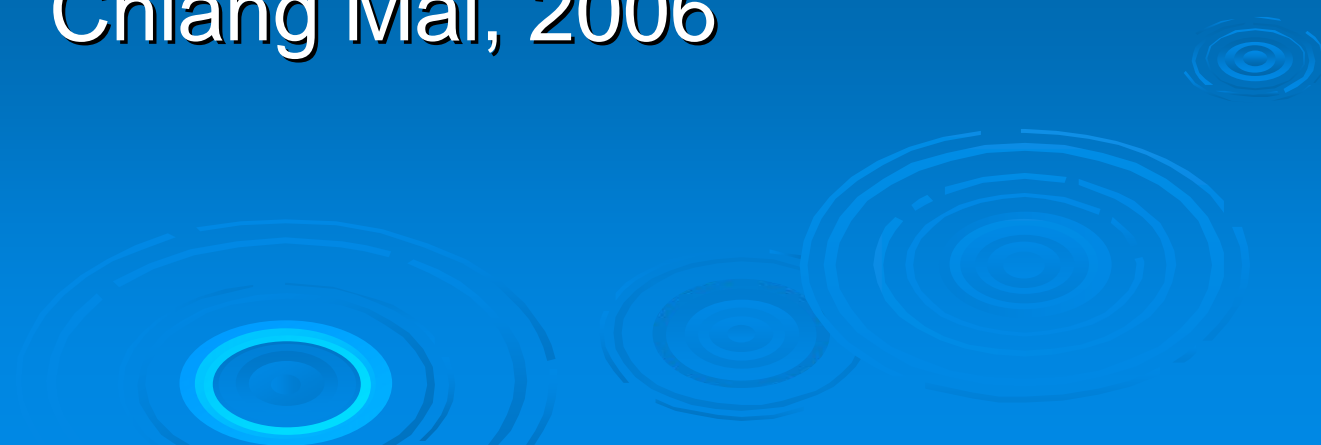


Measuring Impacts from Market Development

Aly Miehlsbradt
Chiang Mai, 2006



Where are we?



Some Progress...

- causal chains and targets
- software and systems
- donor research efforts

Where are we?

A Long Way to Go...

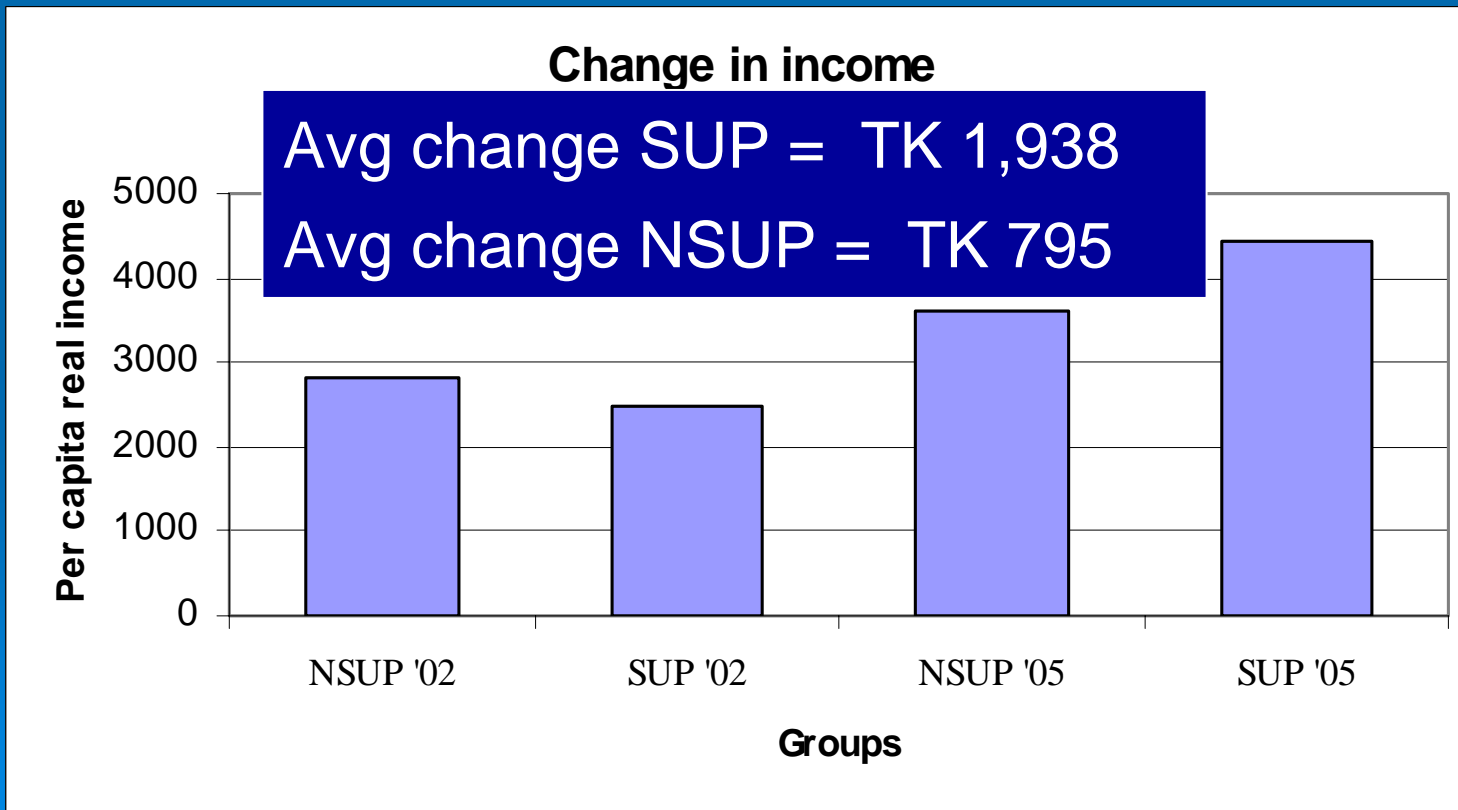
- lack of clarity on intended impacts
- not much data beyond outreach
- no agreement on what to measure
- lack of rigorous studies

Lack of Credibility

What does a good IA look like?

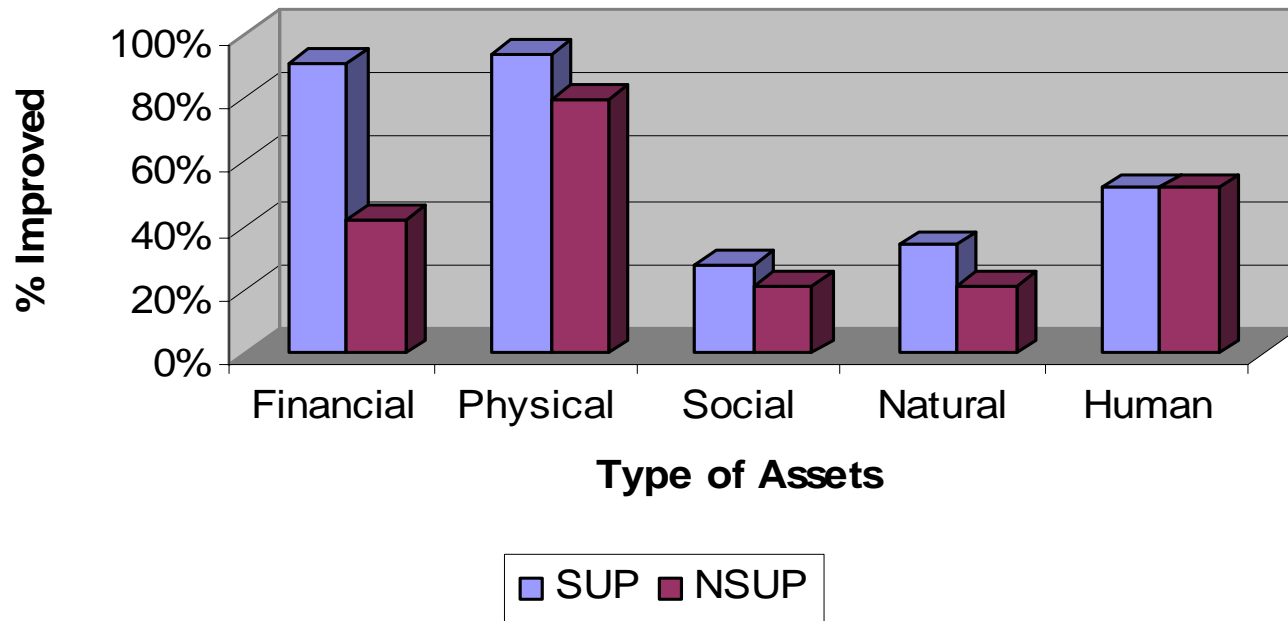
BRAC

% in Extreme Poverty	2002	2005
SUP	89%	59%
NSUP	86%	74%



BRAC

Improvement in Assets



- planned in advance
- rigorous methodology
- clear framework
- outside involvement

What if my budget is small?

Viet Nam TWMSE2 Project

Does a 3 day mgmt training change mgmt practices in WMSEs?

Intro of new mgmt techniques

Test
84%

Control
36%

Does a 3 day mgmt training have an effect on business performance, employment?

Increase in employees

Test
28%

Control
16%

Do changes in business perform. relate to changes in women's position?

Greater decision making

Test
57%

Control
25%

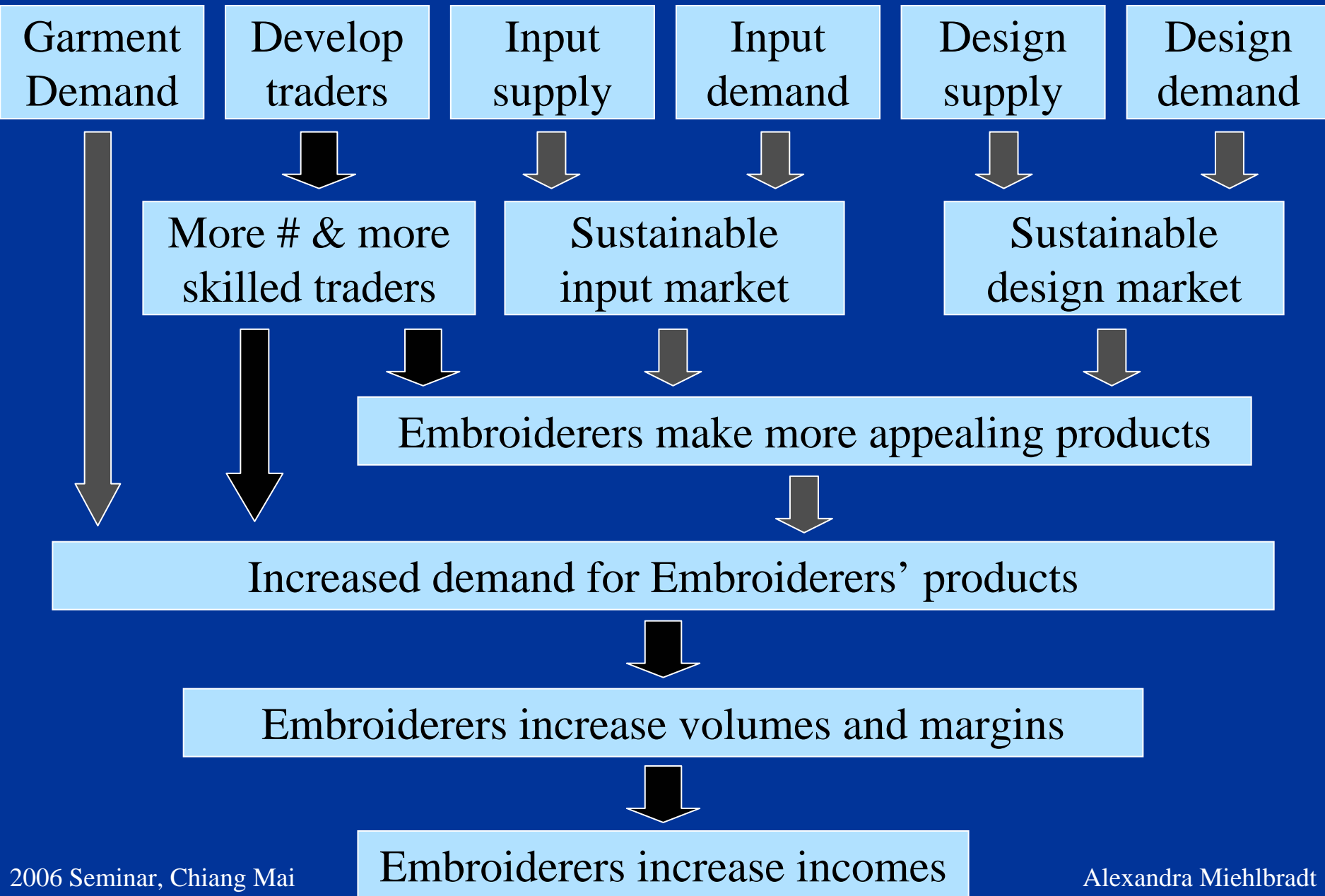
How can we measure impact in Market Development projects?

MEDA & ECDI Pakistan



Embroidered Garments

MEDA and ECDI Causal Chain



Different measurement for different phases

Pilot Phase

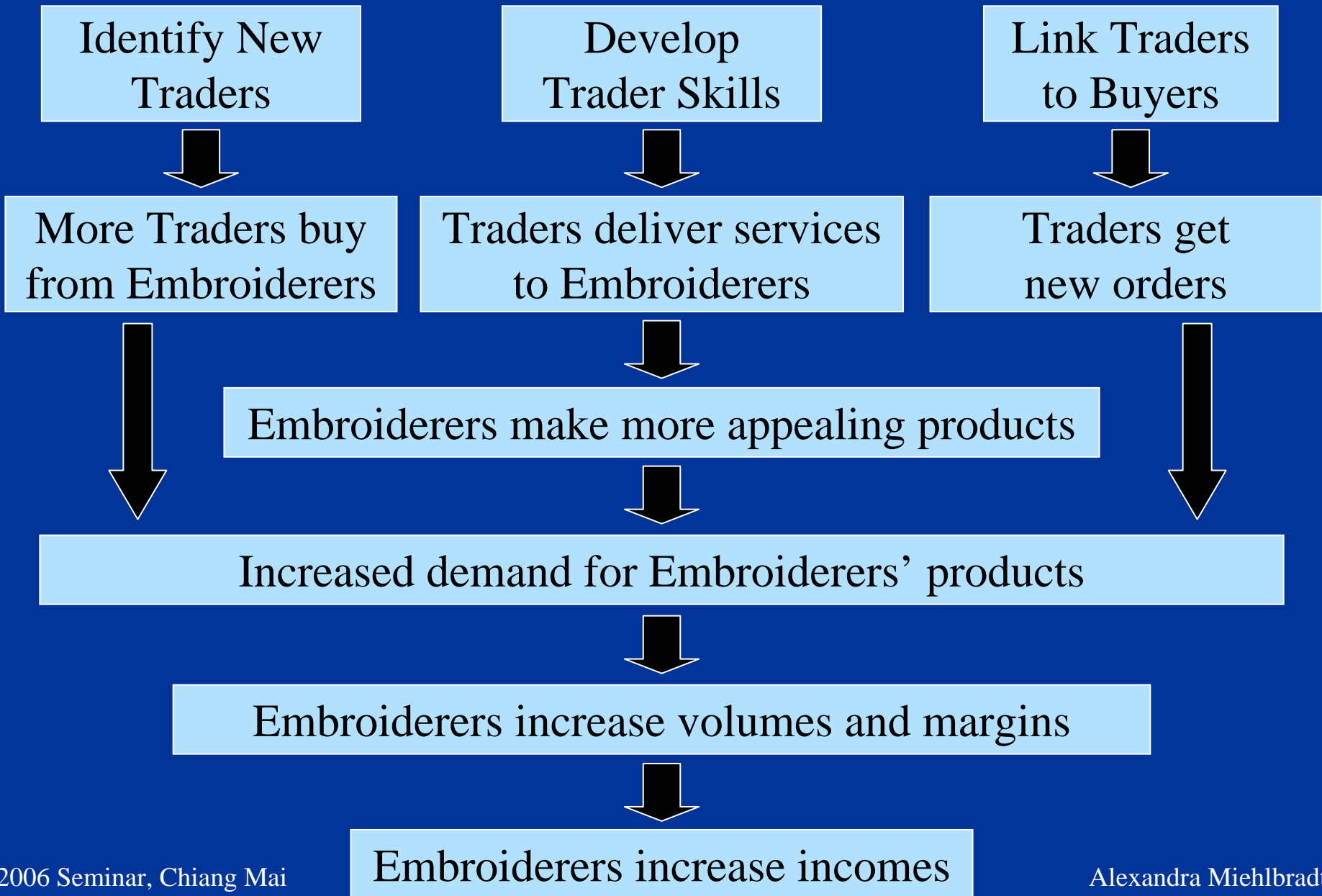
- Does the program stimulate new business practices?
- Do these new business practices lead to better business performance?
- Is this better business performance leading to poverty reduction?



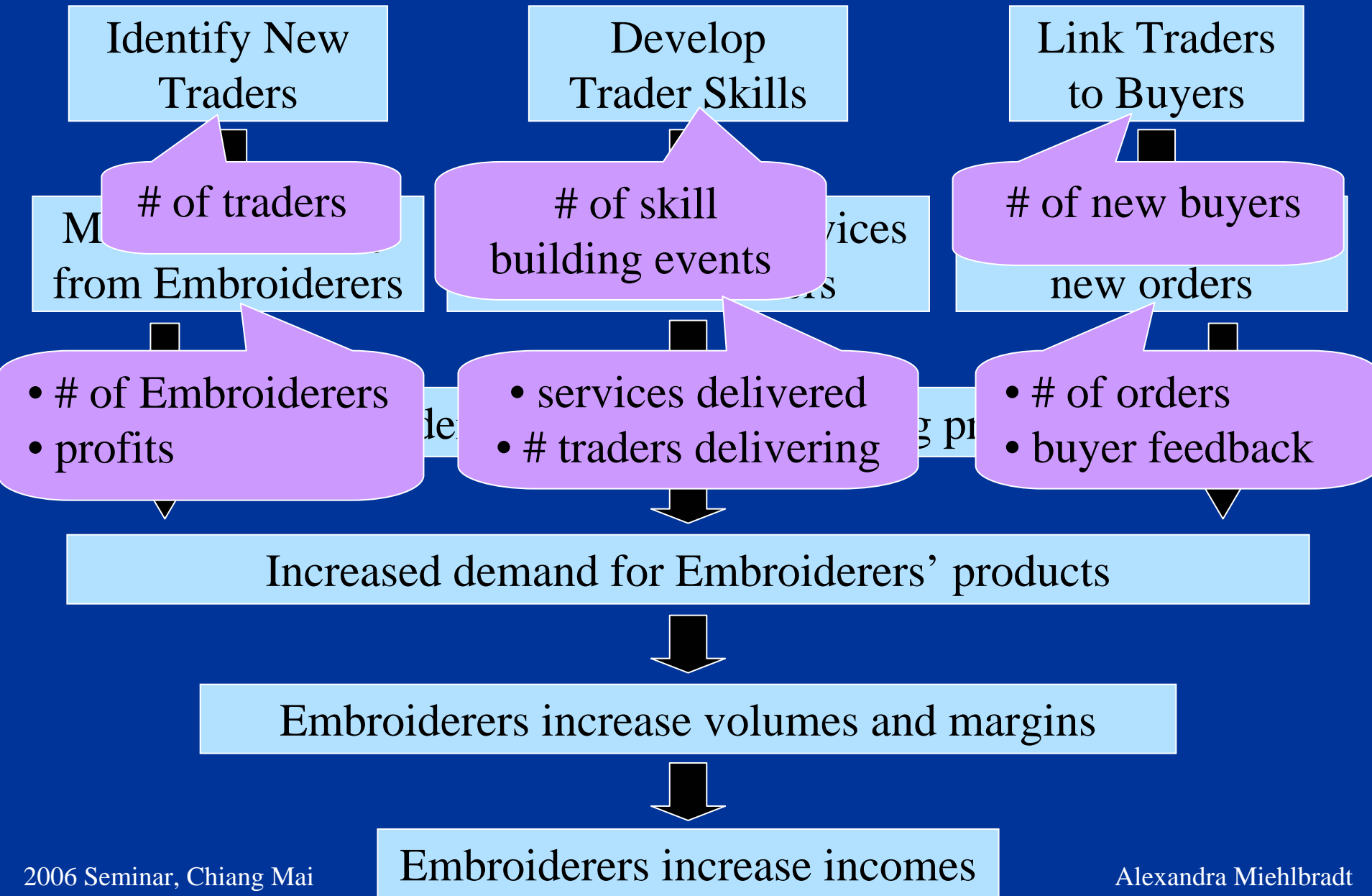
Market Stimulation Phase

- Are interventions leading to wider adoption of new business models?
- Is the market growing as a result?
- How many target beneficiaries reached?

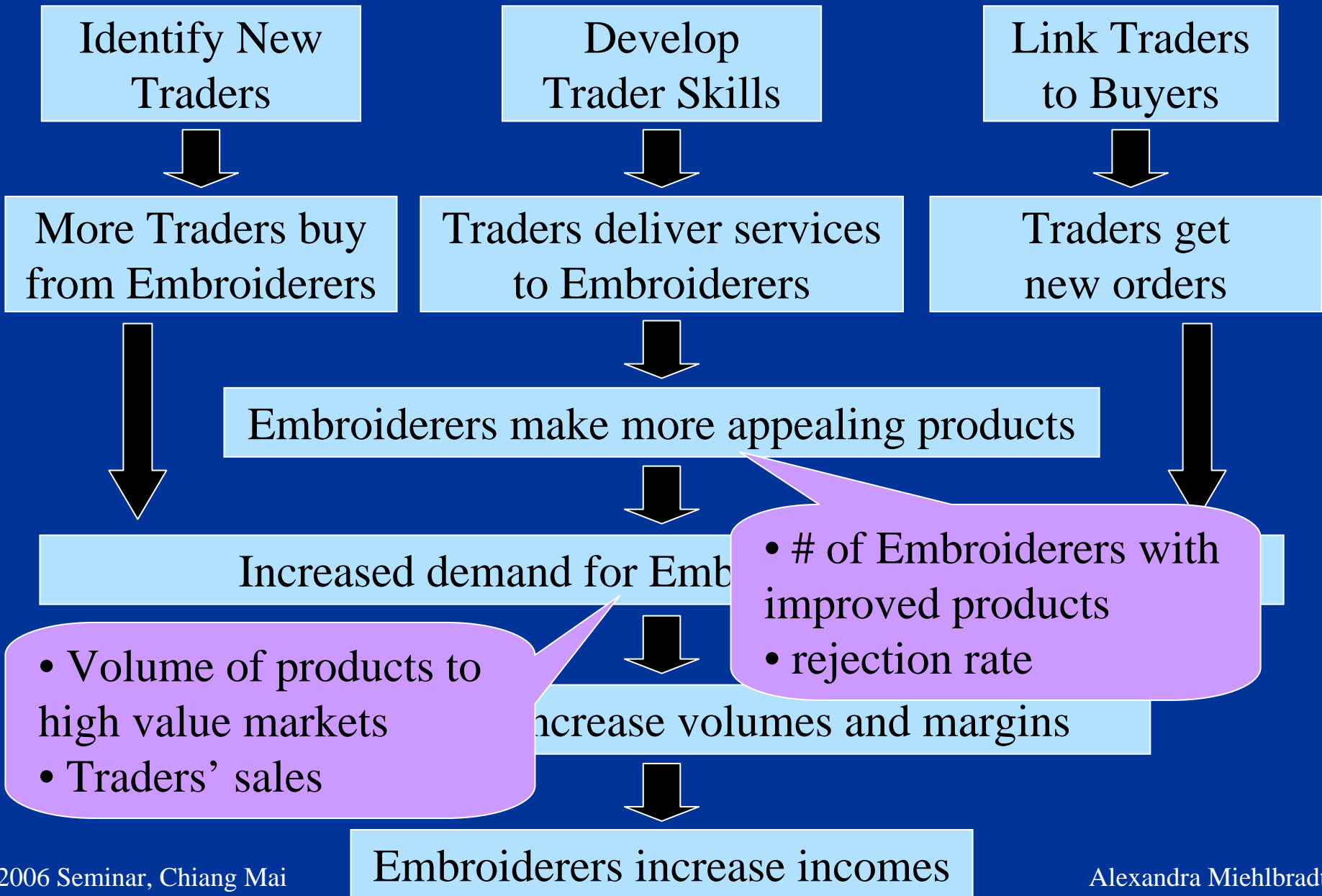
Developing Traders - Pilot



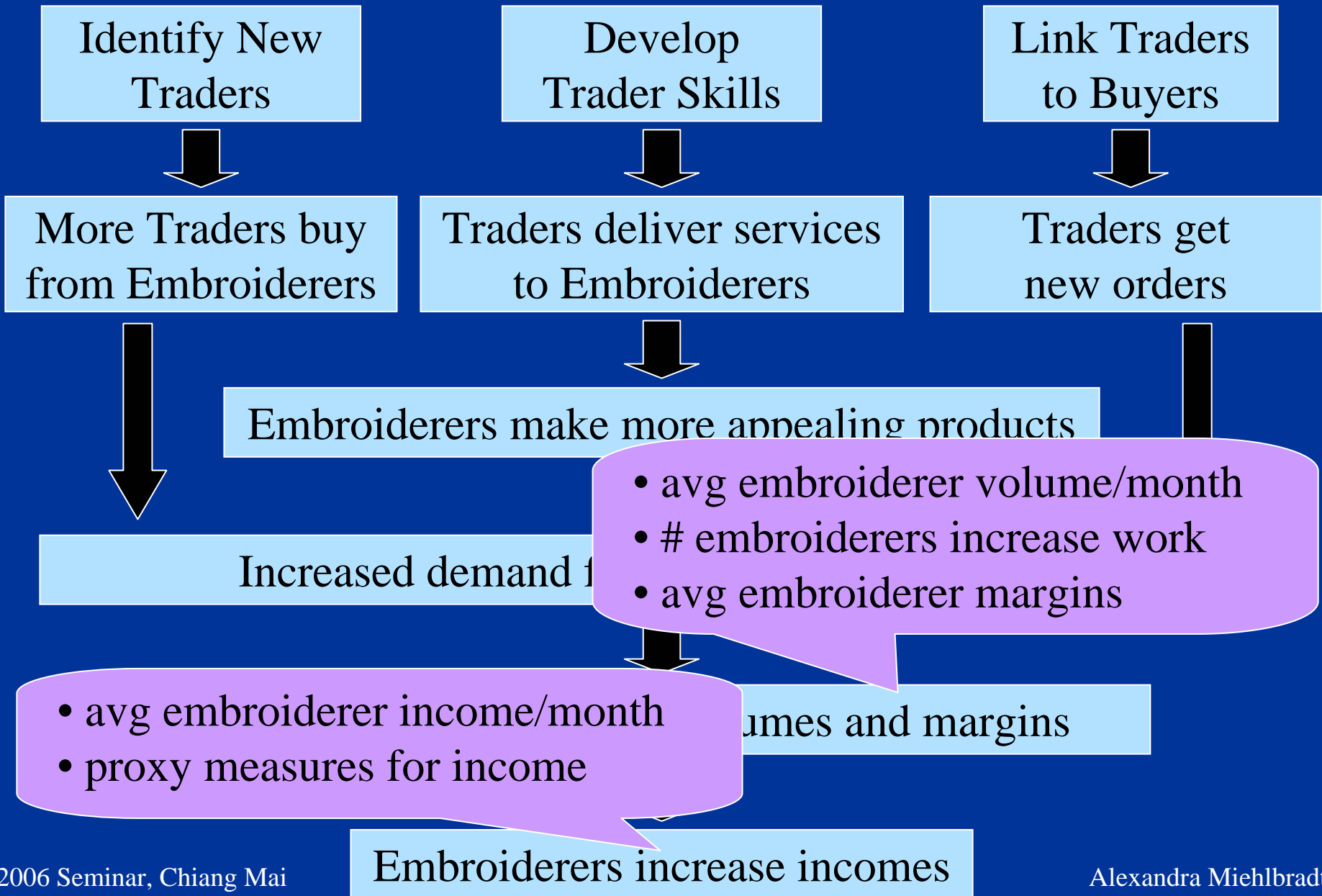
Developing Traders - Pilot



Developing Traders - Pilot



Developing Traders - Pilot



IA at the Pilot Phase

- Clear causal chains and indicators through to impact
- Control groups or careful “participant opinion”
- Assess sustainability of new behaviors when possible
- Use info to establish proxies for next phase

Developing Traders – Market Stim

Develop multiple
levels of traders

Develop
Trader Skills

Develop
Trader Assoc

Develop buyer
trader cooperation



More traders; More embroiderers

Increasing profits

Cooperative business relationships

Learning and new product development

Trader association and buyers become market drivers



Growing embroidered garment industry with
increasing participation of micro embroiderers

Developing Traders – Market Stim

Develop multiple levels of traders

- # of traders at each level

Develop Trader Skills

- independently using new skills by level

Develop Trader Assoc

- # of members
- leadership
- activities

Develop buyer trader cooperation

- # of buyers selling to new markets
- quality of relationships

Cooperative business relationships

Learn

Trader asso

- industry sales
- volume of products and sales from embroiderers to growing markets

drivers

- # of traders; copy cats
- avg # of embroiderers per trader
- trader profits

- trader, buyer, assoc functions
- feedback on relationships
- new products

IA at the Market Stimulation Phase

- Measuring outreach
- Extrapolating overall impact based on proxies established in pilot phase
- Verifying impact through cases
- Measuring changes in markets
 - Progress towards a well functioning market
 - Market analysis tools
 - Getting the incentives right

What can we do to improve IA?

Widespread application of IA best practices

More innovation and sharing on IA

Tangible credible results

Increase credibility
Eg peer reviews

A few large, very rigorous studies on impact of MD

Dialogue and consensus on what to measure