



Kaarvan Crafts Foundation  
Crafting Livelihoods



BRITISH ASIAN TRUST  
TRANSFORMING LIVES  
TOGETHER

**DFID**  
Department for  
International  
Development




MONITORING, EVALUATION AND RESEARCH DEPARTMENT (MER)



TRACER STUDY (OCTOBER 2018) FOR DFID'S WOMEN ECONOMIC EMPOWERMENT  
PROGRAM (WEE) BY KAARVAN CRAFTS FOUNDATION & THE BRITISH ASIAN TRUST

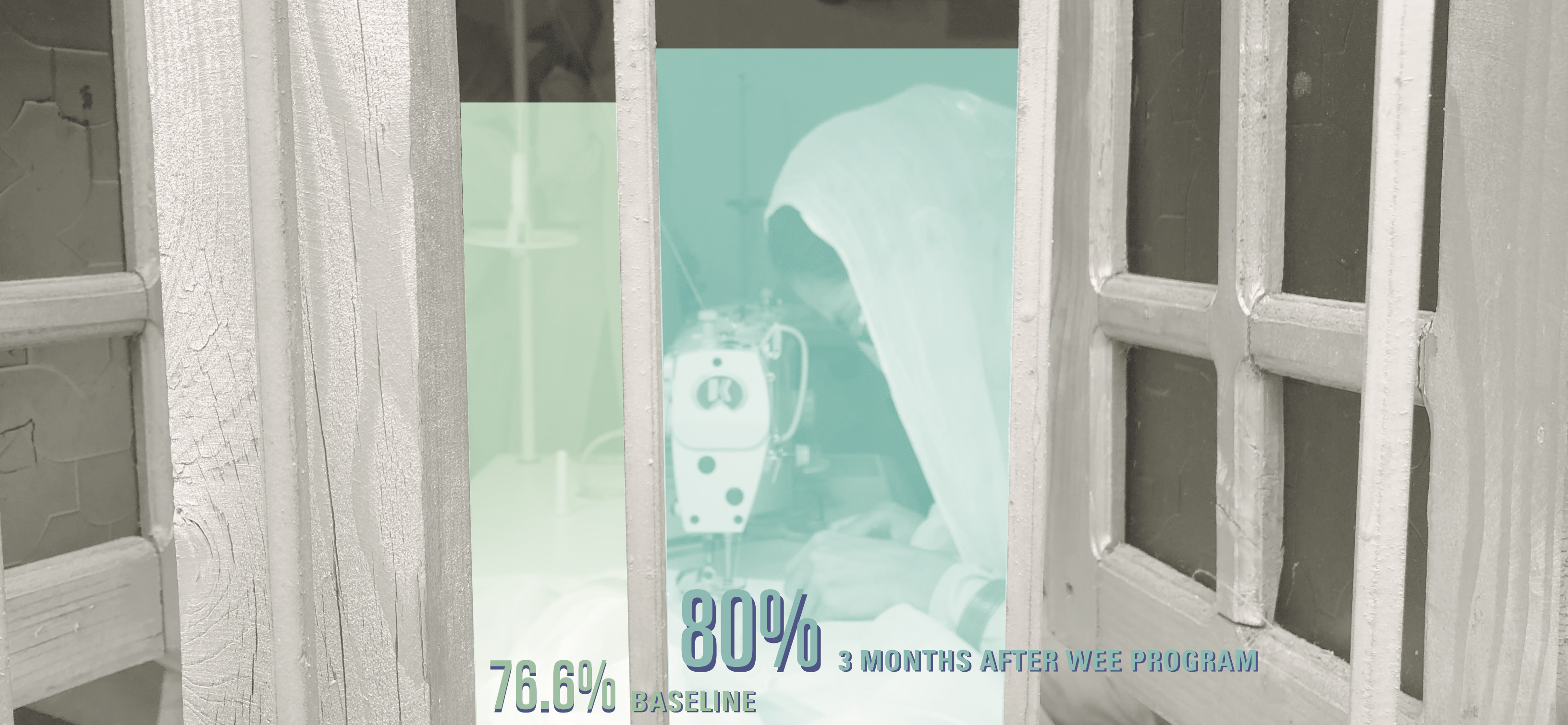
2018-19





The Monitoring, Evaluation & Research (MER) Department at Kaarvan Crafts Foundation carried out a tracer with the 60 Micro-Entrepreneurs in the Women Economic Empowerment Program (WEE) to ascertain changes in their economic indicators. The data was collected three months after the market linkages intervention and was compared to the baseline's figures to determine changes in economic conditions. Following are some of the learnings.





PERCENTAGE OF WOMEN EARNING AN INCOME THROUGH SKILLS EMPLOYMENT

The percentage of women earning an income through employment of skills increased from **76.6% to 80%** between the baseline and tracer.



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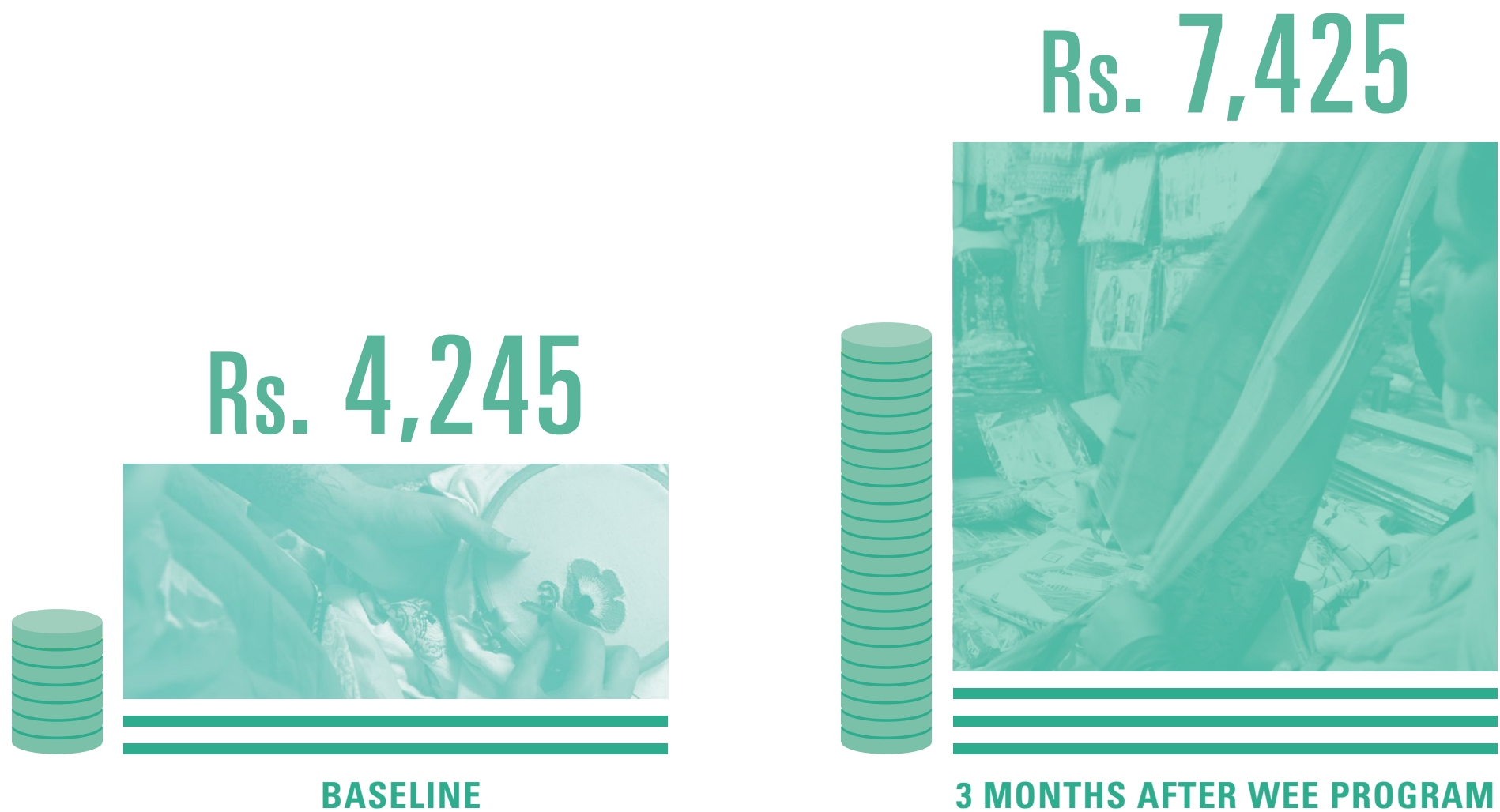
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# CHANGE IN AVERAGE INCOME



It was found that the average number of orders being made by Microentrepreneurs has increased from **5** to **10** in a month. Consequently, this has had a positive income impact on the trainees through employment of skills, as the average monthly income shows a rise from **PKR 4245 to PKR 7425**, a percentage increase of 75%. The number of women whose skill-based income increased from the baseline to tracer is 37 (61%).

## CHANGE IN PERSONAL INCOME

Rs. 7,020



**BASELINE**

Rs. 8,794



**3 MONTHS AFTER WEE PROGRAM**

In comparison, the total income increase saw a relatively smaller percentage increase of 25% as the total personal income saw an increase from **PKR 7020 to PKR 8794**. This income includes their income from the skills employed as well as external income sources they may have. The number of women whose skill-based income increased from the baseline to tracer is 39 (65%).



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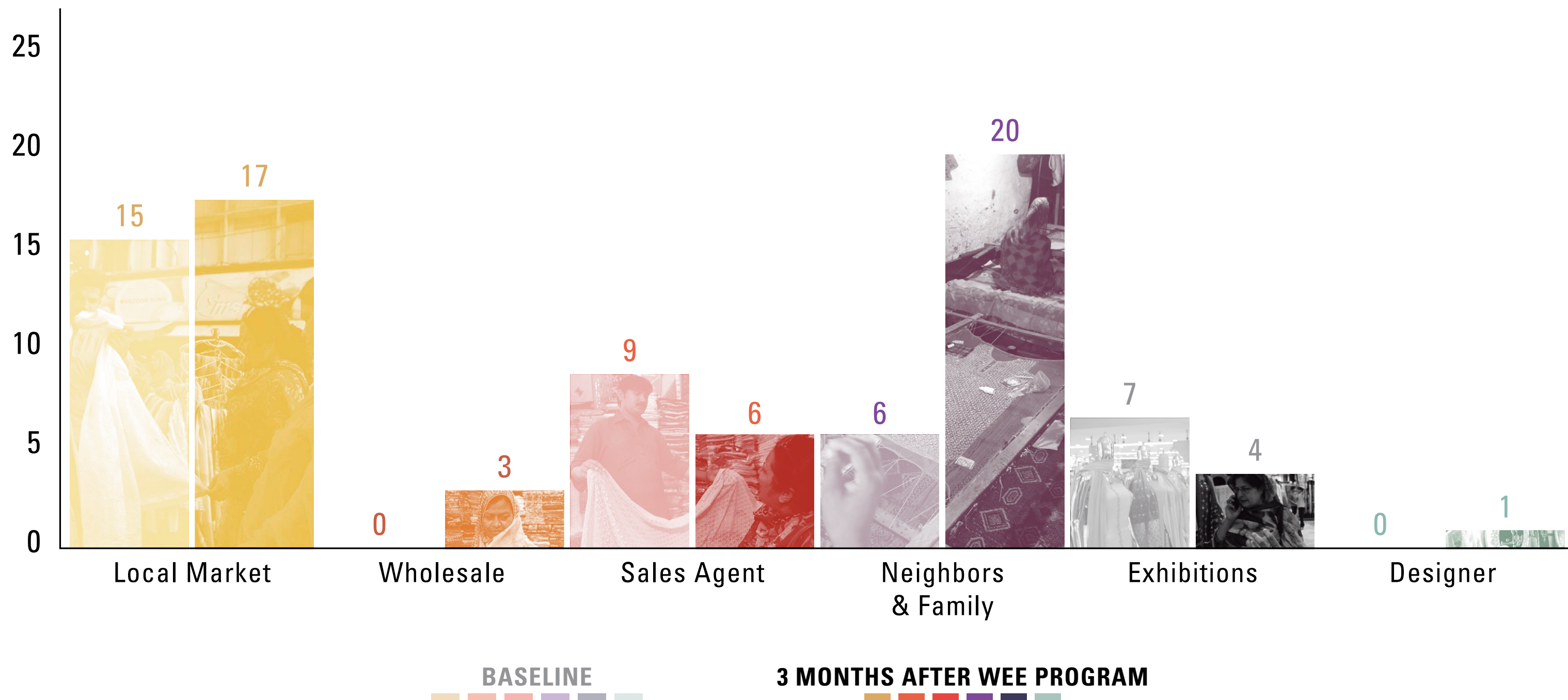


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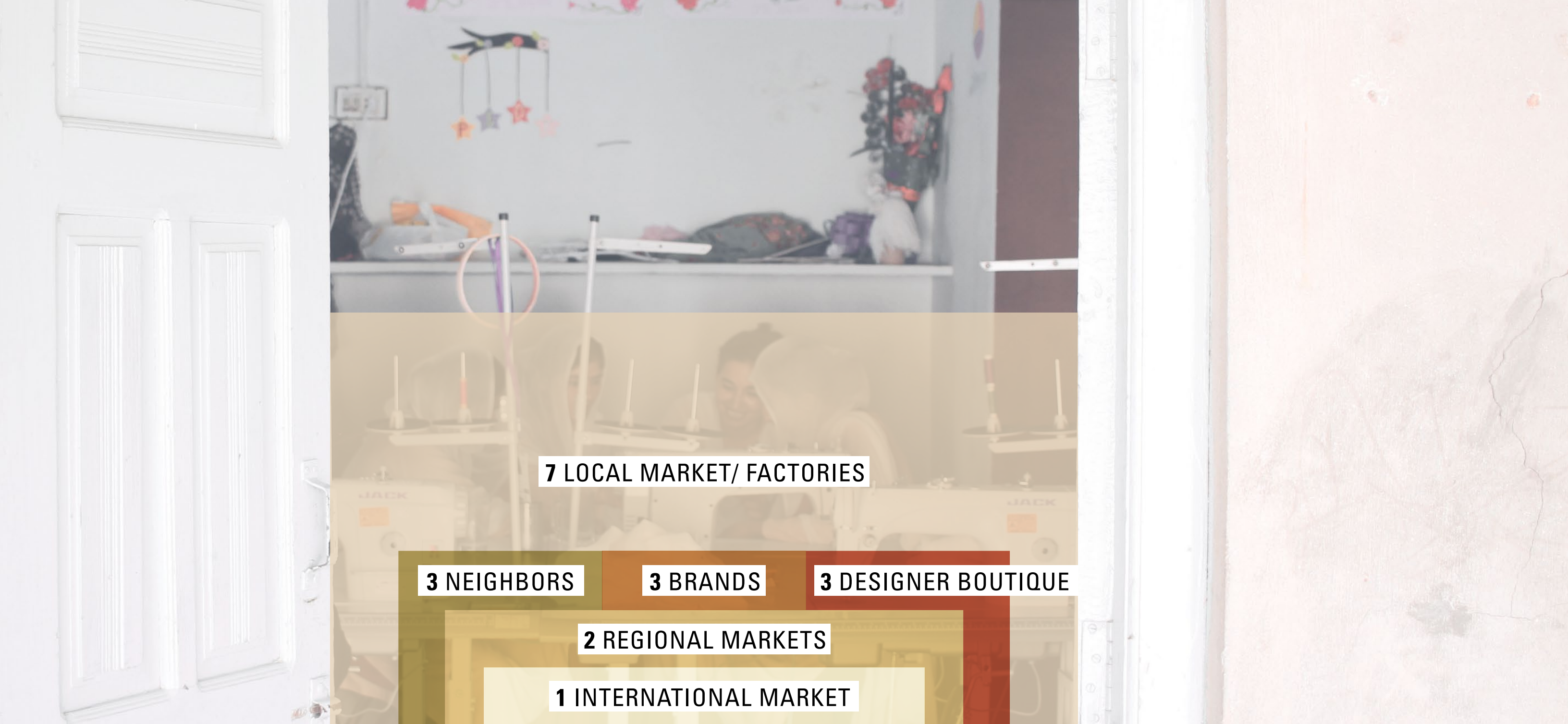
## WHERE ARE THE ARTISANS CURRENTLY SELLING?



A subsequent question was with regards to the markets these MEs approached for their products to be sold. This was compared with their baseline responses. It was found that more MEs are selling their products in their families, neighbourhood and local villages. Many MEs are selling products to their local markets, while lesser MEs are using exhibitions and sales agents to sell their products in the last three months.







**7 LOCAL MARKET/ FACTORIES**

**3 NEIGHBORS**

**3 BRANDS**

**3 DESIGNER BOUTIQUE**

**2 REGIONAL MARKETS**

**1 INTERNATIONAL MARKET**

## OPENING DOORS TO NEW MARKETS

To ascertain the effects of market linkage activities, the MEs were asked if they approached new markets for their products. 19 (31%) Microentrepreneurs confirmed they approached newer markets. The markets were categorized broadly, and it was concluded that local markets/factories were most approached followed by brands, designer boutiques and neighbours. Regional markets and international markets were approached by 2 and 1 ME respectively as well.



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## WOMEN AND DIGITAL LINKAGE TRAINING

The MEs have gained exposure to Digital Linkage Trainings which allows them to upload their products online to be sold. The number of women included in Digital Linkage Trainings were 40 (80%). The number of women who then uploaded products on Portal were 29 (48%), whereas the number of women informed their groups about digital linkages were reported to be 30 (50%).



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*let's collaborate and bring about positive change together...*

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