

## > Proven impact: results of the independent evaluation of Propcom Mai-karfi

Date: 31<sup>st</sup> March 2020



**Gordon Freer**

Evaluation Team Lead, WYG



**Nur Azam**

Director of Results, Learning  
& Knowledge Management,  
Propcom Mai-karfi



The Donor Committee for Enterprise Development



# What are we going to present?

- Evaluation design
  - What worked well
  - What could have been better
- Impact Results
  - Poultry vaccination
  - Women's Economic Empowerment

Propcom



Mai-karfi

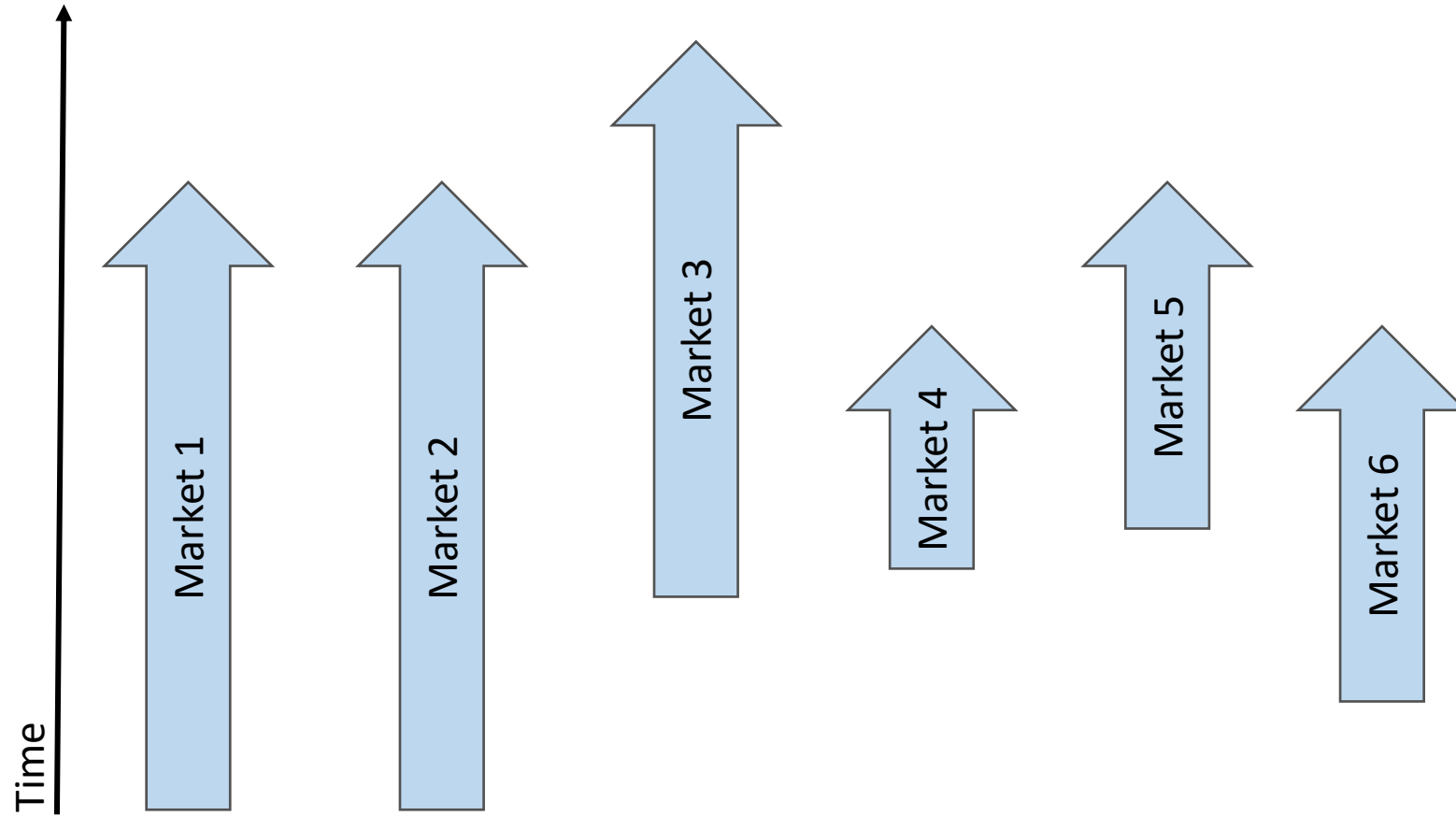


**UKaid**  
from the British people

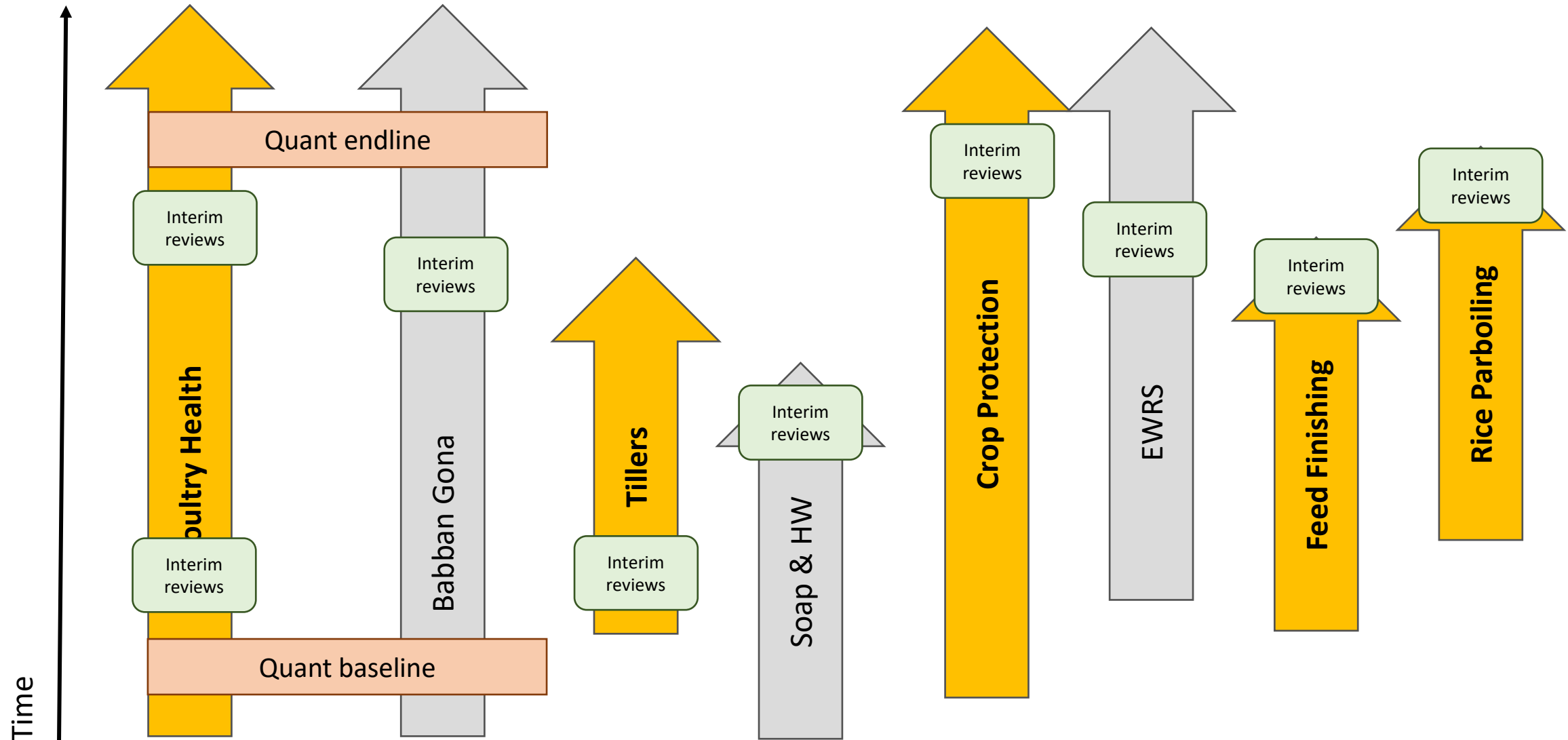
# About Propcom Mai-karfi

- One of the oldest market systems development projects
- Phase I started in December 2002.
- Phase II of the project (Propcom Mai-karfi) started in 2012.
- Currently in a 3-year extension ending in March 2021.
- Funded by DFID; total project budget: £51 million.

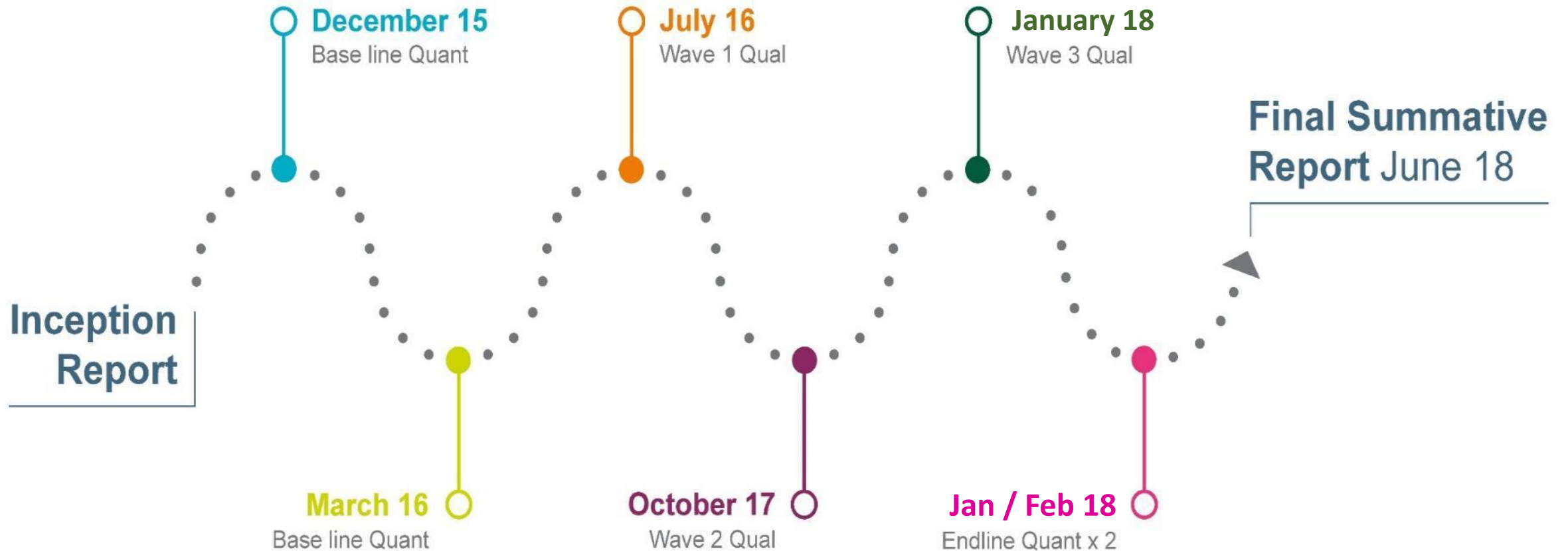
# Our evaluation design



# Our evaluation design



# Data Collection and Reporting

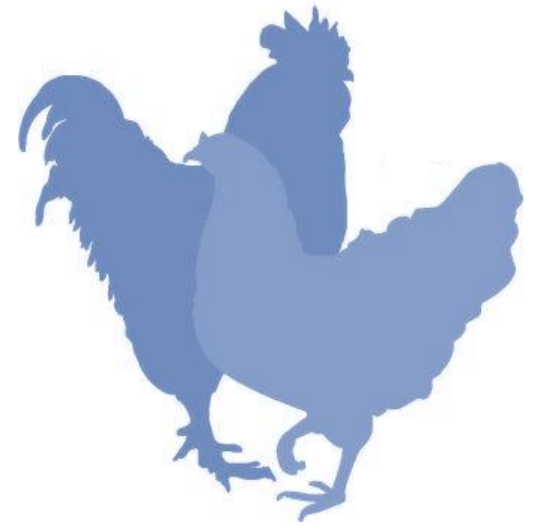


# Poultry vaccination intervention

- **Constraints:**

- Limited distribution network
- Lack of information on the availability of NDV-i2 vaccine
- Absence of service delivery agents

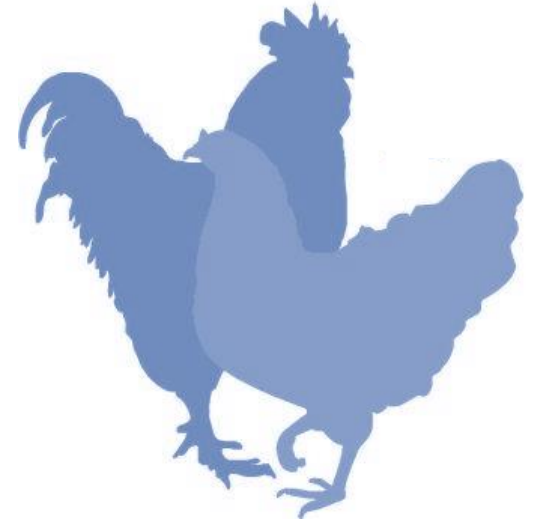
# Results - Poultry



- Flock size increase of 70% with further intent to expand
- Av. price charged per chicken doubled in the intervention group (1072 NGN vs. 2214 NGN). Only 50% increase in the comparison group.
- Intervention gross and net HH income increased in the group
- Net income 2.7x that of baseline
- Household consumption increased



# Results - Poultry



- Selling no longer dictated by disease
- Double the proportion of intervention households now sell their chickens at market compared to comparison households
- Investment in land and agriculture – diversification of income streams
- Intervention Poverty Probability Index (2USD/day) decreased from 54% to 31%

# Results – Poultry – displaced population

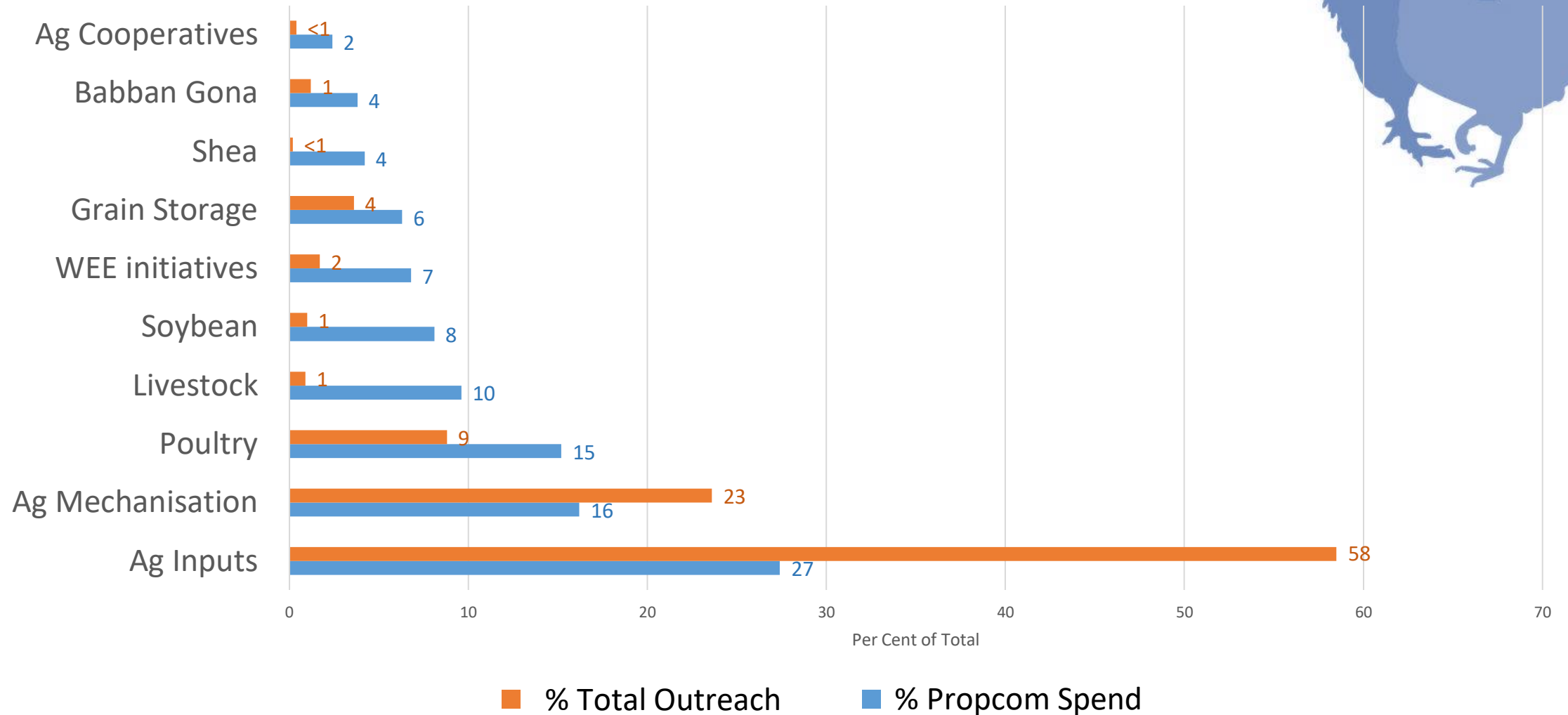
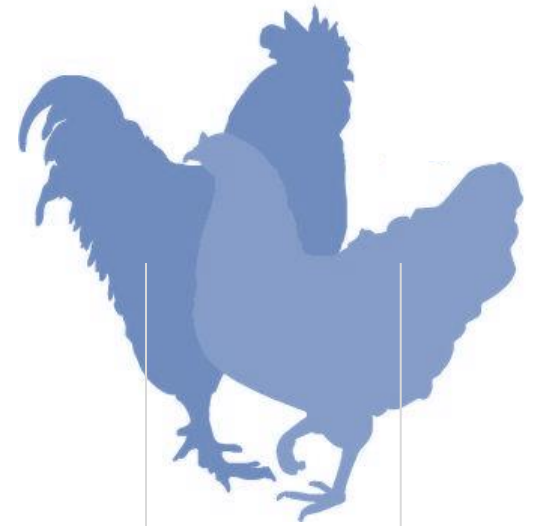


- Households had to sell their assets  
(including savings made from poultry) and relocated to other villages

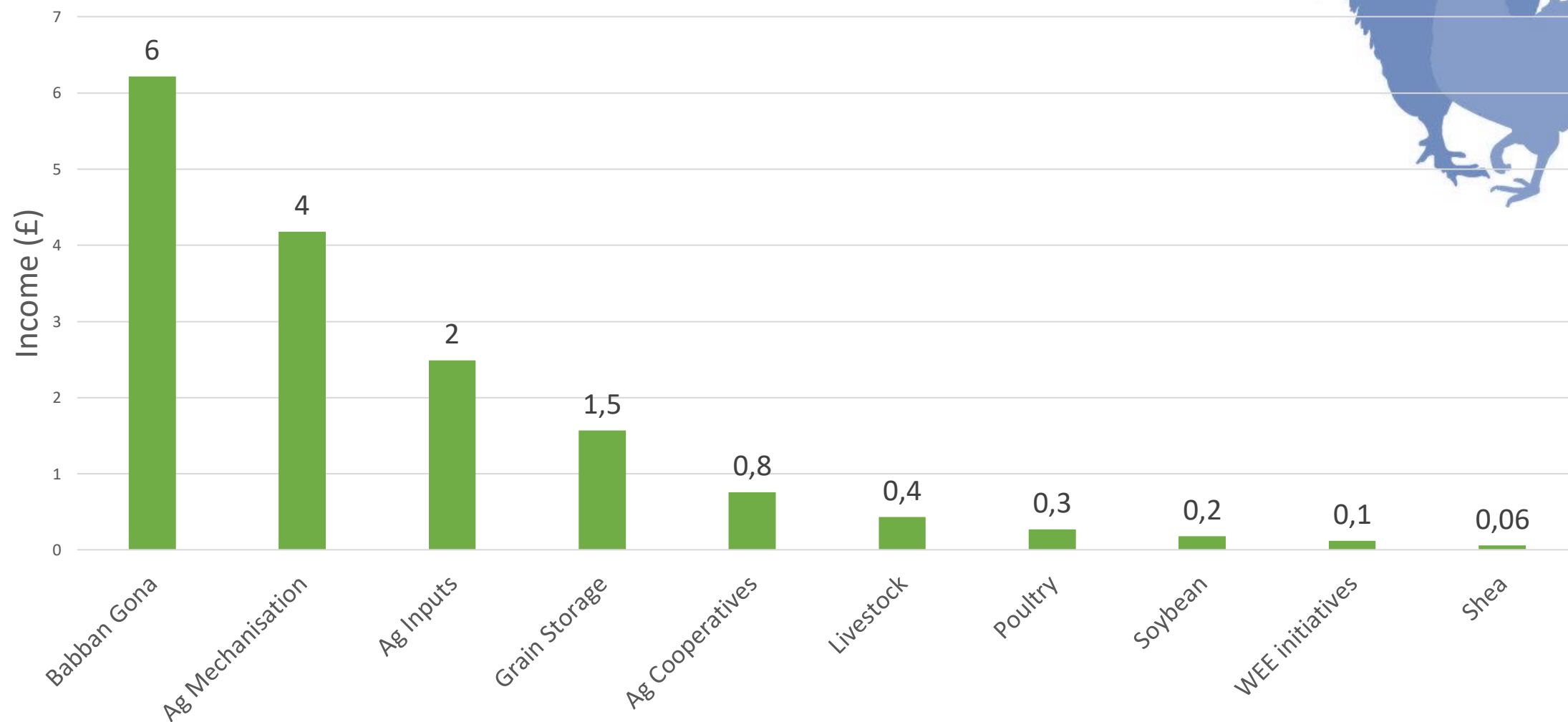
*“I had to sell off virtually everything I had including my livestock, farmlands and motorcycle and gave them what I was able to raise before they released [my son] back to us...”*

- Took up breeding and vaccinating chickens upon return
- Net income lower than non-displaced, but higher than comparison

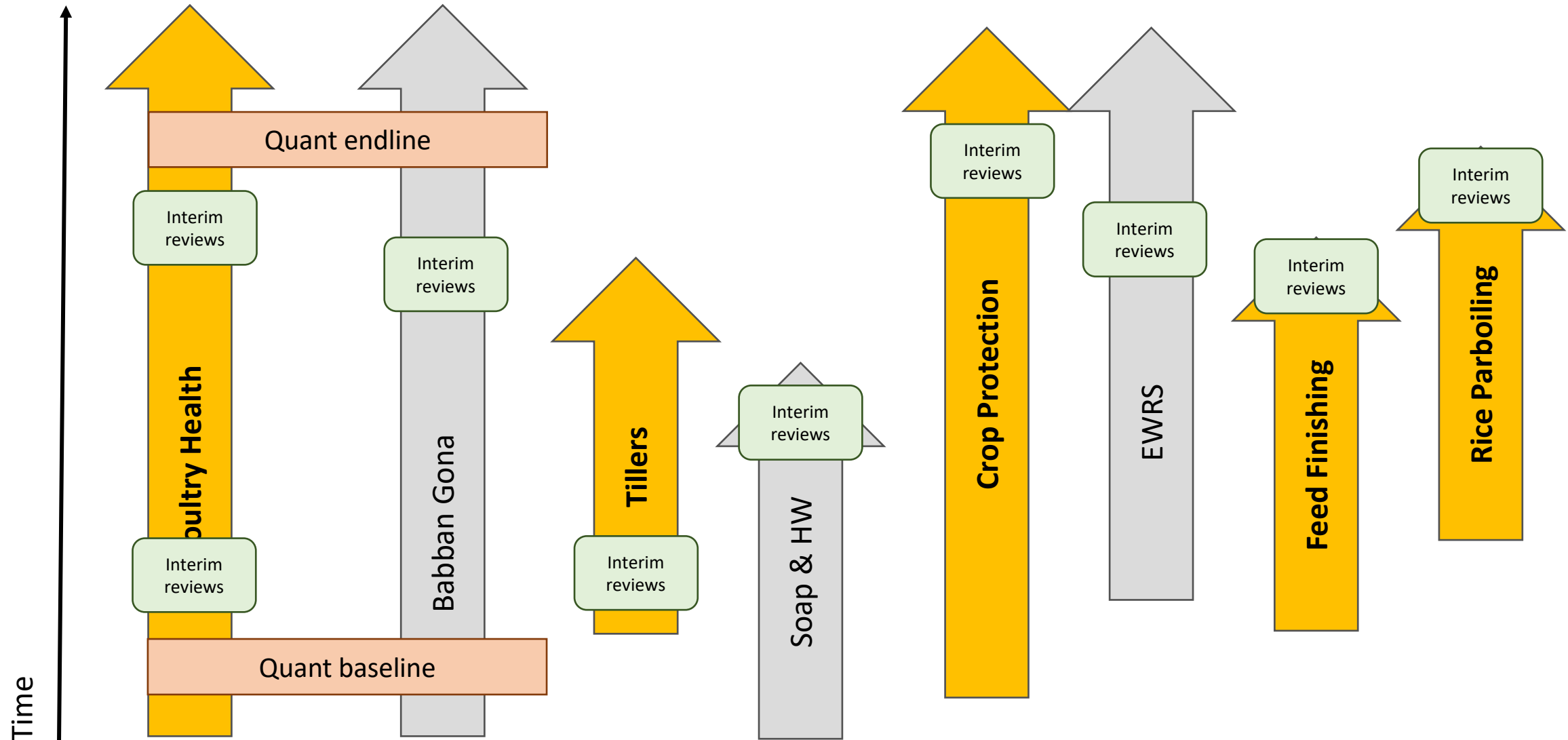
# Results – Poultry – spend v outreach



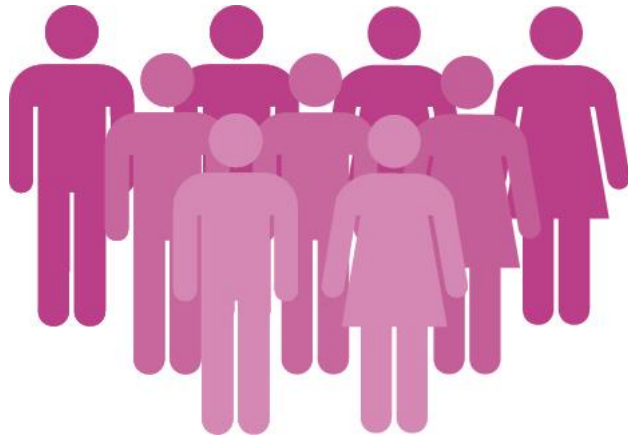
# Results – Poultry – ROI



# A reminder of the WEE markets



# WHAT WAS PROPCOM MAI-KARFI'S APPROACH TO WEE?



- The gender-blind approach – enabling both men and women to increase their incomes without a specific focus on women

- The gender-specific approach (women-specific) – focusing on specifically overcoming the barriers to women's economic empowerment and participation


# WAS WOMEN'S ECONOMIC EMPOWERMENT ACHIEVED?

**1** **FEED FINISHING**




Focused on decreasing the time it takes to fatten livestock to increase the turnover of small farmholders.  
A gender-blind intervention.

**2** **CROP PROTECTION**




Focused on providing information and inputs about good agricultural practices and crop protection to increase yields.  
A gender-blind intervention.

**3** **POULTRY HEALTH**



Focused on vaccinating chickens owned by households to increase the income and improve the financial stability of rural households.  
A gender-blind intervention.

**4** **RICE PARBOILING**



Focused on improving women's skills and their access to resources, information and markets to increase their income, agency and voice.  
A women-specific intervention.

# WAS WOMEN'S ECONOMIC EMPOWERMENT ACHIEVED?

1

## FEED FINISHING



Successful for the women it reached. Its impact on WEE could have been much greater if private sector partners had recognised the valuable role of women.

2

## CROP PROTECTION



Beneficial to the participating women. The intervention had the potential for greater impact on WEE, if it had mobilised more women to use the product.

3

## POULTRY HEALTH



Successful, especially for women, who are often the main caretakers of these household livestock.

4

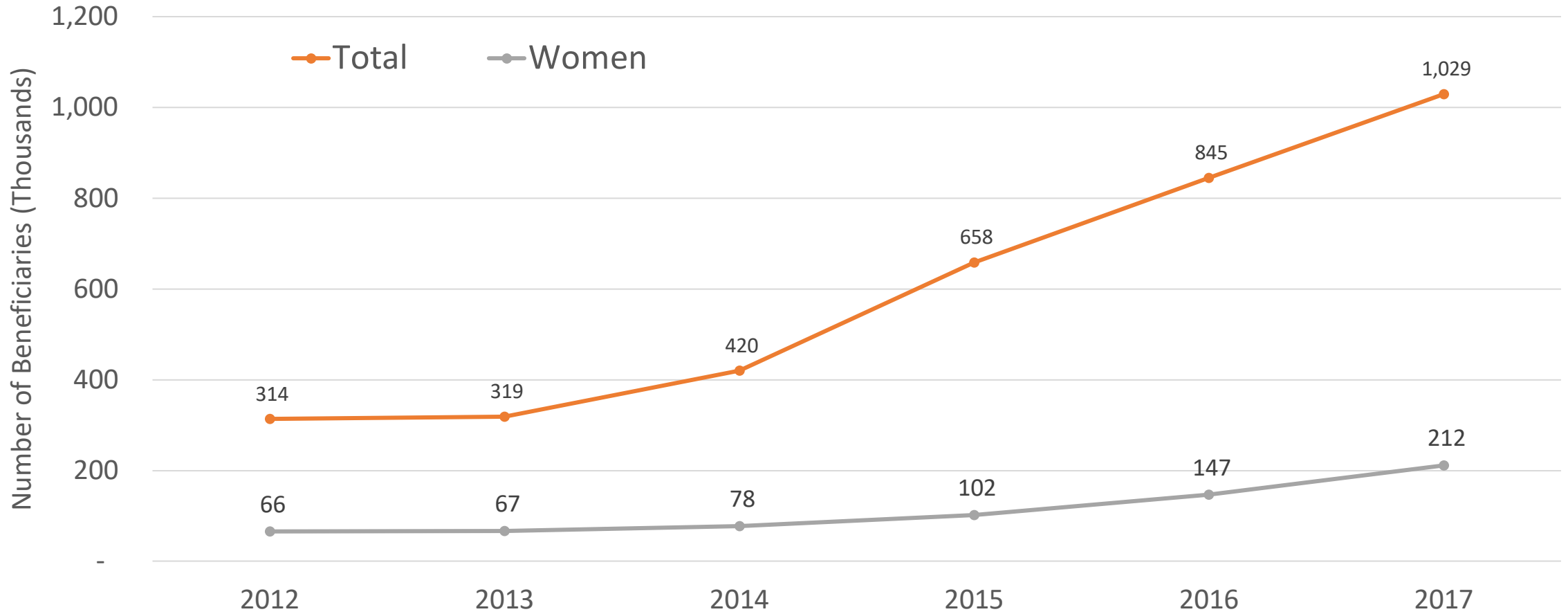
## RICE PARBOILING



Empowering for the participating women. More women could be reached if the intervention was supported by private sector partners with more capacity.



# Women outreach



# Reaching women is resource intensive

	2012	2013	2014	2015	2016	2017	Average*
<b>Cost per female reached</b>	£42.00	£78.00	£109.80	£124.40	£118.10	£100.70	£95.50
	Programme Average = £20.18						
<b>Cost per female reached resulting in income increase</b>	£82.00	£149.00	£212.80	£256.70	£200.70	£148.00	£174.87
	Programme Average = £33.00						



**GENDER  
BLIND**  
WHAT **APPROACH**

**VS**



**WOMEN  
SPECIFIC**  
**WORKED BEST?**

# GENDER-BLIND INTERVENTIONS

---

- Easier for women to be the 'end consumer' rather than the 'service provider'
- Untapped potential for women to be empowered
- Numbers of women ranged dramatically
- May have inadvertently discounted female beneficiaries



# WOMEN-SPECIFIC INTERVENTIONS

---

- Enabled women to make economic decisions,
- Changed the perceptions of some male market players
- Limited potential impact on broader social and cultural barriers
- Unclear whether WEE interventions had greater impact than the gender-blind ones



# TAKING A GENDERED MAINSTREAM APPROACH TO WEE

---

- Women benefited from both the mainstream and women-specific interventions
- Potential to reach more women
- Potential to create new or secondary markets
- Positive evidence to support the early integration of WEE strategies into mainstream approaches

