

Designing A Survey Instrument A Participatory Approach

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Objective of Presentation

- ❖ Introduction, Background, and Objectives...
- ❖ Why Participatory Approaches?
- ❖ Planning Stages...
- ❖ Developing the Survey Instrument...
- ❖ Risks and Challenges...
- ❖ So What Happened?



Janasree – A Grassroots Organization

- ❖ An NGO with 65,000+ registered Self-Help Groups (SHGs) of men and women in all of Kerala...

- ❖ Broad Objectives - Sustainable and Eco-Friendly Development
 - Each SHG sets objectives within the broad agency mandate
 - Common activities – group savings and loans to members

- ❖ Janasree links SHGs with the Private and Public Sectors



Gender Equality in Kerala

❖ Social

- High Levels of Human Development but Deteriorating Social Development

❖ Economic

- Differential Access to Economic Resources and Opportunities

❖ Political

- Weak Voice and Participation

❖ Government and Dialogue in a Women and Development Approach



Results of Janasree Activities

- ❖ Anecdotal Information Available
- ❖ Need for Assessing Results for Better Programs and Resource Allocation
- ❖ Celebrate the Positive Progress
- ❖ Enhance Accountability for the Self-Help Groups
- ❖ Little Knowledge of the Gender-related Impact



Objectives

- ❖ Design and Pilot A Gender-Aware Monitoring System at the Grassroots Level
- ❖ Formally Introduce a “Gender Equality” Approach
- ❖ Influence Policy Makers in Kerala to Shift Towards Gender Equality and Gender Mainstreaming



Why a Participatory Approach?

- ❖ Improved Development Effectiveness
 - Learning at the Grassroots-level Leading to Better Development Effectiveness
 - Increased Accountability at the SHG Levels
 - Strengthened Capacity
- ❖ Comparative Advantages
 - Effective Grassroots Structures for Participatory Action
- ❖ Commitment from Top Management to a Participatory Process
- ❖ Availability of Human Resource

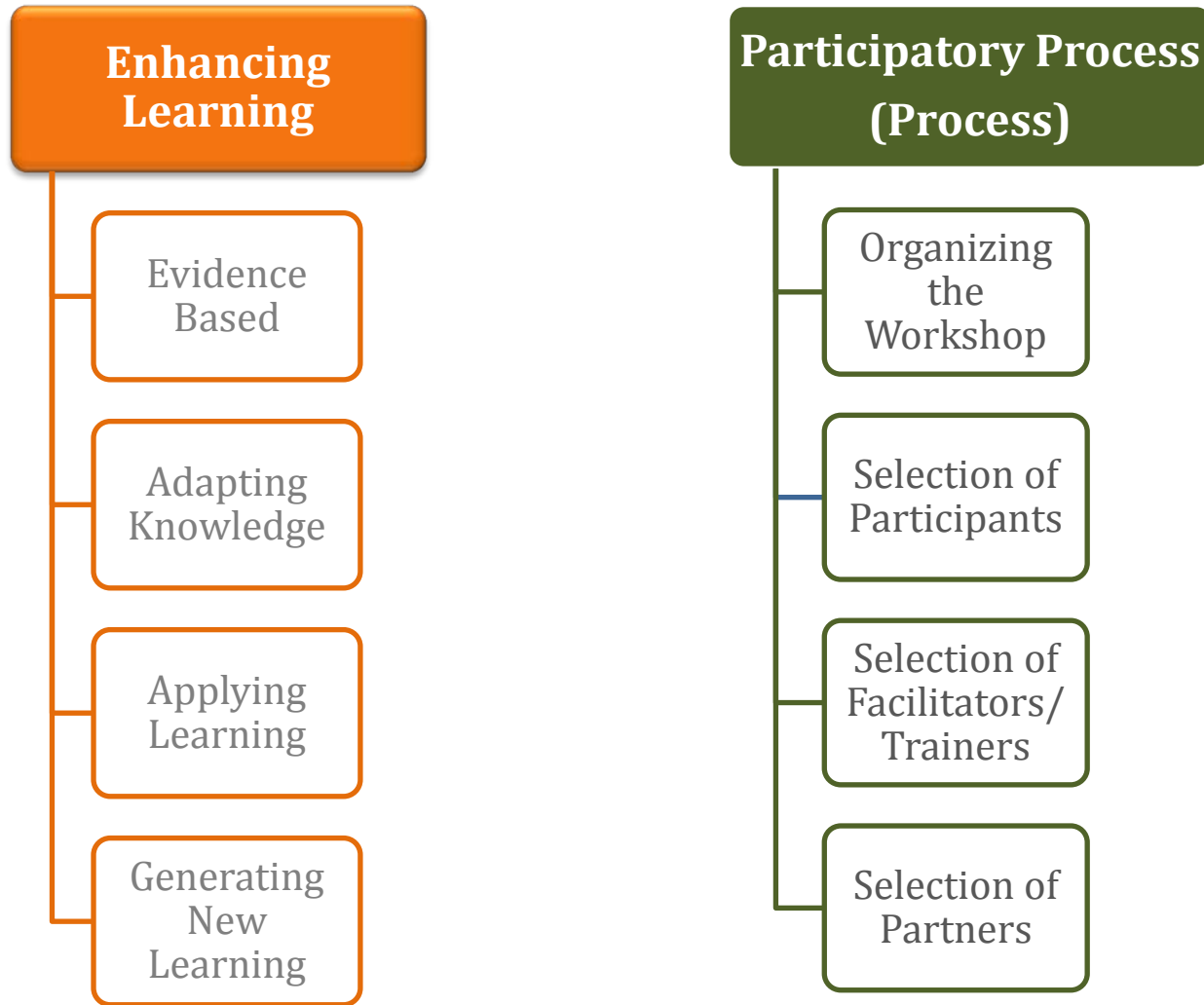


Why A Pilot?

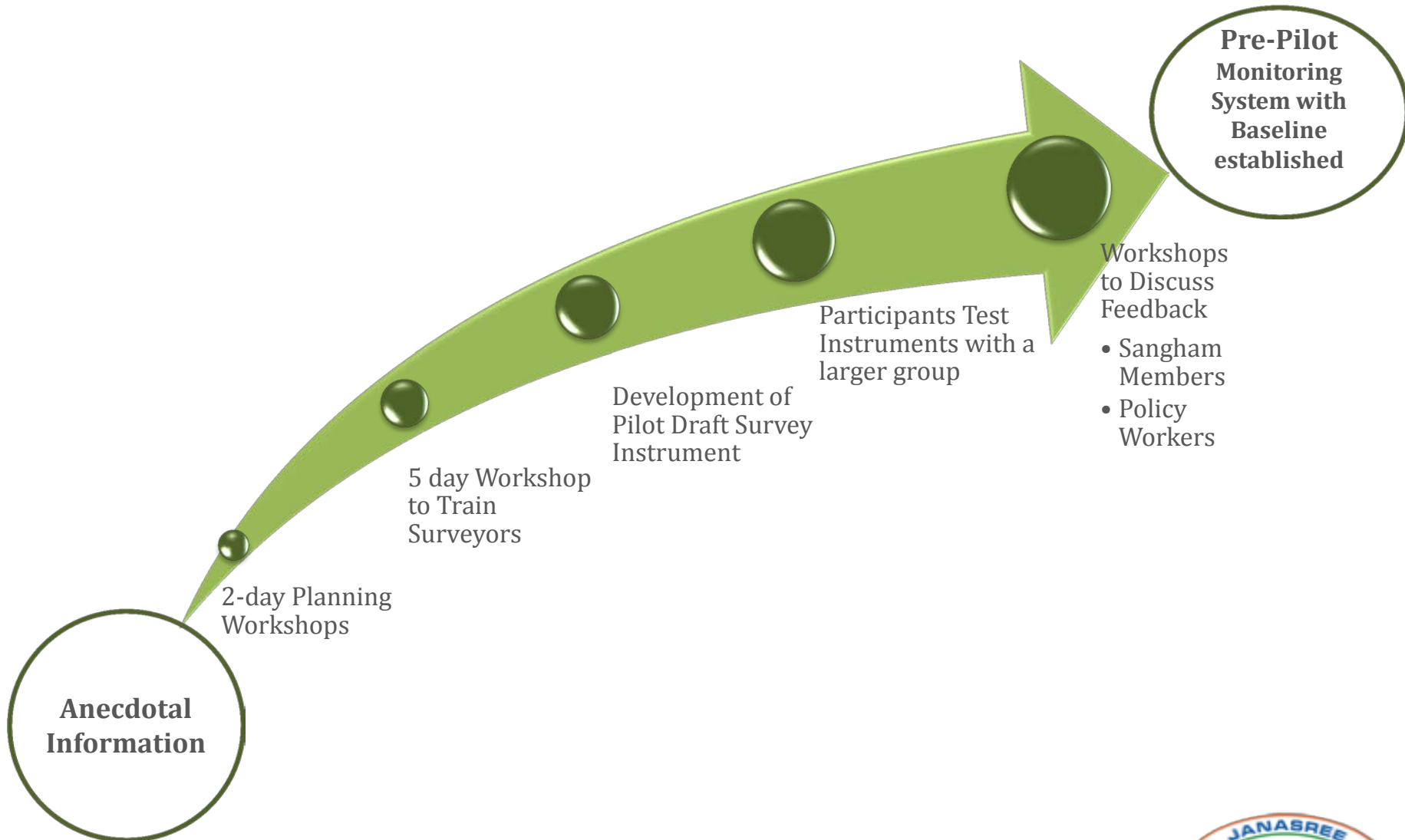
- ❖ Validity and Credibility of Method for Stakeholders
- ❖ Relevance of Information Being Generated
- ❖ Sensitivity of Data being collected (picking up data variations sufficiently and be adapted)
- ❖ Cost-effectiveness:
 - Is the information being produced worth the cost?
 - What are the tradeoffs?
- ❖ Timely: In a Manner Helpful for Management
- ❖ Is the Approach Achieving the Desired Objectives?



Plan, Plan, and Plan



Process of Piloting (Phase 1)



Which Results to Monitor...



Turning Outcomes to Indicators

Iterative & Interactive

- ❖ Group Identifies a Development Issue and an Associated Intervention
 - Determines how the intervention will achieve results by converting a series of inputs into a defined set of outputs that are expected to achieve a desired development result or outcome,
 - Discusses inputs, outputs, and outcomes discussed (Gender Implications)
- ❖ Identifies indicators – 2 for each level (input, output, and outcome)



Understanding Methodologies

- ❖ Strengthened Capacity for Conducting Focus Group Discussions
 - Simulations on 3 different subjects (Road Safety, Gender Violence, Alcoholism)
 - Field Testing During Workshop
 - Testing with Larger Set of Groups
 - Discussion of Experience and Feedback



Developing the Instrument

Based on desired results, a draft survey instrument was prepared

Background
Information

Progress in
Views on
Gender
Equality

Economic
Progress
(Income,
Savings, and
Borrowing)

**Social
Development
(Alcohol, Gender
violence, Dowry,
Training and
Skills Acquisition)**



Developing Data Collection Instrument

Instrument

Clarity and Simplicity

Identifying Relevant
Dimensions and Indicators

Formulating the Questions

Process

Frequency of Collection

Clear Responsibility

Costs of Collection

Quality Control



Moving Forward to Full State-Wide Pilot

- ❖ Pilot (Phase I) in 25 groups in TVM district
 - Data entry is currently on going for establishment of baseline

- ❖ Is coding answers too difficult for such grassroots situations? Too many questions? A little more risk taking vs. ownership?

- ❖ Two more workshops before expanding to 750 groups each
 - 28 of those previously trained appointed as “Social Monitors” – capacity will be strengthened and will monitor Phase II
 - Establish baseline covering 750 groups

- ❖ A Continuous Process of Capacity Building



Participation is Tedious

- ❖ Participatory Process
 - Takes Time
- ❖ Convincing Second-Level Management
- ❖ Provide Space to Express Uncomfortable Views
- ❖ Relevant Examples

- ❖ Reluctance
 - Is this the tax agency or a foreign agency with vested interests?
- ❖ Selection of SHGs
- ❖ Achieving Gender Balance
- ❖ Ethical Dilemma



Risks and Challenges

- ❖ Stiff Resistance to Change
- ❖ Critical Need for Ownership
- ❖ Keeping the Instruments Simple...
- ❖ Integrity of Pilot/ Data Collection and Entry
- ❖ Trade Offs between Rigor and Participation
- ❖ Appropriate Partners...



Monitoring Efforts

- ❖ Pre-tests and after tests
- ❖ Evaluation One Form
- ❖ Pre-determined Indicators

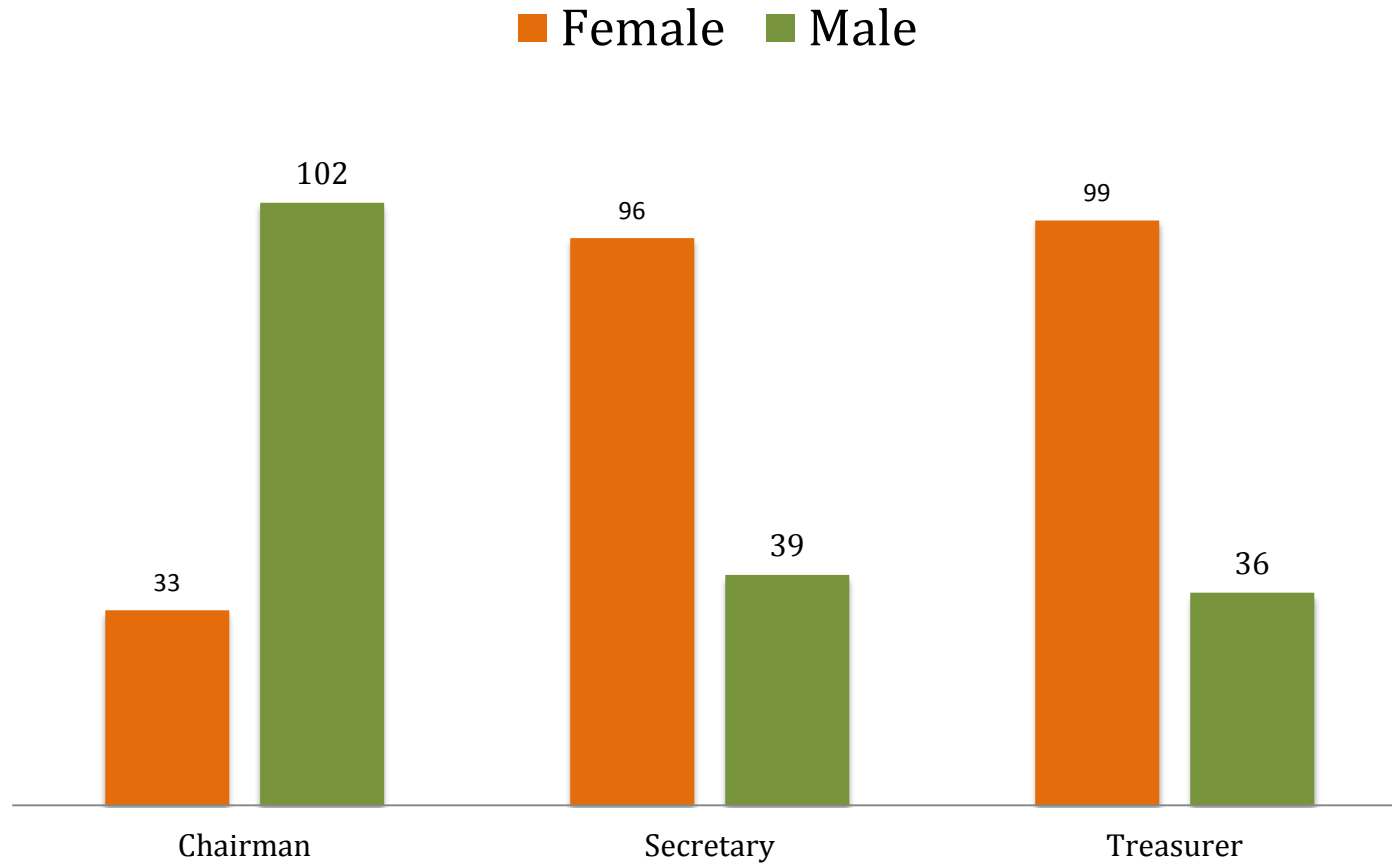


Results?

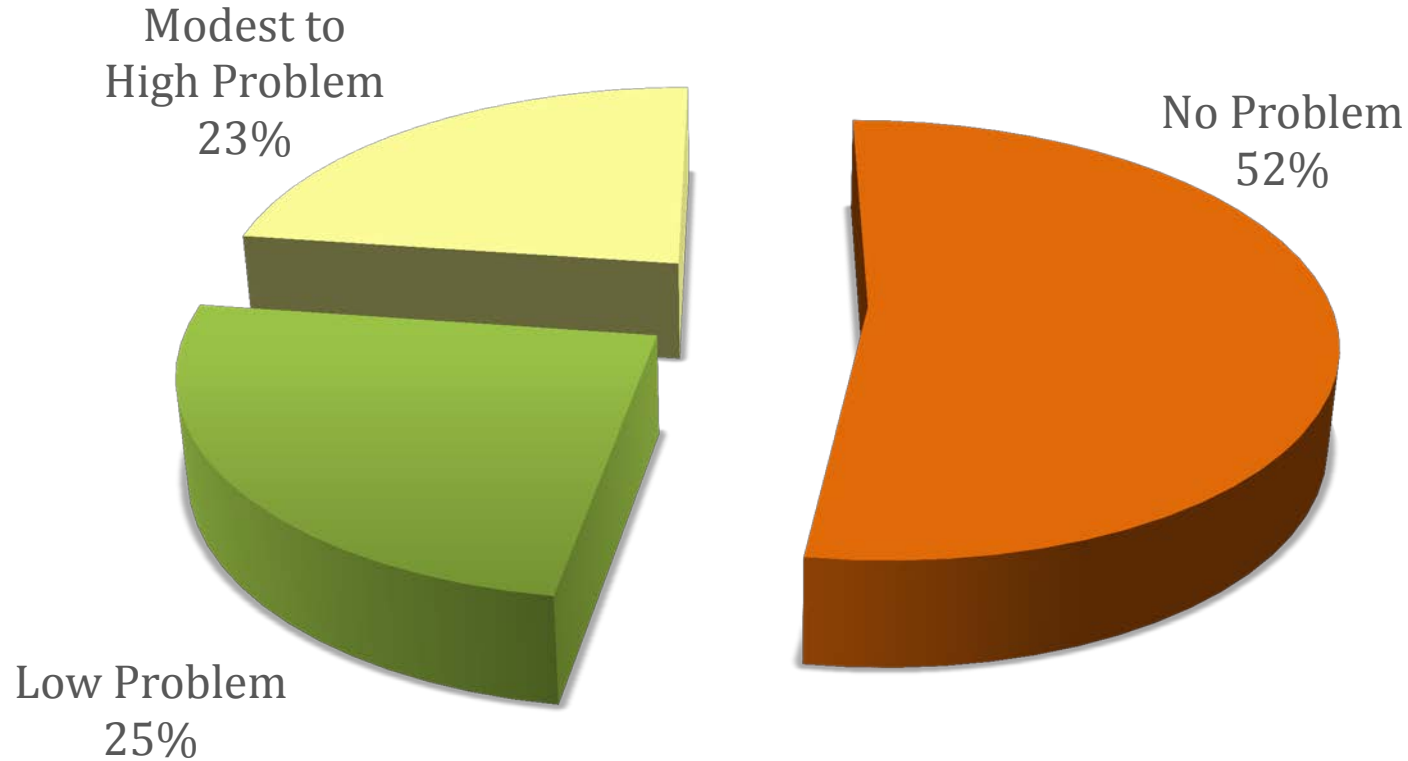
- ❖ Strengthened Capacity
- ❖ Some Data for Management on Groups
- ❖ A Gender Action Plan – focus on alcoholism and gender violence
- ❖ Increased and Improved Partnerships
- ❖ Shifting to a Gender Equality Approach in Policy
- ❖ Changing Mindsets (!)



Who are Janasree Leaders?



Is Alcohol A Problem in Your Household? (1841 Respondents)



Yet Very Few Go For Counseling!





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