



# IMPACT EVALUATION STUDY

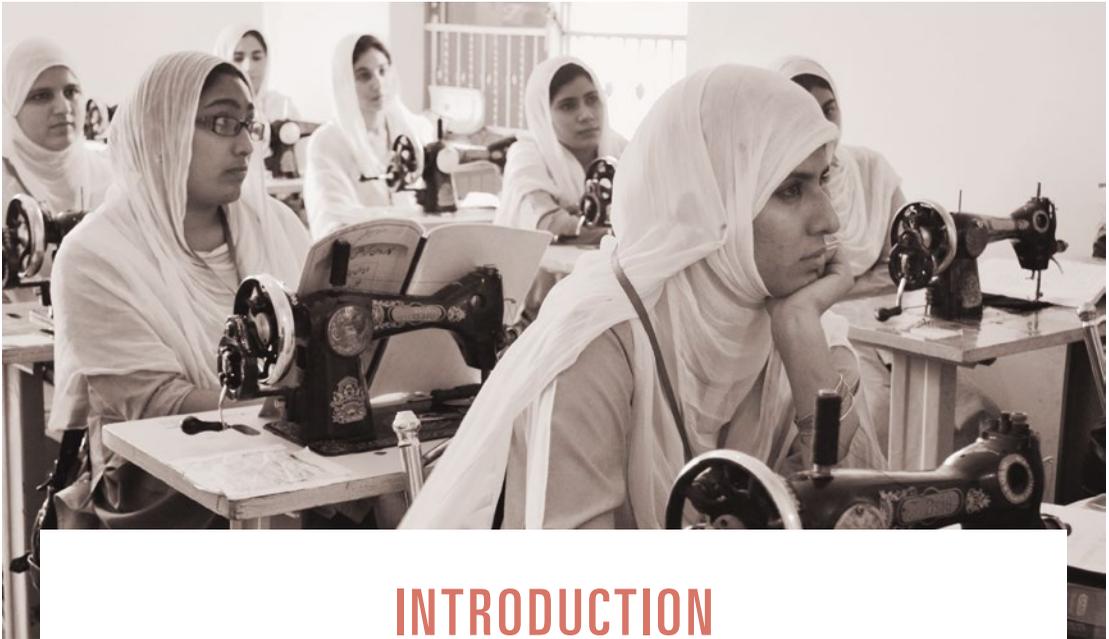
PUNJAB SKILLS DEVELOPMENT FUND'S FUNDED SKILLS FOR JOBS APRIL-JUNE 2017  
AT KAARVAN CRAFTS FOUNDATION INSTITUTES - BAHAWALPUR



**Kaarvan Crafts Foundation**  
Crafting Livelihoods

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## INTRODUCTION

The Monitoring, Evaluation and Research Department at Kaarvan Crafts Foundation carried out an Impact Evaluation Study for Batch 2 (Apr-June' 17) of the PSDF (Punjab Skills Development Fund) project SFJ (Skills for Jobs) in the district of Bahawalpur.

This report outlines the key findings from the analysis of the **impact of the uptake of trainings** on the **personal income of the trainees, trainee's economic contribution to the household**, their **control over economic resources** and their **participation in the intra-household decision making**. The results reveal the changes in these indicators after 8 months of completion of the training and help explain how employing the skills learnt from SFJ trainings have contributed to the economic and social betterment of the trainees. The results are in line with our Theory of Change; Educate in Life Skills, Enable to Earn and Empower to Decide. The trainings have educated the trainees in vocational skills. These trainings have enabled the trainees to earn through uptake of the skills. And the earnings from uptake of these skills have in turn empowered them to play a more active role in decision making within their households.

The detailed analysis of the indicators is followed by a discussion of the results and the way forward for the future interventions.

# INDICATORS

## ECONOMIC

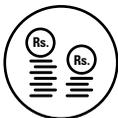


The proportion of women **self-employed** witnessed a significant **increase** from 1% to **22%**.

7 % of the women reported that they were working as **daily wage workers** after 8 months of the trainings and unemployed ratio also decreased from 84% to 64%.



**Uptake** ratio witnessed a **rise** from 7% to **21%** which suggests that more women are employing vocational skills to create economic opportunities for themselves.



On average, the trainees who are earning an **income** have experienced an **increment of Rs 275**.



15 out of 22 trainees who are earning an income through uptake of skills have witnessed an **increase of Rs 1574** in their **average monthly personal income**.

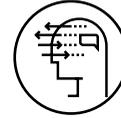


On average, **7 %** of the total **household income** was being earned by the trainees after 8 months of the training as compared to 3.5% in the baseline.



**11** out of 15 **women** earning through the uptake of vocational skills believe that they are **economically better off** post the trainings.

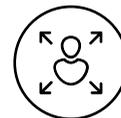
## SOCIAL



**22% of the women** earning reported that they **exercise control** over their economic resources.



**60% of the women** who did uptake the skills feel that they have a **more decisive role** to play in intra household decisions.



A greater share of women reported **improved mobility** post the trainings.



# METHODOLOGY

Impact analyses has been integrated into the program protocols of every project at Kaarvan. The study was completed in two phases; a baseline survey was conducted during the time of the training followed up with an Impact Evaluation survey that was conducted after a period of 8 months to analyze the changes in socio-economic conditions of the trainees who attended the PSDF backed trainings at KCF. For this activity, the Monitoring, Evaluation and Research Department (MER) is facilitated by the Programs staff to fill out the responses in the questionnaires.

**120 responses were collected for the baseline survey for Batch 2 of SFJ in Bahawalpur out of which 73 random trainees were successfully tracked after a period of 8 months for the Impact Evaluation survey.**

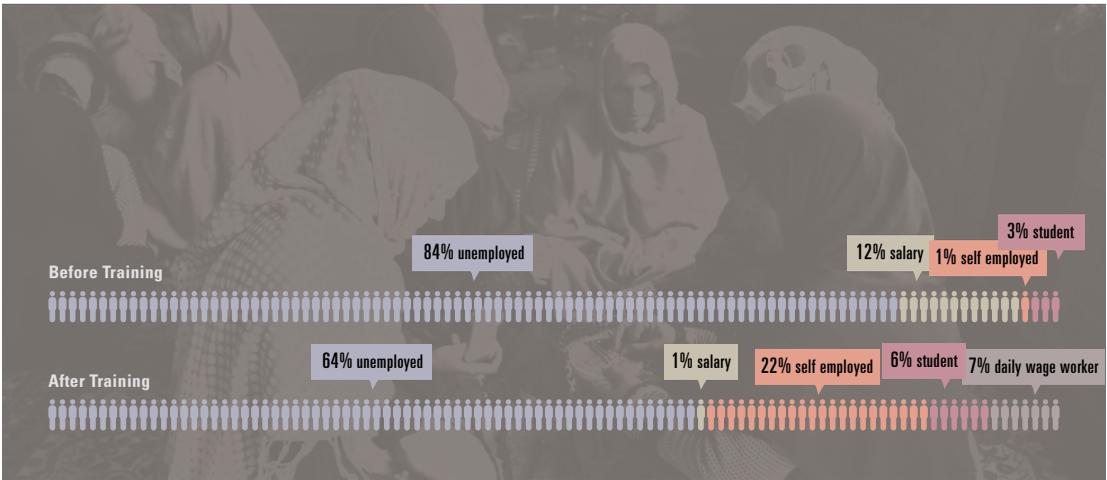
The MER Department at Kaarvan has digitalized the process of data collection and data collation for the Impact evaluation study in order to ensure that data is available in real time for analysis. The baseline survey was conducted during the training sessions using customized forms designed through the ODK application on Android devices. The responses for Impact Evaluation survey were recorded online using the customized questionnaires designed through the Typeform application on Android devices.



The baseline and **impact evaluation** questionnaire focuses on the basic profiling of trainee as well as on indicators for their social and economic well-being.

Questions are designed to extract quantifiable data which is then compared across time. The baseline survey is followed by an impact evaluation survey after 8 months of the training.

A simple difference analysis is then used to compare the quantifiable responses from the baseline and the impact evaluation survey. A simple difference analysis is a credible one, because the counterfactual (what would have been, had the intervention not been conducted) is naturally insignificant owing to the fact that trainees' conditions are unlikely to have been changed by any exogenous factor during the 8-month period due to the rural context. Hence, the changes in indicators can be attributed to the impact of the program.



## EMPLOYMENT STATUS

A key variable to assess the impact of these trainings is the change in employment status of the trainees.

### PERCENTAGE OF WOMEN WHO ARE SELF-EMPLOYED HAS EXPERIENCED A SIGNIFICANT INCREASE FROM 1% TO 22%

The figure above shows that the percentage of women who are self-employed has experienced a significant increase from 1% to 22%. The percentage of women reporting their status as students has gone up from 3% to 6%.

While 7% of the women reported that they were working as daily wage workers now, the percentage of women employed against a fixed salary decreased from 12% to 1%. The percentage of unemployed has also decreased from 84% to 64%.

A cross tabulation of the results can give a better insight into these statistics. The horizontal axis represents the employment status of the trainees at time of baseline survey while the vertical axis represent the employment status of the trainees post 8 months of the trainings. Out of the 9 trainees who reported that they are employed against a fixed salary at the baseline, 5 of these trainees reported themselves as unemployed in the impact evaluation survey, 3 reported their status as self-employed and one of the trainees declared her status as a daily wage worker. A deeper look at the results show that out of the 61 trainees unemployed at the baseline, only 47 are still unemployed, 12 are now self-employed while 4 are pursuing their studies and 4 of the trainees are employed as daily wage workers.

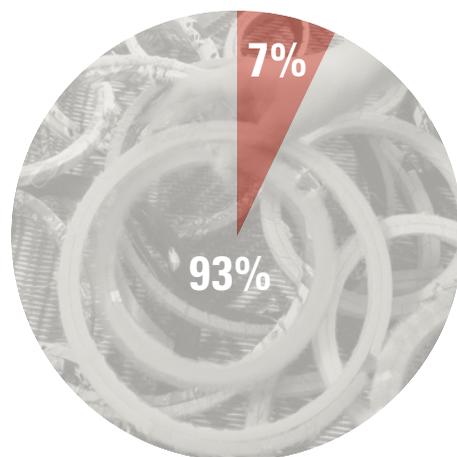
Before Training Employment Status	After Training Employment Status					Before Training Total
	Salary	Self Employed	Student	Unemployed	Daily wage worker	
Salary	0	3	0	5	1	9
Self Employed	0	1	0	0	0	1
Student	0	0	0	2	0	2
Unemployed	1	12	4	40	4	61
After Training Total	1	16	4	47	5	73

*cross tabulation of employment status of the trainees*

## UPTAKE OF THE SKILLS TO GENERATE AN INCOME

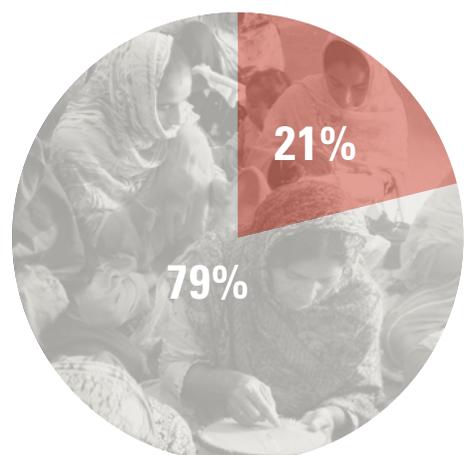
Uptake of skills to earn a sustainable income after completion of the training sessions is one of the important determinants of the success of the vocational trainings.

At the baseline, 7% (5 out of 73) were earning an income using the fashion designing skills. Now after a period of 8 months post the trainings, the impact evaluation survey results demonstrate that 21% (15 out of 73) women were earning an income using the skills imparted to them through the trainings. The proportion of women using the skills taught to them during the trainings has increased from 7% to 21%. These statistics show that more women are employing the skills to enter the active labor force.



**Uptake of Skills Before Training**

● No  
● Yes



**Uptake of Skills After Training**



Uptake of the Skills	Earning from Other Professions		Total
	No	Yes	
No	51	7	58
Yes	15	0	15
Total	66	7	73 

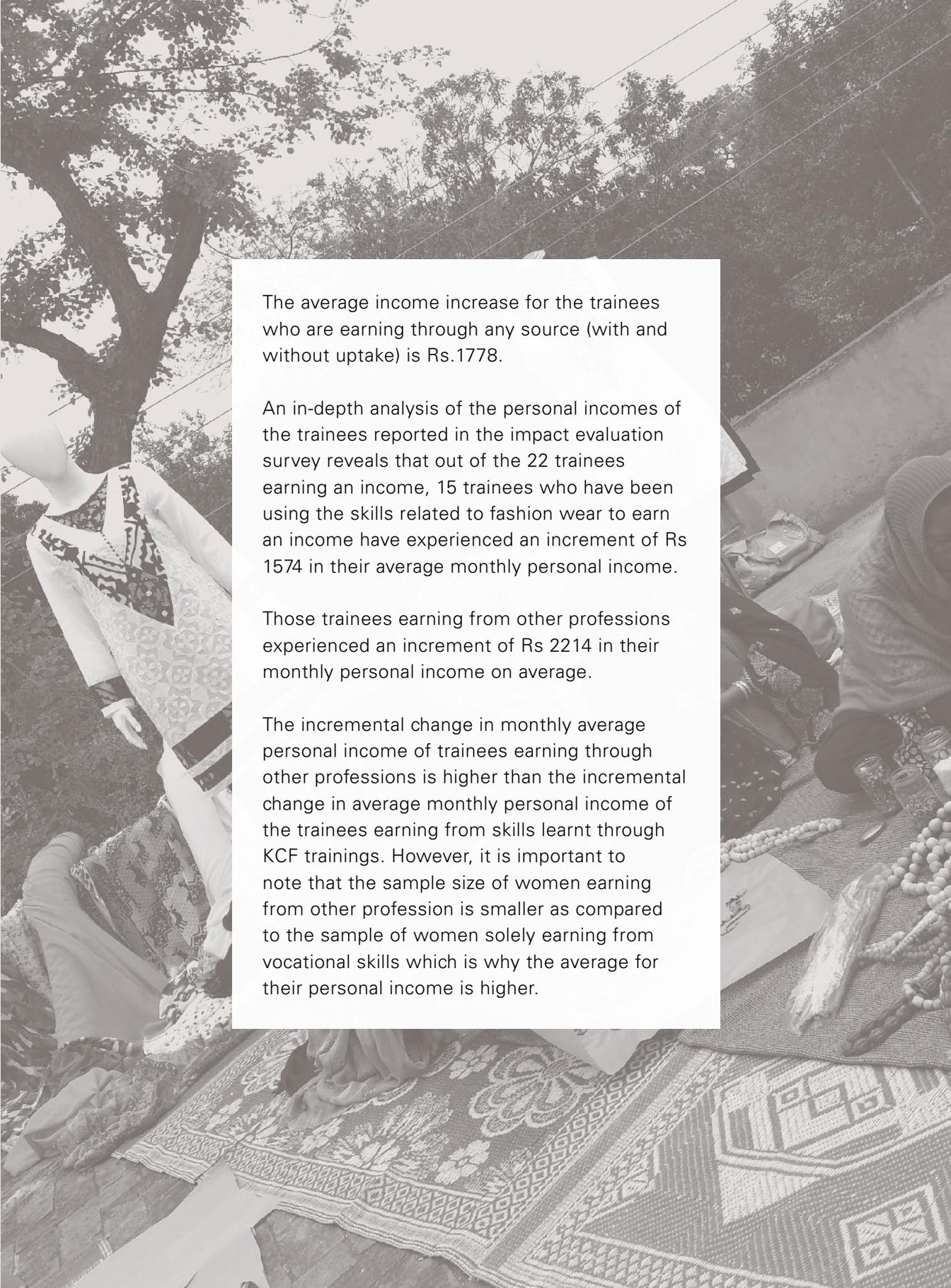
A cross tabulation of those earning an income from any source and those earning through the uptake of skills at the impact evaluation survey reveals that out of 58 trainees who are not using the skills to generate an income, only 12% (7 out of 58) of them are earning from other professions while the rest 88% (51 out of 58) are still unemployed.

These results also imply that collectively 30% (22 out of 73) of the women are now earning in an income from any profession as compared to 14% (10 out of 73) at the baseline.

## AVERAGE MONTHLY PERSONAL INCOME

Another important indicator to quantify the impact of the vocational trainings is the change in average monthly personal income of the trainee post 8 months of the completion of the trainings. At the baseline, the average personal income reported was Rs 364 which increased to Rs 639 at time of the impact evaluation survey. Hence, on average the personal income of the trainees experienced an increment of Rs 275 on monthly basis.



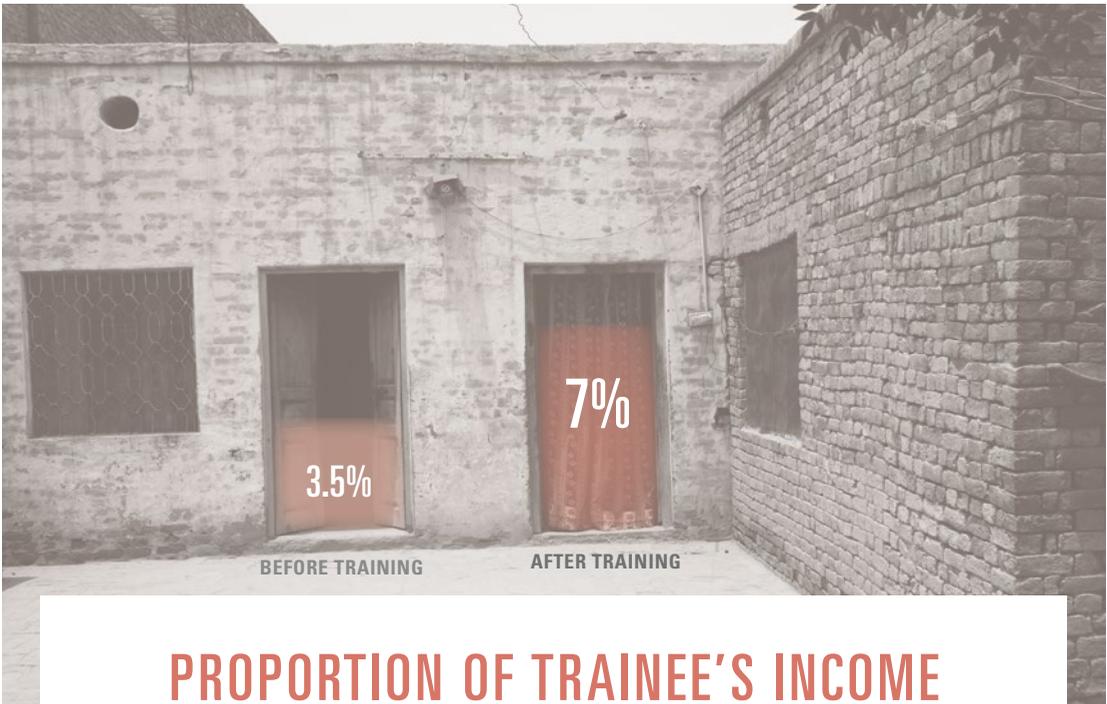


The average income increase for the trainees who are earning through any source (with and without uptake) is Rs.1778.

An in-depth analysis of the personal incomes of the trainees reported in the impact evaluation survey reveals that out of the 22 trainees earning an income, 15 trainees who have been using the skills related to fashion wear to earn an income have experienced an increment of Rs 1574 in their average monthly personal income.

Those trainees earning from other professions experienced an increment of Rs 2214 in their monthly personal income on average.

The incremental change in monthly average personal income of trainees earning through other professions is higher than the incremental change in average monthly personal income of the trainees earning from skills learnt through KCF trainings. However, it is important to note that the sample size of women earning from other profession is smaller as compared to the sample of women solely earning from vocational skills which is why the average for their personal income is higher.



## PROPORTION OF TRAINEE'S INCOME TO THE HOUSEHOLD INCOME

The variable of proportion of the trainees' income to that of their household income represents the economic contribution of women within their households. At the baseline, the women's income contribution to household income was 3.5% on average. After the trainings, the women's income contribution to the household income rose to approximately 7% on average which represents an increase of 3.5% points.

AFTER THE TRAININGS, THE WOMEN'S INCOME CONTRIBUTION TO THE HOUSEHOLD INCOME ROSE TO APPROXIMATELY 7% ON AVERAGE WHICH REPRESENTS AN INCREASE OF 3.5% POINTS.

This means that on average 7% of the total income of their households was being earned by the trainees after 8 months of the training.

The 1% decrease in the proportion of economic contribution of the trainees who did uptake the skills post the trainings might seem alarming however it is important to take into consideration the fact that number of women are employing these skills to make significant economic contributions to their household budgets has increased. Initially, only 5 women reported to be earning through

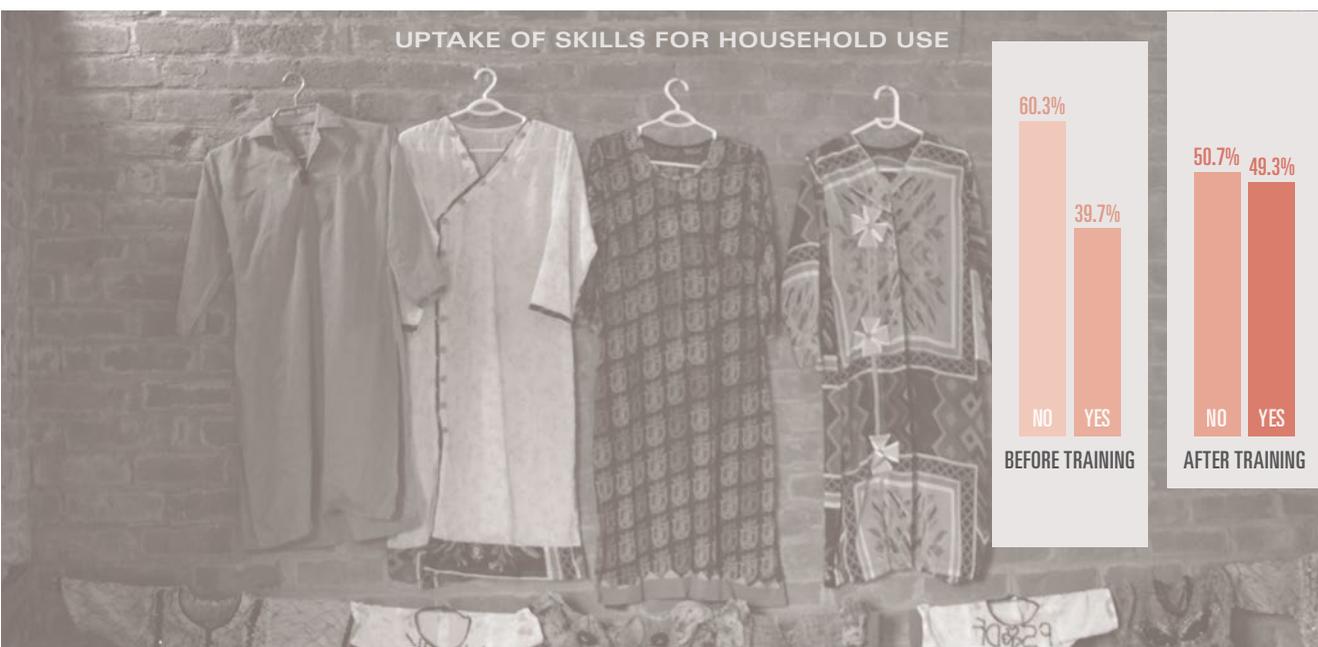
stitching and embroidery whereas at the impact evaluation survey, 15 trainees reported to be making contribution to the household income through the vocational skills, thus lowering the overall average of the proportion of their contribution. Likewise, the 1% increase in the proportion of economic contribution of those earning from other profession can be explained by the higher incremental change in their income and smaller sample as compared to those contributing through uptake of skills.

✂ Uptake of Skills		Before Training	Before Training	After Training	After Training
✗ No		32%	5	33%	7
✓ Yes		20%	5	19%	15
Total		26%	10	23%	22

*15 trainees reported to be making contribution to the household income through the vocational skills*

## SKILLS FOR HOUSEHOLD USE

Not all the trainees acquire the vocational skills to sell products or services in the market to earn an income. Some of the trainees use these skills to make products for household use. The trainees using their skills for household might not be directly contributing to the household through their income. However, saving the potential cost of the making of similar products from market is a useful variable to determine the economic benefit of these skills.



The Uptake of Skills for Household Use graph demonstrates that the ratio of women reporting that they do not stitch for household use saw a decline from 60.3% to 50.7% at the impact evaluation survey. Approximately 49.3% (36 out of 73) of the women are now using the vocational skills for household use as compared to the ratio of 39.7% (29 out of 73) at the baseline. These results suggest that women who were not stitching for household use initially are now employing these skills and are saving up on the cost of stitching.

Uptake of Skills 	Household Use 		Total
	No	Yes	
No	32 	5 	37
Yes	26 	10 	36
Total	58	15	73 

However, these statistics do not suggest that women who are using the skills to earn an income might not be making products for household use. A cross tabulation of uptake of skills and household use shows that out of the 36 trainees using vocational skills for household use, 10 women were using these skills for household use as well as to generate an income while the other 26 were using their skills solely to make products for their household.

10 WOMEN WERE USING THESE SKILLS FOR HOUSEHOLD USE AS WELL AS TO GENERATE AN INCOME...

To estimate the potential savings from the uptake of skills for household use, the trainees were asked, "What is the market price for the products that these trainees were making for household use?" An estimate of the potential savings was drawn based on market prices quoted by the trainees. The average savings from the uptake of skills for household use was approximately Rs 155.





The idea of financial independence of the women entails that she also has the authority to decide how to spend her personal income. However, in societies like that of Pakistan, especially in the rural settings, women who are earning an income often do not have the authority to exercise control over their income. It is essential to determine who has the control over economic resources that belong to the trainee to understand her role in hierarchy of intra household financial decision making. For this purpose, trainees were asked in the impact evaluation survey as to “Who spends what you earn?”

While 22% of the women responded that they exercise complete authority over the decisions regarding expenditures from their personal income, 8 % of the women reported that either their mothers or their children are responsible for spending the incomes earned by these trainees.

Control Over Income of the Trainee	Uptake of Skills	
	No	Yes
Myself	4	12
Other Family Members	3	3
 <b>Total</b>	<b>7</b>	<b>15</b>

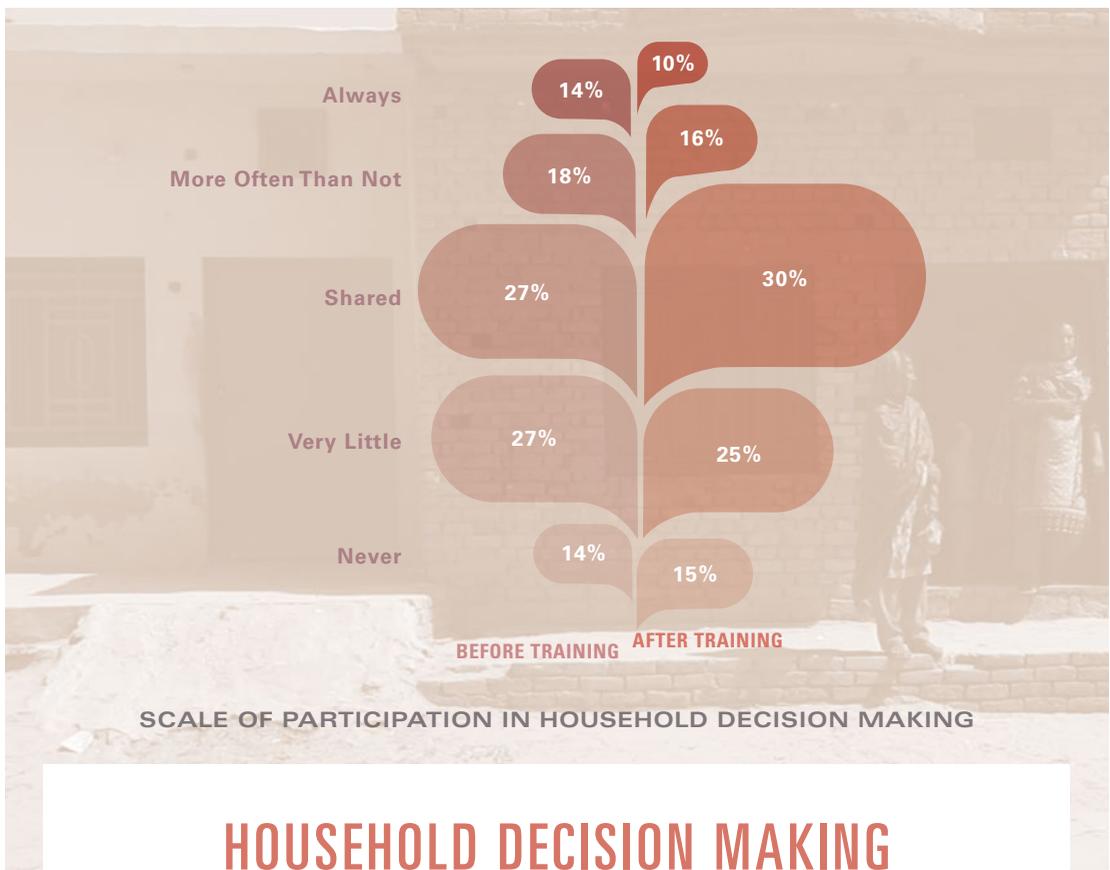
A cross tabulation of this variable with the uptake of skills reveals that 12 out of 15 (80%) trainees who did uptake skills to generate an income have control over their own income, while only 4 out of 7 (57%) trainees who did not uptake skills report to have control over their personal income.

	No	Yes
Education and Health of the children	4	1
Household Expenditures	6	1
Personal Necessities	2	2
 <b>Total</b>	<b>12</b>	<b>4</b>

Furthermore, 4 trainees out of the 12 who claimed to exercise control over their economic resources (earnings through uptake of skills) reported that they spend their entire income on education and health expenditures of their children or siblings.

## 12 TRAINEES CLAIMED TO EXERCISE CONTROL OVER THEIR ECONOMIC RESOURCES

On the contrary only 1 out of 4 trainees who exercise control over their personal income earned from other professions used her personal income to cover the education and health expenditures of her children or siblings.



The trainees were asked about the incidence of their participation in the intra household decision-making on a scale from Never to Always. The number of trainees reporting 'Never' and 'Shared' increased by 1 % and 3% respectively, but the number of women reporting "Very Little" and "More than often" experienced a decrease of 2 % respectively post 8 months of the trainings. The percentage of women reporting "Always" also declined by 4 points.

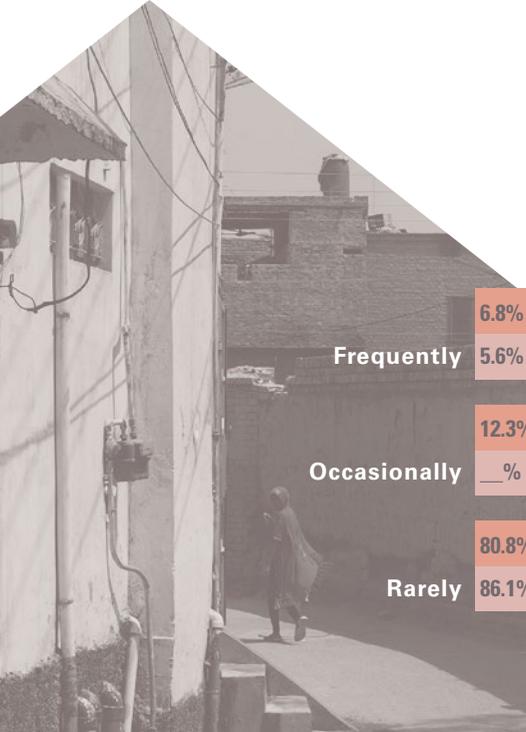
These results do not support the hypothesis that the trainings would result in higher levels of participation of the trainees in the intra household decision-making.



	Decreased	Increased	No change	Total
No	2	21	35	58
Yes	1	9	5	15
<b>Total</b>	<b>3</b>	<b>30</b>	<b>40</b>	<b>73</b>

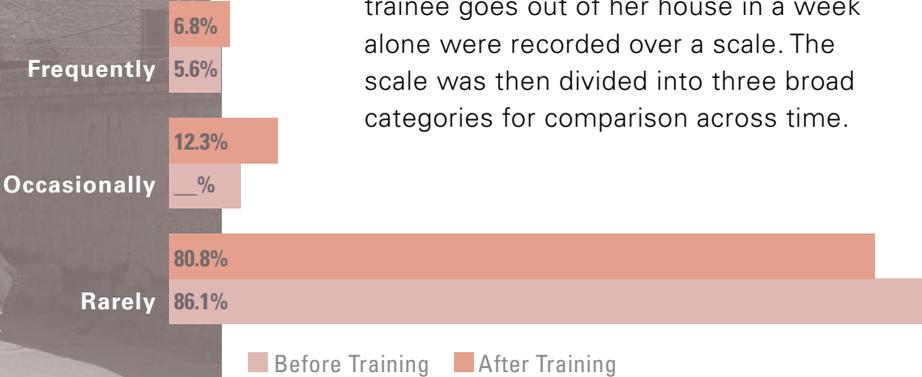
The table above, however, demonstrates that 60.3% of the women (35 out of 58) who did not uptake the skills to earn an income believe that their say in decision making has not changed over the past 8 months. On the contrary, only 33.3% of the women who did uptake the skills believe that their say in household decisions is the same.

Furthermore, 60% (9 out of 15) of the women who did uptake the skills feel that they have a more decisive role to play in intra household decisions in contrast to the 36.2 % (21 out of 58) of those women who did not uptake the skills.



## MOBILITY

The responses for the variable of mobility indicating the number of times a trainee goes out of her house in a week alone were recorded over a scale. The scale was then divided into three broad categories for comparison across time.



These categories include:

1. Rarely (those who go out twice or less in a week)
2. Occasionally (3-5 times a week) and
3. Frequently (those who go out 7 or more times a week).

A comparison of the results of baseline an impact evaluation survey reveals that the proportion of trainees reporting 'Rarely' decreased from 86.1% to 80.8%, the proportion of trainees reporting 'Occasionally' increased by 4 points, and the share of trainees reporting 'Frequently' also reported an increase from 5.6 to 6.8%.

Although the change is minimal yet the results suggest that the trainings had a positive impact on the mobility of the trainees. This implies that post the trainings; women are more likely to step out of home to manage their day-to-day affairs.

## LIMITATIONS

*Like every research study, the design for this evaluation study has its own limitations as well.*

### 1

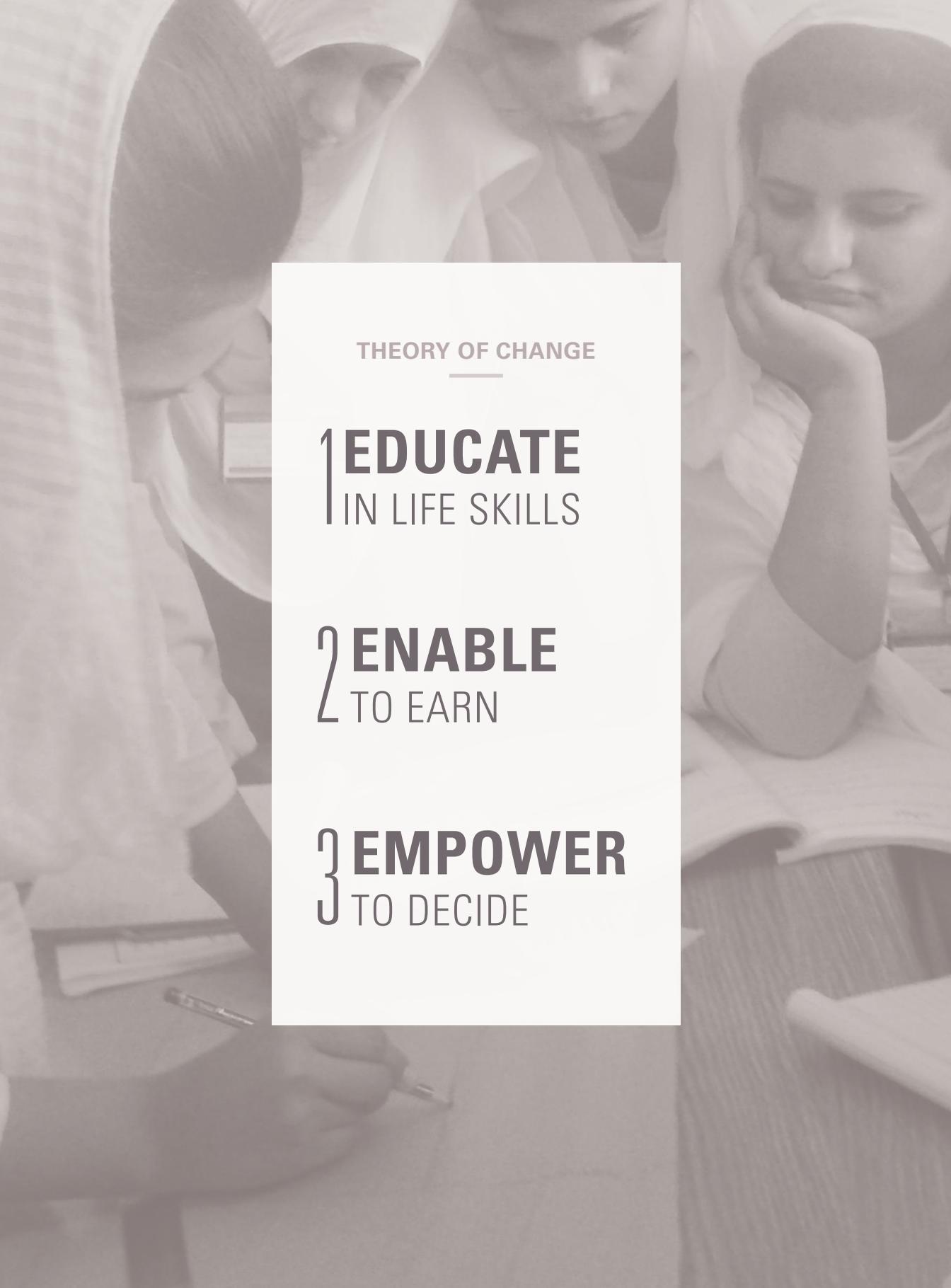
While some of the results do provide evidence to establish correlations, these results do not provide strong evidence to establish causations between skills training and the subsequent changes in the observed indicators. The impact of externalities on the observed changes in socio-economic indicators thus cannot be ruled out.

### 2

Although the socio economic indicators identified for the purpose of this impact evaluation study provide us with a comprehensive snapshot of the socio-economic status of the trainees yet there are invisible factors, not covered in this evaluation study, that play a significant role in the lives of the trainees and could have influenced the responses recorded.

### 3

Despite the fact that these responses were recorded in person, the possibility, that respondents answered less honestly in order to appear favorable to the enumerator thus cannot be ruled out.



THEORY OF CHANGE

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1 **EDUCATE**  
IN LIFE SKILLS

2 **ENABLE**  
TO EARN

3 **EMPOWER**  
TO DECIDE

## DISCUSSION

The analysis of statistics for this impact evaluation study reveal that uptake of the skills had a positive impact on the employment status, average monthly personal income and the contribution of the trainees to household income. There is some correlational evidence which suggests that those earning through uptake of vocational skills taught by the PSDF – supported trainings witnessed minimal improvements in the social indicators such as increased participation in the household decision making, greater control over their economic resources and improved mobility. These results are in line with Kaarvan’s theory of change.

Although these results suggest that the intervention managed to achieve some of its intended objectives and targets, yet to further augment the impact of these skills trainings to bring about a greater impact in the lives of the trainees, it is important to review the limitations of the design of this intervention.

One of the most important learning from this evaluation study is the need to modify the intervention in order to encourage greater share of these women to uptake the skills. The uptake of skills even after 8 months of the trainings is significantly low. Considering that the garment sector specifically the fashion designing industry has a greater scope of economic opportunities particularly

for women, it is important to introduce a module of basic business skills specifically focusing on entrepreneurial skills, to improve their access to such market opportunities.

The inclusion of an additional module of business skills training requires a review of the duration of the business skills. The short duration of the trainings is insufficient to equip the trainees with the essential set of skills required to be engaged in an economic activity especially for the beginners.

Additionally, since most of the trainees who enrolled for these trainings face social constraints with respect to starting their own business or accessing

the market, therefore there is a need to guide these trainees to identify potential home based business opportunities in their local markets. One-on-one sessions with interested trainees to motivate them could prove to be more effective.

In order for the SFJ program to be more effective, these trainings need to be complemented by efforts aimed at efforts aimed at building business management capacity and market linkages to help them overcome barriers to their economic participation.

TRAININGS NEED TO BE  
COMPLEMENTED BY EFFORTS  
AIMED AT CAPACITY BUILDING  
OF THE WOMEN TO HELP  
THEM OVERCOME OTHER  
SOCIAL BARRIERS TO THEIR  
ECONOMIC PARTICIPATION



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