

# Research for MSD

*Practical research methods to analyze markets, develop strategies and interventions, and measure impact.*



Course Date: **5 to 9 June 2023** (5 days, 4 hours per day).

Course Fee: Euro 750 (10% discount if you sign up by 31 March 2023). Option also available for more intensive one-on-one support to design your specific research effort.

Training Delivery format: All sessions will be delivered live using Zoom from 12:00 to 16:00 CET.

## Course Overview:

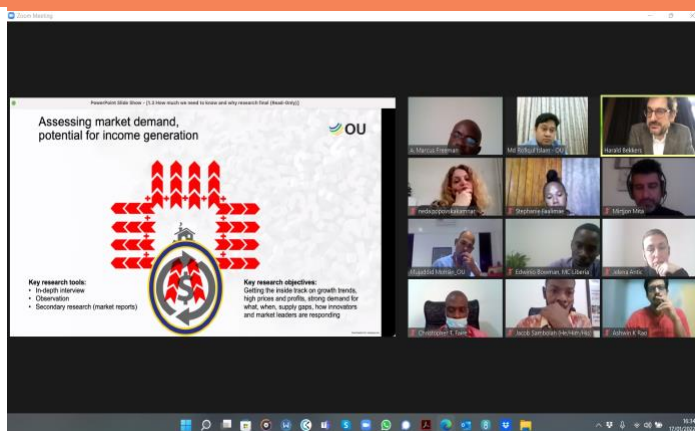
Effective design and management of market systems development (MSD) interventions relies on high-quality market intelligence. This is not a secret. However, collecting data can often feel like a struggle, a choice between cumbersome field work, outsourced surveys that are difficult to manage and interpret, or hiring expensive consultants. We can help you make your data collection efforts more relevant and time and resource efficient. Research can be fun!

**This course will show you how to choose, design, and apply suitable research tools to obtain reliable and relevant quantitative and qualitative data for intervention monitoring and management.** Good research is about choosing the right tool for the right question and context, not about sample size! We will help you adhere to best practices in research and results measurement by knowing how to mix research methods for generating actionable data.

Participants will learn about what questions to ask and what tools to use for their specific research needs. This will not be a theoretical exercise. As part of the course, each participant can work with the trainers and apply learning on a real-life scenario of their choice.

## How to Register:

Please fill out [this form](#) to register. You can also email Nabanita Sen Bekkers ([nsenbekkers@opportunitiesunlimited.nl](mailto:nsenbekkers@opportunitiesunlimited.nl)), if you have any questions regarding the course.



- Learn about the **investigative approach** to information gathering;
- Design research that is **cost-effective and manageable**, even for busy implementers;
- Incorporate **short-burst research** efforts for real-time decision making;
- Apply **good monitoring practices aligned with the DCED Standard** for results measurement;
- Learn how to **adapt research efforts based on changing circumstances**. For example, how to gather information remotely;
- Gain hands on experience **using research findings** for intervention design, monitoring or management.

## What previous course participants have said about the course:

*"I knew about some research tools before, but this course has given me an overall research approach which helps me decide which tools to use when and how. This will help me organize my research."*

*"Was absolutely waiting for this – learning how to analyze results by combining data from various (qualitative and quantitative) research methods."*

## What is investigative research?

Market systems are complex and dynamic. Continued research and analysis are important to understand these systems sufficiently and design relevant and impactful interventions. Traditional research methods such as standardized sample-based surveys alone are inadequate when you are trying to understand the market or establish early signs of impact. This is because you often do not know which market actors may be involved, how systems work or how change may be taking place.

Instead, you need investigative research, done frequently and in short bursts to find out what is happening, how is it happening, and who is involved. Over time, this helps you to gain a good understanding of the market and how change is taking place, which can eventually inform bigger impact assessment efforts or even evaluation.

## What can investigative research be used for?

- Intervention design
- Intervention management
- Partner selection
- Portfolio review
- Monitoring
- Learning
- Reporting results

## What will you learn from this course?

- How to make a research plan;
- How to implement research (from sampling and questionnaire design to analysis);
- How to ensure data is of high quality;
- Analysis and knowledge management;
- How to use findings in implementation and management;
- Practical tips and examples from the field.



## Who is this course for?

- Intervention and portfolio managers;
- Results Measurement managers and specialists;
- Market development advisors; and
- Consultants.

If you design or manage interventions, make deals with market actors, develop business cases or monitor results, this course is for you.

## Course Fee:

Two options for courses:

*Option 1 (Lean):* Euro 750 - Research course plus help desks to work on your **own** example.

*Option 2 (Intensive):* Research course plus intensive hands-on research support after course completion (fee will be determined based on effort required).

## The Trainers:

**Opportunities Unlimited** is a technical and management consultancy firm run by practitioners. We have been managers and implementers in some of the most influential Market Systems Development (MSD) programs such as Katalyst in Bangladesh, Propcom in Nigeria, PRISMA in Indonesia and Market Development Facility (MDF) in Fiji, Pakistan, Timor Leste, Sri Lanka, Papua New Guinea, and SHARPE in Ethiopia.

**Harald Bekkers** holds a PhD in social sciences and political economy for research on knowledge brokerage by business services in emerging economies. Harald was a division manager in Katalyst and team leader of the MDF, which pioneered MSD in shallow markets and post-conflict environments. Harald uses his academic background and management experience to coach programs in using research for portfolio development and implementation.

**Nabanita Sen Bekkers** specializes in Monitoring, Evaluation and Learning (MEL) and Impact Measurement and Management (IMM). She supports programs, venture funds and social enterprises in developing research methodology and measurement techniques that can be applied in different contexts (small versus bigger budgets, different staff skill set) and yield robust data and information. **Muneeb Zulfiqar** leads results measurement and supports teams in different programs across East Africa. He is currently supporting SHARPE in Ethiopia and has previously provided technical support to 2SCALE in Kenya and Mali, and PSSD in Burundi to improve their monitoring and results measurement. Muneeb works directly with program teams to find practical solutions that fit their respective contexts and capacities to capture and report on impact. **Rofiqul Islam** has developed program strategies and interventions based on practical research using a mix of different tools and methods. He also led and built team capacity in using investigative research that are used for designing successful intervention for Katalyst, Propcom, PRISMA, MDF and GROW Liberia. **Wafa Hafiz** is a results measurement specialist and supports multinationals, UK local authorities and internationally funded aid programs in designing, managing and implementing complex results measurement systems. She is currently leading monitoring, evaluation and learning for FCDO's flagship women's economic empowerment program Work and Opportunities for Women (WOW).