

PUNJAB ECONOMIC OPPORTUNITIES PROGRAM

Skills Intervention Report

Skills for Market 2013-2014: Design and Compliance Report

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ACKNOWLEDGEMENTS

This report is also credited to the work of the PEOP research team based at CERP and EPoD, Harvard. Members of this team include: Danya A. Siddiqui, Sahaab B. Sheikh, Rehan Hasan, Sameem I. Siddiqui, Kunal Mangal, Rania Nasir, Minahil Raza, Anam Shoaib and Ahmad Sultan.

EXECUTIVE SUMMARY

The Punjab Economic Opportunities Program (PEOP) is a flagship program of the Government of Punjab being implemented in partnership with the Department for International Development, Government of UK (DfID). PEOP aims to alleviate poverty and create inclusive growth in the province's high poverty districts – Bahawalnagar, Bahawalpur, Lodhran and Muzaffargarh – by increasing the employability and earnings of poor and vulnerable families. The Government of Punjab, DfID and PSDF entered into a collaborative arrangement with the Center for Economic Research in Pakistan (CERP) to calibrate and evaluate PEOP interventions and provide evidence-based input on design.

As part of this collaboration, CERP was asked to conduct a randomized evaluation of the second round of PSDF's 'Skills for Market' (SFM) scheme.

This report presents broad design and compliance-relevant findings from voucher disbursement among 10,490 households from the General Population, and 2,189 households from the Self-Selected population that were offered training in courses through a lottery as part of PSDF's 'Skills for Market' scheme. The specific findings relating to the impact of different interventions on training uptake will be covered in a subsequent report.

The aim of the evaluation was to provide measures of the impact of PSDF training on socio-economic outcomes of the two above mentioned distinct types of population:

1. The General population, comprising of a random subset of rural women from our Baseline sample households, representative of the rural population in program districts of Bahawalpur, Bahawalnagar and Muzaffargarh.
2. The Self-Selected population, comprising of a select group of motivated women who opted to register themselves for training in the absence of targeted information or encouragement.

The latter set of prospective trainees self-apply for vocational skills training and hence may be different from an average rural woman (the general group) on motivation, education, socioeconomic status, demographics etc. It is an interesting policy question to ask which of the two groups more closely resembles the intended target beneficiary of the publicly funded program and evaluate program's impact within each population sub-group. It is expected that a comparison of program's impact in each group will eventually help PSDF Board decide whether it is worthwhile to broaden the program's outreach beyond the self-selected applicants who show up for training without additional recruitment effort.

As the two population types are distinct, we employed different evaluation methods in order to assess the impact of skills' training on economic and non-economic outcomes for women in each population. For the General Population, we used an Encouragement Design where a randomly selected sub-group from the representative survey households in the Program districts was offered a voucher to enroll in PSDF's tailoring course. For the Self-Selected Population, we used an Oversubscription Design whereby the enrollment in courses with excess applicants was finalized

through a random ballot. Successful applicants in the ballot were offered admission in this training cycle while the unsuccessful applicants (the control group) were asked to wait for the next round of training given limited number of seats available.

Based on the results of earlier work, CERP and PSDF also devised a set of interventions aimed at addressing the specific barriers to enrollment in skills training faced by women in PEOB districts. For instance, the previous round of SFM program, i.e. SFM 2012-2013, had tested the impact of placing the training center within village of residence as well as social mobilization on voucher uptake and course enrollment.

This earlier work had identified distance to the training facility as a critical barrier to training access for women. Therefore, treatment arms in this round of SFM training also tested the impact of placement of training facility within village along with a host of interventions designed to minimize the negative impact of distance on enrollment, viz., provision of group transport facility to trainees, providing information about the location and content of the course, and individual and village-level social mobilization.

There were in total 8 different treatments offered to randomly selected women from the general population. These eight treatments can be categorized broadly in Village-based (VBT) and Non-village based (Non-VBT) treatment categories. These treatment categories are further bundled with other types of treatments such as course information, community mobilization, trainee information, group transport and a combination of group transport and community mobilization (group transport treatments were applicable for the Non-VBT villages only).

In order to gauge compliance with protocols, tracker surveys contained questions which would help us identify how closely TSPs adhered to set protocols. Amongst several guidelines, these protocols also crucially covered mobilization strategies through information sessions. Our review disaggregates the results of the compliance-relevant question in the survey by gender and session-type. We find that TSPs complied with treatment guidelines and that protocols were sufficiently executed.

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1 Introduction

1.1 Background on PEOP

The Punjab Economic Opportunities Program (PEOP) is a flagship program of the Government of Punjab being implemented in partnership with the Department for International Development, Government of UK (DfID). The aim of the program is to create inclusive growth and alleviate poverty in the province's high poverty districts. The program was launched in the high poverty districts of Southern Punjab – Bahawalpur, Bahawalnagar, Lodhran and Muzaffargarh. PEOP's two main components include: (i) increasing employability and earnings of low income, poor and vulnerable families by augmenting their skills-base through vocational training and (ii) increasing the access and returns to livestock income for the poor. However during 2012-2013, PEOP was re-designed as a standalone skills training program that is in the process of being scaled up in 10 additional districts of Punjab which are referred to as "expansion districts". The initial 4 districts will be referred to as "pilot districts".

The vocational training and skills component of PEOP is being implemented by the Punjab Skills Development Fund (PSDF), which is a not-for-profit company set up by the Government of Punjab in collaboration with DfID. PSDF has been created to increase the access of low income, poor and vulnerable members of the society to vocational training and skills acquisition programs with an aim to achieve the following outcomes at the household level:

- Increase income earning potential
- Increase access to employment opportunities and employability
- Increase participation of women and other marginalized groups in the labor market

1.2 Collaboration with the Center for Economic Research in Pakistan (CERP)

The Center for Economic Research in Pakistan (CERP) has collaborated with the Government of Punjab, DfID and PSDF to provide technical assistance on evidence-based design and program calibration based on baseline surveys, and conduct rigorous scientific impact evaluation of the portfolio of interventions. This collaboration is recognition of the fact that cost effective impact requires interventions that are grounded in and informed by solid evidence and address issues faced on *both* the demand and supply sides. The key components of this collaboration include:

- Evidence-based and empirically grounded design of an integrated program of interventions in the market for labor and skills training
- Continuous monitoring and evaluation of the impact of interventions using the rigorous randomized-control-treatment (RCT) methodology to ensure recalibration for effective delivery.

2 Objective

Launched by PSDF in the pilot districts, Skills for Market 2013-2014 is an intervention designed to augment the human capital of marginalized women with less opportunities for skills acquisition and consequently increasing earnings. Rural women are an important focus of the scheme since more than 80%¹ of the rural women in the pilot districts live in acute poverty and have below primary levels of education. Women face problems of low mobility and social barriers which prevent them from accessing training. Furthermore, baseline surveys and previous interventions by PSDF reveal that in spite of strong expressed demand, women from the target population have low enrollment rates in training courses.

The objective of conducting an evaluation of the SFM 2013-2014 scheme is to measure the impact of:

- (a) Acquiring the popularly demanded training in tailoring on the economic and non-economic returns to rural women in the pilot districts
- (b) Design calibrations to address salient obstacles that adversely impact uptake in a social context where women from the general population face severe access constraints.

2.1 Evaluating the Impact of Skills Training on Economic and Non-economic Returns

The evaluation will measure impact of skills training on two distinct populations: (a) a representative sample of the rural population of the three pilot districts and (b) the self-selected population who chose to apply for training. The former are composed of households sampled during the CERP baseline survey; who were given the offer of training in the form of vouchers. These vouchers give the beneficiaries priority for admission into the scheme. Impact on this population will be measured using an RCT, where the control group is also comprised of CERP sample households who were not given an offer of training. Impact on the self-selected population will be evaluated by an RCT evaluation design known as the Over-Subscription design. Oversubscription Design is an impact evaluation methodology whereby a subset from the pool of self-selected applicants is randomly allocated to the treatment group; which, in this case, is enrollment in the skills training course.

2.2 Evaluating Impact of Design Calibrations on Access to Training

The design and evaluation of Skills for Market 2013-2014 scheme builds upon the earlier work done by CERP. To recall, PSDF had launched the Skills for Employability (SFE) 2011-2012 program. Despite a large expressed demand for skills acquisition from baseline surveys, the RCT evaluation revealed low uptake for the scheme from the general population. This was especially serious for females as only 5% of women ended up enrolling in the course. Analysis showed that low uptake

¹ Cheema, A. et. al. (2012 a). PEOP Household and Community Surveys: Baseline Household Report on Skills, Center for Economic Research in Pakistan.

was relatively more acute for women belonging to the poor and vulnerable households². These findings raised the concern that the sub-populations of interest to the program were not participating enough to benefit from the trainings supported by the program. We conducted several qualitative follow-up interviews and focus groups to determine the reasons for low uptake for women. This research revealed that the low uptake was not due to the lack of demand among the general population; instead, it identified a host of constraints such as norms, obligations and logistical hassles that impeded enrollment in the training program.

Consequently, PSDF launched a scheme, Skills for Market 2012-2013 that specifically targeted the rural population. The scheme attempted to address constraints that hindered females from taking up the course by introducing design calibrations that included reducing distance to the training center and providing social mobilization. Distance to the training center was reduced by having the center placed within the village; whereas social mobilization required mobilizers to hold focus groups with women and encourage them to participate in the course by stressing its usefulness.

Women who had the training center located inside their villages had better enrollment rates (35%) followed by women who received social mobilization (17%) while enrollment rates stayed low for women who received only information (2.6%)³. A similar trend was observed for the course completion rates. Women who acquired training in their own villages had an overall 28% course completion rate followed by women who received social mobilization with a course-completion rate of 17%. In contrast, only 1% of women in the information-only treatment arm completed the course. These numbers indicate that alleviating access constraints by either decreasing distance or by providing social mobilization can help in enrolling and retaining greater proportion of women in the training program. In addition, we also attempted to understand why women who did not have a training center in their villages had worse uptake rates than women who acquired village based training. Through our field analysis, we found that logistical hassle of traveling to the training center was cited as one of the most common reasons for low uptake and course completion rates.

The results of this pilot evaluation showed that alleviating access constraints such as logistical and societal constraints can allow significant proportion of the target population; women in the general population belonging to poor and vulnerable households, to benefit from the skills training program.

Informed and motivated by these findings, the SFM 2013-2014 scheme is a large-scale intervention with further design calibrations that aim to mitigate access constraints for skills training faced by rural women. The evaluation of SFM 2013-2014 will measure the impact of these design calibrations on uptake of training by the general population i.e. representative sample of households of the pilot districts.

² Cheema, A. et al. (2012 c). The Skills for Employability Evaluation Report, Center for Economic Research in Pakistan

³ Cheema, A., Khwaja, A., Naseer, F., Shapiro, J., Lodhi, A., Sheikh, S., Siddiqui, S. (2013 a). The *SFM-Village Based Training Evaluation Report*, Center for Economic Research in Pakistan.

2.3 Structure of this Report

The rest of the report is structured in the following manner.

Section 3 details the particulars of various types of treatment bundles offered as part of the SFM 2013-2014 intervention for the general population.

Section 4 and Section 5 provide a brief overview of the household and individual level characteristics of the general and self-selected populations respectively. Household level characteristics of either population type include age distribution of all household members, household income, household's perceived own-wealth rank and household's quarterly expenditure on stitching. Individual level characteristics of infra-marginals (general population) and self-selected applicants (Self-Selected population) include their respective age distributions, education and employment status, labor status and their income.

Section 6 discusses the treatment protocols and reports on the extent to which they were followed during the actual rollout of training (compliance). Section 7 briefly summarizes this report and outlines the next steps pertaining to the evaluation of SFM 2013-2014.

3 Design Calibration to Address Access Constraints

This intervention is designed to address specific access constraints faced by rural women in the pilot districts that prevent them from participating in the skills training program. These constraints and the interventions undertaken to address them are described in subsections 3.1 and 3.2 respectively.

3.1 Access constraints that impede course enrollment and uptake

Women belonging to poor and vulnerable households face a host of interlinked constraints that keep them from fully participating and benefiting from the training program. These constraints are listed below:

- 1. Physical Distance:** In our previous evaluations (SFE 2011-2012 and SFM 2012-2013), physical distance to the training center was often cited as one of the main reasons for lack of enrollment in or completion of the training program⁴. This is consistent with other work in literature which has also found a negative relationship between distance to the training center and probability of course enrollment and course completion. For instance, an RCT evaluation of a stitching and tailoring program in New Delhi found that a 10-minute increase in the time taken to walk to the training center resulted in a 1 percentage point reduction in the likelihood of program completion (Maitra 2012). Likewise, the World Bank has noted distance constraints facing women seeking training opportunities in Afghanistan (Solotaroff 2012). Finally, an assessment of a vocational training voucher program for youth in Kenya found that individuals who were within 3 km of a private training facility were 14 percentage points more likely to enroll than those farther away (Hicks 2011).
- 2. Safe and Reliable Transportation:** While literature often cites distance to the training center as a significant barrier to course participation (Solotarof 2012; Maitra 2012; Kabeer 2012), this constraint is more than just the geographic distance. In context of rural women, lack of safe and unreliable transportation presents an additional logistical challenge that impedes participation in the training course.
- 3. Lack of Information:** Though many women are interested in acquiring new skills from training, they may have reservations regarding course content and future earning potential post course completion. If these reservations are not addressed by credible information sources, then it may cause these women to undervalue the training program. Therefore, lack of access to credible information can also deter women from participating in the training program.
- 4. Financial and Credit Constraints:** For rural women, participation in the training program may imply additional traveling costs or the potential income loss due to the opportunity cost of time

⁴ Cheema, A. et al. (2012 c). The Skills for Employability Evaluation Report, Center for Economic Research in Pakistan
Cheema, A. et al. (2013 a). The SFM-Village Based Training Evaluation Report, Center for Economic Research in Pakistan.

allocated to the training program. Lack of adequate monetary incentives to compensate for these opportunity costs can also prevent women from participating in the course. This assumed risk, opportunity cost of participating, must be compensated in order to increase enrollment rates. Therefore, a number of vocational training programs, including successful initiatives in Latin America like ProJoven and Jovenes en Accion, have recognized cost of travel as a cost of attending training and have attempted to compensate attendees accordingly (Nopo 2007, Attanasio 2009).

- 5. Social Norms:** Restrictive social norms also present an additional barrier to access for rural women (Wigfield 2012). Crucially, men see transgressing restrictive gender norms as impacting their reputation directly (Jamali 2009), and may be unwilling to allow women of their household to participate, even if they see its value (Naqvi and Shahnaz 2002).

3.2 Intervention Design Calibrations and Field Implementation

The design calibrations for this intervention were made keeping in mind the access constraints identified above and the needs of the evaluation. There were eight treatment arms in total (along with one control) that were specifically targeted towards rural women belonging to the CERP sample households or the “general population”. These treatment arms⁵ are listed below:

- Village-based-training (VBT) with Standard Information only*
Individuals in this treatment arm had training centers placed in their villages and were provided with basic printed information on PSDF courses, training service providers, stipend provision and course booklets.
- Village-based-training (VBT) with Standard Information and Trainee Information*
In addition to receiving training centers in their own villages and standard information, there were women-only information sessions (60 minute sessions) conducted by the TSPs directed to women in the sample households.
- Village-based-training (VBT) with Standard Information and Community mobilization*
Apart from receiving treatment 1, an all-male and, a separate, all-female focus group was conducted with sample household members and respected members of the villages in attendance. These focus groups (75 to 90 minute long) not only emphasized the potential benefits of participating in the training program but also examined constraints that hinder women from participating in the course. These focus groups also reflected collectively on possible solutions to these constraints.
- Non-Village-based-training (non-VBT) with Standard Information:*

⁵ It may be worth stressing that assignment process whereby women were assigned to any of the treatment arms or the control group was a result of a random allocation.

Unlike treatment 1, individuals did not have training centers located inside their villages but were provided with only the basic printed information on the course as well as information regarding the nearest four training centers' location.

5. *Non-Village-based-training (non-VBT) with Standard Information and Trainee Information Session:*
Apart from receiving standard information, there were women-only information sessions (60 minute long) conducted by TSPs directed towards women in the sample households.
6. *Non-Village-based-training (non-VBT) with Standard Information and Group transport:*
Apart from receiving standard information, women were given an option to avail group transport to and from the training center during the course of the training. Moreover, male members of sample households were encouraged to attend meetings and provide their input on group transport arrangements.
7. *Non-Village-based-training (non-VBT) with Standard Information and Community Mobilization:*
Apart from receiving treatment 4, all-male and all-female focus groups were conducted separately with respected members of the villages in attendance. These focus groups (75 to 90 minute long) not only emphasized the potential benefits of participating in the training program but also examined constraints that hinder women from participating in the course. These focus groups also reflected on possible solutions to these constraints.
8. *Non-Village-based-training (non-VBT) with Standard Information, Community Mobilization and Group Transport:*
In addition to receiving standard information and community mobilization, women in this treatment arm also received the option of group transport to and from the training center. Different meetings were held on the subject of group transport provision and male household members were encouraged to attend and provide their input on the matter.

As stated in Section 3.1, financial and credit constraints present an additional access constraint that impedes enrollment and female retention in the training course. In order to observe the impact of stipends on uptake and course retention rates, stipends were varied across households through a random assignment. Through this provision, some of the women in treatment group were offered a stipend top-up that was over and above the standard PSDF stipend. PSDF had set the standard stipend at PKR 1500 a month which was offered to all trainees. Randomized stipend top-ups varied from PKR 0 to PKR 4500, increasing at multiples of 500.

Figure 3.2.1 provides a graphic illustration summarizing the broad treatment bundles mentioned above.

Figure 3.2.1 Summary of Treatment Arms-General Population

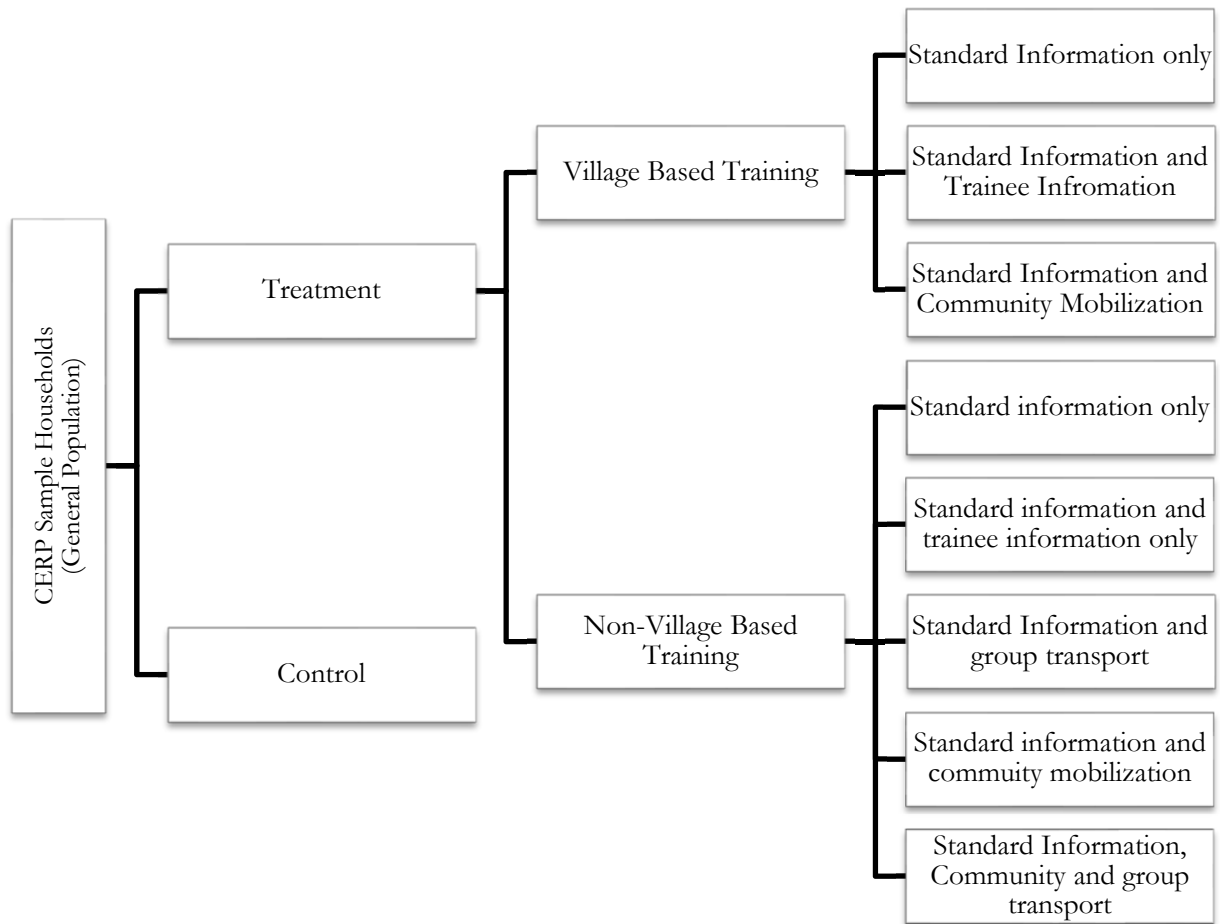


Table 3.2.1 on the following page provides a detailed picture of each of the treatment arms by breaking it down into specific components. Adherence to these protocols is elaborated in section 6 of this report.

Table 3.2.1 Treatment Arms and their specific components*

Treatment arms	TSPs and banners		Provision of information materials					Information sessions, meeting and group discussions			Provision of group transport		Voucher offered
	Display Banner in villages	Establishment of Training Centers in Villages	Course Booklet	Near est Center List	Blank Enrollment	Stipend Envelope	Invitation Card(s) for information sessions	Short 60-minute information session held for women to inform about the training program	Long 75 to 90 minute information session held with women (from sample households and respected members of the community) to discuss constraints faced by trainees and possible solutions	Long 75 to 90 minute information session held with men (from sample households and respected members of the community) to discuss constraints faced by trainees and possible solutions	Group transport facility was offered to the trainees	Male household members were invited to attend a meeting to discuss arrangement of Group Transport facility	Offer of colored voucher that would give preferential admission
VBT-Standard information	✓	✓	✓	✓	✓	✓						✓	
VBT- Trainee information	✓	✓	✓	✓	✓	✓	✓					✓	
VBT-Community mobilization	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓	
Non VBT-Standard information	✓		✓	✓	✓	✓	✓					✓	
Non VBT-Group transport	✓		✓	✓	✓	✓	✓				✓	✓	
Non VBT-Trainee information	✓		✓	✓	✓	✓	✓	✓				✓	
Non-VBT Community mobilization	✓		✓	✓	✓	✓	✓		✓	✓		✓	
Non VBT-Community mobilization and group transport	✓		✓	✓	✓	✓	✓		✓	✓	✓	✓	

* In addition to the above treatments, some voucher holders were offered a random stipend top-up over and above the standard PSDF stipend of PKR 1500 per month.

4 Population Characteristics-General Population

This section provides details of the household level attributes of the general population that have direct bearings on the intervention design and compliance. Data was collected as part of a baseline tracker for the SFM evaluation (Tracker 1) that gathered information from households belonging to treatment and control group, and offered them the option of nominating up to two female members (also called ‘infra-marginals’) to receive training. This selection represents household’s choice based on need and merit of individuals of the household. The nomination procedure attempts to maximize compliance by drawing forth the true nature of household training preferences.

Section 4.1 describes the distribution of PSUs and households across each of the program districts. Section 4.2 elaborates on the household level demographics together with demand for skills acquisition in the program districts, while Section 4.3 expands on the population characteristics of these infra-marginals.

4.1 Sample Details-General Population

The sampling methodology was designed to meet both the logistical and econometric requirements of the evaluation. Table 4.1.1 shows the distribution of the sample PSUs and households across the three high-poverty districts of Punjab where the SFM 2013-2014 intervention was carried out. There are in total 371 PSUs covering 10,490 households constituting the treatment and control groups.

Table 4.1.1 Number of PSUs and Households by District- General Population

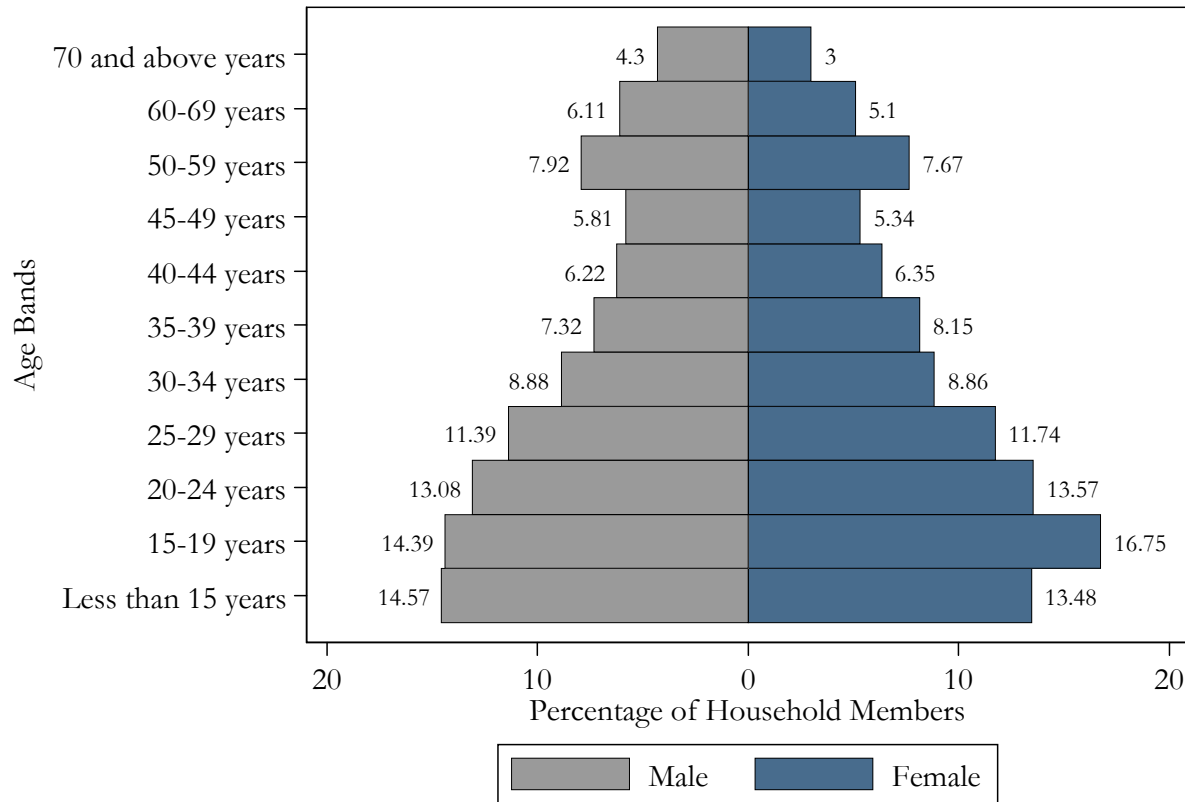
District	Number of PSUs	Percentage (%)	Number of Households	Percentage (%)
Bahawalnagar	132	35.58	3875	36.94
Bahawalpur	123	33.15	3395	32.36
Muzaffargarh	116	31.27	3220	30.70
Total	371	100	10490	100

4.2 Household Demographics and Demand for Skills Acquisition

4.2.1 Age Distribution of the General Population

Figure 4.2.1.1 shows the age distribution of all male and female household members belonging to the general population. The figure shows that the age distribution is roughly identical for both male and female members. We observe that majority of the household members belonging to the general population are quite young; approximately 56% of the female and 53% of the male household members are below the age of 30.

Figure 4.2.1.1 Age Distribution of the all Household Members by Gender



Note: X-axis shows the percentages of males and females members representing the general population (males are on the left-hand side and for females are on the right-hand side of zero).

4.2.2 Educational Attainment of the General Population:

Table 4.2.2.1 reflects upon the educational attainment of men and women belonging to the general population. The table shows low levels of education across households; around 52% of the total population acquired no formal schooling whereas only 5.6% of the population acquired education equal to or above matriculation. However, low educational attainment is more acute for women as compared to men; 63.54% of women have never gone to school compared to 41.77% of men. Men fare better than women on educational attainment on all levels of education.

Table 4.2.2.1 Educational Attainment by Gender

Education Categories (Years of schooling)	Males	Females	Total
Never been to school	41.77	63.54	52.37
Less than 5 years of schooling	23.27	18.95	21.17
5<= education <8	14.91	8.16	11.63
8<= education <10	12.73	5.55	9.24
education>=10	7.31	3.80	5.60

Note: Cell values represent column percentages

4.2.3 Household Income and Economic Wellbeing

Table 4.2.3.1 delineates the self-reported household income across various income brackets. It can be observed that almost half (50%) of the households have reported monthly income in the PKR 5,000-10,000 income bracket whereas 24.44% of the households have reported that they earn PKR 10,000-15,000 every month. Very few households (approximately 5.8%) earn more than PKR 20,000 per month. The detailed breakdown can be found in the table below.

Table 4.2.3.1 Monthly Household Income-General Population

Monthly Income in PKR	Percentage of Sample Households
5000 or less	8.34
>5000 and <10000	49.55
>10000 and <15000	24.44
>15000 and <20000	11.88
20000 or more	5.79

Note: Cell values represent column percentages

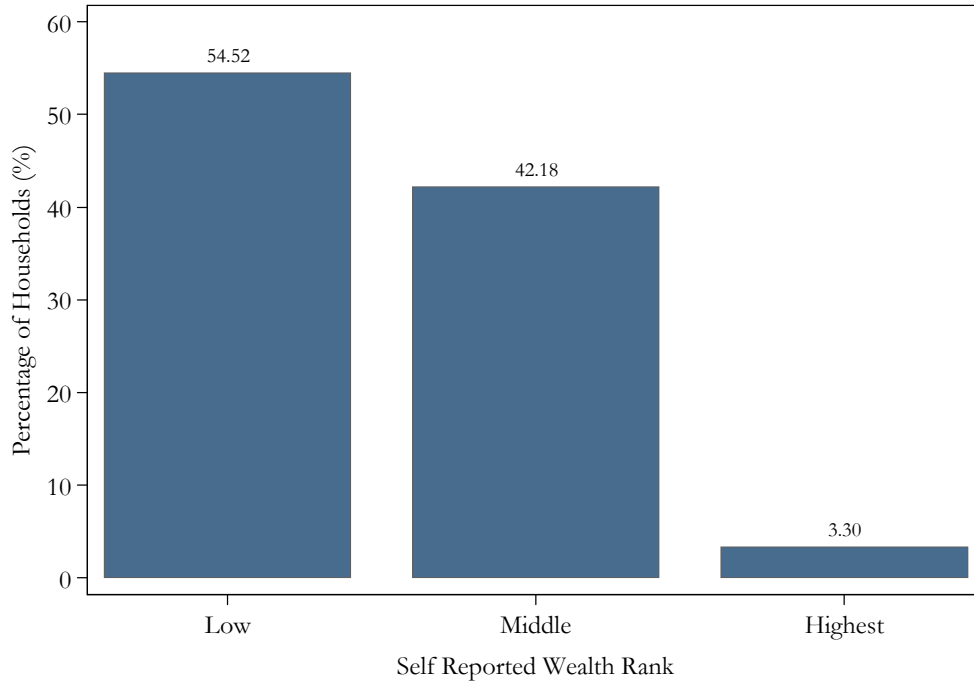
Table 4.2.3.2 divides mean income by consumption quartiles. The first quartile comprises of the bottom 25% of the households whereas the fourth quartile consists of the top 25% based on their reported consumption levels. Questions regarding monthly household consumption were covered in detail in the baseline tracker in which the respondent had to elaborate on household expenditures on food and other items (for a course of one month and/or a year). Spending on other household goods such as durables, clothing and other non-food items were also accounted for. Table 4.2.3.2 also shows that households belonging to highest consumption quartiles earn approximately 3.5 times more than households belonging to the lowest income quartile.

Table 4.2.3.2 Monthly Income by Consumption Quartiles

Consumption Quartile	Mean (PKR)	Standard Deviation	Min	Max
Quartile 1	1341	255	330	1687
Quartile 2	1961	161	1687	2250
Quartile 3	2611	227	2250	3056
Quartile 4	4645	2216	3056	26235
Total	2641	1663	330	26234

Sample households were also asked to report their perceived wealth status. Figure 4.2.3.1 shows that over half (54.52%) of the households perceived themselves as belonging to lower economic tier whereas 42.18% perceived themselves as belonging to middle economic tier. Very few (3.3%) of households felt that they belonged to highest economic tier.

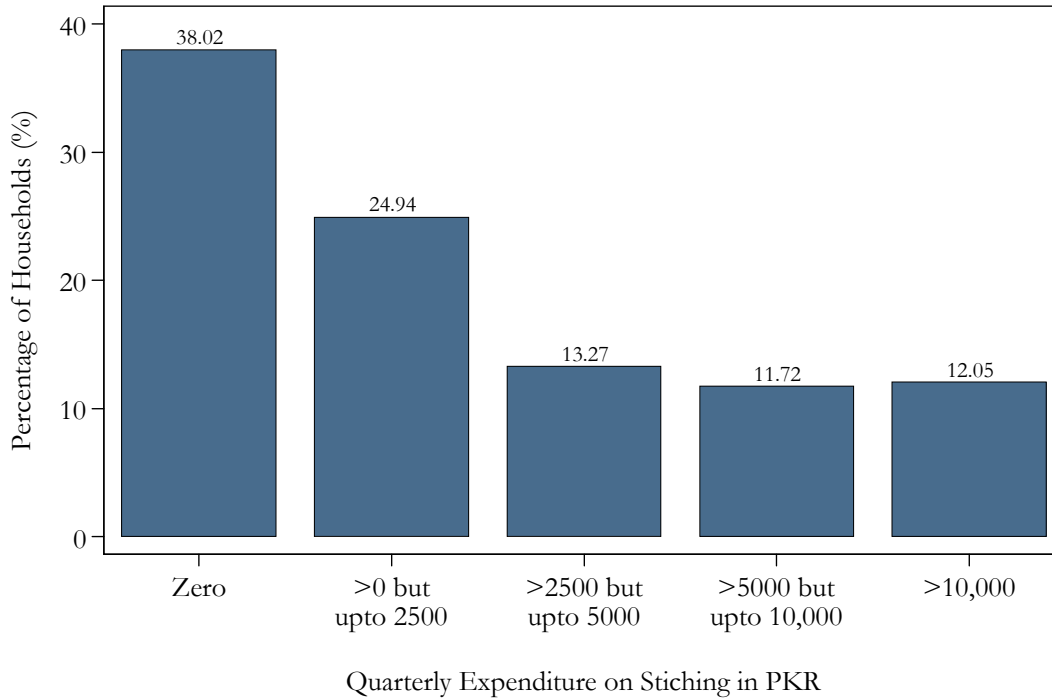
Figure 4.2.3.1 Self-Reported Wealth Rank-General Population



4.2.4 Household Quarterly Expenditure on Stitching

Female household heads were asked to report how much their household had spent getting clothes stitched, three months prior to the survey date. Many women cited that they had not spent any money on getting their clothes stitched. This may be due to the fact that women in the sample households possess some rudimentary tailoring skills which they employ in stitching their own and their family's clothes. Apart from these women, the rest reported incurring some stitching expense in the past quarter. Almost 25% of the women said that their household had incurred stitching expenses up to PKR 2500. We can see from the figure below that expenditure on stitching remains a significant outlay for these households. Providing skills training on tailoring can alleviate some of the household's financial burden. Firstly, imparting skills will enable the trainees to stitch for themselves and their families and thereby reduce the financial cost incurred on stitching as a whole. Secondly, the women may choose to stitch for pay post training and thus generate income for themselves and their families.

Figure 4.2.4.1 Household Quarterly Expenditure on Stitching



4.2.5 Demand for Skills

Demand for skills can be inferred by households’ response to nominate female members for training (i.e. to nominate infra-marginals). It is encouraging to note that 93% of the households nominated at least one female member of their respective household to acquire training whereas 27.1% nominated exactly two members. High nomination numbers indicate that there is considerable demand for skills acquisition in the sample households in the general population.

Table 4.2.5.1 Nomination Status of Infra-marginals

At least one Infra-Marginal member nominated for training	Two Infra-Marginal members nominated for training
93	27.1

Note: Cell values indicate percentages of sample households that represent the general population

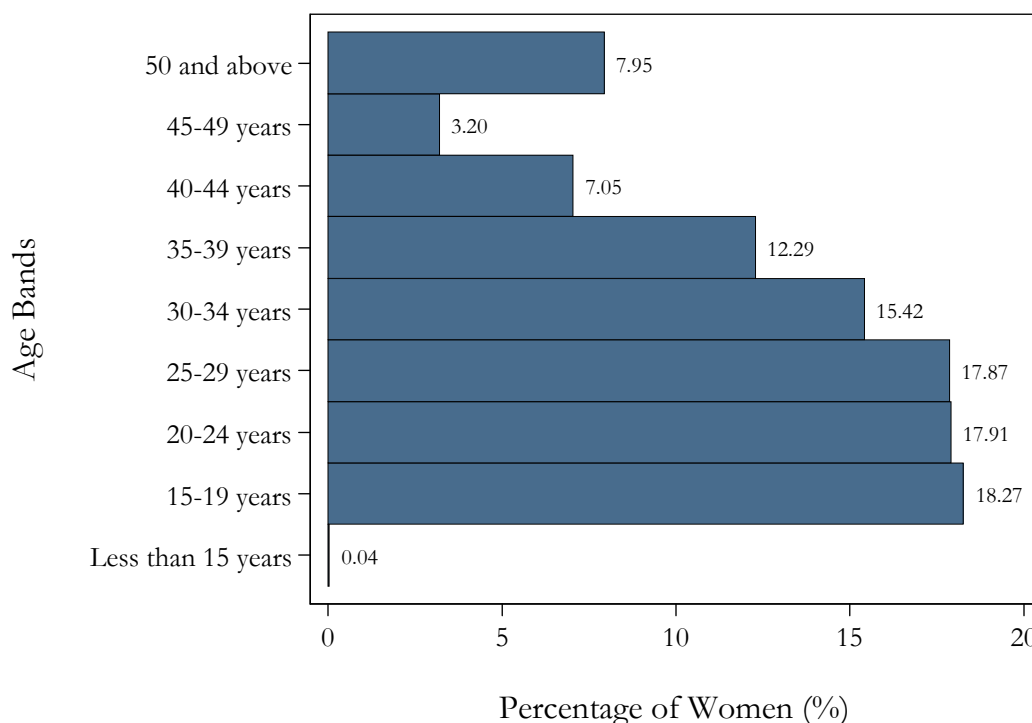
4.3 Infra-marginal characteristics

4.3.1 Age distribution of Infra-marginals

Figure 4.3.1.1 shows the age distribution of women from the sample households who were nominated by their respective households to acquire the PSDF training course. Our earlier baseline

reports⁶ as well as Figure 4.2.1.1 show that population in our program districts is very young. Hence, it is not surprising that majority of the women who were nominated by their households for free PSDF tailoring course are also very young. Over 50% of the infra-marginals are less than 30 years of age. The fact that the population in our sample households is young implies an opportunity to have a long-term impact on the welfare of households in the program districts by augmenting human capital of these women through skills training.

Figure 4.3.1.1 Age Distribution of Infra-marginals



Note: The graph above shows the percentage of total female infra-marginal population on the x-axis

4.3.2 Educational Attainment of Infra-marginals

The need for vocational training to augment human capital becomes even more pronounced because the infra-marginal population fares poorly on educational attainment. Figure 4.3.2.1 illustrates that over 60% of the infra-marginals have acquired no formal education. The numbers become even worse for formal education as only 17% of infra-marginals have attained greater than primary level of education. As majority of these women are beyond school going age, the SFM program can prove instrumental in developing and augmenting their human capital. As the SFM program does not have minimum educational requirement for enrollment, it is well suited for the target population considering their low levels of educational attainment.

⁶ Cheema, A. et. al (2012 a). PEOP Household and Community Surveys: Baseline Household Report on Skills, Center for Economic Research in Pakistan.

Figure 4.3.2.1 Educational Attainment of Infra-marginals

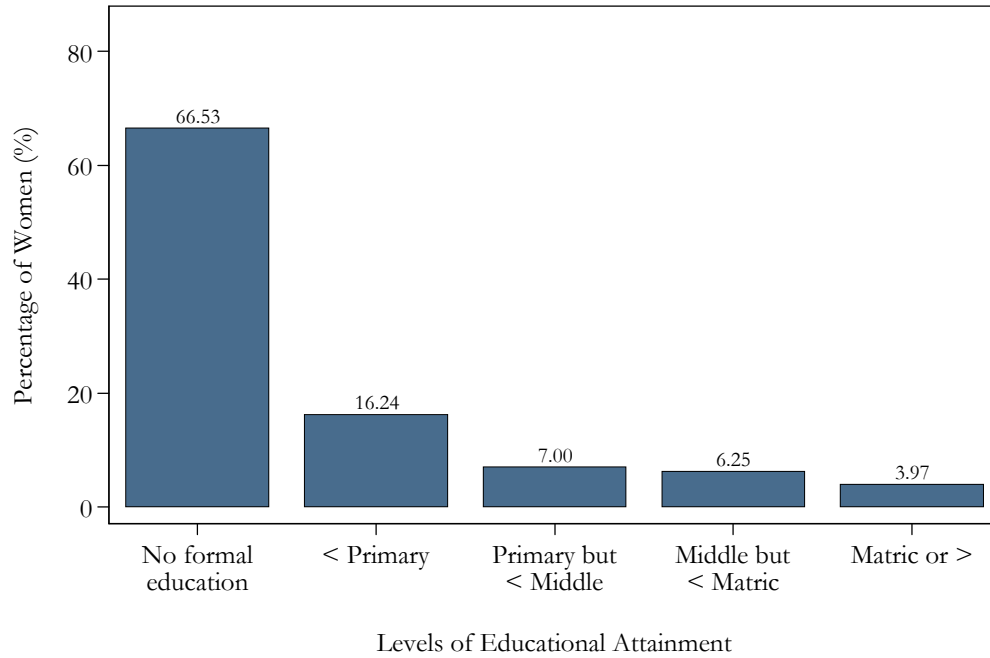


Table 4.3.2.1 further divides the educational attainment of the infra-marginals with respect to consumption quartiles. Lower educational attainment is observed for poorer households as compared to wealthier ones i.e. households belonging to lower consumption quartiles fare poorly on educational attainment compared to higher consumption quartiles. Approximately 76% of the infra-marginals belonging to the lowest consumption quartile have no formal education as compared to 56% in the highest consumption quartiles. As mentioned previously, no minimum educational requirement for enrollment in the course makes the training program accessible for women belonging to the poorest of households.

Table 4.3.2.1 Educational Attainment of Infra-marginals by Consumption Quartiles

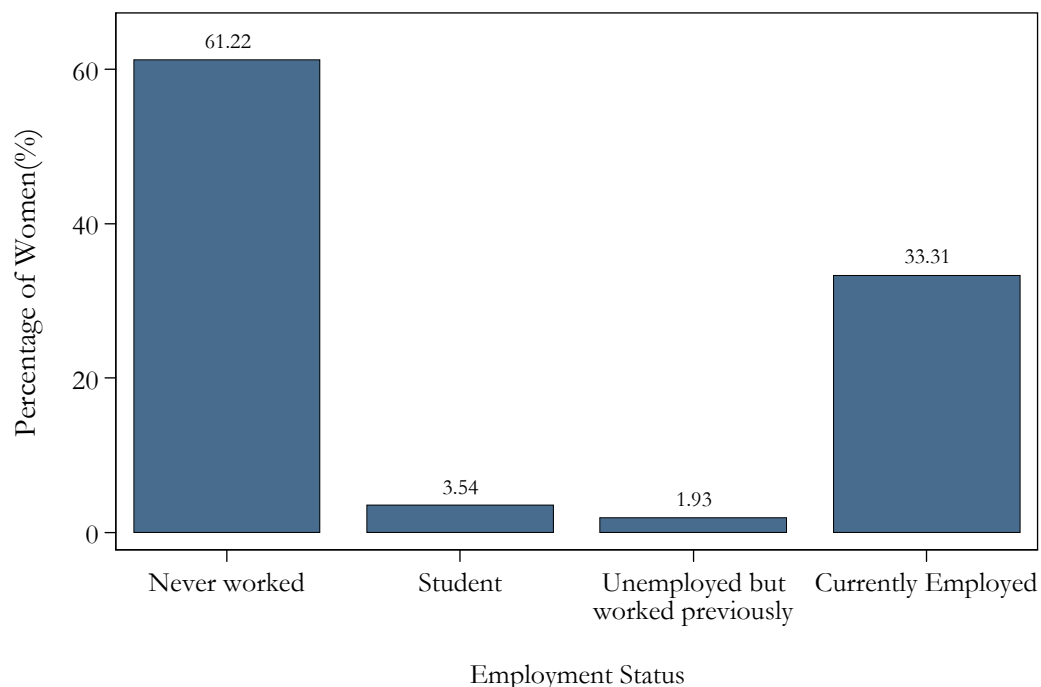
Education Categories	Consumption quartiles				Total
	1	2	3	4	
Never been to school	75.72	70.04	64.83	56.03	66.59
Less than 5 years of schooling	15.31	15.97	16.83	16.67	16.20
5<= education <8	4.95	6.72	7.95	8.36	7.01
8<= education <10	2.57	5.06	6.44	10.96	6.28
education>=10	1.45	2.21	3.95	7.99	3.92

Note: Cell values represent column percentages

4.3.3 Employment and Labor Status of Infra-marginals

Figure 4.3.3.1 shows the employment status of women from the sample households who were nominated by their households to receive free PSDF training. Over 60%—a vast majority— of the women reported never having worked for pay in the past. However, a considerable proportion of women (33.31%) said that were currently employed in some income generating activity.

Figure 4.3.3.1 Employment Status of Infra-marginals



The previous figure shows that approximately 33% of women in the sample households are currently employed in some income generating activities. Figure 4.3.3.2 below shows that about 80% of these women (who reported themselves as employed) are working as day laborers. From our on-ground field visits, we know that several of these working women work as cotton pickers during the

cotton picking season to earn daily wages. Unlike proportion of day laborers, fewer number of women reported being engaged in wage employment (12.42%) or self-employment activities (7.5%).

Figure 4.3.3.2 Labor Status of Infra-marginals

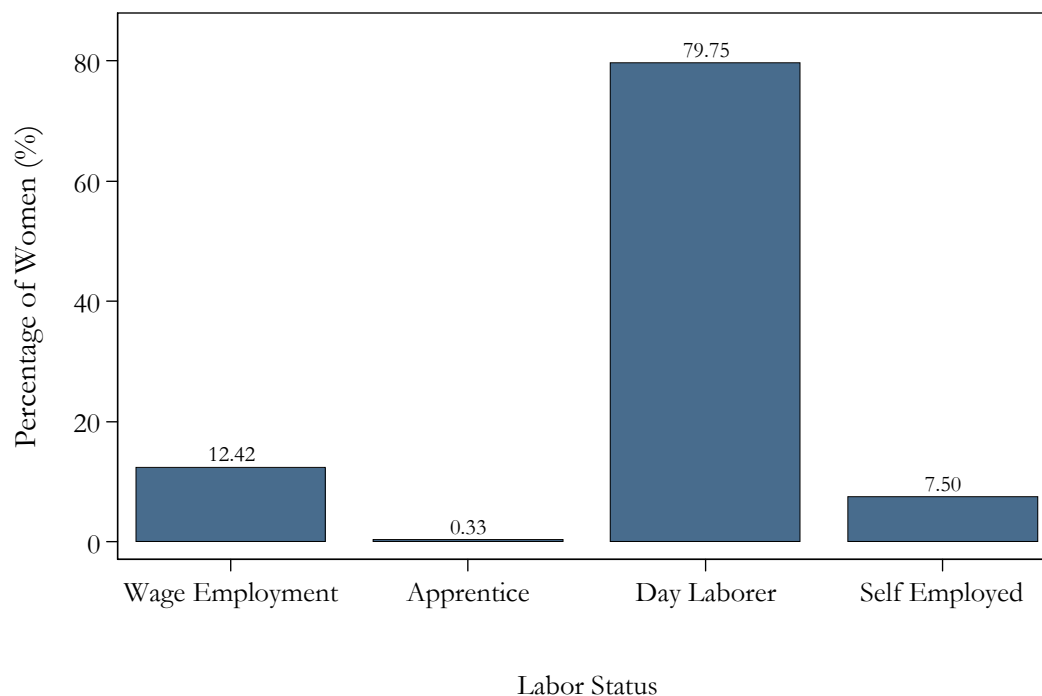


Table 4.3.3.1 below shows the labor status of women disaggregated by consumption quartiles. It is observed that a higher percentage of women are working as daily wage laborers in households belonging to the lower consumption quartiles. This percentage drops as we move to households belonging to the higher consumption quartiles; 87% of the women in the lowest consumption quartile work as daily wage laborers as compared to 70% in the highest consumption quartile. This indicates that at higher levels of consumption, fewer women opt to work as day laborers.

Table 4.3.3.1 Labor Status by Consumption Quartiles

Labor Status	Consumption Quartiles				Total
	1	2	3	4	
Paid employment	5.30	11.60	14.67	20.00	12.25
Apprentice	0.88	0.12	0.26	0.16	0.38
Daily wage Labor	87.07	81.56	76.40	70.87	79.70
Self-employed	6.74	6.72	8.67	8.98	7.67

Note: Cell values represent column percentages

4.3.4 Income

Table 4.3.4.1 delineates the income of the employed infra-marginals, i.e. 33% of the total women belonging to the general population, with respect to their labor status. It can be observed that a high percentage (59%) of these women have reported earning zero income. When moving to specific labor categories, we find that a significantly large percentage of women earn a positive monthly income less than PKR 2500 for labor categories of wage employment, apprenticeship and self-employment (i.e. 67%, 78% and 95% respectively).

Table 4.3.4.1 Monthly Income by Labor Status

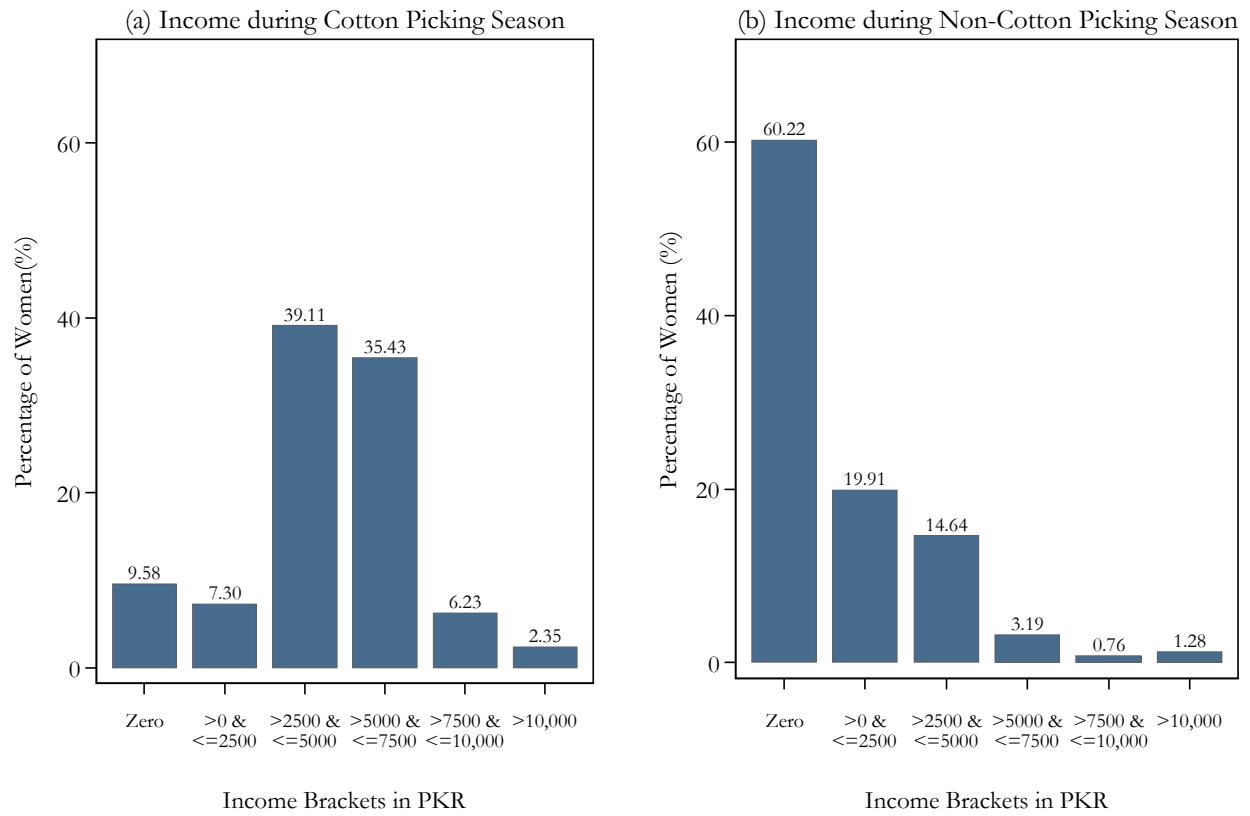
Income (PKR)	Wage employment	Apprentice	Daily Labor	Self-employed	Total
Zero	66.67	77.78	31.25	95.00	59.15
2500 or less	10.42	0.00	27.08	1.67	15.02
>2500 & =<5000	14.58	22.22	29.17	3.33	18.31
>5000 & =<7500	0.00	0.00	10.42	0.00	4.69
>7500 & =<10000	6.25	0.00	2.08	0.00	2.35
>10000	2.08	0.00	0.00	0.00	0.47

Note: Cell values represent column percentages

Percentage values in the table are calculated after taking a weighted average of incomes generated during cotton and non-cotton income picking seasons. Cotton picking season lasts for 3 months in a calendar year for which it was assigned a weight of 0.25 (3/12) in this calculation whereas non-cotton picking is assigned a weight of 0.75 (9/12).

Figure 4.3.4.1 below represents distribution of income earned by women working as daily wage laborers for both cotton picking and non-cotton picking seasons. The figure illustrates that significantly more women earn a positive income during cotton picking season than non-cotton picking season; the percentage of female day laborers earning zero income drops from 60% in non-cotton picking season to approximately 10% in cotton-picking season. It can also be observed that the proportion of women earning greater than PKR 2500 is significantly higher in cotton picking season than otherwise. While these numbers seem promising, it must be kept in mind that cotton picking is only a seasonal engagement which represents only a quarter of a calendar year. For the rest of the year, these women are not fully engaged (we see that over 60% of women do not earn anything in non-cotton picking seasons). Hence, acquiring newer skills can potentially enable these women to generate higher income from relatively more stable sources.

Figure 4.3.4.1 Income generated by female day laborers in cotton-picking and non-cotton picking season- General Population



5 Population Characteristics- Self-Selected Population

This section elaborates on the characteristics of the self-selected population that are relevant for the intervention design. Data was collected on the attributes of the households belonging to the self-selected population along with data on the female members' attributes who applied for the training course by submitting their applications.

Section 5.1 describes the distribution of PSUs and households across the program districts. Section 5.1 illustrates the household level demographics of the self-selected population whereas Section 5.2 lists the attributes of those female household members who applied for the training course.

5.1 Sample Detail - Self-Selected Population

Table 5.1.1 shows the distribution of the representative sample of PSUs and households belonging to the self-selected population. There are 185 PSUs covering 2189 households in total. The distribution of PSUs and households across districts can be read off the table below.

Table 5.1.1 Number of PSUs and Households by District-Self-Selected Population

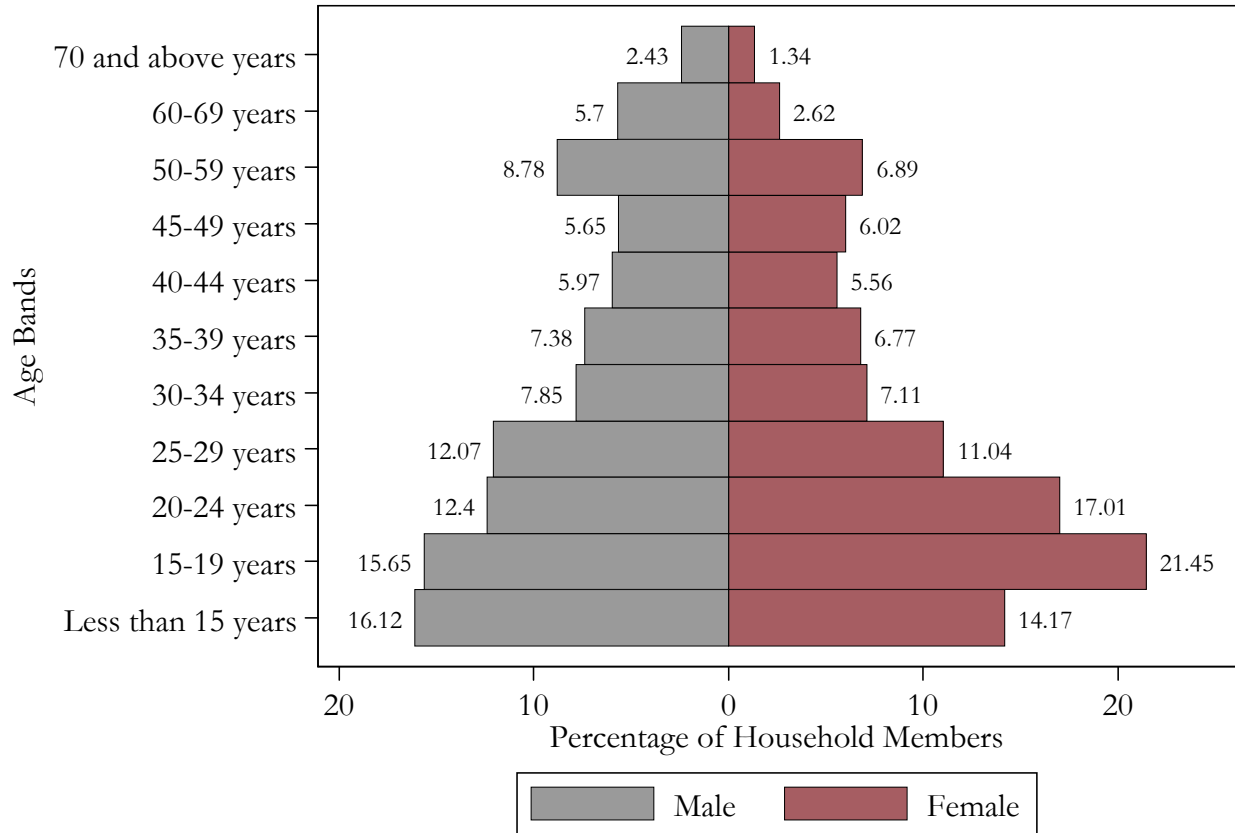
District	Number of PSUs	Percentage (%)	Number of Households	Percentage (%)
Bahawalnagar	63	32.73	794	35.31
Bahawalpur	60	34.55	739	35.12
Muzaffargarh	62	32.73	656	29.57
Total	185	100	2189	100

5.2 Household Demographics

5.2.1 Age Distribution of the household by Gender

The figure below shows the age distribution of all household members belonging to the self-selected population. The age distribution is roughly similar for both males and females. Majority of the individuals belonging to the self-selected households are quite young with almost 64% of the females and 56% of males below the ages of 30.

Figure 5.2.1.1 Age Distribution of all Household Members by Gender



Note: X-axis shows the percentages of males and females representing the self-selected population (male population is on the left-hand side and female population is on the right-hand side of zero).

5.2.2 Educational Attainment of the Self-Selected Population

The following table (Table 5.2.2.1) lists the educational attainment of male and female household members belonging to the self-selected population. Numbers indicate that a considerable proportion of the population (41.05%) has never acquired any formal schooling. However, lack of educational attainment is more acute for women as in relative terms, more men have higher educational attainment than women across all levels of education.

Table 5.2.2.1 Educational Attainment by Gender

Education Categories	Males	Females	Total
Never been to school	31.41	49.57	41.05
Less than 5 years of schooling	23.94	21.15	22.46
5<= education <8	18.19	12.57	15.21
8<= education <10	18.29	11.03	14.43
education>=10	8.17	5.68	6.85

Note: Cell values represent column percentages

5.2.3 Household Income and Economic Wellbeing

Table 5.2.3.1 shows the average monthly household income distribution as reported by the households belonging to the self-selected population. The numbers indicate that approximately 43% of the households have reported average monthly earning in the PKR 5,000-10,000 income bracket whereas 25% of the households reported earning a monthly income within the PKR 10,000-15,000 income bracket.

Table 5.2.3.1 Monthly Household Income- Self-Selected Population

Monthly Income in PKR	Percentage of Sample Households (%)
5000 or less	5.32
>5000 and <10000	43.26
>10000 and <15000	25.34
>15000 and <20000	14.76
20000 or more	11.32

Note: Cell values represent column percentages

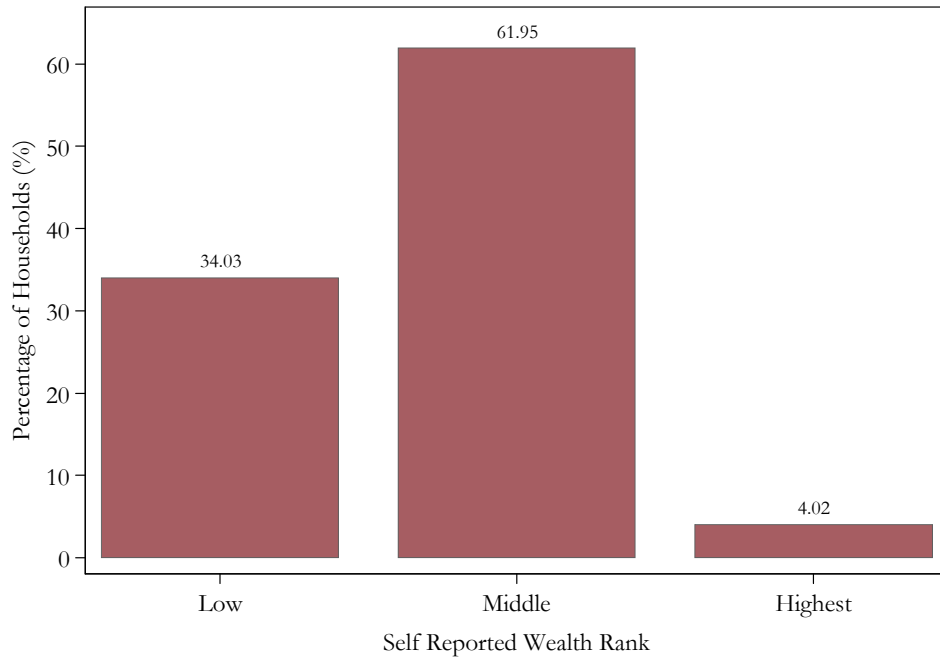
Table 5.2.3.2 delineates the mean household income with respect to consumption quartiles. We can observe that the mean income of households in the fourth consumption quartile is almost three times the mean income earned by households in the first consumption quartile.

Table 5.2.3.2 Monthly Income of Households by Consumption Quartiles

Consumption Quartile	Mean Income (PKR)	Standard Deviation	Min	Max
Quartile 1	1340	240	444	1687
Quartile 2	1966	160	1690	2250
Quartile 3	2606	218	2250	3055
Quartile 4	4766	3799	3061	43283
Total	2625	2307	444	43283

Households belonging to the self-selected population were also asked to report their perceived wealth rank. Over 60% of the households felt they belonged to middle economic tier whereas 34.03% of the households felt they belonged to lower economic tier. Only 4.2% of the households felt they belonged to the highest economic tier.

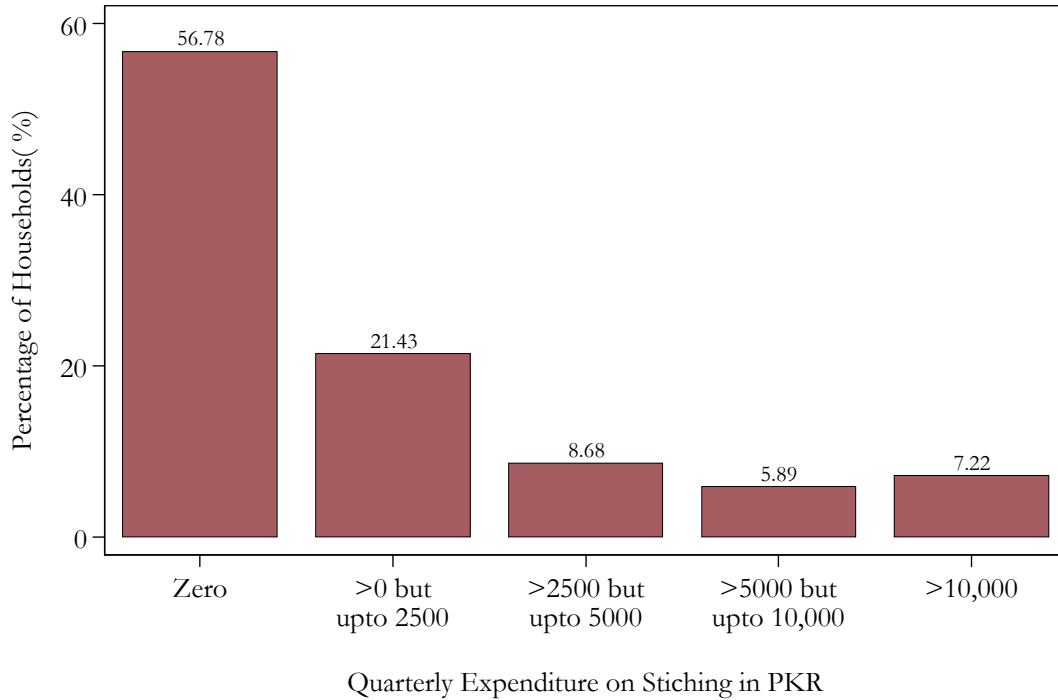
Figure 5.2.3.1 Self-Reported Wealth Rank- Self-Selected Population



5.2.4 Household Quarterly Expenditure on Stitching

Households belonging to the self-selected population were also asked to report how much they had spent on getting their clothes stitched three months prior to the survey date. This expenditure on stitching includes the cost of having suits stitched for the following purposes: regular use, marriage, religious and other festivals. Over half of the respondents reported that they have not spent anything on getting clothes stitched. 21.43% of these women said that they have spent at most PKR 2500 on getting clothes stitched in the past three months whereas approximately 9% of these women said that they have spent in the range of PKR 2500-5000 for the same purpose. Very few of the respondents said that they have spent above PKR 10,000 on stitching in the previous three months.

Figure 5.2.4.1 Household Quarterly Expenditure on Stitching- Self-Selected Population

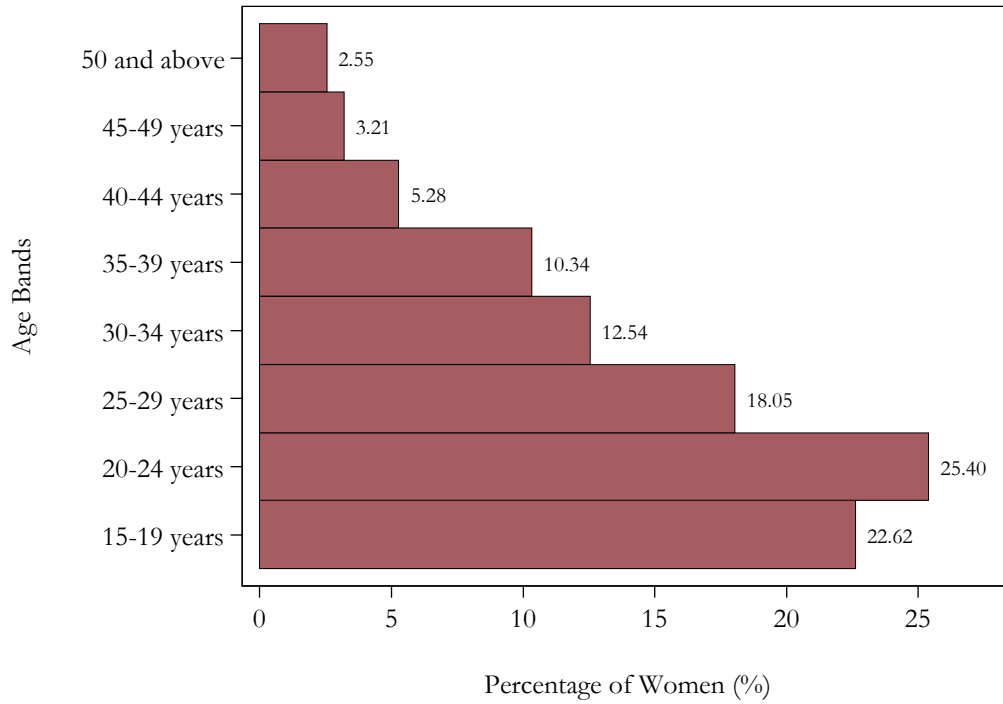


5.3 Self-Selected Applicants Characteristics

5.3.1 Age of Self-Selected Applicants

The figure below shows the age distribution of the self-selected applicants who enrolled in the PSDF training program without any explicit encouragement. Figure 5.3.1.1 shows that women from all age brackets opted to participate by applying in the tailoring course. However, the bars in Figure 5.3.1.1 are arranged in a ladder-like formation which suggest that greatest interest was observed amongst younger women; a quarter of applicant pool is the 20-24 age bracket whereas over half of the applicant pool is younger than 40 years. The level of interest steadily decreases as we move to higher age brackets.

Figure 5.3.1.1 Age Distribution of Self-Selected Applicants



5.3.2 Educational Attainment of Self-Selected Applicants

Figure 5.3.2.1 shows the status of educational attainment of women from the self-selected population who chose to apply for the training course. The numbers show that approximately half of these women have no formal education. However, it is somewhat encouraging that the numbers for the other half are well distributed across different education levels. About 18% and 12% of the women have attained primary and middle levels of schooling whereas 13% of the population have acquired education greater than middle but below matriculation.

Figure 5.3.2.1 Educational Attainment of Self-Selected Applicants

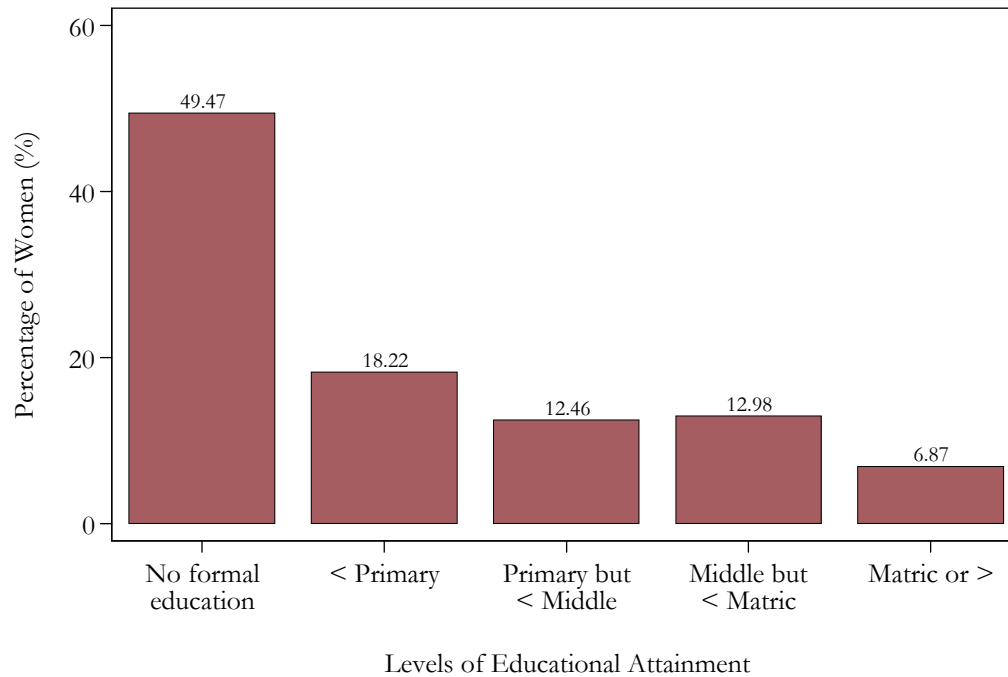


Table 5.3.2.1 delineates educational attainment by consumption quartiles for self-selected applicant pool. Analyzing the educational attainment of the self-selected applicants with respect to consumption quartiles reveal that women belonging to poorer households have women with lower level of education than women belonging to the wealthier households. The percentage of women who had never been to school drops from 60% in the lowest consumption quartile to 35% in the highest consumption quartile. The percentages of other educational attainment also improve with higher consumption levels. Thus, removing the minimum educational requirement for enrollment in the training course eases access constraints otherwise faced by women belonging to the poorest households.

Table 5.3.2.1 Educational Attainment of Self-Selected Applicant by Consumption Quartiles

Education Categories	Consumption quartiles				Total
	1	2	3	4	
Never been to school	60.22	53.35	46.28	35.32	49.20
Less than 5 years of schooling	16.17	18.66	21.34	15.81	17.83
5<= education <8	10.41	12.98	14.39	15.81	13.28
8<= education <10	10.59	11.36	11.75	19.71	13.33
education>=10	2.60	3.65	6.24	13.35	6.36

Note: Cell values contain column percentages

5.3.3 Employment and Labor Status of Self-Selected Applicants

Figure 5.3.3.1 illustrates the employment status of the self-selected applicants prior to the commencement of the training course. Over three quarters of the women have reported never having worked whereas approximately 11% of the women reported being engaged in some sort of employment. Only 7.2% of women reported that they are currently attending school.

Figure 5.3.3.1 Employment Status of Self-Selected Applicants

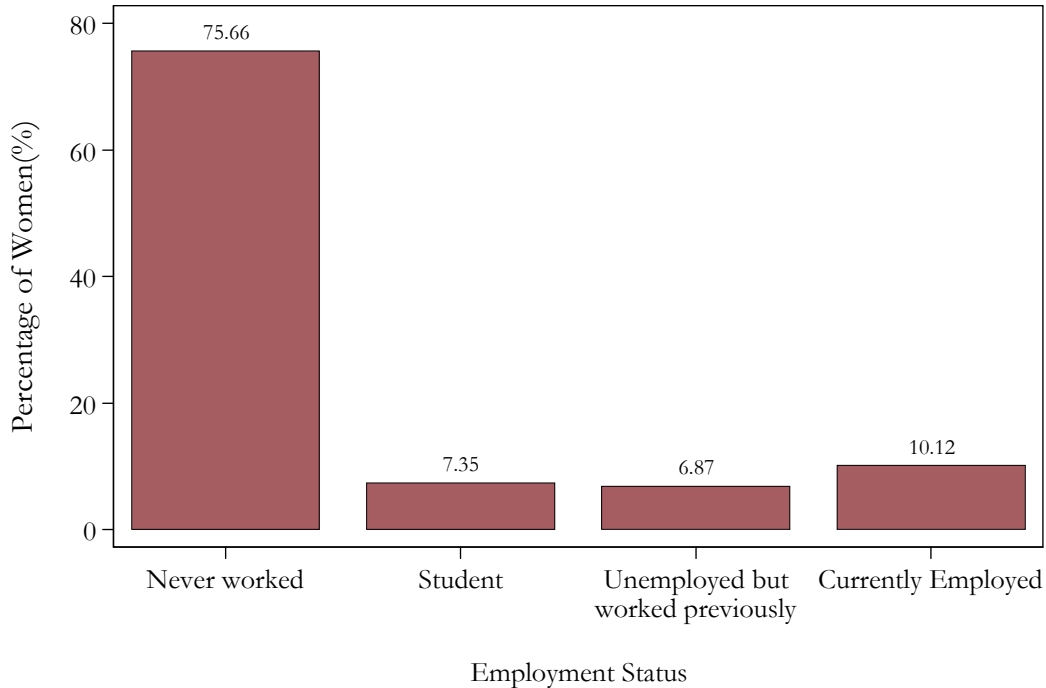


Figure 5.3.3.2 below illustrates that approximately 11% of self-selected applicants are currently employed. Of these women, over 55% are currently engaged as day laborers. As we have mentioned earlier, many women in our program districts work as cotton pickers during the cotton picking season. Interestingly, a considerable proportion of these women reported that they are working at their own business setups.

Figure 5.3.3.2 Labor Status of Self-Selected Applicants

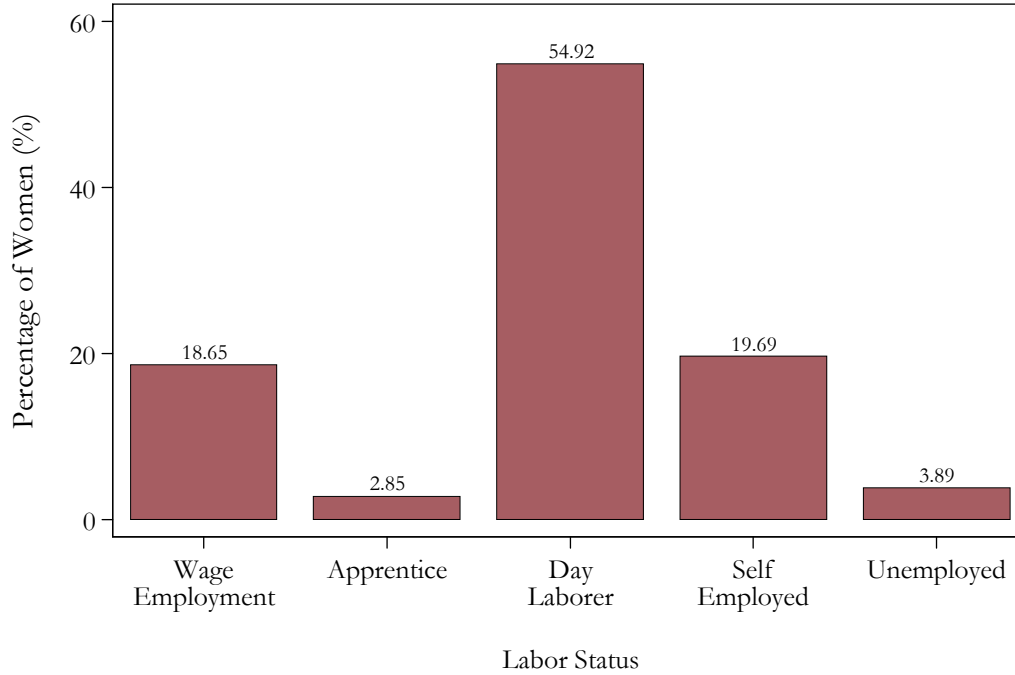


Table 5.3.3.1 shows the labor status of the employed women with respect to consumption quartiles. The proportion of women working as daily wage laborers reduces as we move to wealthier households; 69% women work as daily wage laborers in the first consumption quartile as compared to 30% in the fourth consumption quartile. Moreover, there is a positive shift in paid employment as we move to higher consumption quartiles. Therefore, skills acquisition can enable women, who belong to the poorer households, to engage in employment opportunities other than working as daily wage laborers.

Table 5.3.3.1 Labor Status of Self-Selected Applicants by Consumption Quartiles

Labor Status	Consumption Quartiles				Total
	1	2	3	4	
Paid employment	9.41	15.63	12.04	42.37	17.53
Apprentice	0.00	2.08	5.56	5.08	3.16
Daily wage labor	69.41	62.50	51.85	30.51	55.46
Self-employed	17.65	14.58	25.00	20.34	19.54
Unemployed	3.53	5.21	5.56	1.69	4.31

Note: Cell values represent column percentages

5.3.4 Income

Table 5.3.4.1 summarizes monthly income generated by self-selected applicants who reported being employed in our survey (this represents almost 10% of the self-selected population; See Figure 5.3.3.1). The numbers indicate that over half of these respondents (52.8%) have reported

earning positive income that is less than PKR 2500. The distribution of monthly income delineated by labor statuses can be read off from the table below.

Table 5.3.4.1 Monthly Income of Self-Selected Applicants by Labor Status

Income in PKR	Wage employment	Apprentice	Daily Labor	Self-employed	Total
Zero	74.53	44.44	7.57	81.94	21.46
2500 or less	10.46	55.56	62.93	14.35	52.8
>2500 & =<5000	4.56	0.00	22.19	3.70	18.58
>5000 & =<7500	1.88	0.00	4.96	0.00	4.20
>7500 & =<10000	3.49	0.00	0.97	0.00	1.21
>10,000	5.09	0.00	1.39	0.00	1.75

Note: Cell values represent column percentages

Percentage values in the table are calculated after taking a weighted average of incomes generated during cotton and non-cotton income picking seasons. Cotton picking season lasts for 3 months in a calendar year for which it was assigned a weight of 0.25 (3/12) in this calculation whereas non-cotton picking is assigned a weight of 0.75 (9/12).

6 Compliance

In this section we describe the level of compliance for the field activities listed in Table 3.2.1 pertaining to different treatment arms. The data used to measure compliance comes from a household survey conducted after these activities were completed. One of the sections of this survey asked questions that allowed us to gauge compliance with protocols. We find that treatment protocols were carried out as they should have been, and that the TSPs followed protocols closely.

6.1 Compliance with Training Center Establishment

The nature of the study design necessitated that Training Service Providers (TSPs) did not have discretion in where they established training centers. This made it critical for the TSPs to establish training centers in only the assigned villages. Fortunately, this compliance is 98%. 148 villages out of 150 villages that were supposed to receive a training center according to the randomization results did in fact receive the training center, and there were no training centers established in villages outside of these villages. Field visits to TSP established training centers were made in order to ensure compliance.

6.2 Awareness and Attendance

Households in treatment villages received the information materials they were intended to receive. Over 99% of households reported receiving these materials. Households that did not receive the said information materials were provided with information upon reporting this on a subsequent visit.

The following table provides a breakdown of receipt of course materials by item. From the table below, it is evident that households were least able to produce the enrollment forms. However, this did not pose a problem as all households were offered a filled enrollment form that would allow them admission in the training program.

Table 6.2.1 Receipt of Course Materials

	Course Booklet	List of nearest training centers	Blank enrollment form
Was able to locate this item and show it to the member of the survey team	93.72	91.64	86.61
Was not able to locate this item	6.28	8.36	13.39

Note: Cell values represent column percentages

For those treatments with a Trainee Mobilization or a Community Mobilization treatment arm, TSPs were required to conduct meetings with men and women of the village. We find that most households were aware of these meetings, and attendance at the meetings was robust.

Table 6.2.2 describes participation in the female meetings held in the mobilization arms. Almost nine out of ten women knew about the meetings, even if not all of them attended. Conditional on knowing about the meeting and having an invitation, attendance was fairly high: 63%, or about two out of every three households attended the meeting.

Table 6.2.2 Female Meeting Awareness and Attendance

Response	Was aware of meeting for women	Had invitation to meeting for women on hand	Female household member attended meeting
Yes	89.23	88.85	56.56
No	10.77	11.48	43.44

Note: Cell values represent column percentages

The Community Mobilization involved a longer, more intensive meeting. Table 6.2.3 shows the attendance rates for the two types of community mobilization. The numbers indicate that levels of attendance are similar between the two mobilization arms.

Table 6.2.3 Female Meeting Attendance by Mobilization Type

Response	Female household member attended short meeting (Trainee)	Female household member attended long meeting (Community)
Yes	58.21	54.88
No	41.79	45.12

Note: Cell values represent column percentages

Table 6.2.4 shows the number of female members from a household in attendance for trainee mobilization and the community mobilization meetings respectively. Similar to the numbers presented in the previous table, we find similar levels of attendance across trainee mobilization and community mobilization meetings.

Table 6.2.4 Number of Female Household Members Attending Meeting

Number of Women in Attendance	Trainee Mobilization	Community Mobilization
One female member from a household	70.79	70.30
Two female members from a household	24.39	25.66
Three or more female members from a household	4.83	4.03

Note: Cell values represent column percentages

Participation in the male meetings was in general less than female awareness and attendance. However, enough men (72.77%) were aware of the information sessions to suggest that invitation protocols were in fact carried out.

Table 6.2.5 Male Meeting Awareness and Attendance

Response	Male household member was aware of meeting	Male household member attended meeting
Yes	72.77	29.63
No	27.23	71.37

Note: Cell values represent column percentages

6.3 Meeting Activities

The TSPs were required to conduct certain activities as part of their mobilization meetings. The following table captures the degree of compliance with those protocols. Table 6.3.1 summarizes the level of household affirmation for various activities that had taken place during the trainee mobilization and community mobilization meetings. We observe that level of compliance was quite similar in these two meetings.

Table 6.3.1 Summary of Female Meeting Activities

Activity Items	Percentage of Households Affirming Activity in Trainee Mobilization Meetings	Percentage of Households Affirming Activity in Community Mobilization Meetings
Female influential members of the community attended	25	29
Pictures of past PSDF female trainees and their products were shown	65	65
Pictures of a typical training center were shown	65	67

Note: Cell values represent cell percentages

Table 6.3.2 summarizes the level of compliance observed during male focus groups that was conducted as part of community mobilization. The level of compliance in these activities is lower than level of compliance observed in female activities.

Table 6.3.2 Summary of Male Meeting Activities

Activity Items	Percent of Households Affirming Activity in Community Mobilization Meetings
Male influential members of the community attended	47
Pictures of past PSDF male trainees and their products were shown	56
Pictures of a typical training center were shown	57

Note: Cell values represent cell percentages

6.4 Group Transportation

Out of the 54 villages assigned to the group transportation treatment, 47 villages or 83% agreed on the details of the service and its provider and thus received group transport. The remaining seven villages could not receive group transport as there was either unavailability of a transport provider or a lack of consensus on a viable transport provider.

7 Future Deliverables

Aimed at rural women, Skills for Market 2013-2014 was a skills based intervention geared towards augmenting human capital through the means of skills training. In this report, we have described the design of the intervention for the general and self-selected population and also provided a broad overview of the characteristics of each of the population types. Furthermore, we have also elaborated upon compliance with the treatment protocols. The upcoming report will cover the technical aspects of sampling along with uptake trends observed during the course of this intervention. Additional tracker surveys will also be conducted for the purposes of evaluating the impact of the scheme on economic and non-economic returns for rural women. Once determined and submitted to PSDF, the results of this evaluation will serve in informing design of its future interventions.

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