

Shonjibon cash transfer and nutrition counselling trial in rural Bangladesh - the impact on women's empowerment

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*Measuring Impacts on Nutrition and
Empowerment*

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Shonjibon Cash and Counselling Trial

Trial Setting - Jamalpur, Bangladesh



unconditional cash transfer



counselling from
call centre



nutrition behaviour change communication delivered
on a mobile app and call centre counselling

<http://www.maps-of-the-world.net/maps-of-asia/maps-of-bangladesh/>
<https://www.callcenter.com.bd/outsourcing-to-bangladesh> - photo credit

Shonjibon Cash and Counselling Trial

Measuring the impact on women's empowerment

Project Level –Women's Empowerment in Agriculture Index



Malapit HJ, Quisumbing AR, Meinzen-Dick RS, Seymour G, Martinez EM, Heckert J, et al. Development of the Project-Level Women's Empowerment in Agriculture Index (Pro-WEAI). IFPRI; 2019 January 18, 2019.

Shonjibon Cash and Counselling Trial

Measuring the impact on women's

empowerment

**Intrinsic
Agency**

- **Autonomy in income**
- **Self-efficacy**
- **Attitudes about domestic violence**



Shonjibon Cash and Counselling Trial

Measuring the impact on women's empowerment



Shonjibon Cash and Counselling Trial

Measuring the impact on women's empowerment



- Addition of Pro-WEAI Health and nutrition module
- Qualitative Research

Shonjibon Cash and Counselling Trial – where are we now?



Shonjibon Cash and Counselling Trial

Measuring the impact on women's empowerment

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SCC Trial team

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Collaborative
Platform for
Gender Research



Photo: Neil Palmer/IWMI



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