Fertilizer) से उगाई गईं? \_\_\_\_\_

4. फसलें किस प्रकार की कीटनाशक (Pesticide) से उगाई गईं? \_\_\_\_\_

5. फसलें किस प्रकार की बीज (Seed) से उगाई गईं? \_\_\_\_\_

6. फसलें किस प्रकार की बीमारी (Disease) से उगाई गईं? \_\_\_\_\_

7. फसलें किस प्रकार की कीट (Insect) से उगाई गईं? \_\_\_\_\_

8. फसलें किस प्रकार की अन्य समस्या (Other Problem) से उगाई गईं? \_\_\_\_\_

9. फसलें किस प्रकार की अन्य समस्या (Other Problem) से उगाई गईं? \_\_\_\_\_

10. फसलें किस प्रकार की अन्य समस्या (Other Problem) से उगाई गईं? \_\_\_\_\_

## 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?

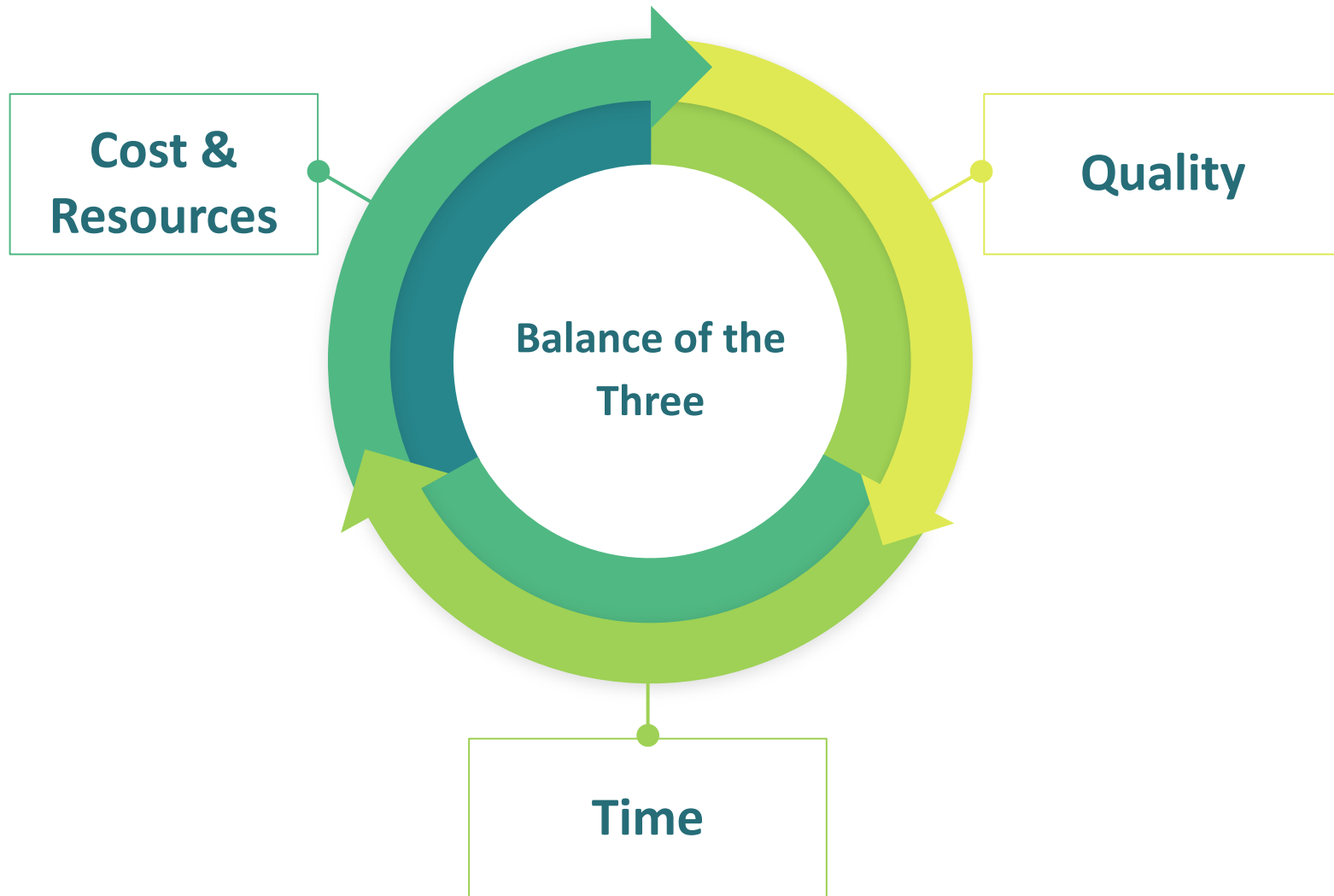
In case of tangible inputs/techniques, e.g. seed, fingerlings

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?



Capacity of internal staff

**Katalyst built capacity of its staff and partners**

Trained and engaged an internal dedicated staff for qualitative research methodology

Finding the right organization

Partnership with research organization i.e. engaged Nielsen to undertake the complex studies (training enumerators for 3 days, pilot surveys, supervise at the field level)

Validity and robustness

Engaged local and international experts to design and pilot the mixed methodology studies (Katalyst staff tagged along with the experts to learn and apply the methodology)

Built capacity of facilitating partners

Relative autonomy of MRM unit





# 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