



**Buzz Women**



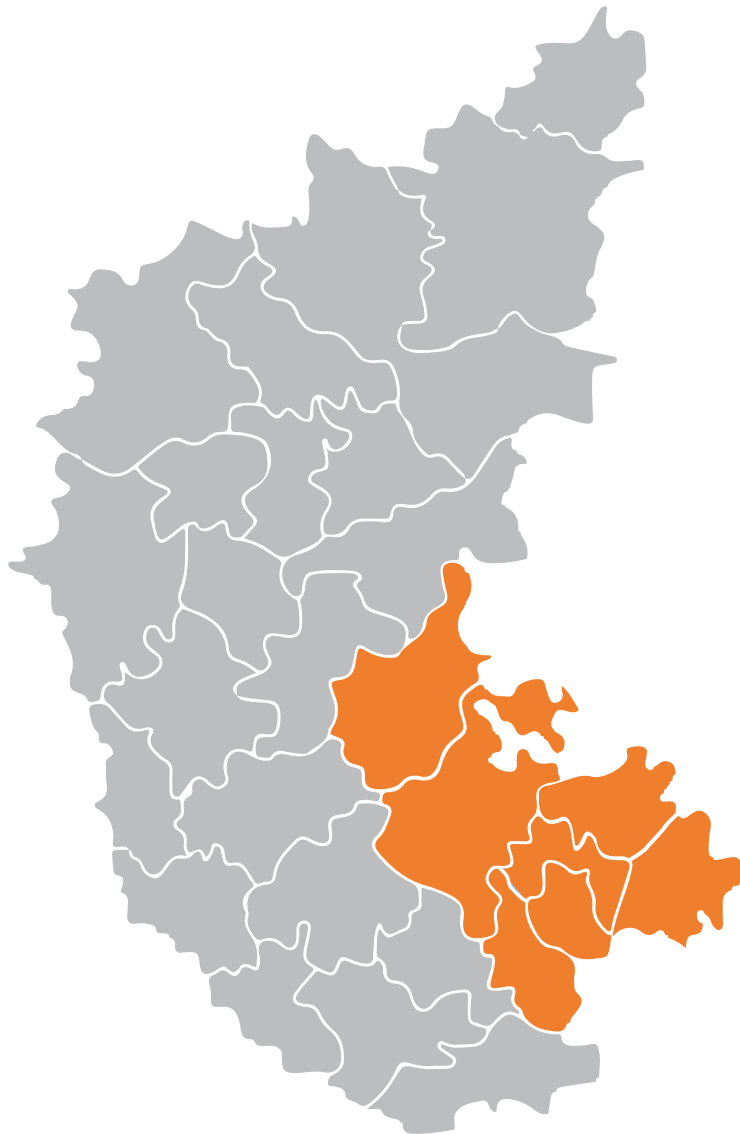
# IMPACT ASSESSMENT

**OVERALL FINDINGS**

**SUBMITTED BY:**



# Objective



*Impactree conducted an Impact Assessment study for Buzz Women for the intervened districts including Bangalore Urban (Anekal), Bangalore Rural, Kolar, Tumkur, Chikkaballapur, Ramanagara, and Chitradurga and aimed to understand the impact of the implemented programmes (Buzz Self-Shakti, Spoorthi (Gelathi), Buzz Vyapaar & Buzz Green).*

# 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

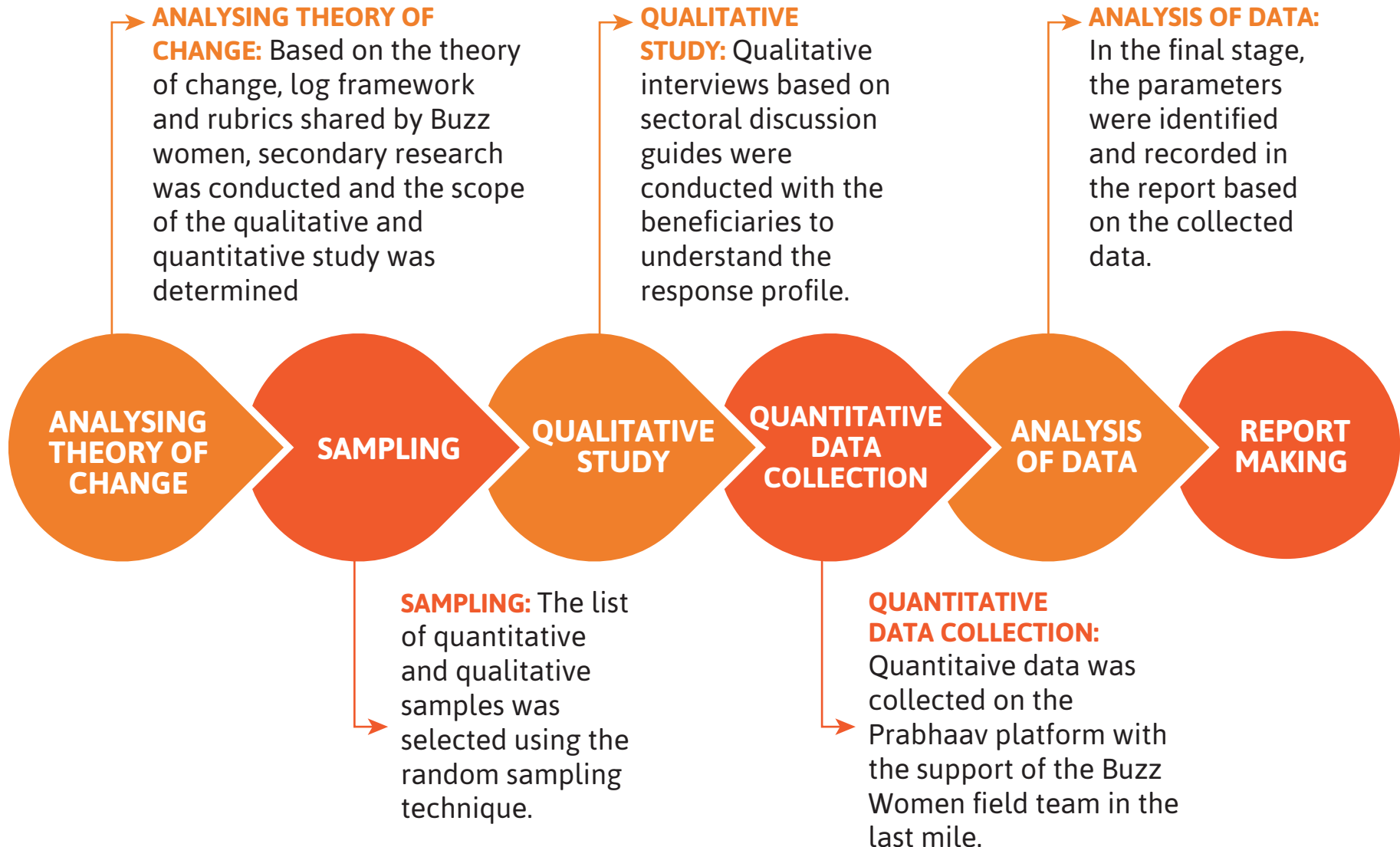


## **Community**

*Using the power of collective*

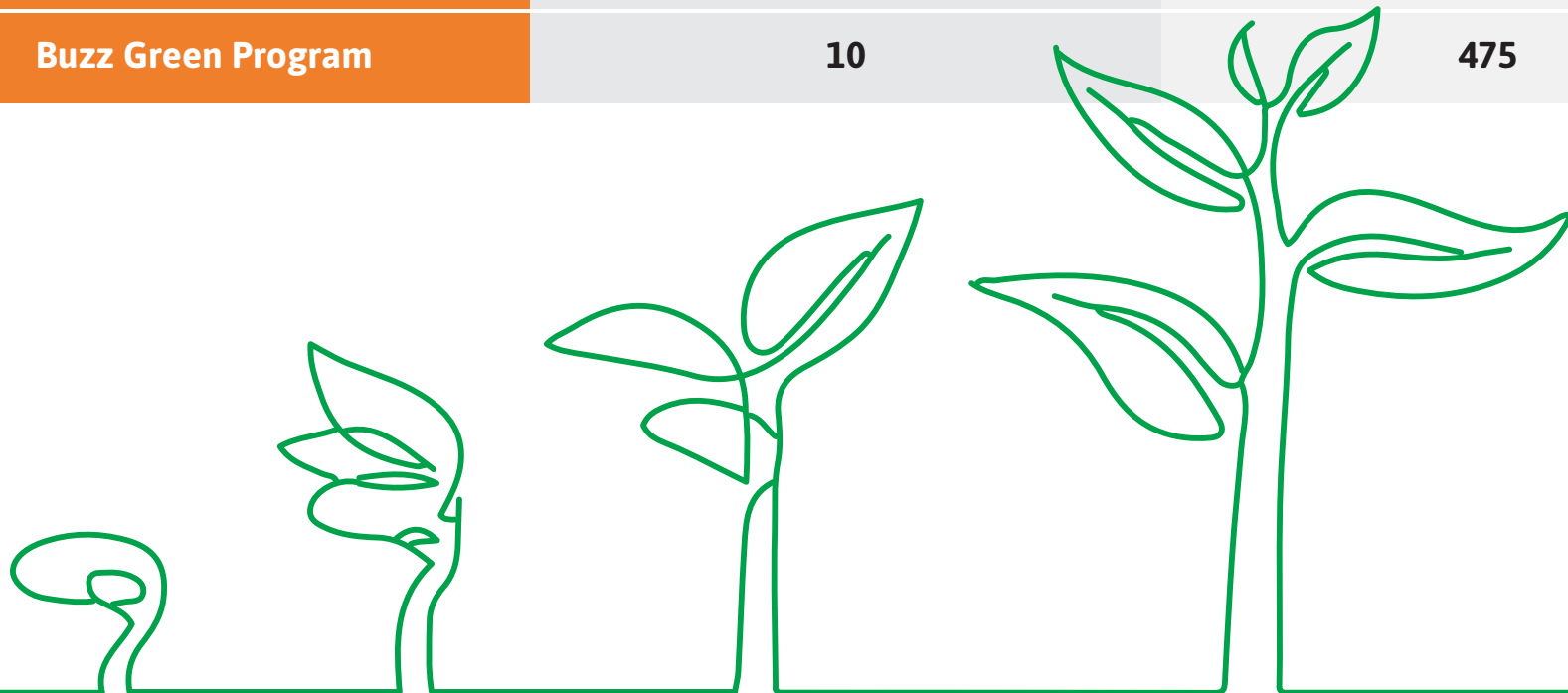
Women see themselves as a part of a collective that has strength to solve local community problems

# METHODOLOGY



# Sampling

Program	Qualitative Sample	Quantitative Sample
Self Shakti	15	1000
Spoorthi Fellowship	10	370
Beehive	7	400
Vyapaar Program	7	260
Buzz Green Program	10	475



# IMPACT REPORT 2023 - INNER STRENGTH



**Shyamala from Kolar** expressed that she has started increasing her savings by refraining from unnecessary purchases. Previously, she used to buy things that were not necessarily needed, but now she only purchases what is essential.



**Mamta from Konapura** said that "I gained the confidence to venture into business after receiving training.

Previously, I was a homemaker while my husband took care of the business. However, now I have taken over the responsibility of managing my husband's business and I am able to communicate confidently with anyone, without feeling shy."



**CASH**



**60%** of women who maintain books of accounts



**63%** women increased savings by 10,000/ year



**59%** women have increased income by starting, expanding own business or taking an interest in family business



**CONFIDENCE**



**46%** of women participate in household decision making



**82%** women who have clearly articulated personal goal (30% increase)



**35%** women improve their communication skills



**COMMUNITY**



**38%** women have built social capital by finding a support group in the Buzz trained women



**49%** of women have helped community solve public issues

## Analysis

### Key Takeaway: Increased Income & Confidence



Women stated that through the Inner Strength training they had improved their confidence as they formed new friendship groups.



One of the biggest contributions of the program has been in the program's impact on women's decision-making capability. Decision-making process by women was mainly looked at in relation to whether household expenses were driven individually by them or jointly in consideration with their families or husbands.



Increased income by up to 30% has been seen with regard to three categories of women - among the women who have started a new business, in the case of women who have expanded their business, of those women who took an interest in family business.

# INSPIRATION FELLOWSHIP



**Padma** shared her transformational experience with the inspiration fellowship training program, highlighting the significant positive changes it has brought into her life. Previously, she used to feel intimidated and hesitant when engaging in conversations with others, but now she has grown more confident. She has come to realize that she has nothing to fear and that she shouldn't be burdened by unnecessary worries. In the past, their village faced the challenge of lacking street lights, compelling Padma and the other women (gelathis), to approach the panchayat for a resolution. Today, she feels empowered to approach and communicate with them independently. Moreover, when the issue of foul-smelling drainage arose, Padma and the other women promptly raised a complaint with the panchayat, leading to its successful resolution.



## CONFIDENCE



**42%** of women with improved communication skills



**80%** of women feel more confident



**70%** of women with improved problem solving skills



**60%** of women have increased leadership skills



## COMMUNITY



**49%** of women have helped community solve public issues

## Analysis

### Key Takeaway: Confident Community Leaders



Community Anchors report a leap in exercising attributes like confidence, communication and problem solving.

The biggest impact of the program has been the valuable contribution of the Community Anchors towards the community, where they have taken initiatives such as - solving drinking water issues, issues of sanitation & hygiene, issues related to livelihood, etc.



Additionally, post the training, there are also some other issues that people seek support from the women which include: discussion of personal problems, money management tips, for credit availability, and support in starting new enterprises.

# BEEHIVE



One of the participants in the beehive meetings recalled a particular incident where women united to provide support and assistance to a fellow woman who was facing physical violence from her husband. Together, a group of approximately five to six members, including the participant herself, confronted the husband and firmly conveyed their intention to report the incidents to the authorities. Following this intervention, the husband ceased his physical violence towards his wife. In order to gather evidence, the group also obtained signatures from individuals who were aware of the husband's previous instances of domestic abuse. This collection of evidence instilled a fear of potential consequences in the husband, which played a crucial role in bringing an end to his harmful behavior.



## CONFIDENCE



**47%** women reported improved confidence post the intervention leading to improved levels of independent decision-making



## COMMUNITY



**60%** of women participate in solving community problems



**47%** of women with increase in their social capital



## CARE



**45%** of women find that beehive provides emotional support to them

## Analysis

### Key Takeaway: Community Problem Solving and Social Capital



Beehive has provided women the confidence that enables them to believe that they can find solutions to their personal problems themselves.

Beehive has emerged as a space that helps women mentally and financially by building a strong sense of sisterhood amongst the participants.



The biggest impact of the program has been its contribution towards addressing and resolving community issues. Women have successfully identified and tackled a wide range of community problems, showcasing their problem-solving abilities and commitment to create a positive impact.



# BUSINESS DEVELOPMENT PROGRAM



After the training, our customer base has grown, leading us to strategize expanding our business through the establishment of our own shop- A woman from Rampura

For **Manjula**, Buzz business did not just open doors to her financial freedom, it is her personal freedom that she has reclaimed. She managed to raise a total of 1.8 lakhs to invest in the goat farm business through personal savings and loans. Within a year she has made a profit of Rs. 80,000 and this is after she repaid the entire loan of Rs. 1.8 lakhs!



CASH



**52%** women who expand their enterprise



**15%** of the women have started earning 15,000 and more after the training



**70%** of the women have started businesses after the Buzz Vyapar training



**62%** of women significantly expand their customer segment



**4%** of women started enterprise after the first Buzz Women intervention of 2 half days (inner strength programme)



**75%** of the women maintain business books



CONFIDENCE



**42%** women with clear business goals



COMMUNITY



**90%** Number of women who have a peer support to discuss business

## Analysis

### Key Takeaway: Business and customer segment expansion



Buzz has proactively influenced the women to adopt an incremental growth strategy rather than investing big amounts initially 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.



In addition to being able to solve their business challenges with the help of the program, women also included the following as their key takeaways - learned to balance life and business, received support from Buzz trainers, got new business ideas and received support from peers.

# CLIMATE



A month after completing the program, Vijaylakshmi started her kitchen garden. She now has over ten drumstick trees, over fifty kanakambara (firecracker flower) flower plants, and a few lemon trees. These three plants provide her majority income. She earns close to Rs 10,000 just from selling drumsticks and kanakambara flowers. She has also started her own desi poultry farm in September 2023 with the same purpose of enhancing food security. As a Green Motivator, she has conducted a session on desi poultry farming in her village using all the information she learnt during the Buzz Green program.



## COMMUNITY



**58%** of the women are a part of local institutions to protect the environment.



## CLIMATE



**79%** of women take climate actions in their home



**58%** women learned the impact of climatic change on their daily lives and natural resources



**44%** of woman have implemented the 3R that is Reuse, Reduce and Recycle into their business

## Analysis

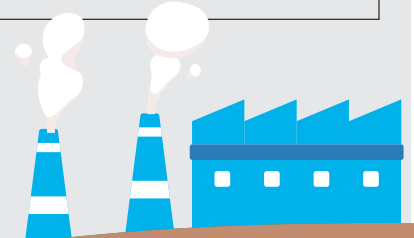
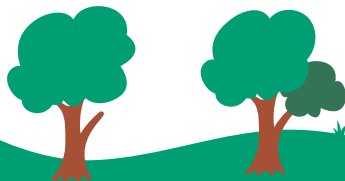
### Key Takeaway:



Overall, after the program women are much more conscious of climate change and its impact. Some of the things women learnt in the program are - a grasp on water pattern, water conservation measures to be implemented, the impact of climate change on their daily lives and natural resources, mapped natural resources and its changes in the community



Women have adopted at home solutions to tackle climate change. Some of the techniques implemented by them include: switched to organic farming, reduced the usage of plastics, and have implemented waste bins in villages, recycled the water from their homes to use in their gardens/farms.





***Buzz Women***