



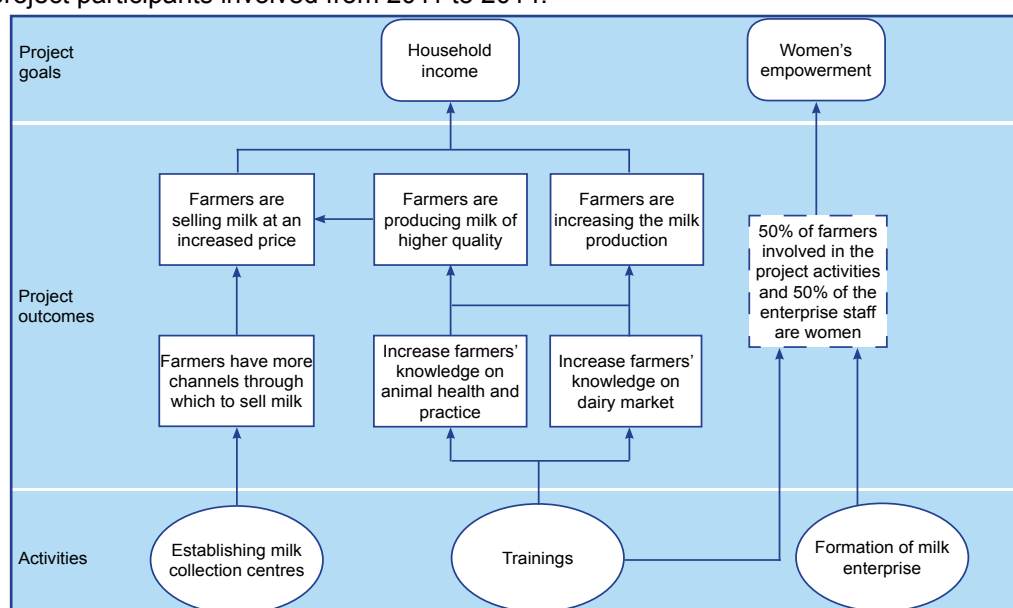
Pakistan

Women's Empowerment

2014/15

Empowering small scale producers in the dairy sector

The project's overall objective was to improve livelihoods opportunities by increasing income and employment among members of milk cooperative groups, and promoting women's empowerment by improving their economic leadership in the dairy sector. The project activities were implemented by Oxfam GB in conjunction with Doaba Foundation, a local partner organisation. Project activities included the formation of one enterprise in the dairy sector, and the establishment of ten collection centres where farmers could sell their milk production. Other activities also included the formation of ten community groups which provided training on milk production, animal health and dairy market in order to improve the quality and quantity of the milk produced by the farmers. The project started in 2011, supporting four cooperatives in four tehsils in the Muzaffargah district, South Punjab. In 2012 the project was interrupted until January 2013 when it then continued with only one of the four original cooperatives. The evaluation focussed only on the impact on project participants involved from 2011 to 2014.



This diagram presents how the project was expected to achieve change, through project activities and outcomes that were expected to contribute to the overall goal of the project.

Project date: January 2011 - April 2014

Evaluation: December 2014

Publication: October 2015

Evaluation Method

The review adopted a quasi-experimental impact evaluation design combined with a qualitative component. The quantitative component involved comparing women that had been supported by the project with women in neighbouring communities that had similar characteristics in 2010. Data from a random sample of 300 women participating in the project, and a sample of 500 women in neighbouring communities never involved in any Oxfam project, were analysed using propensity-score matching and multivariate regression in order to control for observable demographic and socio-economic characteristics before the project started. The qualitative component informed decisions taken when developing the quantitative survey instrument and in interpreting data analysis. In order to measure women's empowerment this evaluation identified 18 indicators associated with empowerment in women in the dairy sector in South Punjab and employed a multidimensional measure aggregating them in one composite index. See the 'How are effectiveness reviews carried out?' document for more information on evaluation design. Details about specific evaluation design used in this case are contained in the full report of the Effectiveness Review.

Results

| Project outcome | Linked to project logic | Evidence of positive impact | Commentary |
|--|-------------------------|-----------------------------|---|
| Improved knowledge on milk production | Yes | Yes | The evaluation found evidence the project led to higher levels of knowledge related to dairy market, milk production and improved adoption of animal techniques such as vaccination and de-worming. |
| Improved quality and quantity of milk produced | Yes | No | The evaluation did not find evidence of increased quantity or quality of milk produced which is attributable to the project. |
| Improved market conditions in dairy sector | Yes | No | The evaluation found the median price paid by the enterprise was in line with the median price paid by other channels. However the average price per litre paid to project participants was lower than the average price paid to comparison group. The evaluation also identified problems around the reliability of the project enterprise on regularly collecting milk and ensuring payments to the farmer; particularly when compared with other competitors operating in the same area. |
| Improved income and wealth | Yes | No | The evaluation failed to find evidence of higher income or wealth attributable to the project intervention. |
| Women's Empowerment | Yes | Yes | There is evidence the project led to an increase in the overall women's empowerment index. There is evidence of improved empowerment indicators on: self-confidence, personal autonomy, group participation, independent income, power in markets, control over time, and safety of movements outside the house. However there is no evidence of change in: opinions on women's economic role, acceptability towards violence against women, household decision making power and control of assets within the households. |

Going forward

The review found evidence the project was successful in changing the behaviour of project participants – women's self confidence improved, as well as their personal autonomy and perception of how safe it was to move around outside of the house. These activities will be replicated in future programmes where possible and similar projects will also address functional literacy for women so they are able to keep business records. However, as a result of the review, the team identified that it is not enough to provide training to women to obtain improved quality and quantity of milk production. Specific interventions addressing behaviour change within project participants and their adoption of new ways are important to help people transform themselves for progress. Activities to reflect this will be implemented into future programming. The team in Pakistan will also refine the exit plan for the project, addressing the gaps identified during the review. The women's empowerment indicators set in the review will be applied to monitor the impact of future programmes where possible. Moreover, development projects that are aiming to demonstrate impact will include an impact evaluation framework which will include baselines with intervention and comparison groups as a part of a monitoring, evaluation, accountability and learning framework.

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