

IMPACT ASSESSMENT

OVERALL FINDINGS



Buzz Women



COMMUNITY



CLIMATE



CONFIDENCE



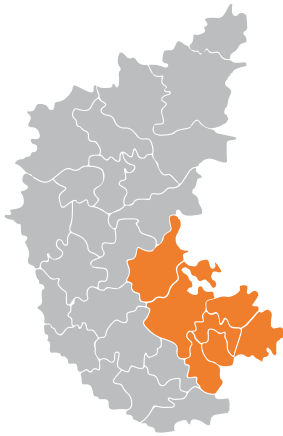
CASH

SUBMITTED BY:

IdeasUnbound

ideate●innovate●implement●disrupt

Objective



IdeasUnbound conducted an Impact Assessment study for Buzz Women for the intervened districts including Bangalore Urban (Anekal), Bangalore Rural, Kolar, Tumkur, Chikkaballapur, Ramanagara, Chitradurga.

Based on the Theory of Change, the key impact areas of Buzz Women include the 4C's:



Confidence:
Confidence of
one's own
abilities



Cash:
Improving
one's own
financial
security



Climate:
Adapting and
becoming
resilient to
climate change



Community:
Using the
power of
Collective

M & E Framework - Buzz



Vision: To equip under-served women with knowledge, skills, and opportunities at their doorstep, to find sustainable solutions to their own problems, live a life of dignity, and independence.



CONFIDENCE:

Being certain of your abilities

Women believe that their actions have an impact on their life and are confident to solve their own problems



CASH:

Improving one's own financial security

Women have equal power to make financial decisions at an individual and household level and feel financially secure



Climate:

Adapting and becoming resilient to climate change

Women believe that the actions they have taken towards combating climate change have an impact

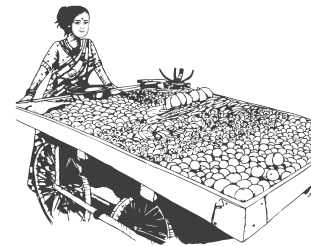


Community

Using the power of collective

Women see themselves as a part of a collective that has strength to solve local community problems

IMPACT OF BUZZ PROGRAMMES



INNER STRENGTH |

INSPIRATION |

BUSINESS |

GREEN

Sampling

METHODOLOGY

- Separate sampling for – Inner Strength, Inspiration, Business and Green
- Proportional distribution across taluks based on outreach
- Clustering of the villages
- Random selection of names of the women (along with back-up sample)
- The qualitative sample were chosen purposively out of the quantitative sample, based on the backend scoring & feedback
- Comparison samples were chosen in the nearby villages where no intervention has taken place

Programme	Universe	Quantitative sample	Qualitative sample
Inner Strength	301815	716	20
Inspiration	2512	338	21
Business	1165	147	8
Green	34	12	-



Findings : INNER STRENGTH

Two half-day doorstep sessions on financial management, entrepreneurship and personal development



77%

Women said they started paying closer attention to personal and HH expenses



42%

Women maintaining book of accounts (household)



79%

Women said they have now inculcated savings habit



18%

Average increase in savings of the woman



47%

Women said they are able to repay loans more easily



69%

Women said they are able to participate more in HH decisions



55%

Women said they have expanded existing enterprises and have increased revenue



75%

Women said they have reduced unnecessary expenses



12 / 20 (60%)

Women having clearly articulated goals



67%

Women said they are having more engagement with other women

Key Takeaway

REDUCTION OF HOUSEHOLD EXPENSE

- Reduction in household expenses is directly attributed to Buzz Women training. This impact has occurred very soon after the 2-day training and across all profiles of women. This is a **long-term** change which will have a continuous economic impact going ahead



The follow-on impact of **reduced expenses** has been higher savings including personal savings for the women. This has also translated to a **higher safety net for the families**

Another impact has been in terms of **easier repayment of loans** due to higher savings



A cut down on unnecessary expenses and awareness has led to **conscious loan seeking behavior**

- Women who have existing enterprises have successfully expanded and **increased** their revenue
- A key change in soft-skills has been the *opening up* of women post the training. This unlocking of hidden potential has led to **higher engagement with people, better say in household decision making and increased mobility**
- Women still set goals keeping **family** in mind.
- Overall Buzz **differentiates** itself by creating impact on savings behavior, confidence etc. which is **complementary** to the purely economic SHG promoting entities (Stree Shakti, SKDRDP etc.)

Findings : INSPIRATION

A Six month programme for Community Anchors to nurture their skills and channelize it towards becoming community change agents. Community Anchors are volunteers in every village who acts like a bridge between Buzz and other community women to nurture and support women to solve their personal and community problems

COMMUNITY ANCHORS ARE DEMONSTRATING



69%
Empathy



60%
Improved
communication
skills



50%
Improved
questioning
skills



77%
Conflict
resolution
skills



62%
Confidence



72%
Strong agency



84%
High
selfesteem



80%
Collectivism

Key Takeaway

ENHANCED SELF-IMAGE AND SELF-WORTH

- Community Anchors report a **quantum leap in exercising attributes** like self-esteem, confidence, agency and communication. Besides Circle meetings and other training received by them are **key drivers of community dialogues and initiatives**. Existing SHG meetings are used as a forum to support other women by them.
- Certain Community Anchors are being more **proactive** in exercising the soft-skills
- **A key driver** of community dialogues and initiatives are the Circle meetings and other training received by Community Anchors (Business, Green). Hence, the Community Anchors are in-effect carrying out **training of trainers** and not actually independently identifying community needs in a structured manner.
- The booklet of government schemes has been very helpful for **women to access different scholarships and Schemes** like Sukhanya Samriddhi Yojana
- Enhanced **self-image and self-worth** has been the **biggest impact** of the program



Findings : BUSINESS

A six month extensive business bootcamp for existing women entrepreneurs focused on mentoring them on how to grow a business, connect them to market and finance and enable peer to peer learnings

TOP ENTERPRISES

Livestock-based enterprise - 41%
Tailoring - 26% | Kirana shop - 12%



39% of women maintaining book of accounts regularly due to Buzz



46% of women who carried out (or know) resource mapping for business



45% of women having knowledge about skills and resources for business



29% of women managing stress better in business as well as family



18% of women accessing finance for business



69% of women who expanded their enterprise



15% of average increase in enterprise income

Key Takeaway

GOAL ORIENTED APPROACH TO ENTREPRENEURSHIP

- Attributed to Buzz training high for **clearer articulation of business goals**. Most of the women were already engaged in enterprises and the training triggered them to aspire for **higher economic gains** by **expanding** their enterprises.

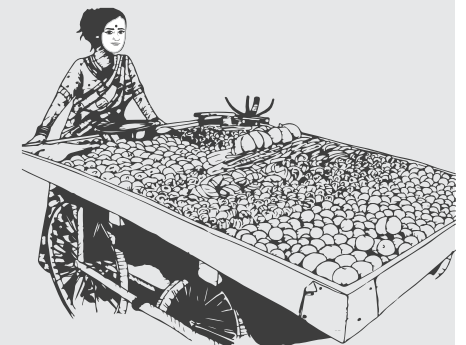


Buzz has proactively influenced the women to adopt an **incremental growth strategy** which carries much lesser risk.

An organic growth strategy also puts **less pressure** on the financing needs wherein the profits are used to **expand the enterprise**



- Though financing did not arise as the need for enterprises like animal husbandry, women engaging in tailoring expressed the need for low-interest or interest free loans. This is relevant because the **interest rates** currently offered by **SHGs are high**.
- Income has increased but there is **scope for further increase** in the future. This is because the Business program is very **new**. Also, the expansion plans of the enterprises are planned **organically**.



Findings : GREEN

A programme focused on taking awareness on climate change and close to home climate actions to the doorstep of rural women

KPIs	Value
Top learnings recalled by women from the training	Climate change 100% Water 100% Pollution 83%
Play a part in tackling climate change	100%
Use water judiciously	100%
Use chemical fertilizers in farm	100%
Willingness to switch to eco-friendly products	100%
Have natural resources conservation goal	100%
Actions taken out of concern for climate change	Consuming more locally produced foods, consuming lesser plastic, initiate kitchen garden etc.

- **Strong recall of learnings** from the training and **very high enthusiasm**
- **Transitions** of **learnings into actions** by women who are adapting practices like kitchen garden, rainwater harvesting, re-use
- Women have started coming together in the community and are setting up **natural resource conservation goals** for their village
- **Identifying and taking community initiatives** for conserving the environment of their village is prominent
- Overall, women are much more conscious of **climate change and its impact**.





Buzz Women