

The G-SEARCh Toolkit: Case Study Methodology and Interview Protocols



Image Credit: INSOTEC

July 2022



We are grateful for the support from our partners:



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Introduction

This brief discusses the case study methodology used to measure the social and business outcomes of gender-smart technical assistance (TA) activities implemented in five small and medium enterprises (SMEs). These SMEs are based in Bangladesh, Ecuador, Kenya, Rwanda, and Sierra Leone and span the business services, financial services, food and agriculture, and renewable energy sectors. These case studies were developed by the [William Davidson Institute at the University of Michigan \(WDI\)](#), under the [G-SEARCH](#) initiative.

Case Study Methodology

For all five case studies, WDI collected data retrospectively, after the close of the TA pilot (Figure 1). The survey asked quantitative and open-ended questions to respondents that required them to reflect on the time before the start of the TA engagement (baseline) and after receiving the intervention, i.e., the TA activity (endline).

Figure 1: Visual representation of a retrospective study



Surveys were administered to the target audience of the TA activity (respondents) via phone interviews in Ecuador, Kenya, and Sierra Leone. They were conducted in person in Rwanda and administered in an automated manner via WhatsApp in Bangladesh. The sample was randomly (where possible) selected by the

company, and the number of respondents (sample size) was based on per interview costs and resources available. See Table 1 for features of the study design of each of the five SMEs.

Survey questions, translated to the local languages where necessary, were tested with a sample of potential respondents to minimize confusion on questions, test question logic and flow, and time survey completion.

The retrospective study design was selected with G-SEARCH consortium members and the SME management. It was determined based on:

- Research objectives,
- Types of questions to be included in the survey, and
- Availability of resources to conduct the study.

Advantages of such a design included:

- Easier and more cost-effective data collection and management among the data collection partner, SME management, and WDI as the study required only one data collection point (as opposed to two – baseline and endline – or multiple points that include a midline)
- Easier experience in scheduling calls and interviews with respondents as it involves only one data collection point
- Unaffected by respondent attrition (i.e., losing a respondent from the sample because the data collection partner is unable to track them for the follow-up interview)

Limitations of such a design included:

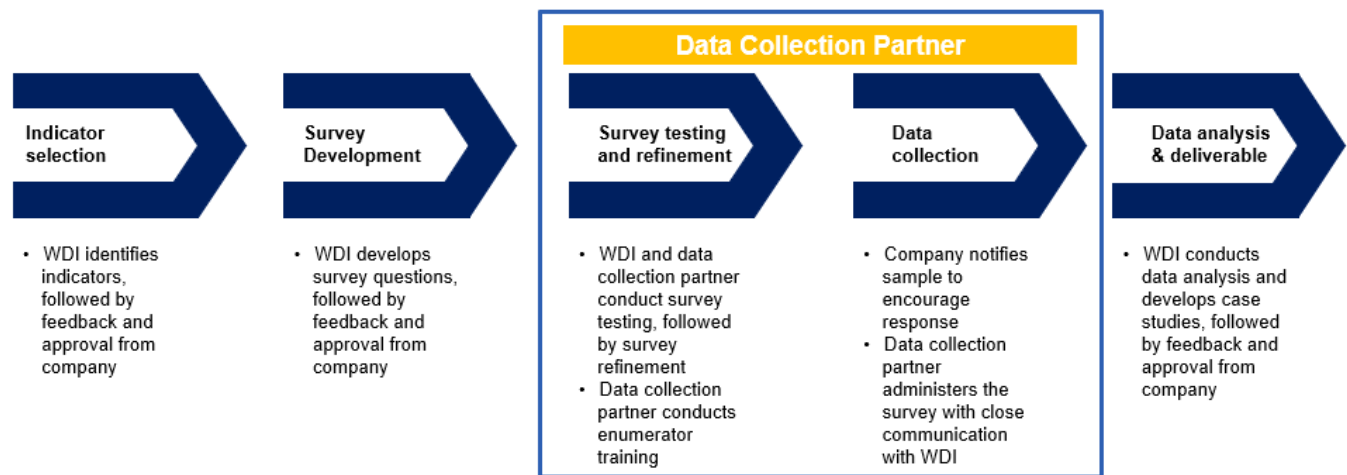
- Respondents may have been subjected to recall bias when they thought back to the time before the TA began (anywhere between six weeks to nine months)
- Required longer interviews as respondents needed to answer questions about the time before the start of the TA engagement and after receiving the TA activity

Table 1: Features of the study design and data collection

Company	Country	Survey administration method	Timeline	Sample	Data collection company	Estimated average time to survey completion
Digicon	Bangladesh	WhatsApp	October 2021 & January 2022	10 middle managers and of their 21 subordinates	Outside Voice (no longer providing this product)	22 minutes
Insotec	Ecuador	Telephone calls	January 2022	119 clients	60 Decibels	14 minutes
PowerGen	Sierra Leone			128 customers		22 minutes
Sanergy	Kenya			127 Agrovets	Dalberg Research	37 minutes
Nova Coffee	Rwanda	Face-to-face interviews	120 coffee farmers	27 minutes		

Phases of the case study development: WDI used a five-phase approach to develop the case studies. These phases are captured in Figure 2.

Figure 2: Five phases of the case study development



For more information on the methodology, please contact Yaquta Fatehi <Email: WDI-PerformanceMeasurement@umich.edu>

Interview Protocols

G-SEARCH CASE STUDY: Nova Coffee | Investor: Root Capital | July 2022

Sector: Food and Agriculture | Region: Sub-Saharan Africa (Rwanda)

Gender-smart technical assistance activity: Training stakeholders



Image Credit: Nova Coffee

FOR THE ENUMERATOR: DO NOT READ THE SENTENCES IN CAPITAL LETTERS AS THESE ARE INSTRUCTIONS FOR YOU.

ENUMERATOR NAME: _____

INTERVIEWEE ID: _____

DATE: _____

TIME: _____

MEETING ATTEMPT: _____

0. SILENTLY RECORD THE SEX OF THE INTERVIEWEE
 - A. Male
 - B. Female

SECTION: INFORMED CONSENT

Hello, my name is <SAY YOUR NAME>. Nova Coffee has permitted me to speak with you. I am from an independent research organization. We are researching the effectiveness of the program organized by Nova Coffee that provides agricultural inputs such as seedlings and land and training coffee farmers on compost, shade trees, and growing household crops. Your responses will help Nova Coffee improve its training and resources for coffee farmers. If you would like to stop our conversation or do not want to answer a particular question, please feel free to say so at any time.

Your responses will remain confidential. We will not share your name or identifying details with Nova Coffee. Do you agree to continue? If you have any questions, please contact [REDACTED].
PLEASE RECORD ONE RESPONSE

- A. Yes (GO TO SECTION INTRODUCTION)
- B. No (SAY: Thank you; END INTERVIEW)

SECTION: INTRODUCTION

Thank you for agreeing to speak with me. I would like to ask you a few questions about your experience in participating in the program delivered by Nova Coffee. Our conversation will take no more than 40 minutes. For some of the questions, I request that you select one answer from the options I give you. For other questions, feel free to share your answers in whatever detail you would like to. I am here to listen to you.

IF THE INTERVIEWEE SAYS HE/SHE DOESN'T HAVE TIME RIGHT NOW, ASK:

When can you return to the washing station?

[DATE AND TIME FOR RETURN: _____ END INTERVIEW.

FILL OUT THE END TIME: _____]

There are no right or wrong answers to any of my questions. Your truthful responses will help Nova Coffee improve the program for women and youth farmers.

From what I understand, the program from Nova Coffee consisted of them providing you with agricultural inputs such as seedlings and land. It also included training sessions on making your compost, growing your crops, and planting shade trees to protect the soil. The training sessions focused on teaching farmers good agricultural practices to improve the quality and quantity of the coffee crop.

CONTINUE TO SECTION A

SECTION A: FARMER METADATA

1. First, may I please ask how many years of experience you have as a coffee farmer?

DO NOT READ THE OPTIONS BELOW. MARK THE APPROPRIATE OPTION BASED ON THE INTERVIEWEE'S ANSWER.

1. < 1 year
2. 1 - < 3 years
3. 3 - < 5 years

- 4. Five years +
- 2. Please share if you are 35 years old, older, or under.
 - 1. 35 years or older
 - 2. Under 35 years old
 - 98. I DON'T KNOW
 - 100. REFUSE TO ANSER

SECTION B: OUTCOMES FROM THE PROGRAM

KNOWLEDGE GAINED AND ACCESS TO TRAINING

First, I'd like to ask you about the quality of the training delivered by Nova Coffee.

PLEASE RECORD ONE RESPONSE PER QUESTION; READ THE SCALE BUT DO NOT READ THE 'DON'T KNOW' OPTION TO THE INTERVIEWEE.

QUESTION	SCALE
3. How frequently do you apply the lessons or knowledge gained from the training sessions? Here are your options:	1. Never 2. Rarely 3. Sometimes 4. Often 5. Always 98. DON'T KNOW 100. REFUSED TO ANSWER
4. Did you have access to training on these topics before you participated in the program from Nova Coffee? By access, I mean the ability to find and receive such trainings on good agricultural practices to help you improve the quality and quantity of your coffee crop in the past. Here are your options:	1. Yes 2. No 98. DON'T KNOW 100. DO NOT WISH TO SHARE

- 5. What are the **three most critical skills and knowledge you learned at the training**? PROBE: What are the three most important skills learned specifically related to addressing climate change? (How to prepare compost? How to use the agricultural inputs from Nova Coffee? How to plant shade trees? How does it change your crop output? How to grow your own food?)

TICK ALL THAT APPLY. DO NOT READ THE PROMPTS HERE. IF THE RESPONDENT SHARES AN ANSWER THAT IS NOT INCLUDED IN THE BELOW TABLE, SELECT '18: OTHER' AND WRITE IN THEIR RESPONSE.

RESPONSE	USE A CHECK MARK IF THE INTERVIEWEE SHARES THIS
1. GROW GOOD COFFEE	
2. TREAT THE COFFEE CROP DURING AND AFTER HARVEST	

3. MAKE MANURE/COMPOST	
4. PLANT SHADY TREES TO MANAGE THE HOT SUN	
5. INCREASE PRODUCTIVITY OF THE CROP	
6. USE AGRICULTURAL INPUTS	
7. GROW YOUR OWN CROPS FOR HOUSEHOLD CONSUMPTION (VEGETABLE FARMING OR KITCHEN GARDEN)	
8. HOW TO USE HERBS	
9. HOW TO SAVE MONEY	
10. HOW TO SPRAY WATER ON COFFEE CROP	
11. HOW TO RESOLVE CONFLICTS IN THE FAMILY	
12. NOT PLANT OTHER CROPS IN THE COFFEE AREA	
13. HOW TO MAKE GOOD DRINKING COFFEE/ HOW TO SERVE GOOD DRINKING COFFEE	
14. PREVENT PESTS /INSECTS /APPLY PESTICIDES	
15. FORM A COOPERATIVE WITH OTHER FARMERS	
16. HOW TO FERTILISE THE COFFEE PLANT PROPERLY	
17. HOW TO MIX COFFEE WITH TREES THAT SUPPORTS COFFEE LIKE LEAVES AS FERTILISERS	
18. OTHER	PLEASE TYPE THE RESPONSE HERE

AGRICULTURAL INPUTS

QUESTION	SCALE
6. Did you have access to these high-quality agricultural inputs for free before you received them through the program from Nova Coffee? By access, I mean the ability for you to find and buy such agricultural inputs to help you improve the quality and quantity of your coffee crop in the past. Here are your options:	1. Yes 2. No 98. DON'T KNOW 100. DO NOT WISH TO SHARE

ADAPTATION AND RESILIENCE TO CLIMATE CHANGE

7. What has the negative effect of climate change been on your coffee farm so far? By climate change, we mean higher than normal temperatures, higher than normal rainfall or rainfall that is occurring at an unexpected time, increased pests and diseases, etc.? By negative effect, we mean that it has harmed your coffee crop in any way in the past, present, or possibly in the future.
1. Very high negative effect
 2. High negative effect
 3. No negative effect on my farm
 4. Low negative effect
 5. Very low negative effect
98. DON'T KNOW
100. TOO EARLY TO TELL

QUESTION	SCALE
8. Had you changed your farming practices in response to climate change <u>before</u> participating in this program from Nova Coffee?	<ol style="list-style-type: none"> 1. Yes, slightly 2. Yes, moderately 3. Yes, enormously 4. No 98. DON'T KNOW
9. Have you changed your farming practices in response to climate change <u>after</u> participating in this program from Nova Coffee?	<ol style="list-style-type: none"> 1. Yes, slightly 2. Yes, moderately 3. Yes, enormously 4. No 98. DON'T KNOW

10. What were your **biggest challenges to coffee production before attending the program** from Nova Coffee? PROBE: Can you also specifically talk about the negative effects of climate change (rising temperatures, unpredictable and/or variable rainfall, pest and disease incidence)? You can also share challenges specific to women farmers or women youth farmers.

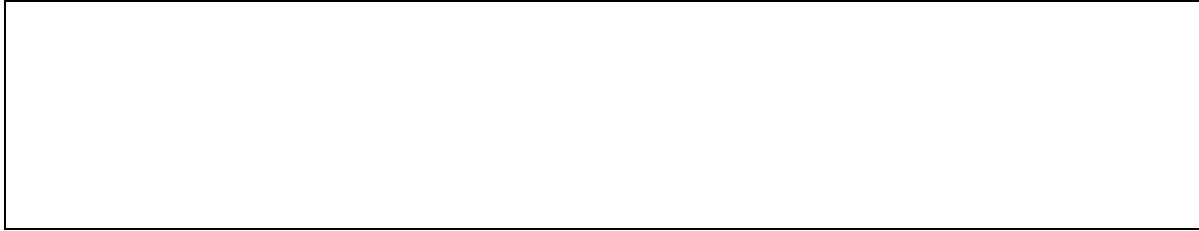
TICK ALL THAT APPLY. DO NOT READ THE PROMPTS HERE. IF THE RESPONDENT SHARES AN ANSWER THAT IS NOT INCLUDED IN THE BELOW TABLE, SELECT '18: OTHER' AND WRITE IN THEIR RESPONSE.

RESPONSE	USE A CHECK MARK IF THE INTERVIEWEE SHARES THIS
1. DID NOT HAVE THE EQUIPMENT LIKE PUMPS	
2. DID NOT HAVE INPUTS LIKE SEEDS, FERTILIZERS, CHEMICALS	
3. DID NOT HAVE KNOWLEDGE ON HOW TO GROW GOOD COFFEE	
4. DID NOT KNOW HOW TO DEAL WITH HOT SUN	

5. YIELD WAS VERY LOW	
6. DID NOT KNOW HOW TO DEAL WITH PESTS, BEETLES, INSECTS	
7. DID NOT KNOW HOW TO MAKE COMPOST OR MANURE	
8. HAD TO DEAL WITH A CONTROLLING HUSBAND / COULD NOT MAKE ANY DECISIONS ON MY OWN AS A WOMAN FARMER	
9. COULD NOT GET A GOOD PRICE FOR COFFEE FROM THE BUYER	
10. COULD NOT FIND STEADY MARKET/ COFFEE BUYERS	
11. DID NOT HAVE CONFIDENCE AS A WOMAN FARMER	
12. THOUGHT THAT ONLY MEN CAN BE COFFEE FARMERS	
13. DID NOT HAVE STUDENT FEES TO LEARN HOW TO GROW COFFEE/ DID NOT HAVE TRAINING ACCESS	
14. DID NOT KNOW HOW TO MAKE COFFEE	
15. DID NOT KNOW HOW TO GROW OWN VEGETABLES	
16. DID NOT KNOW HOW TO FERTILISE THE COFFEE PLANT PROPERLY	
17. DID NOT HAVE THE CONFIDENCE TO DEAL WITH CLIMATE CHANGE	
18. OTHER	PLEASE TYPE THE RESPONSE HERE

11. How has Nova Coffee helped you adapt your farming practices specifically **in response to the negative effects of climate change**? PROBE: Which of these you were doing before? Which adaptations did Nova Coffee improve, and which were new agricultural practices you implemented because of participating in the program? Please share any challenges faced specifically by women farmers and how Nova Coffee helped you address these specific challenges?

OPEN-ENDED QUESTION. PLEASE RECORD THE RESPONSE BELOW



SELF-CONFIDENCE AND ASPIRATIONS

Now, in this part of our conversation, I want to focus on confidence and aspirations. First, I will ask you to think back on the past, and then, I will ask you about current times.

12. **Before attending training sessions and receiving agricultural inputs from Nova Coffee, how much would you have agreed or disagreed** with each of these statements? So, for example, think back to last year before participating in the program from Nova Coffee when you answer this question. Please share your honest response; there is no right or wrong answer. Please think back to the best of your ability to remember.

Here are the options: strongly disagree, disagree, neither disagree nor agree, agree and strongly agree. The difference between strongly disagreeing and disagreeing is that you feel more strongly or frequently about the statement in the negative direction. Strongly agreeing means you feel more strongly or frequently about the statement than just simply agreeing.

PLEASE READ EACH SUB-QUESTION/ITEM AND THE CORRESPONDING SCALE; DO NOT READ THE 'DON'T KNOW' OPTION TO THE INTERVIEWEE.

MARK ONE RESPONSE IN THE CORRESPONDING BOX FOR EACH SUB-QUESTION.

		Disagree (1)	Somewhat disagree (2)	Neither disagree nor agree (3)	Somewhat agree (4)	Agree (5)	DON'T KNOW (98)
12.1	I was confident about my knowledge to prepare for/adapt to climate change on my coffee farm						
12.2	The men farmers saw that women were capable of growing coffee						
12.3	I felt that my coffee farming was a meaningful source of livelihood for my family						
12.4	I was hopeful that I could increase my coffee production in the future						

13. Now, **how do you feel currently, after receiving the training and agricultural inputs** from Nova Coffee. How much do you agree or disagree with each of these statements **now?**

PLEASE READ EACH SUB-QUESTION AND THE CORRESPONDING SCALE; DO NOT READ THE ‘DON’T KNOW’ OPTION TO THE INTERVIEWEE.

MARK ONE RESPONSE IN THE CORRESPONDING BOX FOR EACH SUB-QUESTION.

		Disagree (1)	Somewhat disagree (2)	Neither disagree nor agree (3)	Somewhat agree (4)	Agree (5)	DON'T KNOW (98)
13.1	I am confident about my knowledge to prepare for/adapt to climate change on my coffee farm						
13.2	The men farmers see that women are capable of growing coffee						
13.3	I feel that my coffee farming is a meaningful source of livelihood for my family						
13.4	I am hopeful that I can increase my coffee production in the future						

WORKPLACE STRESS

QUESTION	SCALE
14. On a scale of 1 to 5, where one is very high and five is very low, how would you rate your work stress before participating in the program from Nova Coffee? By work stress, I mean the stress you take to get the agricultural inputs necessary for coffee farming.	1. Very high 2. High 3. Neither high nor low 4. Low 5. Very low 98. DON'T KNOW
15. On a scale of 1 to 5, where one is very high and five is very low, how would you rate your work stress after participating in the program from Nova Coffee?	1. Very high 2. High 3. Neither high nor low 4. Low 5. Very low 98. DON'T KNOW

SAVINGS FROM INPUTS

Now in this part of our conversation, I'd like to ask about the changes in your savings and financial stability from participating in the Nova Coffee program.

PLEASE RECORD ONE RESPONSE; READ THE SCALE BUT DO NOT READ THE 'DON'T KNOW' OR 'REFUSED TO ANSWER' OPTIONS TO THE INTERVIEWEE.

QUESTION	SCALE
<p>16. How much change have you had in your savings since participating in the Nova Coffee program. By this, I mean money savings from receiving various agricultural inputs from Nova Coffe and learning from them about how to grow your vegetables and make your compost.</p>	<p>1. Reduced a lot 2. Reduced a little 3. No change in savings 4. Increased a little (GO TO Q18 AND RETURN TO Q17) 5. Increased a lot (GO TO Q18 AND RETURN TO Q17) 98. DON'T KNOW 100. REFUSED TO ANSWER 101. STILL TOO EARLY TO TELL</p>
<p>17. Next, how much change have you had in your financial stability since participating in the program from Nova Coffee? By financial stability, I mean your ability to meet the money needs and expenses of your household consistently ("consistently" means that it does not change with time). Please choose from the following options:</p>	<p>1. Reduced a lot 2. Reduced a little 3. No change in financial stability 4. Increased a little 5. Increased a lot 98. DON'T KNOW 100. REFUSED TO ANSWER 101. STILL TOO EARLY TO TELL</p>

SUPPORT FOR CHILDREN/INVEST IN BUSINESS

IF INTERVIEWEE RESPONDED TO Q16 THAT THEIR SAVINGS HAS INCREASED "A LITTLE" OR "A LOT", (i.e. RESPONSE OPTION 4 or 5 ON THE SCALE), ASK:

18. What do you do with these additional savings?

TICK ALL THAT APPLY. DO NOT READ THE PROMPTS HERE. IF THE RESPONDENT SHARES AN ANSWER THAT IS NOT INCLUDED IN THE BELOW TABLE, SELECT '9: OTHER', AND WRITE IN THEIR RESPONSE.

RESPONSE	USE A CHECK MARK IF THE INTERVIEWEE SHARES THIS
1. FOOD FOR MY CHILDREN/FAMILY	
2. CLOTHES FOR MY CHILDREN/FAMILY	
3. EDUCATION FOR MY CHILDREN/FAMILY	
4. IMPROVE MY HOUSE (INCLUDING BUYING A WATER FILTER, APPLIANCES ETC.)	
5. PURCHASE HEALTH INSURANCE OR MEET OTHER HEALTH-BASED NEEDS	
6. THINGS FOR MYSELF (FOOD, CLOTHES)	

7. INVEST IN MY BUSINESS (INCLUDING BUYING NEW AGRICULTURAL INPUTS, STORAGE FACILITY, ETC.)	
8. CONTINUE TO BUILD MY SAVINGS	
9. OTHER:	PLEASE WRITE RESPONSE:

FOOD SECURITY FOR CHILDREN

QUESTION	SCALE
19. Before joining the Nova Coffee program, did you, your children, or anyone in your family eat less food than they should have because there wasn't enough money for food? By less food, I mean food portions or number of meals per day, or both. Please choose from these options.	1. Never 2. Rarely 3. Sometimes 4. Often 5. Always 98. DON'T KNOW
20. After joining the Nova Coffee program, did you, your children, or anyone in your family eat less food than they should have because there wasn't enough money for food? Please choose from these options.	1. Never 2. Rarely 3. Sometimes 4. Often 5. Always 98. DON'T KNOW

LOYALTY TO THE ORGANISATION

Next, I want to understand how you feel about the company Nova Coffee

Please share your response to the following statements.

PLEASE RECORD ONE RESPONSE; READ THE SCALE BUT DO NOT READ THE OPTIONS IN CAPITAL LETTERS TO THE INTERVIEWEE.

QUESTION	SCALE
21. How has the loyalty you feel towards Nova Coffee changed since you participated in the program? By loyalty, we mean being associated with Nova Coffee and selling your coffee produce to them first before selling to other buyers. Please select one response from these options.	1. Decreased greatly 2. Decreased a little 3. No change – I always had loyalty to Nova Coffee 4. Increased a little 5. Increased greatly 6. No change – I don't have loyalty to Nova Coffee 98. DON'T KNOW

GENERAL IMPACT QUESTION AS A CATCH-ALL

22. Are there any **other positive or negative changes you have experienced from participating in the program** organized by Nova Coffee that we did not discuss so far? PROBE: Negative can be that now you spend too much time in the training or on your farm, and positive can be that you can speak more confidently with other farmers or you are using your savings for re-investment into the farm, participating in decision-making in the household)

TICK ALL THAT APPLY. DO NOT READ THE PROMPTS HERE. IF THE RESPONDENT SHARES AN ANSWER THAT IS NOT INCLUDED IN THE BELOW TABLE, SELECT '18: OTHER' AND WRITE IN THEIR RESPONSE.

RESPONSE	USE A CHECK MARK IF THE INTERVIEWEE SHARES THIS
1. SPEAK MORE CONFIDENTLY WITH OTHER FARMERS/ MALE FARMERS	
2. MALE FARMERS CAN SEE THAT WOMEN CAN GROW GOOD COFFEE	
3. MEN OF THE HOUSEHOLD SEE THAT WOMEN HAVE POWER	
4. MY WORKING HOURS ON THE FARM HAVE INCREASED	
5. MY WORKING HOURS ON THE FARM HAVE DECREASED	
6. IT IS DIFFICULT TO PARTICIPATE IN THE PROGRAM	
7. NO ONE WATCHES MY CHILDREN OR MY FAMILY WHEN I AM IN THE TRAINING	
8. NOVA COFFEE IS TAKING TOO MUCH OF MY TIME	
9. REINVEST SAVINGS ON THE FARM/ HAVE MORE SAVINGS	
10. I CAN MAKE DECISIONS IN MY HOUSEHOLD ABOUT MONEY	
11. I CAN MAKE DECISIONS ON HOW TO RUN MY FARM	
12. BE PART OF A COOPERATIVE	
13. USE FEWER CHEMICAL PRODUCTS ON MY FARM	
14. MY COFFEE IS TASTING BETTER	
15. ACCESS TO BETTER WATER BECAUSE OF THE PUMP FROM NOVA COFFEE	
16. FEWER INJURIES ON THE FARM	

17. HAVE MORE CONFIDENCE IN MYSELF/ FEEL PROUD OF MYSELF	
18. OTHER	PLEASE TYPE THE RESPONSE HERE

IMPROVE TRAINING

In the final part of our conversation, please share your recommendations to improve in the future. This information is very helpful to Nova Coffee to ensure they are serving their farmers in the best manner possible.

23. What do you **continue to foresee as challenges of climate change on your ability to farm coffee or manage your farm, especially as a woman farmer?** What more can Nova Coffee do to address these challenges? (e.g., additional inputs, access to finance, access to insurance, increasing volume or coffee quality, farm equipment like irrigation, better coffee prices, technical support, agrochemical support beyond fertilizer, early warning system, etc.)

TICK ALL THAT APPLY. DO NOT READ THE PROMPTS HERE. IF THE RESPONDENT SHARES AN ANSWER THAT IS NOT INCLUDED IN THE BELOW TABLE, SELECT '18: OTHER', AND WRITE IN THEIR RESPONSE.

RESPONSE	USE A CHECK MARK IF THE INTERVIEWEE SHARES THIS
1. POOR TRANSPORTATION	
2. TOO MUCH RAIN	
3. TOO MUCH SUN	
4. ACCESS TO FINANCE	
5. ACCESS TO INSURANCE	
6. NEED MORE VOLUME OF COFFEE	
7. WANT BETTER QUALITY OF COFFEE	
8. NEED BETTER PRICE FROM NOVA COFFEE	
9. NEED MORE IRRIGATION EQUIPMENT	
10. NEED OTHER INPUTS	
11. HOW TO MANAGE CLIMATE DIASTER	
12. WANT MORE TRAINING FROM NOVA COFFEE / HANDS ON TRAINING	
13. NEED MORE AGROCHEMICALS BEYOND COMPOST	
14. WANT EARLY WARNING SYSTEM	
15. WANT TO USE INTERNET TECHNOLOGY TO KNOW ABOUT PRICES OR WEATHER	
16. WANT LESS INJURIES ON THE FARM	

17. WANT TO HAVE MORE CONFIDENCE IN MYSELF/ FEEL PROUD OF MYSELF	
18. OTHER	PLEASE TYPE THE RESPONSE HERE

SECTION C: CONCLUSION

Thank you for your time and for answering all my questions. All the information you have given has been very helpful. Do you have any questions for me?

FILL IN END TIME: _____

G-SEARCH CASE STUDY: INSOTEC | Investor: AlphaMundi Group | July 2022

Sector: Financial Services | Region: Latin America (Ecuador)

Gender-smart technical assistance: Marketing to women



Image Credit: Insotec

FOR THE ENUMERATOR: DO NOT READ THE SENTENCES IN CAPITAL LETTERS AS THESE ARE INSTRUCTIONS FOR YOU.

ENUMERATOR NAME: _____

INTERVIEWEE ID: _____

DATE: _____

TIME OF THE CALL: _____

CALL ATTEMPT: _____

- 6. SILENTLY RECORD THE SEX OF THE INTERVIEWEE
- C. Male
- D. Female

SECTION: INFORMED CONSENT

Hello, my name is <SAY YOUR NAME>, and I received your number from INSOTEC – they have permitted me to contact you. I am from an independent research organization. We are researching the effectiveness of

INSOTEC's non-financial services and communication techniques with its customers. Your responses to my questions will help INSOTEC improve its products and customer engagement techniques.

Your responses will remain confidential. We will not share your name or any identifying details with INSOTEC. Do you agree to continue? If you have any questions, please contact [REDACTED] (PLEASE RECORD ONE RESPONSE)

- C. Yes (GO TO SECTION INTRODUCTION)
- D. No (SAY: Thank you; END CALL; FILL END TIME _____)

SECTION: INTRODUCTION

Thank you for agreeing to take this short survey. I would like to ask you a few questions about your experience with INSOTEC. It will take less than 20 minutes to complete this call.

[IF THE INTERVIEWEE SAYS HE/SHE DOESN'T HAVE TIME RIGHT NOW, ASK WHEN TO CALL BACK: When should I call back?

DATE AND TIME FOR CALL BACK: _____ ; SAY: Thank you; END CALL; FILL END TIME _____]

Please listen to each question. Ask me to repeat if you did not hear it or explain the question if you did not understand it. There are no right or wrong answers. Your truthful responses will help INSOTEC improve its services and engagement with you.

CONTINUE TO SECTION A

SECTION A: INSOTEC CUSTOMER

- 1. First, may I please ask if you are the INSOTEC customer?
 - 1. Yes, I am (PLEASE MAKE SURE THIS IS A WOMAN YOU ARE SPEAKING WITH; IF MAN, GO TO SCRIPT: PASS THE PHONE)
 - 2. No, my wife is the customer (GO TO SCRIPT: PASS THE PHONE)
 - 3. No, my daughter is the customer (GO TO SCRIPT: PASS THE PHONE)
 - 4. DON'T KNOW (GO TO SCRIPT: PASS THE PHONE)

SCRIPT: PASS THE PHONE

We request to speak to the female INSOTEC customer. Could you please pass the phone to her? We will only ask questions on the effectiveness of communication techniques used by INSOTEC. You can give her the phone and listen to our conversation if it makes you feel more comfortable.

IF THE MAN IS NOT WILLING TO TRANSFER OR SAYS THE PERSON IS NOT AVAILABLE:

READ: Ok. Is there another time that I can call?

NEW TIME TO CALL: _____ (GO TO SECTION D)

IF THEY AGREE TO PASS THE PHONE, WAIT FOR PHONE TRANSFER, GO BACK TO Q1, AND CONFIRM YOU ARE SPEAKING TO THE FEMALE INSOTEC CUSTOMER (THIS IS A LOOP TILL YOU GET THE FEMALE INSOTEC CUSTOMER OR YOU DETERMINE YOU CANNOT COMPLETE THE CALL).

CONTINUE TO SECTION B ONCE YOU HAVE THE WOMAN CUSTOMER ON THE CALL.

SECTION B: EFFECTIVENESS OF COMMUNICATION TECHNIQUES

AWARENESS OF PRODUCTS

I want to begin our conversation by asking about INSOTEC’s communication techniques to inform its customers of the various services INSOTEC offers. Today, we will focus only on the medical and dental assistance product. So, let’s begin:

(PLEASE RECORD ONE RESPONSE PER QUESTION; READ THE SCALE BUT DO NOT READ THE ‘DON’T KNOW’ OPTION TO THE INTERVIEWEE)

QUESTION	SCALE
2. How would you rate your current level of awareness of the medical and dental assistance product that INSOTEC provides? Please choose from the following options that I give you:	1. No awareness/ knowledge 2. Very little awareness/ knowledge 3. Basic awareness/ knowledge/ understanding 4. Fairly complete awareness/ knowledge/ understanding 5. Highly aware/knowledgeable 98. DON’T KNOW

FREQUENCY OF COMMUNICATIONS

(PLEASE RECORD ONE RESPONSE PER QUESTION; READ THE SCALE BUT DO NOT READ THE ‘DON’T KNOW’ OPTION TO THE INTERVIEWEE)

QUESTION	SCALE
3. Since joining INSOTEC, how frequent have communications from INSOTEC been about its medical and dental assistance product? Please choose from the following options that I give you:	1. Much too frequent 2. A little too frequent 3. A little too infrequent (want more communication) 4. Much too infrequent (want a lot more communication) 5. The frequency of communication is just right 98. DON’T KNOW

HELPFULNESS OF COMMUNICATIONS

4. Please indicate by yes or no if you heard about INSOTEC’s medical and dental assistance product and its benefits through any of the following channels:

CHANNEL	SCALE	
1. Flyers	1. Yes 2.No 98. DONT KNOW	
2. Credit officer either at the branch or outside	1. Yes 2.No 98. DONT KNOW	
3. WhatsApp messages	1. Yes 2.No 98. DONT KNOW	
4. Information through social networks such as Facebook and Facebook messenger	1. Yes 2.No 98. DONT KNOW	
5. Through friends and family (word of mouth)	1. Yes 2.No 98. DONT KNOW	
6. Is there any other channel through which you heard more about the medical and dental assistance?	DO NOT FILL TEXT HERE	OTHER: (FILL TEXT HERE)

5. What new communication techniques or channels should INSOTEC use to share information about these additional services to its customers? PROBE: such as radio and television; or newspaper advertisements?

(OPEN-ENDED QUESTION. PLEASE RECORD THE RESPONSE BELOW)

CONTINUE TO SECTION C

SECTION C: MEDICAL AND DENTAL ASSISTANCE FROM INSOTEC

6. Now, in this second part of our conversation, we will discuss you and your family’s use of the medical and dental assistance services from INSOTEC. Before we begin with these questions, have you or any of your family members used this service?

(PLEASE RECORD ONE RESPONSE ONLY)

- A. Yes (GO TO Q9)
- B. No (GO TO Q7)
- C. Don't know (GO TO Q7)

7. Do you know that INSOTEC provides medical and dental assistance?

(PLEASE RECORD ONE RESPONSE ONLY)

- 1. Yes (GO TO Q8)
- 2. No (GO TO SCRIPT: AVAILABLE MEDICAL SERVICES)

8. Why haven't you or your family members used the service provided by INSOTEC?

(THIS IS AN OPEN-ENDED QUESTION. PLEASE RECORD THE RESPONSE BELOW)

(IF THE INTERVIEWEE IS ASKED Q8, AFTER THEIR RESPONSE TO THIS QUESTION, GO TO SECTION D)

SCRIPT: AVAILABLE MEDICAL SERVICES

INSOTEC provides medical and dental coverage to its customers and their families. To learn more, please contact: [REDACTED] or ask an INSOTEC credit officer.

(GO TO SECTION D AFTER READING THE SCRIPT).

USE OF MEDICAL AND DENTAL SERVICES

QUESTION	RESPONSE
9. Did you use this service?	1. Yes 2.No
10. Did any of your family members use this service?	1. Yes 2.No 98 DON'T KNOW
11. Can you share which month you or your family member first used this service? An estimate is ok.	OPEN-ENDED:

EXPENSES

Thank you for sharing that. Now let's move on:

(PLEASE RECORD ONE RESPONSE PER QUESTION; READ THE SCALE BUT DO NOT READ THE ‘DON’T KNOW’ OPTION TO THE INTERVIEWEE)

QUESTION	SCALE
12. How much change has using the healthcare and dental assistance from INSOTEC had on your medical and dental expenses (such as outpatient visits, medicines) compared to when you did not use this service? Please choose from the following options that I give you:	1. It has reduced by a lot 2. It has reduced by a little 3. No change 4. It has increased by a little 5. It has increased by a lot 98. DON’T KNOW

PHYSICAL HEALTH

Next, I want to know about you and your family’s experience using the medical and dental services from INSOTEC.

(PLEASE RECORD ONE RESPONSE PER QUESTION; READ THE SCALE BUT DO NOT READ THE ‘DON’T KNOW’ OPTION TO THE INTERVIEWEE)

QUESTION	SCALE
13. How satisfied are you with the quality of service provided by INSOTEC’s healthcare and dental service? Please choose from the following options that I give you:	1. Very dissatisfied 2. Dissatisfied 3. Neither satisfied nor dissatisfied 4. Satisfied 5. Very satisfied 98. DON’T KNOW

ACCESS TO MEDICAL/DENTAL SERVICES

(PLEASE RECORD ONE RESPONSE PER QUESTION; READ THE SCALE BUT DO NOT READ THE ‘DON’T KNOW’ OPTION TO THE INTERVIEWEE)

QUESTION	SCALE
14. Did you have access to health and medical services before INSOTEC made this available to you? By access, I mean the ability for you to find and receive such medical and dental services in the past. Here are your options	1. Yes 2. No 98. DON’T KNOW

IMPROVEMENT IN THE MEDICAL AND DENTAL SERVICE

15. How can INSOTEC improve the medical and dental assistance provided to customers?

(OPEN-ENDED QUESTION. PLEASE RECORD THE RESPONSE BELOW)

CONTINUE TO SECTION D

SECTION D: CONCLUSION

Thank you for your time and for answering all my questions. All the information you have given is very helpful. Do you have any questions or comments for me?

FILL IN END TIME: _____

G-SEARCH CASE STUDY: PowerGen Renewable Energy | Investor: AHL Venture Partners | July 2022

Sector: Renewable Energy | Region: Sub-Saharan Africa (Sierra Leone)

Gender-smart technical assistance: Marketing to women



Image Credit: PowerGen

FOR THE ENUMERATOR: DO NOT READ THE SENTENCES IN CAPITAL LETTERS AS THESE ARE INSTRUCTIONS FOR YOU.

ENUMERATOR NAME: _____

INTERVIEWEE ID: _____

DATE: _____

TIME: _____

CALL ATTEMPT: _____

- 0. SILENTLY RECORD THE SEX OF THE INTERVIEWEE
 - 1. Male
 - 2. Female
 - 98. DON'T KNOW

SECTION: INFORMED CONSENT

Hello! Powergen wants to know if the jingle they have developed addresses any issues you may have with electricity use. They have given us your number. My name is <YOUR NAME>. Your responses will remain confidential. If you have any questions, please contact this number: [REDACTED]

Can we continue?

(PLEASE SELECT ONE RESPONSE)

- Yes (GO TO SECTION: INTRODUCTION)
- No (SAY: Thank you; END CALL; FILL IN END TIME_____)

SECTION: INTRODUCTION

Thank you. Let's begin.

[IF THE INTERVIEWEE SAYS HE/SHE DOESN'T HAVE TIME RIGHT NOW, ASK WHEN TO CALL BACK:

When should I call back?

RECORD DATE AND TIME:_____ ; END THE CALL; FILL OUT THE END TIME:
_____]

SECTION A: HOME BUSINESS PRESENCE

1. Do you or a family member who lives with you **run a business from your home?**
(PLEASE RECORD ONE RESPONSE ONLY)
 1. Yes
 2. No
 100. DON'T WISH TO ANSWER

SECTION B: HEARING THE JINGLE

2. Let's discuss the new jingle from PowerGen that played on the radio and your local P.A. system in the market area. **Did you hear this jingle?**
(PLEASE RECORD ONE RESPONSE ONLY)
 1. Yes (GO TO Q3 AND THEN SECTION C)
 2. No (SKIP Q3; GO TO 'SCRIPT: POWERGEN JINGLE' AND THEN SECTION C)
 3. I heard it but do not remember it (SKIP Q3; GO TO 'SCRIPT: POWERGEN JINGLE' AND THEN SECTION C)
 98. DON'T KNOW (SKIP Q3; GO TO 'SCRIPT: POWERGEN JINGLE' AND THEN SECTION C)
3. **Where** did you hear the jingle?
 1. On the radio
 2. On the P.A. system (OR) at the market
 3. I don't remember
 98. DON'T KNOW

SCRIPT: POWERGEN JINGLE

PowerGen aired jingles on the radio and P.A. system. Let me play this jingle for you on the phone.

PLAY THE JINGLE ON THE PHONE.

Thank you for listening. Now, let's continue.

CONTINUE TO SECTION C

SECTION C: ECONOMIC, CAPABILITY, AND RELATIONSHIP WELL-BEING QUESTIONS

INTEREST IN BEGINNING A BUSINESS OR USING POWERGEN IF EXISTING HOME BUSINESS

ONLY ASK QUESTIONS 4 AND 5 IF INTERVIEWEE REPLIES NO TO QUESTION 1 ON HOME BUSINESS.

4. First, I want to know about your interest in starting a business from home. **Before** hearing the PowerGen jingle, **did you have any interest in starting a home business** or have any discussions about it with a family member?

(PLEASE RECORD ONE RESPONSE ONLY; DO NOT READ THE 'DON'T KNOW' OPTION TO THE INTERVIEWEE)

1. Yes (GO TO Q8)
2. No (GOTO Q5)
98. DON'T KNOW

5. Now, **after** hearing the PowerGen jingle, **will you consider or have you considered starting a home business?**

IF INTERVIEWEE JUST HEARD THE JINGLE ON THE CALL, ALSO READ: I know you just heard the jingle, but we are interested in your first impressions.

(PLEASE RECORD ONE RESPONSE ONLY; DO NOT READ THE 'DON'T KNOW' OPTION TO THE INTERVIEWEE)

1. Yes
2. No
98. DON'T KNOW

ONLY ASK QUESTIONS 6 AND 7 IF THE INTERVIEWEE REPLIES YES TO QUESTION 1 ON HOME BUSINESS.

6. First, I want to learn more about your electricity use for your home business.

After hearing the jingle, would you **consider increasing your electricity usage for your home business?** Here are the options; please choose one that reflects your honest thoughts. Please know that there is no right or wrong answer.

(PLEASE RECORD ONE RESPONSE ONLY; DO NOT READ THE 'DON'T KNOW' OPTION TO THE INTERVIEWEE)

1. No, decrease electricity use by a lot for my home business (GO TO Q8)
2. No, decrease by a little (GO TO Q8)
3. No- I do not use nor intend to use electricity for my home business (GO TO Q8)
4. Yes - increase by a little for my home business (GO TO Q7)

- 5. Yes – increase by a lot for my home business (GO TO Q7)
- 6. No– I use enough electricity for my home business (GO TO Q8)
- 98. DON'T KNOW

7. IF YES OPTIONS SELECTED BY INTERVIEWEE ON Q6: Please share why or how you want to increase your energy use for your home business? PROBE: this could be for purchasing more appliances like a freezer to use in the business.

(OPEN-ENDED QUESTION. PLEASE RECORD THE RESPONSE BELOW)

KNOWLEDGE OF BENEFITS OF ELECTRICITY

Next, I would like to know about your knowledge of the benefits of electricity.

- 8. Please share **the most important ways electricity can benefit your household?** Please share as many benefits, including any you heard on the jingle.

IF THE INTERVIEWEE JUST HEARD THE JINGLE ON THE CALL, READ: I know you just heard the jingle, but I also want to understand what message from the jingle you recall the most.

INTERVIEWEE TICK ALL THAT APPLY. DO NOT READ THE PROMPTS HERE. IF THE INTERVIEWEE SHARES AN ANSWER THAT IS NOT INCLUDED IN THE BELOW TABLE, SELECT 14: OTHER, AND WRITE IN THEIR RESPONSE.

RESPONSE	USE A CHECK MARK IF THE INTERVIEWEE SHARES THIS;
1. ABILITY TO RUN APPLIANCES IN THE HOUSE	
2. LESS TIME SPENT ON DOMESTIC WORK	
3. MORE TIME FOR LEISURE	
4. MORE TIME TO PURSUE WORK OUTSIDE THE HOUSE	
5. MORE TIME TO WORK ON HOME BUSINESS	
6. MORE TIME TO SPEND WITH FAMILY MEMBERS	
7. CHILDREN CAN STUDY MORE EASILY	
8. OPPORTUNITY FOR WOMEN TO HAVE INCREASED INCOME THROUGH THE HOME BUSINESS	

9. OPPORTUNITY TO EXPAND EXISTING HOME BUSINESS	
10. MEN AND WOMEN HAVE EQUAL ACCESS TO ELECTRICITY	
11. LESS WORRY ABOUT POWER CUTS	
12. REDUCED LOSS OF FOOD	
13. NO ADDITIONAL ADAPTER NEEDED TO CONNECT APPLIANCES	
14. OTHER: PLEASE WRITE A RESPONSE	

QUESTION	SCALE(WRITE THE NUMBER)
9. On a scale of 1 to 5, where 1 is very unhelpful , and 5 is very helpful , please indicate how helpful the jingle is to you and the community to learn about the benefits of electricity.	1. Very unhelpful 2. Unhelpful 3. Neither helpful nor unhelpful 4. Helpful 5. Very helpful 98. DONT KNOW

10. What **communication techniques should PowerGen use to share information about electricity**, its products, and their benefits? IF INTERVIEWEE PROVIDES NO RESPONSE, PROBE WITH THE FOLLOWING TEXT: for example, these could be a home visit with PowerGen technicians, information via SMS or pamphlets, or if your friends and family share this information with you, etc.

(OPEN-ENDED QUESTION, PLEASE RECORD RESPONSE BELOW)

ATTITUDES TOWARD ELECTRICITY USE AND WOMEN’S ACCESS

Next, I would like to know about your attitudes toward using electricity.

11. **Before hearing the jingle**, how much would you have agreed or disagreed with each of these statements? Please share your honest response; there is no right or wrong answer. Please think back to the best of your ability to remember.

Here are the options: strongly disagree, disagree, neither disagree nor agree, agree and strongly agree. The difference between strongly disagreeing and disagreeing is that you feel more strongly or frequently about the statement in the negative direction. Strongly agreeing means you feel more strongly or frequently about the statement than just simply agreeing.

(PLEASE READ EACH SUB-QUESTION/ITEM AND THE CORRESPONDING SCALE; DO NOT READ THE 'DON'T KNOW' OPTION TO THE INTERVIEWEE.

MARK ONE RESPONSE IN THE CORRESPONDING BOX FOR EACH SUB-QUESTION.)

		Strongly disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly agree (5)	DON'T KNOW (98)
11.1	Electricity has the potential to improve my life						
11.2	Electricity has the potential to improve my business or provide an opportunity to start a new business						
11.3	Electricity has the potential to improve women's or children's lives, in particular						

12. **Now, after hearing the jingle**, how much do you agree or disagree with each of these statements: (PLEASE READ EACH SUB-QUESTION AND THE CORRESPONDING SCALE; DO NOT READ THE 'DON'T KNOW' OPTION TO THE INTERVIEWEE.

MARK ONE RESPONSE IN THE CORRESPONDING BOX FOR EACH SUB-QUESTION.)

		Strongly disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly agree (5)	DON'T KNOW (98)
12.1	Electricity has the potential to improve my life						

12.2	Electricity has the potential to improve my business or provide an opportunity to start a new business						
12.3	Electricity has the potential to improve women's or children's lives, in particular						

13. **Before hearing the jingle**, how much would you have agreed or disagreed with each of these statements? Please share your honest response; there is no right or wrong answer. Please think back to the best of your ability to remember.

(PLEASE READ EACH SUB-QUESTION AND THE CORRESPONDING SCALE; DO NOT READ THE 'DON'T KNOW' OPTION TO THE INTERVIEWEE.

MARK ONE RESPONSE IN THE CORRESPONDING BOX FOR EACH SUB-QUESTION.)

		Strongly disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly agree (5)	DON'T KNOW (98)
13.1	Women can operate a home business						
13.2	Women and men should have equal access to electricity						
13.3	Women would benefit more than men from electricity in the home (due to the nature of their tasks)						

14. **Now, after hearing the jingle**, how much do you agree or disagree with each of these statements: (PLEASE READ EACH SUB-QUESTION AND THE CORRESPONDING SCALE; DO NOT READ THE 'DON'T KNOW' OPTION TO THE INTERVIEWEE.

MARK ONE RESPONSE IN THE CORRESPONDING BOX FOR EACH SUB-QUESTION.)

		Strongly disagree (1)	Disagree (2)	Neither disagree	Agree (4)	Strongly agree (5)	DON'T KNOW (98)

				nor agree (3)			
14.1	Women can operate a home business						
14.2	Women and men should have equal access to electricity						
14.4	Women would benefit more than men from electricity in the home (due to the nature of their tasks)						

HURDLES TO ENERGY USAGE

15. Based on your experience, **why do women not use more electricity in their homes?**

TICK ALL THAT APPLY. DO NOT READ THE PROMPTS HERE. IF THE INTERVIEWEE SHARES AN ANSWER THAT IS NOT INCLUDED IN THE BELOW TABLE, SELECT 9: OTHER, AND WRITE IN THEIR RESPONSE

RESPONSE	USE A CHECK MARK IF THE INTERVIEWEE SHARES THIS
1. THEY DON'T MANAGE THEIR OWN MONEY (HUSBAND HAS TO TOP UP)	
2. THEY DON'T HAVE APPLIANCES AT HOME BECAUSE OF A LACK OF MONEY TO PURCHASE	
3. THEY DON'T KNOW ABOUT THE TYPES OF APPLIANCES THEY COULD BE USING	
4. IT IS NOT ENOUGH ELECTRICITY TO POWER THE HIGH-POWER APPLIANCES THEY WANT TO USE	
5. THEY FEEL THE TARIFF IS TOO EXPENSIVE/ NO WILLINGNESS TO PAY FOR ELECTRICITY	
6. THEY WANT TO START A HOME BUSINESS BUT LACK APPLIANCES, CAPITAL, KNOW-HOW, ETC.	
7. THEY DO NOT HAVE PERMISSION TO USE ELECTRICITY	
8. THEY USE OTHER SOURCES OF ENERGY SO DON'T NEED ELECTRICITY	
9. OTHER: PLEASE WRITE A RESPONSE	

16. What **other questions do you have about electricity usage and its benefits**, especially for women and children? We ask this because we can then include the answers to your question in the jingle itself in the future. PROBE: maybe you have questions about which appliances you can use with electricity simultaneously.

(OPEN-ENDED QUESTION, PLEASE RECORD RESPONSE BELOW)

SECTION D: CONCLUSION

Thank you so much for your time in answering this survey. Your responses are very much appreciated. Do you have any questions for me?

IF ENUMERATOR SPOKE WITH A MAN, SAY THE FOLLOWING: We would like to ask these same questions to the woman of the household. When would be a good time to call to speak to her? Should I call on the same number or a different number?

PERMISSION TO CALL THE WOMEN OF THE HOUSEHOLD (YES/NO): _____

WRITE DOWN TIME TO CALL THE WOMAN OF THE HOUSEHOLD: _____

WRITE DOWN NUMBER TO CALL THE WOMAN OF THE HOUSEHOLD IF DIFFERENT: _____

FILL IN END TIME: _____

G-SEARCH CASE STUDY: Sanergy | Investor: Acumen | July 2022

Sector: Food and Agriculture | Region: Sub-Saharan Africa (Kenya)

Gender-smart technical assistance activity: Training stakeholders



Image Credit: Sanergy

FOR THE ENUMERATOR: DO NOT READ THE SENTENCES IN CAPITAL LETTERS AS THESE ARE INSTRUCTIONS FOR YOU.

ENUMERATOR NAME: _____

INTERVIEWEE ID: _____

DATE: _____

TIME OF THE CALL: _____

CALL ATTEMPT: _____

0. SILENTLY RECORD THE SEX OF THE INTERVIEWEE

1-Male

2-Female

98. DON'T KNOW

SECTION: ENSURE SPEAKING TO AGROVET

Hello. Am I speaking with <INSERT AGROVET'S NAME>?

IF YES, CONTINUE TO SECTION: INFORMED CONSENT

IF NO, ASK: Can I please speak with <INSERT AGROVET'S NAME>? Please pass the phone.

IF THE PERSON SAYS, THE AGROVET IS NOT AVAILABLE, ASK: What time should I call?

DATE AND TIME FOR CALL BACK: _____.

END CALL. FILL OUT THE END TIME: _____

SECTION: INFORMED CONSENT

Hello, my name is <SAY YOUR NAME>, and I received your number from Sanergy – they have permitted me to contact you. I am from an independent research organization. We are researching the effectiveness of the training Sanergy provides to agrovets such as you on their new product Evergrow. Your responses will help Sanergy improve the training and resources for agrovets.

Your responses will remain confidential. We will not share your name or any identifying details with Sanergy. Do you agree to continue? If you have any questions, please contact [REDACTED].

(PLEASE RECORD ONE RESPONSE)

- E. Yes (GO TO SECTION INTRODUCTION)
- F. No (SAY: Thank you; END CALL)

SECTION: INTRODUCTION

Thank you for agreeing to take this short survey. I would like to ask a few questions about your experience participating in the agrovet training sessions organized by Sanergy. In these sessions, Sanergy trainers teach the attendees how to sell the Sanergy product, Evergrow, to new and existing customers and share other skills such as how to market the product and answer customer questions. Our conversation today will take about 20-25 minutes.

IF THE INTERVIEWEE SAYS HE/SHE DOESN'T HAVE TIME RIGHT NOW, ASK WHEN TO CALL BACK: When should I call back?

DATE AND TIME FOR CALL BACK: _____ END CALL.

FILL OUT THE END TIME: _____

There are no right or wrong answers to any of my questions. Your truthful responses will help Sanergy improve the training sessions for you.

1. Before we begin, can you please share if you **have attended any training from Sanergy?**
 1. Yes (GO TO Q2)
 - 2.No (READ 'SCRIPT: INFORMATION ON TRAINING' AND END CALL)

98. DON'T KNOW/ WHO IS SANERGY?

RESPONDENTS SHOULD NOT BE INTERVIEWED IF THEY HAVE NOT ATTENDED A SANERGY TRAINING

SCRIPT: INFORMATION ON TRAINING

Sanergy conducts sales trainings for agrovets. This training includes how to sell the Sanergy product, Evergrow—an organic fertilizer. If you are sure that you have not attended any training sessions from Sanergy, let's end this call. I apologize for the loss of time. We made a mistake in calling you. Thank you.

FILL OUT THE END TIME: _____

2. Thank you for confirming your attendance in the Sanergy training. Would you like to continue the conversation in English or Swahili?
 1. ENGLISH
 2. SWAHILI
 3. BOTH

CONTINUE TO SECTION A

SECTION A: AGROVET METADATA

3. First, may I please ask how many **years of experience** do you have as an agrovet?

DO NOT READ THE OPTIONS BELOW. MARK THE APPROPRIATE OPTION BASED ON THE INTERVIEWEE'S ANSWER.

1. Less than 3 years
2. Between 3 - 5 years
3. More than 5 years
98. DON'T KNOW

4. How many **customers do you currently serve in a month?** An approximate number is also ok.

DO NOT READ THE OPTIONS BELOW. MARK THE APPROPRIATE OPTION BASED ON THE INTERVIEWEE'S ANSWER.

1. Under 500
2. Between 501 – 1000
3. Between 1001-2000
4. Greater than 2000
98. DONT KNOW
100. DO NOT WISH TO SHARE

SECTION B: OUTCOMES FROM TRAINING

KNOWLEDGE GAINED AND ACCESS TO TRAINING

Now, I'd like to ask you about the training delivered by Sanergy.

(PLEASE RECORD ONE RESPONSE PER QUESTION; READ THE SCALE BUT DO NOT READ THE 'DON'T KNOW' OPTION TO THE INTERVIEWEE)

QUESTION	SCALE
5. How often do you apply the information learned from the training sessions on how to market and sell the product? Here are your options:	1. Never 2. Rarely 3. Sometimes 4. Often 5. Always 98. DON'T KNOW 100. REFUSED TO ANSWER
6. Did you have access to training before the Sanergy training program on how to sell and market products, etc.? By access, I mean the ability for you to find and attend such technical training in the past. Here are your options:	1- Yes 2- No 98. DON'T KNOW 100. REFUSED TO ANSWER

7. What are **1-2 key features of Everygrow** that interest customers? (PROBE: how does it help the soil? How does it work with other fertilizers? How does it change your crop output?)
RESPONSE TO LOOK FOR: ORGANIC, ADDS MACRO AND MICRONUTRIENTS TO THE SOIL, ADDS SOIL NUTRIENTS, IMPROVES SOIL STRUCTURE, INCREASES THE EFFECT OF CHEMICAL FERTILIZER, RESULTS IN HEALTHIER CROPS, HIGH-GRADE PRODUCE, AND HIGHER YIELDS, EASY TO USE, EARLIER HARVESTING, STRONGER DISEASE RESISTANCE, STRONGER ROOT, FASTER GROWTH)

(OPEN-ENDED QUESTION. PLEASE RECORD THE RESPONSE BELOW)

SELF-CONFIDENCE AND ASPIRATIONS

Now, in this part of our conversation, I want to focus on the skills gained from the training and your future aspirations. First, I will ask you to reflect on the past, and then, I will ask about current times.

8. **Before attending any training sessions from Sanergy**, how much would you have agreed or disagreed with each of these statements? So, for example, think back to the first part of this year when you answer this question. Please share your honest response; there is no right or wrong answer. Please think back to the best of your ability to remember.

Here are the options: strongly disagree, disagree, neither disagree nor agree, agree and strongly agree. The difference between strongly disagreeing and disagreeing is that you feel more strongly or frequently about the statement in the negative direction. Strongly agreeing means you feel more strongly or frequently about the statement than just simply agreeing.

(PLEASE READ EACH SUB-QUESTION/ITEM AND THE CORRESPONDING SCALE; DO NOT READ THE 'DON'T KNOW' OPTION TO THE INTERVIEWEE.

MARK ONE RESPONSE IN THE CORRESPONDING BOX FOR EACH SUB-QUESTION.)

		Strongly disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly agree (5)	DON'T KNOW (98)
8.1	I felt confident in my ability to sell new products to customers						
8.2	I felt confident in my ability to speak to new customers						
8.3	I was hopeful about the future of my business						

9. Now, **after receiving the training from Sanergy**, that is currently, how much do you agree or disagree with each of these statements:

(PLEASE READ EACH SUB-QUESTION AND THE CORRESPONDING SCALE; DO NOT READ THE 'DON'T KNOW' OPTION TO THE INTERVIEWEE.

MARK ONE RESPONSE IN THE CORRESPONDING BOX FOR EACH SUB-QUESTION.)

		Strongly disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly agree (5)	DON'T KNOW (98)
9.1	I feel confident in my ability to sell new products to customers						
9.2	I feel confident in my ability to speak to new customers						

9.3	I am hopeful about the future of my business						
-----	--	--	--	--	--	--	--

WORKPLACE STRESS

QUESTION	SCALE
10. Has your work stress changed since receiving the training from Sanergy? By work stress I mean the stress and/or anxiety you feel when running your business, gaining new customers, selling products, acquiring repeat customers, managing inventory and finance, etc.	1. Yes, it has increased a lot 2. Yes, it has increased a little 3. No, it has remained the same 4. Yes, it has decreased a little 5. Yes, it has decreased a lot 98. DON'T KNOW

SALES

Now in this part of our conversation, I'd like to ask about the effect of Sanergy's training sessions on your sales so far.

(PLEASE RECORD ONE RESPONSE; READ THE SCALE BUT DO NOT READ THE 'DON'T KNOW' OR 'REFUSED TO ANSWER' OPTIONS TO THE INTERVIEWEE)

QUESTION	SCALE
11. How much change have you had in your sales of all products, including Evergrow , since attending the training sessions from Sanergy? Please choose from the following options:	1. Reduced sales (SKIP Q12) 2. No change in sales (SKIP Q12) 3. Increased sales (GO TO Q12) 98. DON'T KNOW (SKIP Q12) 100. REFUSED TO ANSWER (SKIP Q12) 101. STILL TOO EARLY TO TELL (SKIP Q12) 102. TOO DIFFICULT TO ANSWER ON THE SPOT (SKIP Q12) 103. SOME HAVE INCREASED AND SOME DECREASED (SKIP Q12)
12. By how much percentage would you say your sales of all products, including Evergrow , have increased since attending the training delivered by Sanergy? Would you say the increase is between: CIRCLE ONE RESPONSE	1. 0-25% 2. 26-50% 3. 51-75% 4. 76-100% 5. More than 100% 98. DON'T KNOW 100. REFUSED TO ANSWER

13. **Since attending the training from Sanergy**, have you noticed any changes in the **time it takes to complete the sale** of a new product to a customer? Here are your options:

1. Reduced a lot (GO TO Q14)
2. Reduced a little (GO TO Q14)
3. No change in time (SKIP Q14)
4. Increased a little (SKIP Q14)
5. Increased a lot (SKIP Q14)
98. DON'T KNOW
100. REFUSED TO ANSWER
101. STILL TOO EARLY TO TELL

14. ONLY ASK THIS QUESTION IF RESPONDENT ANSWERS REDUCED A LITTLE OR A LOT ON Q15 (i.e., OPTION 1 OR 2).

What do you do with this extra time? For example, do you close your shop early, attend housework, or spend more time with your family?

(OPEN-ENDED QUESTION. PLEASE RECORD THE RESPONSE BELOW)

SUPPORT FOR CHILDREN/INVEST IN BUSINESS

IF INTERVIEWEE RESPONDED TO Q11 THAT THEIR SALES HAS INCREASED (i.e., RESPONSE OPTION 3 ON THE SCALE), ASK:

15. What do **you do with the money earned from increased sales?**

TICK ALL THAT APPLY. DO NOT READ THE PROMPTS HERE. IF THE RESPONDENT SHARES AN ANSWER THAT IS NOT INCLUDED IN THE BELOW TABLE, SELECT 10: OTHER, AND WRITE IN THEIR RESPONSE

RESPONSE	USE A CHECK MARK IF THE INTERVIEWEE SHARES THIS
1. FOOD FOR MY CHILDREN/FAMILY	
2. CLOTHES FOR MY CHILDREN/FAMILY	
3. EDUCATION FOR MY CHILDREN/FAMILY	
4. IMPROVE MY HOUSE (INCLUDING BUYING A WATER FILTER, APPLIANCES ETC.)	
5. PURCHASE HEALTH INSURANCE OR MEET OTHER HEALTH-BASED NEEDS	
6. ITEMS FOR MYSELF (FOOD, CLOTHES)	
7. INVEST INTO CURRENT AGROVET SHOP BUSINESS (INCLUDING NEW MOBILE TO CONNECT WITH CUSTOMERS, INTERNET, DATA, MANAGEMENT INFORMATION	

SYSTEM, INVENTORY TRACKING SYSTEM ETC.)	
8. INVEST IN A NEW BUSINESS	
9. INVEST IN MY FARM	
10. OTHER	PLEASE WRITE A RESPONSE:

DECISION MAKING

Next, I want to understand how your participation in decision-making in your household and business changed after you attended the training sessions.

Please share your response to the following statements.

(PLEASE RECORD ONE RESPONSE; READ THE SCALE BUT DO NOT READ THE OPTIONS IN CAPITAL LETTERS TO THE INTERVIEWEE)

QUESTION	SCALE
16. Since attending the Sanergy training, my participation in decision-making about my household expenditures has changed in the following manner: Please choose from the following options:	<ol style="list-style-type: none"> 1. No change – I always made the decisions on my own 2. No change – I always shared the decision-making with family members 3. No change – I am not involved in decision making 4. It has changed – I am more involved in decision-making with my family members than before 5. It has changed – I am less involved in decision-making with my family members than before 6. It has changed – I now make all decisions on my own <p>98. DON'T KNOW 100. REFUSED TO ANSWER</p>
17. Since the Sanergy training, my participation in decision-making on how the business profits are used has changed in the following manner: Please choose from the following options:	<ol style="list-style-type: none"> 1. No change – I always made the decisions on my own 2. No change – I always shared the decision-making with family members 3. No change – I am not involved in decision making

	<p>4. It has changed – I am more involved in decision-making with my family members than before</p> <p>5. It has changed – I am less involved in decision-making with my family members than before</p> <p>6. It has changed – I now make all decisions on my own</p> <p>98. DON'T KNOW</p> <p>100. REFUSED TO ANSWER</p>
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SOCIAL CAPITAL AND INFORMAL NETWORKS

Next, I want to learn how the training has changed your position or role with farmers in the community.

(PLEASE RECORD ONE RESPONSE; READ THE SCALE BUT DO NOT READ THE 'DON'T KNOW' OPTION TO THE INTERVIEWEE)

<p>18. How has the number of farmers who come to you for advice (such as on product or farming) changed since you shared the resources and information supplied by Sanergy? Please choose from the following options:</p>	<p>1. Decreased greatly</p> <p>2. Decreased a little</p> <p>3. No change</p> <p>4. Increased a little</p> <p>5. Increased greatly</p> <p>98. DON'T KNOW</p> <p>100. REFUSED TO ANSWER</p>
<p>19. How much support do you receive from the community of agrovets you met at the Sanergy training? Please choose from the following options.</p>	<p>1. No support; we do not keep in touch</p> <p>2. Some support; we engage from time to time.</p> <p>3. A lot of support; we often communicate and share ideas.</p> <p>98. DON'T KNOW</p> <p>100. REFUSED TO ANSWER</p>

GENERAL IMPACT QUESTION AS A CATCH-ALL

20. Are there any **other** changes or benefits from participating in the training sessions organized by Sanergy besides what we have discussed on our call? For example, **I can speak more confidently with all customers, especially male farmers, male farmers engage with me more to learn about products,** my working hours have reduced or increased, my income has increased, etc.? You can also share any negative changes you may have experienced.

(OPEN-ENDED QUESTION. PLEASE RECORD THE RESPONSE BELOW)

IMPROVE TRAINING

In the final part of our conversation, please share your recommendations to improve the training sessions.

- 21. Are there any further **requests on the training or around the supply and demand of Evergrow that Sanergy should address**? This could be around additional training on access to finance, inventory management, customer pipeline, hands-on training with Evergrow, etc.

(OPEN-ENDED QUESTION. PLEASE RECORD THE RESPONSE BELOW)

- 22. Are there any **challenges or requests specific to women agrovets that Sanergy** should address, such as changing the time of the training, compensation for leaving the shop to attend training, or dealing with difficult male customers who have a negative opinion of women agrovets, etc.?

(OPEN-ENDED QUESTION. PLEASE RECORD THE RESPONSE BELOW)

SECTION C: CONCLUSION

Thank you for your time and for answering all my questions. All the information you have given has been very helpful. Do you have any questions for me?

FILL IN END TIME: _____

G-SEARCH CASE STUDY: Digicon Technologies Limited | Investor: SEAF | July 2022

Sector: Business Services | Region: South Asia (Bangladesh)

Gender-smart technical assistance activity: Mentoring junior managers

Interview Protocol for Middle Managers

Administered via WhatsApp

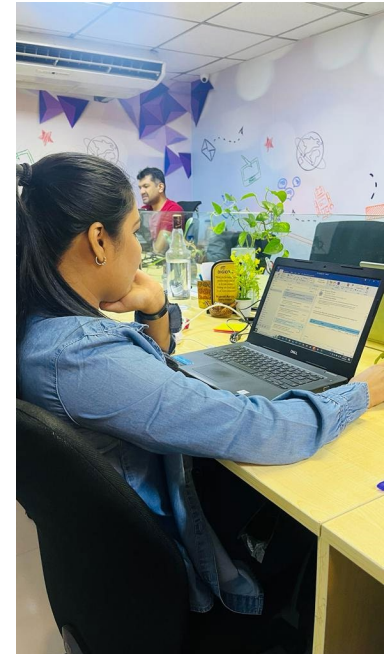


Image Credit: Digicon

SECTION: INFORMED CONSENT

Thank you as always for working at Digicon. We sincerely appreciate your dedication. We would like to learn about your experience with Digicon. Your responses will remain confidential. If you have any questions, please contact the HR division at [REDACTED]. Do you agree to continue?

- Yes
- No

SECTION: INTRODUCTION

Thank you for agreeing to take this short survey. It will take 20-minutes to complete. Please complete the survey as soon as you can.

Some questions will ask about your experience before beginning the mentoring program. And some questions will ask about your experience in the present after completing the mentoring program. Please read each question carefully and share your honest responses. You cannot change your answer once entered. There are no right and wrong answers. We will use your truthful responses to improve the mentoring program in the next round.

Please know that your privacy is important. The external research organization that will receive your answers will not share your name and data with Digicon's executive leadership.

Let's begin.

SECTION: JOB PLACE ENGAGEMENT

Question	Sub-items of the question	Scale, the respondent, uses to answer the question (henceforth called Scale)
<p>1. Please think back to the time before the mentoring program about your job engagement. How much would you agree or disagree with these sentences? Think back to that time when you answer.</p> <p>Choose the <i>'strongly disagree'</i> or <i>'strongly agree'</i> options when you carry out the action very frequently, or you feel more firmly/greatly about the statement than just when you <i>'disagree'</i> or <i>'agree.'</i></p>	<p>a. I felt positive about my work b. I had energy for my work c. I was enthusiastic about my work</p>	<p>1 – Strongly disagree 2 – Disagree 3- Neither disagree nor agree 4 - Agree 5 – Strongly agree</p>
<p>2. After completing the mentoring program, how much do you agree or disagree with these sentences on job engagement? Please think about the present time when you answer.</p>	<p>a. I feel positive about my work b. I have energy for my work c. I am enthusiastic about my work</p>	

SECTION: WORKPLACE STRESS

Question	Scale
<p>3. Before participating in the mentoring program, how effectively could you manage your work stress?</p>	<p>1. Not effectively at all 2. Not effectively to some amount 3. Neither here nor there 4. Effectively to some amount 5. Fully effectively</p>
<p>4. Now, after completing the mentoring program, how effectively do you manage your work stress?</p>	

SECTION: MANAGERIAL BEHAVIOURS

Question	Sub-items	Scale
<p>5. Before participating in the mentoring</p>	<p>a. I used examples to help team members learn</p>	<p>1 – Never 2 – Rarely</p>

<p>program, how many times did you conduct these behaviors? Please think back to that time when you answer.</p>	<p>b. I provided my team members with helpful feedback c. I asked my team members to give me feedback to ensure that my interactions are helpful to them d. I shared resources with my team members to perform their job more effectively, such as making assignment materials available, potential leads, etc. e. I used to set expectations with team members about performance standards and results.</p>	<p>3- Sometimes 4 - Often 5 – Always</p>
<p>6. After completing the mentoring program, how many times do you conduct these behaviors? Please think about the present time when you answer.</p>	<p>a. I use examples to help team members learn b. I provide my team members with helpful feedback c. I ask my team members to give me feedback to ensure that my interactions are helpful to them d. I share resources with my team members to perform their job more effectively, such as making assignment materials available, potential leads, etc. e. I set expectations with team members about performance standards and results.</p>	

SECTION: PROBLEM-SOLVING SKILLS

Question	Sub-items	Scale
<p>7. We now want to understand how you solve problems at work. Before participating in the mentoring program, how many times did you conduct the following behaviors? Please think back to that time when you answer.</p>	<p>a. I solved a problem with team members who had different ideas from me. b. I asked questions about the problem to understand other team members' viewpoints. c. I looked at problems from the perspectives of my team members to help generate multiple solutions. d. Before choosing the solution to the problem, I took the time to think about options</p>	<p>1 – Never 2 – Rarely 3- Sometimes 4 - Often 5 – Always</p>
<p>8. After completing the mentoring program, how many times do you conduct these problem-solving behaviors? Please</p>	<p>a. I solve a problem with team members who have different ideas from me. b. I ask questions about the problem to understand other team members' viewpoints.</p>	

think about the present time when you answer.	<p>c. I look at problems from the perspectives of my team members to help generate multiple solutions.</p> <p>d. Before choosing the solution to the problem, I take the time to think about options</p>	
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SECTION: COMMUNICATION SKILLS

Question	Sub-items	Scale
<p>Now we would like to learn more about your communication skills at work. Please share your honest responses as there are no right or wrong answers.</p> <p>9. Before participating in the mentoring program, how many times did you conduct the following behaviors? Please think back to that time when you answer</p>	<p>a. I clearly expressed ideas and instructions.</p> <p>b. I adjusted how I communicated with my junior teammates and my senior managers.</p> <p>c. I checked that my teammates and I understood each other correctly.</p> <p>d. I listened carefully to what my teammates said</p>	<p>1 – Never 2 – Rarely 3- Sometimes 4 - Often 5 – Always</p>
<p>10. After completing the mentoring program, how many times do you conduct these communication-based behaviors? Please think about the present time when you answer.</p>	<p>e. I clearly express ideas and instructions.</p> <p>f. I adjust how I communicate with my junior teammates and senior managers.</p> <p>g. I check that my teammates and I understand each other correctly.</p> <p>h. I listen carefully to what my teammates say</p>	

SECTION: GENDER-FOCUSED EMOTIONAL VULNERABILITY

Question	Sub-items	Scale
<p>11. Now, we would like to learn more about how supported you feel at work. As a reminder, please provide your honest answers to improve the work environment. Before participating in the mentoring program, how many times did you feel like this? Please think back to that time when you answer.</p>	<p>a. I felt abandoned by my co-workers when I was under pressure at work</p> <p>b. There was a sense of mutual trust in my workplace</p> <p>c. I felt alone when I was with my co-workers</p>	<p>1 – Never 2 – Rarely 3- Sometimes 4 - Often 5 – Always</p>

12. After completing the mentoring program, how many times do you experience these feelings?	<p>d. I feel abandoned by my co-workers when I am under pressure at work</p> <p>e. There is a sense of mutual trust in my workplace</p> <p>f. I feel alone when I am with my co-workers</p>	

SECTION: LOYALTY TO THE COMPANY/EMPLOYEE COMMITMENT

Question	Sub-items	Scale
13. We want to understand how you feel about the company. Before participating in the mentoring program, how much would you agree or disagree with these sentences? Please think back to that time.	<p>a. This company had a great deal of personal meaning for me</p> <p>b. I felt as if this company's problems were my own</p> <p>c. I felt a strong sense of "belonging" to this company</p> <p>d. I would have felt guilty if I left the company then.</p>	<p>1-Strongly disagree</p> <p>2 - Disagree</p> <p>3-Neither disagree nor agree</p> <p>4 - Agree</p> <p>5-Strongly agree</p>
14. After completing the mentoring program, how much do you agree or disagree with these statements? Please think about the present time when you answer.	<p>a. This organization has a great deal of personal meaning for me</p> <p>b. I feel as if this organization's problems are my own</p> <p>c. I feel a strong sense of "belonging" to this company</p> <p>d. I would feel guilty if I left the company now.</p>	

SECTION: PRIDE FOR THE COMPANY

Question	Sub-items	Scale
15. Next, we want to understand the pride you feel for Digicon. Before participating in the mentoring program, how much would you agree or disagree with these sentences? Please think back to that time.	<p>a. I was proud to work at Digicon</p> <p>b. I was proud of my Digicon family</p>	<p>1-Strongly disagree</p> <p>2 - Disagree</p> <p>3-Neither disagree nor agree</p> <p>4 - Agree</p> <p>5-Strongly agree</p>
16. After completing the mentoring program, how much do you agree or disagree with these sentences? Please think about the present time when you answer.	<p>a. I am proud to work at Digicon</p> <p>b. I am proud of my Digicon family</p>	

SECTION: RELATIONSHIP WITH JUNIOR EMPLOYEE

Question	Sub-items	Scale
17. We want to understand your relationship with your team members. Before participating in the mentoring program, how much would you agree or disagree with this sentence? Please think back to that time.	a. My relationship with the persons I supervised was strong	1-Strongly disagree 2 - Disagree 3-Neither disagree nor agree
18. After completing the mentoring program, how much do you agree or disagree with this sentence?	a. My relationship with the persons I supervise is strong	4 - Agree 5-Strongly agree

SECTION: OPEN-ENDED QUESTIONS

Please respond to the following questions using the microphone button on WhatsApp. You can speak in Bengali if you would like.

19. Share three points of how mentoring has helped you. For example, what changes have you seen in yourself since you began this mentoring program? What kind of changes are you seeing with your team members?
20. And for our final question: How would you improve the mentoring program in the future? For example, more time with mentors, some other specific topics on which you would like more information, etc.

Thank you so much for your time in answering this survey. Your responses are very appreciated.

G-SEARCH CASE STUDY: Digicon Technologies Limited | Investor: SEAF | July 2022

Sector: Business Services | Region: South Asia (Bangladesh)

Gender-smart technical assistance activity: Mentoring junior managers

Interview Protocol for Junior Employees (who report to the middle managers that received the mentorship)

Administered via WhatsApp



Image Credit: Digicon

SECTION: INFORMED CONSENT

Thank you as always for working at Digicon. We sincerely appreciate your dedication. We would like to learn about your experience with Digicon. Your responses will remain confidential. If you have any questions, please contact the HR division [REDACTED]. Do you agree to continue?

- Yes
- No

SECTION: INTRODUCTION

Thank you for agreeing to take this short survey. We would like to ask you a few questions about your experiences here at Digicon so that we can improve your workplace. It will take 20-minutes to complete the survey. We request you to complete this soon, in one sitting. Some questions will ask about your experience back in April 2021. And some questions will ask about your experience in the present time. Please read each

question carefully and share your honest responses. You cannot change your answer once entered. There are no right and wrong answers. Your truthful responses will help us improve the Digicon environment and culture. And finally, please know that the external research organization that will receive your answers will not share your name and data with Digicon's executive leadership. Let's begin.

SECTION: JOB PLACE ENGAGEMENT

Question:	Sub-items of the question	Scale
<p>1. We would like to understand how engaged you feel at work. First, please think back to April 2021. How much would you agree or disagree with these sentences during that time?</p> <p>Choose the 'strongly disagree' or 'strongly agree' options when you carry out the action very frequently, or you feel more firmly/greatly about the statement than just when you 'disagree' or 'agree.'</p>	<p>a. I felt positive about my work - in the past</p> <p>b. I had the energy to do my work - in the past</p> <p>c. I was excited about my work - in the past</p>	<p>1 - Strongly disagree</p> <p>2 - Disagree</p> <p>3- Neither disagree nor agree</p> <p>4 - Agree</p> <p>5 - Strongly agree</p>
<p>2. Currently, at this time, how do you respond to these sentences on job engagement?</p>	<p>a. I feel positive about my work</p> <p>b. I have the energy to do my work</p> <p>c. I am excited about my work</p>	

SECTION: STAFF PRODUCTIVITY

Question:	Scale
<p>3. In April 2021, how would you rate your work productivity - meaning how much work you could get done in a day? Please choose between 1 to 10 where 1 is no work at all and 10 is most productive, i.e., you could get all your work done in a day.</p>	<p>1 - no work at all</p> <p>2</p> <p>3</p> <p>4</p>
<p>4. Currently, at this time, how would you rate your work productivity?</p>	<p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10 - most productive</p>

SECTION: SELF-EFFICACY

Question	Sub-items	Scale
<p>5. We want to understand your ability to depend on</p>	<p>a. I could solve difficult problems if I tried hard enough.</p>	<p>1 - Never</p> <p>2 - Rarely</p>

yourself in difficult times. Think back to April 2021, and please share your response to the following sentences for that time?	<ul style="list-style-type: none"> b. I could remain calm when facing difficulties. c. I could accomplish my goals. d. I could handle whatever came my way. e. I felt confident about my ability to do my job. 	<ul style="list-style-type: none"> 3- Sometimes 4 - Often 5 - Always
6. Currently, at this time, how do you respond to these sentences on self-dependence?	<ul style="list-style-type: none"> a. I can solve difficult problems if I try hard enough. b. I can remain calm when facing difficulties. c. I can accomplish my goals. d. I can handle whatever comes my way. e. I felt confident about my ability to do my job. 	

SECTION: WORK EMPOWERMENT

Question	Sub-items	Scale
7. We want to understand your impact on your department. Think back to April 2021, and please share your response to the following sentences for that time?	<ul style="list-style-type: none"> a. I felt I could decide on my own how to do my work. b. I felt that I had an impact on my department. c. I felt that I had control over what happened in my department 	<ul style="list-style-type: none"> 1 - Never 2 - Rarely 3- Sometimes 4 - Often 5 - Always
8. Currently, at this time, how do you respond to these sentences on the impact on your department?	<ul style="list-style-type: none"> a. I feel I can decide on my own how to do my work. b. I feel that I have an impact on my department. c. I feel that I have control over what happens in my department 	

SECTION: COLLABORATION SKILLS

Question	Sub-items	Scale
9. We now want to understand how you collaborate in the job place. Think back to April 2021, and please share your response to the following sentences for that time?	<ul style="list-style-type: none"> a. I freely shared ideas b. I listened to the opinions of my fellow team members c. I consistently respected the efforts of others d. My work reflected my best efforts e. I sought out different views than my own during team discussions 	<ul style="list-style-type: none"> 1 - Never 2 - Rarely 3- Sometimes 4 - Often 5 - Always

	f. I voiced my ideas about how the team could work better together	
10. Currently, at this time, how do you respond to these sentences on your collaboration skills?	a. I freely share ideas b. I listen to the opinions of my fellow team members c. I consistently respect the efforts of others d. My work reflects my best efforts e. I seek out different views than my own during team discussions f. I voice my ideas about how the team could work better together	

SECTION: COMMUNICATION SKILLS

Question	Sub-items	Scale
<p>11. Now, we would like to learn more about your communication skills at work. Think back to the April-May time. How much do you agree or disagree with these sentences in that timeframe?</p> <p>As a reminder, choose the '<i>strongly disagree</i>' or '<i>strongly agree</i>' options when you carry out the action very frequently, or you feel more firmly/greatly about the statement than just when you '<i>disagree</i>' or '<i>agree</i>.'</p>	a. I clearly expressed my ideas. b. I adjusted what I said to different people when needed to help them understand a point. c. I checked that my teammates and I understood each other correctly. d. I listened carefully to what my teammates said	1 – Never 2 – Rarely 3- Sometimes 4 - Often 5 – Always
<p>12. Currently, at this time, how do you respond to these sentences on your communication skills?</p>	a. I clearly express ideas. b. I adjust what I say to different people when needed to help them understand a point. c. I check that my teammates and I understand each other correctly d. I listen carefully to what my teammates say	

SECTION: GENDER-FOCUSED EMOTIONAL VULNERABILITY

Question	Sub-items	Scale
<p>13. Next, we would like to learn about how supported you feel at work. As a reminder, please provide your honest answers to improve the work environment.</p> <p>Think back to April 2021, and please share your response to the following sentences for that time?</p>	<p>a. I felt abandoned by my co-workers when I was under pressure at work</p> <p>b. There was a sense of mutual trust in my workplace</p> <p>c. I felt alone when I was with my co-workers</p>	<p>1 – Never 2 – Rarely 3- Sometimes 4 - Often 5 – Always</p>
<p>14. Currently, at this time, how do you respond to these sentences on the support you feel at work?</p>	<p>a. I feel abandoned by my co-workers when I am under pressure at work</p> <p>b. There is a sense of mutual trust in my workplace</p> <p>c. I feel alone when I am with my co-workers</p>	

SECTION: LOYALTY TO THE COMPANY/EMPLOYEE COMMITMENT

Question	Sub-items	Scale
<p>15. We want to understand how you feel about the company. Think back to April 2021, and please share your response to the following sentences for that time? How much do you agree or disagree with the below sentences in that timeframe?</p>	<p>a. This company had a great deal of personal meaning for me</p> <p>b. I felt as if this company's problems were my own</p> <p>c. I felt a strong sense of "belonging" to this company</p> <p>d. I would feel guilty if I left the company now.</p>	<p>1 – Strongly disagree 2 – Disagree 3 - Neither disagree nor agree 4 - Agree 5 - Strongly agree</p>
<p>16. How much do you agree or disagree with these statements in the present time?</p>	<p>a. This organization has a great deal of personal meaning for me</p> <p>b. I feel as if this organization's problems are my own</p> <p>c. I feel a strong sense of "belonging" to this company</p> <p>d. I would feel guilty if I left the company now.</p>	

SECTION: SUPPORT FROM SUPERVISOR

Question	Sub-items	Scale
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<p>17. Next, we want to learn more about your interactions with your supervisor. Think back to April 2021, and please share your response to the following sentences for that time?</p>	<p>b. My supervisor gave me supportive feedback on my work to improve it c. My supervisor considered my suggestions d. My supervisor understood my problems and needs e. I was clear about what my duties were at work f. I received the respect I deserved from my supervisor g. My supervisor encouraged me to give my best effort at work</p>	
<p>18. Currently, at this time, how do you respond to these sentences about your interactions with your supervisor?</p>	<p>a. My supervisor gives me supportive feedback on my work to improve it b. My supervisor considers my suggestions c. My supervisor understands my problems and needs d. I am clear about my duties at work e. I receive the respect I deserve from my supervisor f. My supervisor encourages me to give my best effort at work</p>	<p>1 – Never 2 – Rarely 3- Sometimes 4 - Often 5 – Always</p>

SECTION: WORKPLACE STRESS

Question	Scale
<p>19. Back in April 2021, how effectively could you manage your work-related stress?</p>	<p>1. Not effectively at all 2. Not effectively to some amount</p>
<p>20. Currently, how effectively can you manage your work-related stress?</p>	<p>3. Neither here nor there 4. Effectively, to some amount 5. Fully effectively</p>

SECTION: OPEN-ENDED QUESTIONS

Please respond to the following questions using the microphone button on WhatsApp. You can speak in Bengali if you would like.

21. Share three changes you have seen in your manager since April. For example, they listen to you or give you better instructions. You can skip this and the next question if you have not seen any changes. Please say “no changes” if you have not seen any changes, please say "no changes.”
22. If you have seen any changes in your supervisor, tell us how these changes have affected you. Please say "not affected me" if you have seen no changes in your supervisor or if these have not affected you.

About the G-SEARCH Consortium

Who are we? The Gender-Smart Enterprise Assistance Research Coalition (G-SEARCH) is a coalition of six impact investors committed to building the business case for investing with a gender lens in SMEs in emerging markets. The consortium includes AlphaMundi Foundation, Acumen, SEAF, Root Capital, AHL Venture Partners, and Shell Foundation. Each investor provides and supports gender-smart technical assistance activities across business operations to select SMEs in their portfolio. William Davidson Institute at the University of Michigan (WDI) and Value for Women are strategic partners to the consortium. For more information on the consortium, please visit [here](#).

What is Gender-Smart Technical Assistance? Gender-smart technical assistance (TA) improves gender equity while enhancing companies' financial performance. We group this type of support into two categories: 1) TA that is internal to the company and can include enhanced recruitment and retention efforts for women employees, refining human resource policies, and developing employee skills; 2) TA that is external to the company and provides practices to improve outcomes for women in the companies' supply chains, such as conducting market research to better understand women customer needs and adapt product and service offerings to better meet these needs. Learn more about the investor approaches to gender-smart technical assistance [here](#).

Why are we conducting research? The consortium's research partner, WDI, is measuring the effectiveness of different approaches and tools that consortium members deploy to build the business case and evidence base for gender lens investing (GLI). The project focuses on 20+ SMEs across Africa, Asia, and Latin America. These businesses work in various sectors, including microfinance and financial inclusion, sustainable food and agriculture, business services, education, and renewable energy and climate change mitigation. This resource shares social and financial output and outcome indicators suggested to the companies in our sample to measure the changes contributed by a specific TA.

Tell me more about gender lens investing! Momentum for [gender lens investing](#) is growing, and investors are increasingly aligning their processes and investing theses with gender criteria. This is partly evidenced by the increased capital moving with a gender lens, as tracked by [Project Sage 3.0](#). Innovations and insights are emerging quickly, with new ideas and approaches being tested, iterated, and shared. As the definition and understanding of GLI expand, many practitioners wonder how to go beyond "counting women," and best apply gender lens investing to achieve double and triple-bottom lines. While GLI often focuses on providing capital to women-led businesses, there are multiple other opportunities to incorporate inclusive practices across business operations and internally with the workforce. TA helps SMEs, wherever their starting points, to create intentional strategies to improve the lives of women and/or girls and promote gender equality. These actions can target SMEs' customers, workforce, suppliers, and other vital women stakeholders.

Disclaimers: The views expressed herein do not necessarily represent those of IDRC or its Board of Governors. This work was carried out with a grant from the International Development Research Centre, Ottawa, Canada. This work was made possible by the generous support of the American people through USAID. The contents are the responsibility of the G-SEARCH consortium and do not necessarily reflect the views of USAID or the United States Government. Additionally, the views expressed do not necessarily represent those of each individual or organizational consortium member, the grant funding partners, or their constituents.



alphamundi

