

Meta-analysis of the gender outcomes in Pakistan's agricultural evaluations

What can we learn about changing social norms in agriculture from evaluations?

Dr. Kristie Druzca - k.druzca@cgiar.org
Sidra Minhas – sidra.minhas@devtrio.co



Results – N = 3 (2 are USAID)

<p>Balochistan Agriculture Project (BAP) 10-years. USAID</p>	<p>Impact Assessment of Skills Development Programmes of Gender Equality for Decent Employment (GE4DE) 6 yrs. CIDA</p>	<p>Economic Growth and Agriculture Portfolio Impact Assessment - Assessing the Theory of Change and Impact of USAID/Pakistan's Economic and Growth and Agriculture (EGA)</p>
<p>Project Goal: Reduced Poverty for men and women and increase peace and stability in the border areas of Balochistan</p>	<p>Project Objective 'Working women in Pakistan have better incomes, working environment and increased participation in household decisions and specifically expenditures.'</p>	<p>EGA: Improved Economic Status of Target Populations Dairy Project: Increase the productivity and incomes of small dairy farmers in Punjab. Agribusiness Project: Support improved conditions for broad –based economic growth, create employment opportunities and contribute to poverty alleviation through increase in competitiveness of horticulture and livestock value chains in partnership with all stakeholders Entrepreneurs Project: Increase the incomes of 75,000 micro-entrepreneurs and small enterprise owners, the majority of whom were women. Firms: Develop dynamic, internationally competitive SMEs in Pakistan's most vulnerable areas to increase employment and incomes.</p>



There isn't just one right way to deliver social norm changes

But multi intervention design with gender specific interventions/components casts a wide net.

Yet different and more nuanced strategies are needed in conservative areas.



There isn't just one right way to deliver social norm changes

BAP started by gaining the trust of men – the decision-makers in households and gate-keepers of communities – and raised their awareness before beginning work with the women. This was effective in opening channels of communication for women.

The EGA projects did not engage with men beforehand, but still managed to work with women and deliver social change.

"Social change is much more strongly influenced by program participation, economic opportunity and economic and social empowerment for women than for men."



Examples of What Worked

Social mobilization
(work with women in
groups)

Participatory processes
(engage men and
communities on
women-specific
activities)

Multi-stakeholder
discussions &
market/governance
literacy (social
accountability)

Capacity-building and
empowerment (ILO's
tree methodology)

Asset transfers (seed
distribution)

Use of media (electronic
and social)



Pathways for change

Increase awareness for gender and build community/male support



Build capacity of women while

1. Offering economic opportunities
2. Providing raw materials and resources

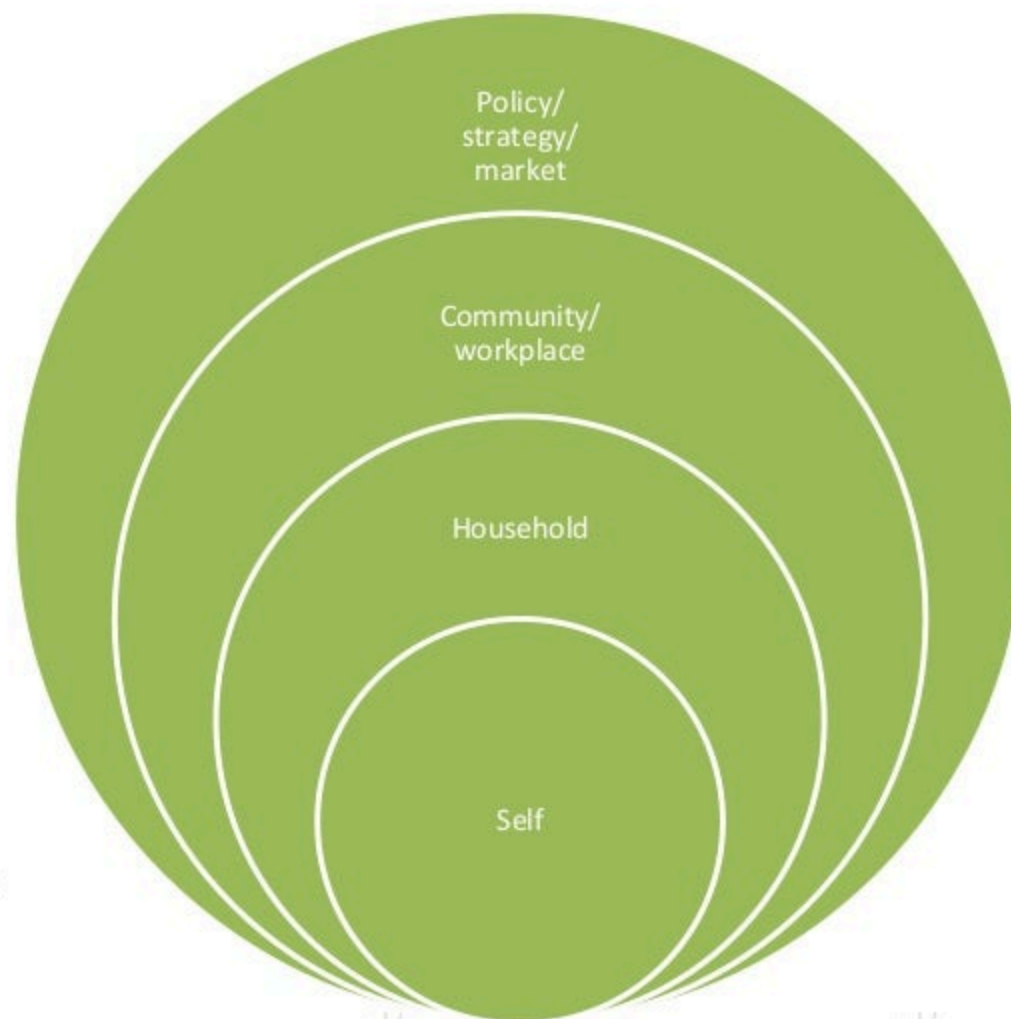


Then focus on empowering women and helping them to understand the project's enabling environment

1. Build confidence & conscientization
2. Develop women's understanding of governance, leadership and information flows



Other Learning: What more can we do?



Levels for Project Intervention



Evaluation ToRs

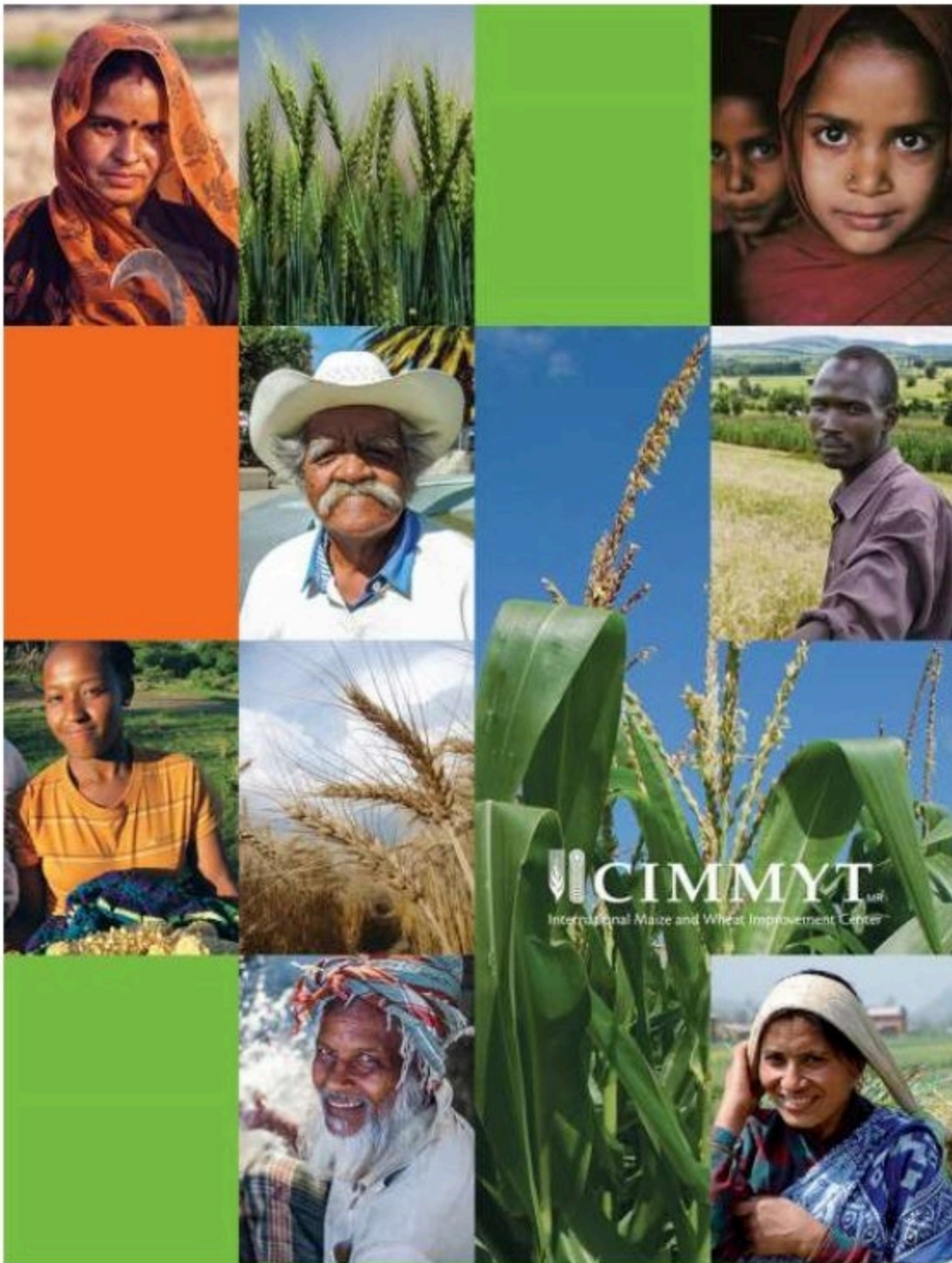
Balochistan Agriculture Project (BAP) 10-years. USAID	Impact Assessment of Skills Development Programmes of Gender Equality for Decent Employment (GE4DE) 6 yrs. CIDA	Economic Growth and Agriculture Portfolio Impact Assessment - Assessing the Theory of Change and Impact of USAID/Pakistan's Economic and Growth and Agriculture (EGA)
<i>To what degree, if at all, has women's ability to make decisions about the household's productive assets (e.g. livestock, inheritance; dowry; household savings) changed due to the project?</i>	<i>Examine empowerment by identifying gender-specific patterns caused by persistent gender specific economic differentials; Identify external socio-economic and cultural factors which were enabling and/or constraining women's economic participation.</i>	<i>What is the current level of economic and social empowerment (e.g. measure of control over their livelihoods and participation in decision making at the household and community level) of the beneficiaries of EGA projects.</i>



Something to Think About

- When it comes to scaling interventions versus ensuring they are contextualized, how does work on social norms in these two places (which are large and varied in their own right) contribute to work done elsewhere?





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