

# Impact measurement at Katalyst

Making Markets Work for the Poor:  
Results Measurement in Private Sector  
Development-  
Current Practice and Challenges Ahead  
13 May 2009

# Katalyst

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- CHF 50.7 million funded by DfID, SDC, EKN, CIDA
- Implemented by Swisscontact and GTZ-IS
- 1<sup>st</sup> Phase, 2002-2007, 2<sup>nd</sup> phase 2008-2013
- Working in agricultural and industrial sectors



# Achieved so far

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	Total 2002-09
SMEs directly impacted	728,000
SMEs indirectly impacted	941,000
Jobs created (FTE)	183,000

# M&IA system features

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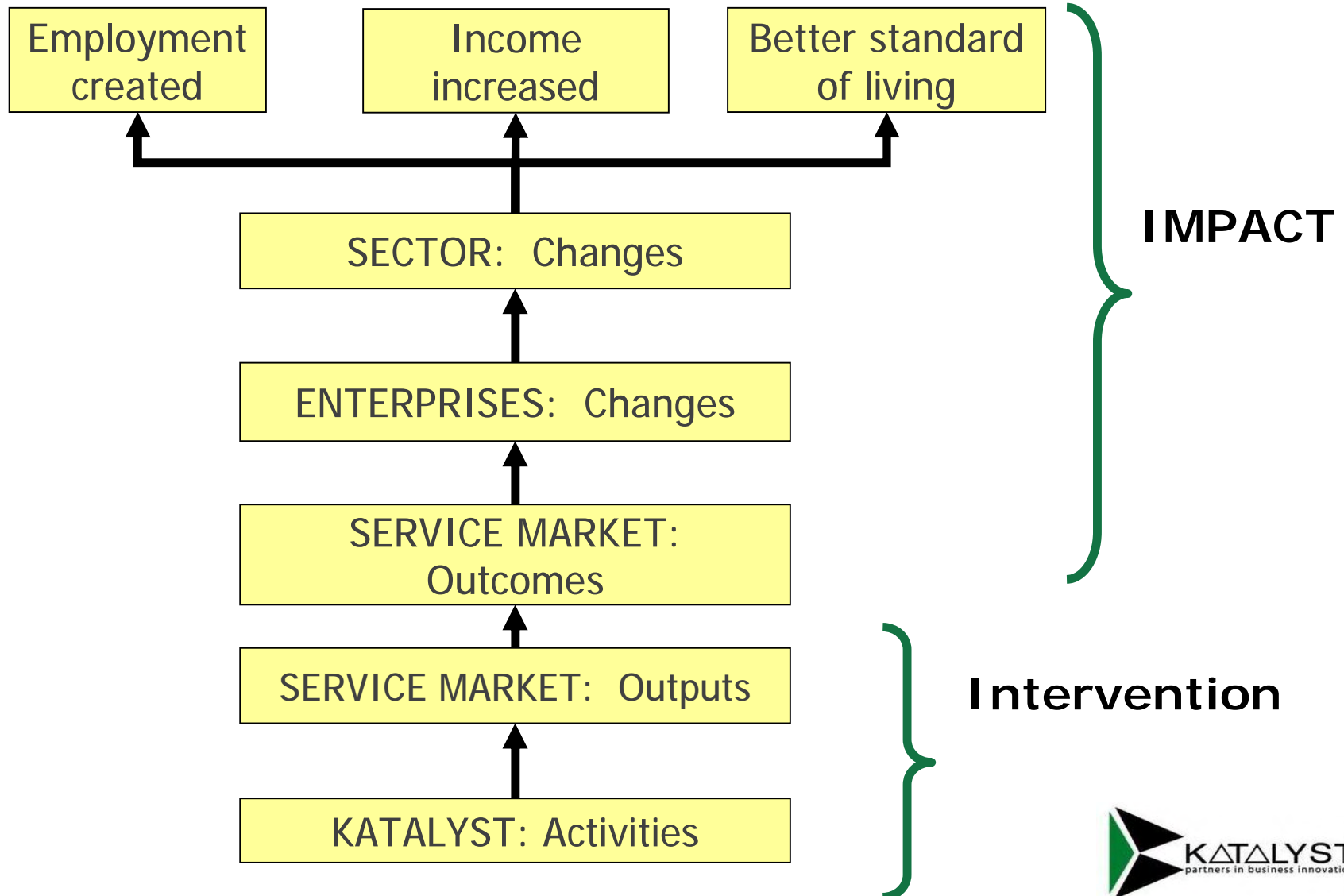
- The Katalyst monitoring and impact assessment (M&IA) system:
  - is a reporting (to prove) and management tool (to improve)
  - establishes causal relation from activities to impact
  - focuses on forecasting and validating

# M & IA system parameters

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- The M&IA system answers the following questions:
  - How was the sector in the beginning?
  - Have we identified the right constraints?
  - Will the strategy meet the objective?
  - What changes do we expect to happen?
  - What changes have taken place?
  - What more we could do?

# The basis of the system



# Retailer training program-the case



# Retailer training program-the scenario before

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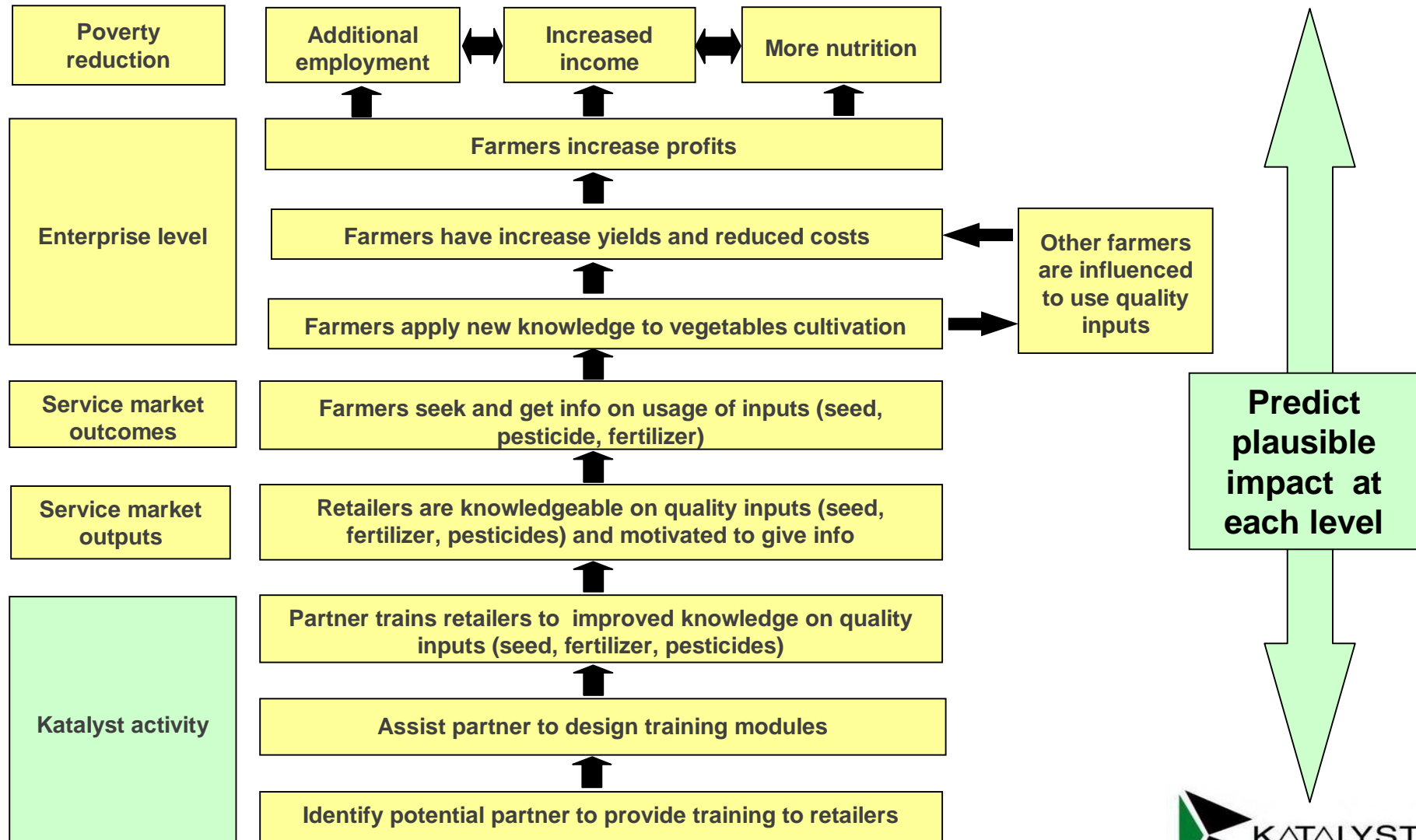


# What Katalyst did

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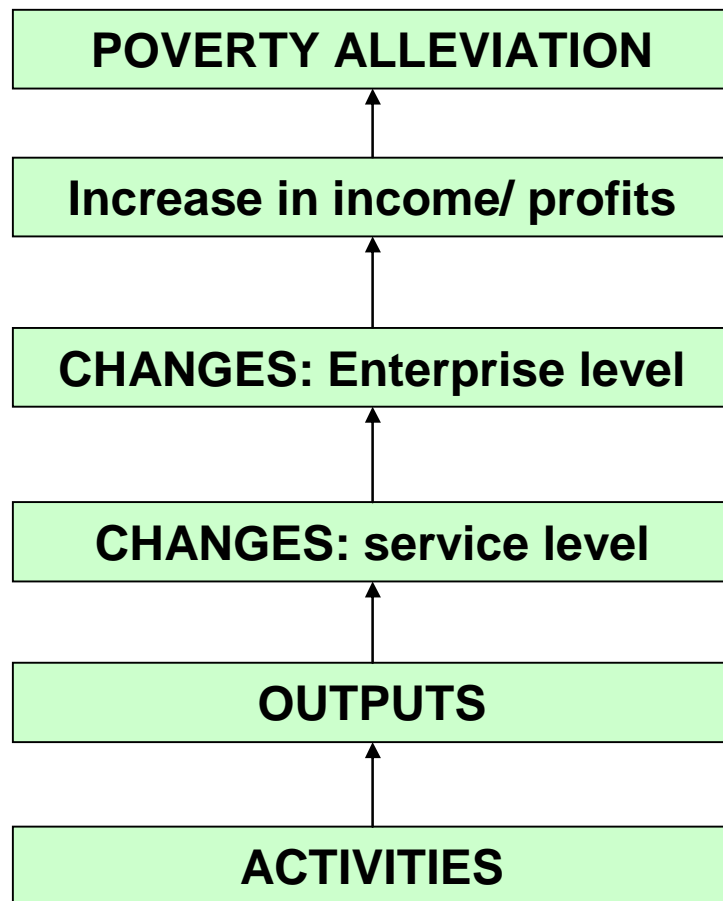
- Katalyst started working with Syngenta in 2006:
  - Helped to design a 3 day training program
  - Promoted information on pesticide, seed and fertilizer as an embedded service

# Retailer training impact logic



# Expected impact

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## INDICATORS

Increase in employment and income

Increase in profit by Tk. 75,000/acre (USD1,000)

50% of the farmers who get information, use it and experience 5% yield increase and 17% reduction in cost of pesticide

At least 50% of trained retailers (i.e. 240) will disseminate the information to vegetable farmers

480 retailers trained on better farming techniques by 2006

# M&IA for RTP

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The sources of information used:

- farmer survey
- retailer survey
- mini cases of retailers and farmers
- market observation

# Katalyst findings

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- 100% of trained retailers recall three training topics:
  - responsibilities of retailers
  - relations with farmers
  - pesticides usage
- Trained retailers have moderately higher income and income growth



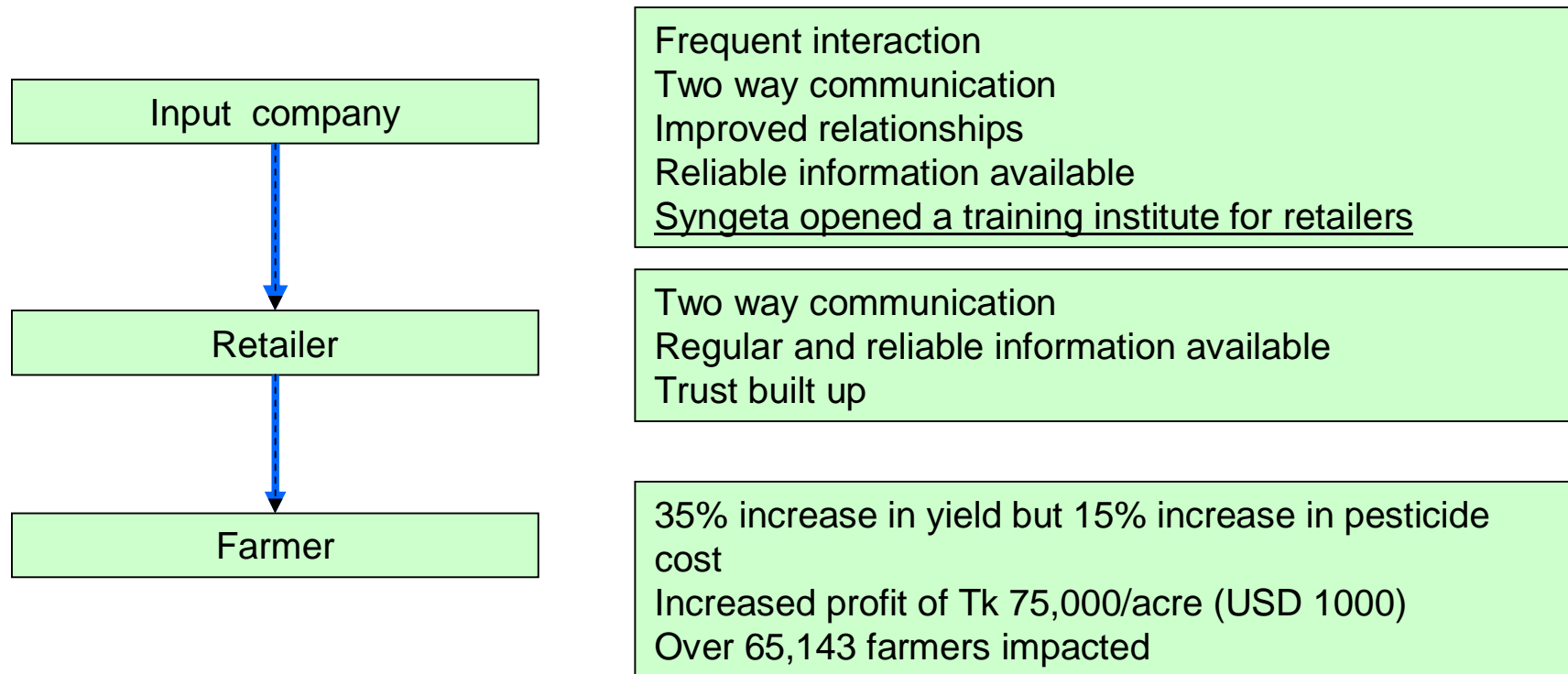
# Benefits of training

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- Increased knowledge of:
  - rules and regulations
  - production knowledge
  - product knowledge
  - client relationship maintenance
  - agriculture
- Increased sales, customer satisfaction and referrals

# After Katalyst intervened

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# Key issues

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- Triangulating data
- Outsourced or in-house survey
- Attribution (isolating marginal impact)
- Gender and ESRB

# M&IA: Lessons incorporated

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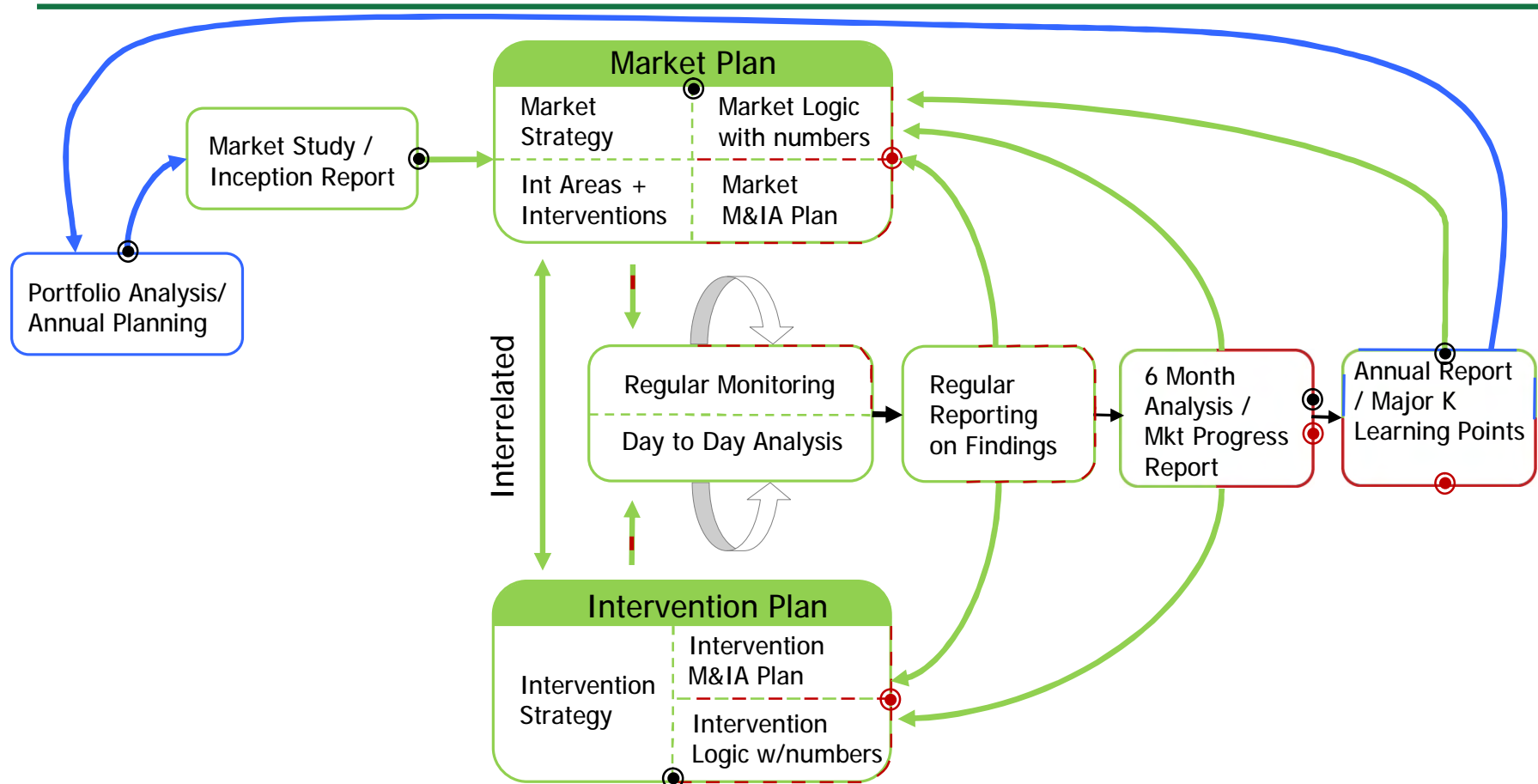
- Data gathering:
  - Capacity building
  - Back checking
- Ensuring qualitative information gathering through in-house in-depth interviews
- Routine checking for baseline data for any interventions/sector to start
- Documenting of different sources of assumption, and make predictions more accurate

# Program: Lessons learnt

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- Improving intervention design
  - Sprayer men can also be a source of information
- Application to other sectors
  - Retailers training program works

# M&IA system and decision making



## Legend

- Division Manager
- Market Units
- M&IA Unit and Manager
- Senior Management Team
- Discussion
- Approval

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Questions  
and  
Comments?