

Using results to redesign & update strategies

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Project Name

Making Markets Work for the Jamuna, Padma and Teesta Chars



Content

- Project Background
- Results Measurement Processes
- Analysis and Use of Results in Decision Making



Project Background

Donor

Swiss Agency for Development and Cooperation (SDC)

Duration

5 years; Dec 2011 to Nov 2016
(Inception of 6 months)

Budget

CHF 8 million

Implementers

Swisscontact in collaboration with Practical Action

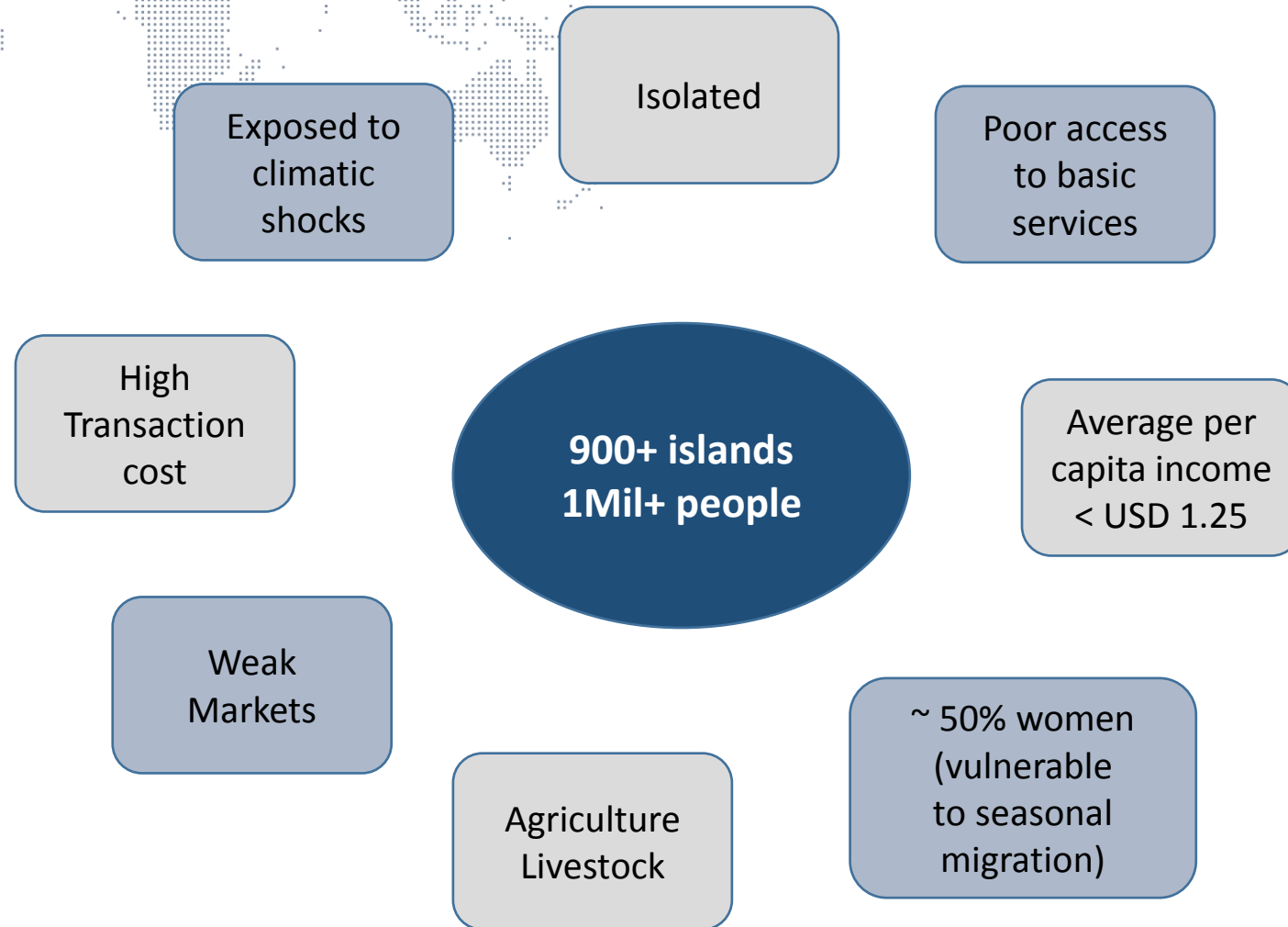
Line Ministry

Ministry of Local Government, Rural Development & Co-operatives (LGRD), Government of Bangladesh

Target Locations



About Chars



M4C Portfolio



transport

financial services

maize

chilli

jute

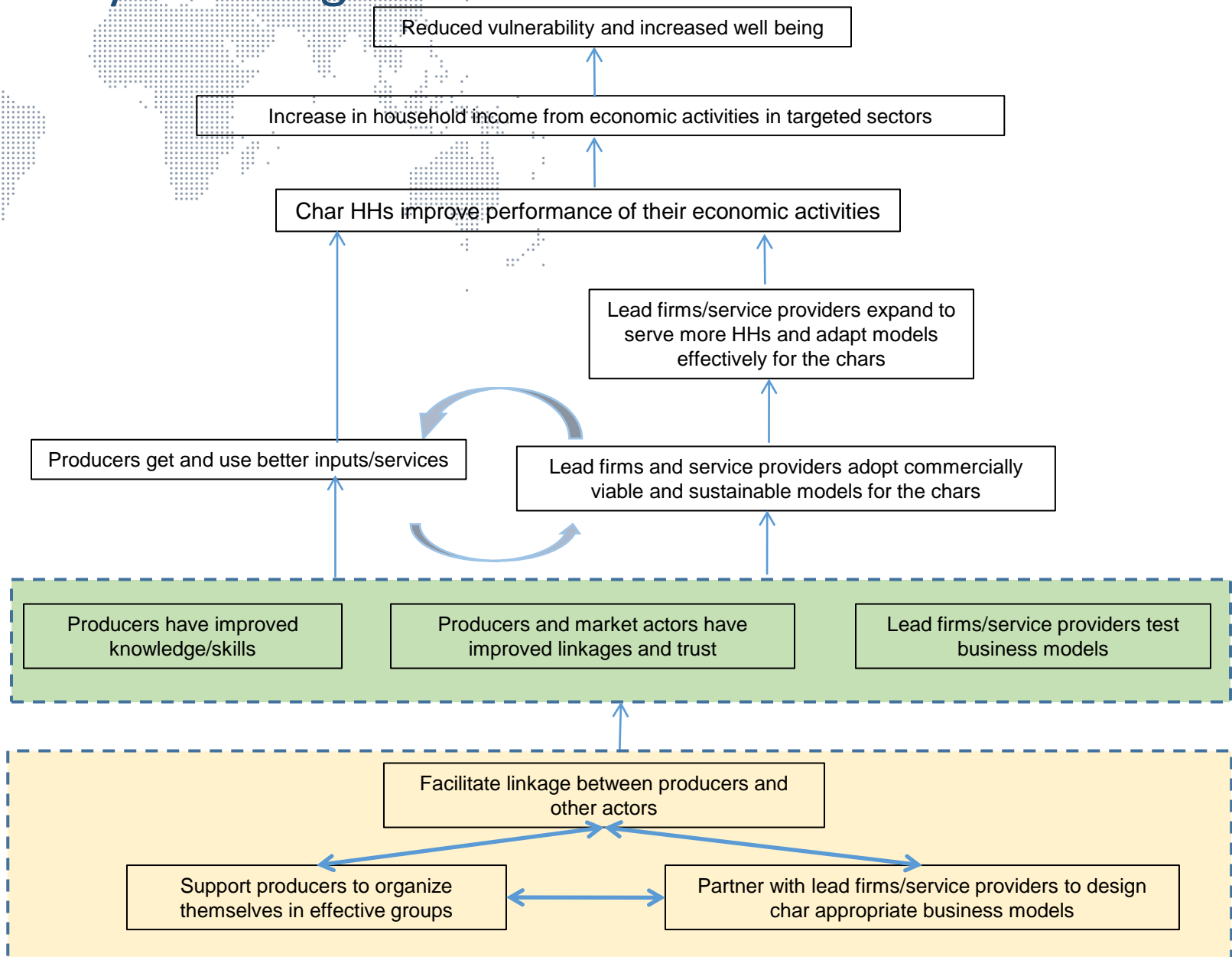
onion

mustard

ground nut

handicrafts

Theory of Change



Results till date...

- Net income CHF 1.2 million income for 15,000 char households
- 30-40% increase in household income from selected sectors
- 10,000 women gained improved knowledge on farming practices and linkage to new markets
- 419 char producer groups (30% women) mobilized on the chars and linked with national/local market actors
- Private input companies/ local market actors adopted char suitable business models and are investing to expand further
- Use of char-suitable inputs/cultivation practices reduced losses due to floods, cold wave, etc.



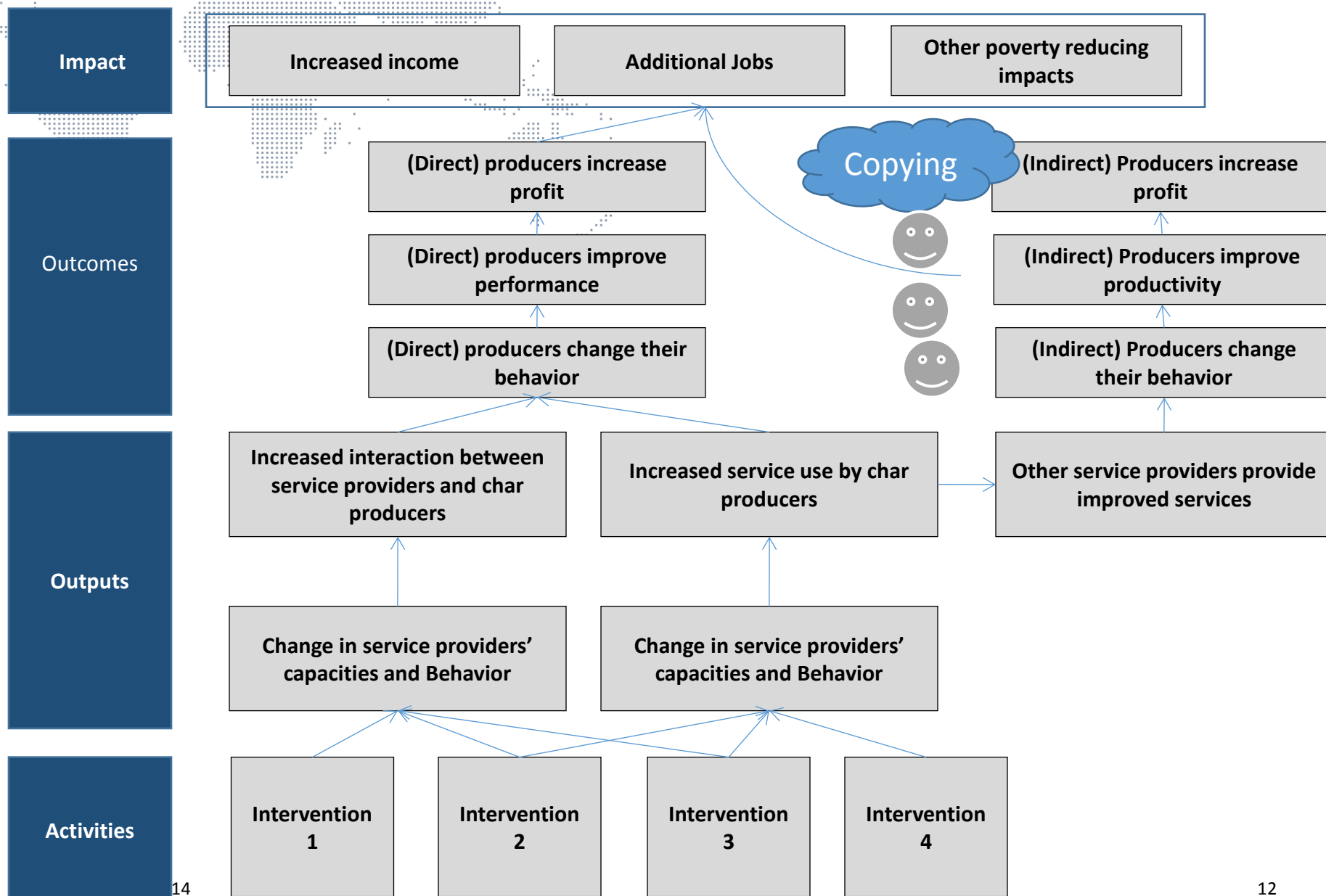
A semi-transparent world map overlay is positioned in the upper left quadrant of the image, showing the continents in a light green color against the background of the chili plants.

Result Measurement Processes

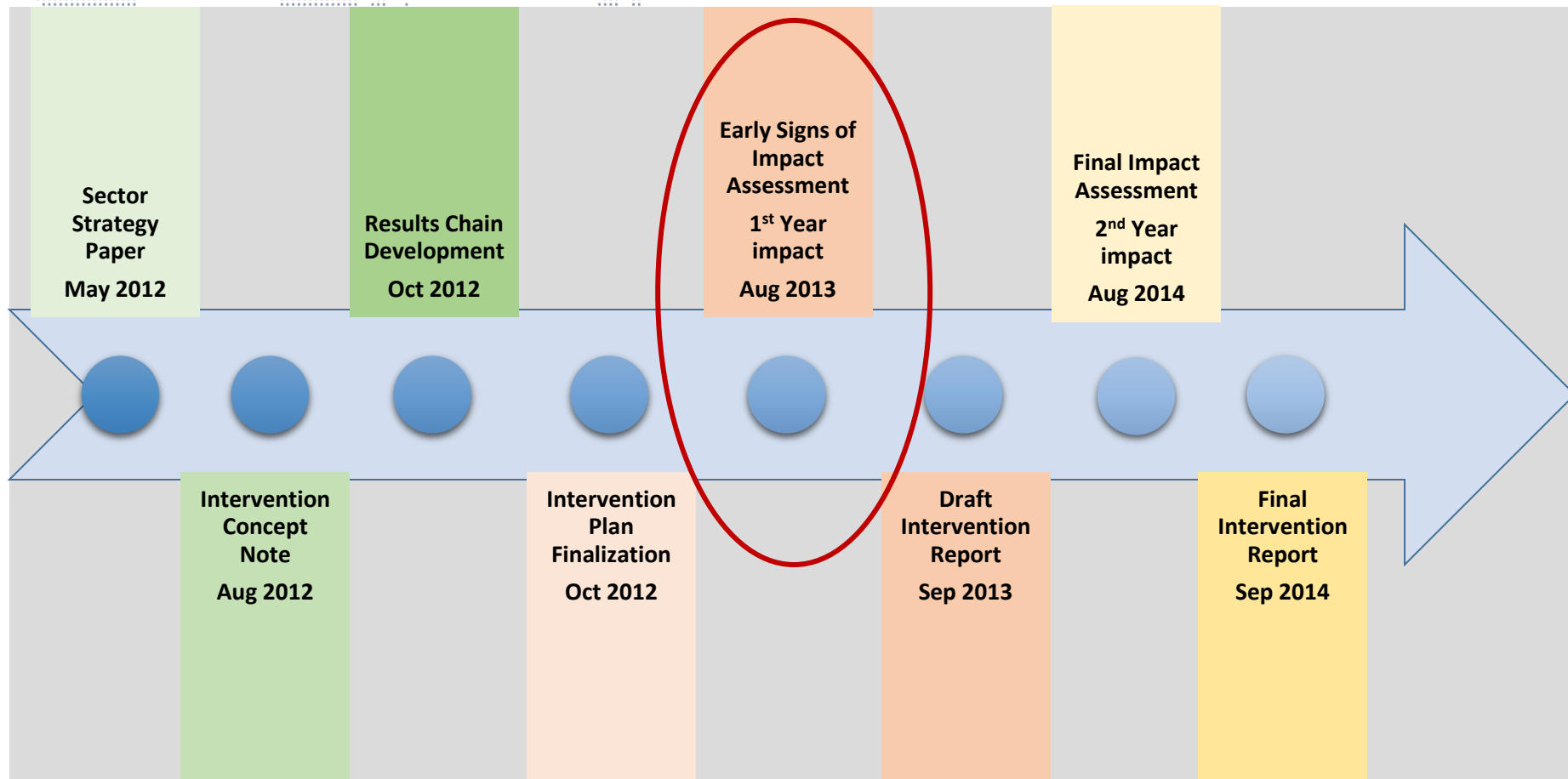
MRM Steps



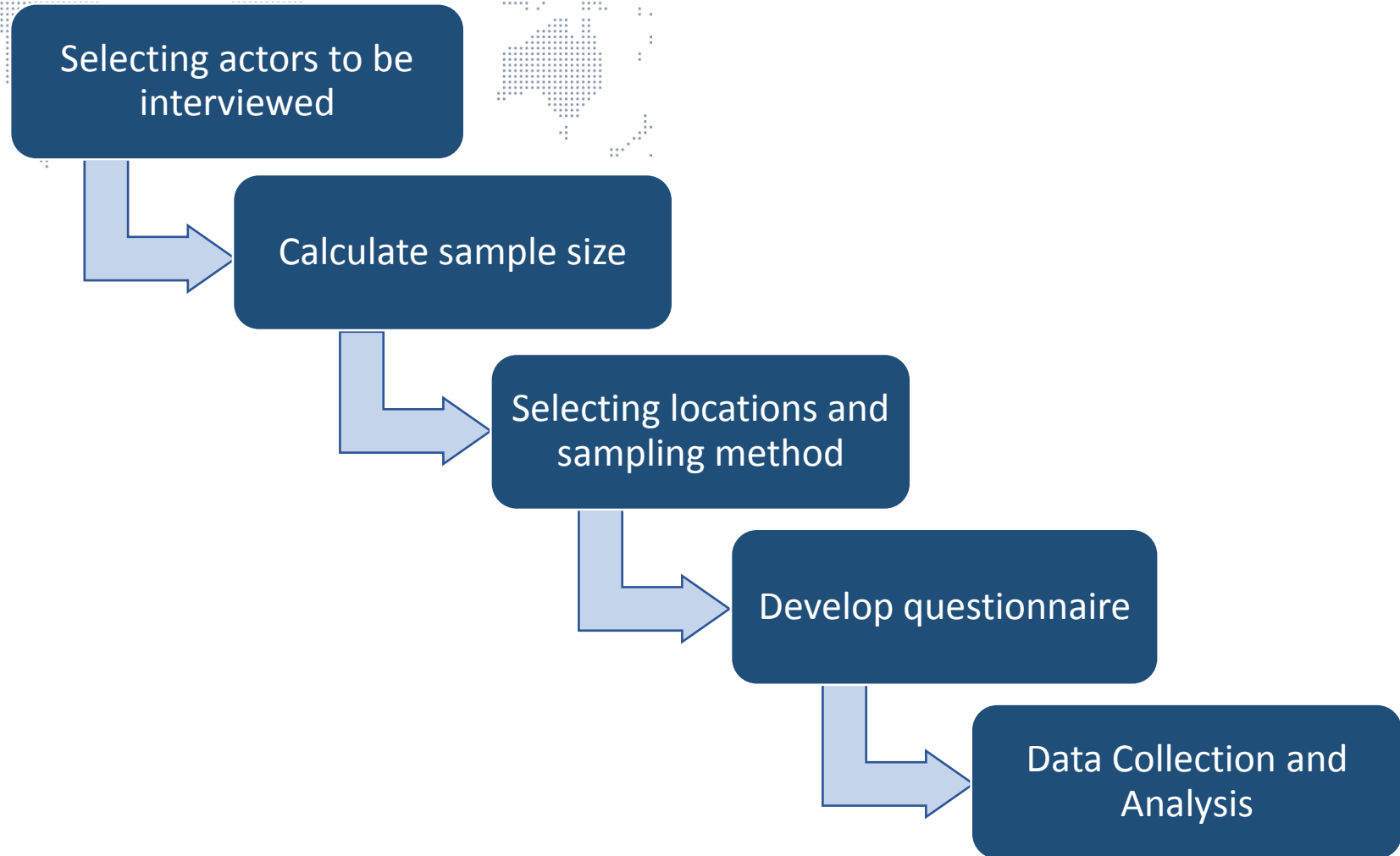
Results Chain



MRM Milestones 2012-13



Impact Assessment Design



Sampling (e.g. Chilli sector)

Sl.	Type of Sample	Sample Size
1	Treated Farmer	60
2	Control Farmer	32
3	Lead Farmer	8
4	Trader client Farmer	60
5	Input Retailer	20
6	Chilli Trader	8
7	Female unpaid family labour	16
Total		204

- *Sample size calculation - www.raosoft.com/samplesize.html, M4C calculated with 10% margin of error and 90% confidence level*
- *All samples from baseline were included*
- *Samples were distributed among the working areas depending on the number of households and project activities implemented*

Measuring Change in Behavior among Char Farmers

We wanted

to measure the knowledge level of the
farmers on improved cultivation practices
and
the conversion of that knowledge into
practice

Proxy
Questions

Developing Proxy Questions

Step 1: Revisit “Training Modules/Materials” and list down of broad topics

Step 2: Pick up the important topics that significantly contributes to higher yield / income

Step 3: Select one or two question for each topic to measure knowledge level

Step 4: Formulate the questions into close-ended with correct and incorrect options

Starting “*Do you know....*”

Step 5: Formulate the same questions for usage/practice level

Starting “*Did you apply...*”

Step 6: Data collection and analysis

Analysis and Use of Results in Decision Making

Data Analysis

Chilli						
Topic	Specific question (proxy for each topic)	Treatment farmer (60)		Control farmer (32)		
INPUT						
Knowledge on quality and application of inputs		Frequency	%	Frequency	%	Remarks
Macro fertilizer	Most important time for applying Urea	56	93%	24	75%	
Micronutrient fertilizer	For stopping Chilli flowers from falling off what micronutrient is essential	43	72%	14	44%	
Pesticide	Which time of the day is appropriate for pesticide application?	55	92%	26	81%	
	To prevent fungal disease, which pesticide is essential	36	60%	7	22%	
Compost	In your opinion, How important is compost for Chilli cultivation?	49	82%	23	72%	
Average			80%		59%	

Practice on quality and application of inputs		Frequency	%	Frequency	%	Remarks
Macro fertilizer	How often do you apply tsp	16	27%	11	34%	
Micronutrient fertilizer	For preventing chili flower to fall what micronutrient do you use	41	68%	10	31%	
	Do you apply micronutrient	53	88%	29	91%	
Pesticide	When do you apply pesticide for fungal disease	33	55%	2	6%	
Compost	Do you apply compost	29	48%	9	28%	
Average			57%		38%	

Key Learning *(in case of the assessed intervention)*

- Information dissemination on balance fertilizer application through char retailers and farmer meetings is effective.
- The idea of using fungicide/pesticide with the concept of 'preventive rather than curative measures' should be strengthened more in future intervention activities.
- Promotion of compost/cow dung is required. Reasons behind lack of usage need to be investigated further.

Attention to Details

Focus on which topics need more emphasis

	Treatment farmer (60)		Control farmer (32)		
	Frequency	%	Frequency	%	Remarks
	56	93%	24	75%	Green
essential	43	72%	14	44%	Yellow
	55	92%	26	81%	Green
	36	60%	7	22%	Yellow
	49	82%	23	72%	Yellow
		80%		59%	

	Frequency	%	Frequency	%	Remarks
	16	27%	11	34%	Red
	41	68%	10	31%	Yellow
	53	88%	29	91%	Green
	33	55%	2	6%	Yellow
	29	48%	9	28%	Red
		57%		38%	

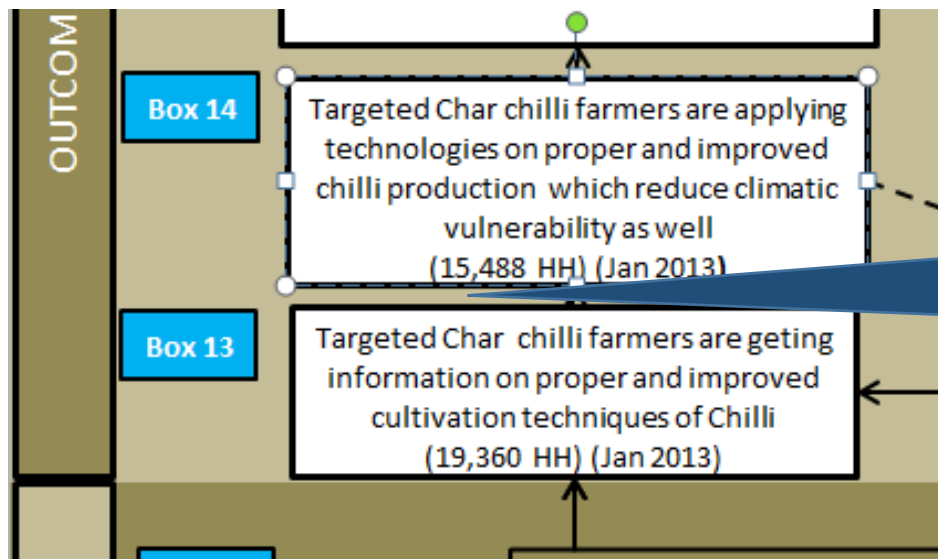
Red = more attention needed
Green = less attention needed

Shared the information with project sector teams
AND
Incorporated in recent interventions

Correcting Assumptions

Conversion % of Knowledge to Practice to Use : 70% and 80%...

We used this to validate our assumptions in the Results Chain



Our initial assumption was 80%!!

Steps to integrate MRM in Project Steering

Monthly team meetings

- Specify MRM activities
- Assign tasks to specific individuals

Six monthly review meetings

- Triangulation
- Review Results Chains
- Update strategies
- Engage sub-contractors

MRM week – twice every year

- Update Results Chains
- Write intervention reports
- Write concept notes
- Complete documentation



Open Questions/Challenges in MRM

Strategic

- Measuring resilience and well-being aspects of households
- Measuring systemic changes on the chars
- Measuring access to employment opportunities

Implementation

- Setting SMART indicators
- Collecting household level data
- Aggregating qualitative information (topics like gender, DRR)
- Capability of local research firms



swisscontact

We create opportunities

Thank you