



WOMEN'S ECONOMIC EMPOWERMENT AND EQUALITY, LAND RIGHTS, AND AGRICULTURAL ENGAGEMENT IN THE PEPSICO POTATO SUPPLY CHAIN IN WEST BENGAL, INDIA

MONITORING, EVALUATION, AND LEARNING PLAN

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Cover Photo: A woman in West Bengal assists her family with the potato harvest. Women in West Bengal routinely participate in potato planting, weeding, and harvesting activities. Photo Credit: Jen Peterson/Tetra Tech

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LIST OF ACRONYMS

CLA	Collaborating, Learning, and Adapting
COP	Chief of Party
DO	Development Objective
DQA	Data Quality Assessment
FGD	Focus Group Discussion
FTF	Feed the Future
GIS	Geographic Information System
HH	Household
IFPRI	International Food Policy Research Institute
ILRG	Integrated Land and Resource Governance
IR	Intermediate Result
KII	Key Informant Interview
KPI	Key Performance Indicator
LTPR	Land Tenure and Property Rights
MEL	Monitoring, Evaluation, and Learning
NGO	Non-Governmental Organization
OPM	Oxford Policy Management
PIRS	Performance Indicator Reference Sheet
POP	Package of Improved Practices
Prindex	Property Rights Index
PRO WEAI	Project-Level Women's Empowerment in Agriculture Index
SFP	Sustainable Farming Practice
USAID	United States Agency for International Development
USG	United States Government
WEE	Women's Economic Empowerment
W-GDP	Women's Global Development and Prosperity

I.0 OVERVIEW OF THE INTEGRATED LAND AND RESOURCE GOVERNANCE (ILRG) INDIA ACTIVITY

I.1 PROJECT PURPOSE

The United States Agency for International Development (USAID) is partnering with PepsiCo to promote women’s economic empowerment (WEE) and gender equity in the PepsiCo potato supply chain in West Bengal, India. The overall purpose of the project and the partnership is to make the business case for women’s empowerment within the PepsiCo supply chain. All activities are expected to contribute to making the business case, which includes increasing the adoption of sustainable farming practices (SFPs) and improving performance on PepsiCo Key Performance Indicators (KPIs) such as yield. The project is using approaches that reach, benefit, and empower women, improving women’s access to land, training, and income. In addition to improving PepsiCo key performance indicators, empowering women has other important benefits for women, households, communities, and societies which contribute to a more sustainable supply chain.

“When women are economically empowered, they re-invest in their families and communities, producing a multiplier effect that spurs economic growth and contributes to global peace and stability.”
- White House (n.d.)

USAID and PepsiCo are using the “Reach, Benefit, and Empower” framework¹ to test the hypothesis that empowering women will result in improved performance within the PepsiCo supply chain in West Bengal, India. Partners identified three critical and interrelated strategic approaches to reach, benefit, and empower women in PepsiCo’s supply chain in India:

1. Impacting farm-level outcomes by intentionally **reaching** men and women in potato farming families that are currently part of the PepsiCo potato supply chain, as well as members of women’s groups, with gender-sensitive farm-level training activities; ensuring that women have access to the information and productive resources required to produce potatoes; facilitating access to land under land leasing schemes; helping to assure that the income from potato production **benefits** women using empowered entrepreneurship training and norms change approaches; and supporting women’s **empowerment** in the community through norms change approaches, through broad community engagement, male champions, and social behavior change communication in target communities;
2. Strengthening PepsiCo’s internal gender knowledge and capacity to mainstream gender integration within PepsiCo staff workstreams; and
3. Developing plans for sustainability and scaling of activities and results, leveraging government, non-governmental organizations (NGOs), and private sector partnerships, to complement PepsiCo’s ongoing outreach and collaborative efforts.

Through these three approaches, PepsiCo will test and scale up tools and activities, demonstrating that increasing women’s empowerment contributes to the adoption of PepsiCo sustainable farming practices, results in improved potato production and productivity and increased incomes for farm families, and strengthens PepsiCo’s business model in India.

¹ Appendix 3; https://www.agrilinks.org/sites/default/files/reach-benefit-empower_ftf_v9.pdf

I.2 THE STRUCTURE AND PURPOSE OF THE MONITORING, EVALUATION, AND LEARNING PLAN

USAID and PepsiCo support to the partnership is channeled through the Integrated Land and Resource Governance (ILRG) program, implemented by Tetra Tech and Landesa. As part of this partnership, the ILRG team has developed this monitoring, evaluation, and learning (MEL) plan to track progress and capture lessons learned through the partnership. The purpose of the MEL plan is to describe the overall project purpose (Section 1), identify data that will be used and describe how it will be analyzed to make the business case for women's empowerment within the PepsiCo potato supply chain (Section 2), and describe the indicators and the data collection processes that will be used to demonstrate women's empowerment outcomes and identify changes in PepsiCo KPIs and SFP adoption.

The MEL plan includes PepsiCo KPIs, as well as standardized performance indicators used by the United States government (USG) to report on USAID investments across the world (Section 3). Some, but not all, of these USAID indicators will be used to support the business case for women's empowerment to PepsiCo and to demonstrate the effects and impacts of women's empowerment on PepsiCo KPIs. In addition, some indicators are included because they flow down from the ILRG global MEL plan, or correspond to USAID global objectives with regard to land tenure. Standards and safeguards used to ensure data quality and integrity are described in Section 4.

Both qualitative and quantitative data collection approaches and analyses are required to determine the extent to which changes in women's empowerment affect PepsiCo's bottom line, and to inform the overall project approach to collaborating, learning, and adapting (CLA) (Section 5). Due to the innovative nature of the partnership, it is critical to collect and analyze data frequently to determine when course corrections are needed, and to determine the efficacy of approaches to increase women's empowerment. A robust learning agenda (Section 5.2) is particularly important to document lessons learned, identify best practices, and facilitate adapting approaches and tactics as needed.

Detailed indicator descriptions are included in performance indicator reference sheets (PIRSs) in Annex 1, and data collection forms are included in Annex 2.

2.0 MAKING THE CASE FOR WOMEN'S EMPOWERMENT

How will women's empowerment be measured? Measuring women's empowerment is not easy, and can be contextually specific as well as subjective (Richardson, 2018). USAID uses the Project-Level Women's Empowerment in Agriculture Index (PRO WEAI) to measure changes in women's empowerment in agriculture programs. The Women's Empowerment in Agriculture Index (WEAI) includes data on women's roles in agricultural production systems, women's access to resources including land and credit, women's access to and control over income, women's leadership, and women's time. The PRO WEAI, currently in pilot phase, measures empowerment at the program level and organizes the five key areas (production, resources, income, leadership, and time) into three key domains (intrinsic agency, instrumental agency, and collective agency) using 12 indicators, and measures them using an index with 0 indicating low levels of empowerment and 1 indicating a high level of empowerment. The WEAI and the near-final PRO WEAI have been tested and refined over the past eight years in 13 countries, in collaboration with the International Food Policy Research Institute (IFPRI) and the Oxford Poverty and Human Development Initiative. The tool has been tested in Bangladesh and India and has the benefit of being specific to the agriculture sector, which is important for this partnership focused on the potato supply chain.

The PRO WEAI is an impact-level indicator requiring a complex household survey and cannot be used on a routine basis to document seasonal improvements in women's empowerment. The ILRG team has subcontracted Oxford Policy Management (OPM) to first pilot and then conduct a household-level PRO WEAI baseline survey in randomly selected PepsiCo households in target communities, as well as PepsiCo households in neighboring communities outside of the ILRG intervention zone, to act as a control; an endline survey will also be carried out. ILRG can then compare the PRO WEAI scores of households in ILRG target zones with those outside of ILRG target zones, to provide an indication of attribution. ILRG can also compare the PRO WEAI scores in the same ILRG communities over time (before and after ILRG interventions).

To measure *incremental* short-term changes in women's empowerment,² the ILRG team will use qualitative tools, case studies, and changes in proxy indicators of women's empowerment such as access to information and training, credit and land, women's mobility, women's time, and women's influence over decisions about potato production practices to describe trends in women's empowerment. Improvements in

Box 1: Measuring Women's Economic Empowerment

Outputs: Reaching women with increased women's access to information and training (engendered agronomy training, enriched SFP training, land tenure training and Empowered Entrepreneurship training), increasing women's access to land and credit through land leasing, and training men in gender and women's roles in agriculture (number of people trained, and training impacts on participants' knowledge, attitudes and practices and adoption behavior)

Outcomes: Benefiting women by increasing women's influence over decision making (as a result of increased access to information and increased confidence, supported by working in groups), increasing control over income and productive assets, and decreased women's workloads (as a result of norms change interventions and improved agronomic efficiency), and increasing household benefits (income)

Impacts: Empowered women through intrinsic agency (autonomy in production, self-efficacy and attitudes towards gender-based violence), instrumental agency (input in productive decisions and work balance) and collective agency (respect among family members, and membership in influential groups). Increased equity and equality for women and men within farming communities which sell potatoes to PepsiCo.

² As opposed to long-term impact-level changes, which are measured with the PRO WEAI.

PepsiCo's reach to women and benefits that accrue from potato production to women can also be used as an indication of trends towards women's empowerment. In addition to the PRO WEAI, two USAID standard indicators – GNDR 4 and GNDR 8 – will be used to measure progress towards women's empowerment (See Table 1 and Box 1).

How will SFP adoption be measured? PepsiCo has identified 175 sustainable farming practices and principles which should be adopted by PepsiCo suppliers to ensure continued production of PepsiCo

PepsiCo key non-compliances which have been integrated into PepsiCo agronomic training modules to date:

- Land use and rights
- Crop residue management
- Soil fertility and nutrient advice
- Integrated pest management
- Safe use and storage of agrochemicals and use of personal protective gear
- Record keeping

products into the future (PepsiCo, 2018). Thirteen of these SFPs were identified by PepsiCo and Control Union as “key non-compliances” or practices that have proven difficult to adopt by farmers in West Bengal.³ In Year 1 the ILRG team was focused on six of these key non-compliances through targeted agronomy training and land leasing interventions with women in 12 target communities that sell potatoes to PepsiCo, and with women in 48 women's groups, 48 percent of whom are PepsiCo farmers (240 households) (see Text Box 2). These key non-compliances were drawn from and integrated into the PepsiCo “package of improved

practices” (POP) training manual at the start of the program. Additional SFP topics will be integrated into agronomy training in Year 2, targeted to appropriate populations (the training topic will be fit to the role of the women in the agricultural workforce). ILRG staff are in discussion with PepsiCo and Control Union to integrate women and gender issues into all existing SFP training tools and exercises.

Integration of key gender issues into this training will allow PepsiCo to increase their reach to women and benefits that accrue to women in all households that participate in PepsiCo's SFP training program.

PepsiCo, through subcontractor Control Union, regularly conducts rapid assessments and trend analyses to measure the adoption of the full range of SFPs throughout India. ILRG will compare the average SFP score achieved by PepsiCo farmers in ILRG target zones to the average in non-ILRG target zones, to triangulate and assess the impacts of ILRG approaches on SFP adoption overall, and in particular in key non-compliances. As ILRG covers more topics, the average score of households with women participating is expected to increase. ILRG staff will also explore whether adoption varies according to differences in women's roles and responsibilities within the household, and within the supply chain (e.g., as the wife of an existing PepsiCo supplier, the wife of an “indirect” PepsiCo supplier, a women's group member, a “new entrant” supplier, the wife of a laborer, or a laborer on

Box 2: Measuring the Adoption of PepsiCo's Sustainable Farming Practices (SFPs)

Outputs: Number of women and men PepsiCo farmers trained in POP and SFPs using gender-sensitive materials (or percent of PepsiCo households trained using improved materials)

Outcomes: The average SFP score achieved by PepsiCo farmers in ILRG target zones, compared to the average in non-ILRG target zones (using data from Control Union), linking engagement in WEE activities and resulting levels of empowerment to adoption.

Impact: A more sustainable supply chain, and improved environmental stewardship

³ The 13 “sticky non-compliances” in West Bengal, as noted by PepsiCo, include health and safety issues, employee training, impact on the community, soil sampling and nutrient advice, option for crop residues, economic planning and agreements, land use and rights, water sanitation and hygiene (WASH), workers' rights and accommodation, waste facilities, record keeping, agrochemical use and storage/integrated pest management, and the use of personal protection equipment (PPE). According to studies by Control Union, cultural, communication and resource barriers underly many of these non-compliances. ILRG activities focus on land use and rights, agrochemical use and storage, PPE, soil sampling and nutrient advice, and options for crop residues, as well as record keeping.

a supplier's farm, etc.).

ILRG staff will ask focus groups of PepsiCo farmers who participate in agronomy training how and why their practices have changed, documenting their decision-making practices and the adoption of PepsiCo's POP and SFPs. ILRG will use this data to adapt ILRG approaches, and to make recommendations to the PepsiCo team after each potato season.

How will ILRG document changes to PepsiCo KPIs? In order to make a strong business case for PepsiCo to invest in women's empowerment interventions within their agricultural supply chains, the project needs to demonstrate that women's empowerment interventions lead to improvements in PepsiCo's KPIs including 1) yield (kilograms/hectare) and 2) quality (net yield, accounting for the percent of production that is rejected). The ILRG team will use a combination of quantitative and qualitative data collection exercises after each potato growing season to document changes in PepsiCo KPIs in order to find out if women's empowerment interventions had an impact on these KPIs. Using data from PepsiCo aggregators and area managers, and field data collected by ILRG Community Agronomists and Field Agronomists, ILRG will compare PepsiCo KPIs from PepsiCo households which have participated in ILRG interventions to those of PepsiCo households that have not participated in the suite of ILRG activities, in the same season and in the same community, to control for seasonal variations. Using this

Box 3: Measuring changes in PepsiCo Key Performance Indicators (KPIs)

Outputs: Gross and net yield for PepsiCo farmers (men and women) participating in WEE activities vs. PepsiCo farmers who don't participate in WEE activities.

Outcomes: Increased interest in participating in the PepsiCo supply chain (number of new farmers who join the supply chain, and the percentage of farmers who leave the supply chain)

Impacts: PepsiCo meets their future production targets, and satisfies demand for their potato products

information, ILRG can document changes in potato production and productivity (yield and production per unit input), as well as changes in rejection rates, and link them to participation in women's empowerment activities (including agronomy training, SFP training, Empowered Entrepreneurship training, norms change interventions, and land leasing) and measured increases in women's empowerment. Using qualitative focus group discussions, ILRG staff can explore causal relationships and explore factors that contribute to impacts (or the lack thereof) in PepsiCo KPIs in ILRG target households. Focus groups will include only PepsiCo farmers, and will be segmented into different types of farmers (e.g. laborers, farm managers, women that work in the fields, those that don't work in fields, etc.).

How will ILRG make the business case for the impact of women's empowerment on PepsiCo KPIs? The business case for women's empowerment will be made by demonstrating that households and populations with increased levels of women's empowerment are more likely to adopt SFPs and have better KPIs. Using baseline data from the PRO WEAI, ILRG staff will analyze results to determine which kinds of households have higher and lower levels of women's empowerment and identify the specific domains within women's empowerment that are strong and weak. ILRG staff will also use PRO WEAI baseline data to make initial adjustments to approaches, in combination with stakeholder feedback after the first potato season. As a preliminary indicator of the impact of women's empowerment, ILRG staff will compare SFP adoption and KPIs from households working with the program to those that are not, at the end of each growing season, to explore the relationship between women's empowerment, SFPs, and KPIs. ILRG will also analyze how indicator results vary according to differences in women's roles in relation to PepsiCo supplier status. Roles such as spouse of PepsiCo existing supplier, spouse of PepsiCo existing "indirect" supplier, women's group member, "new entrant supplier," laborer and spouse of laborer on supplier farms will be considered. New roles and segments (household types) may be added as learning increases.

The ILRG team will use multiple sources of data to track how changes in training approaches (in

agronomy, SFPs, or Empowered Entrepreneurship), including the use of land leasing groups and participation in norms change activities, affect women's empowerment and the adoption of SFPs, resulting in improvements in PepsiCo KPIs. Using detailed household data already collected in ILRG target communities, ILRG staff can cross-reference participation by different types of households in different ILRG activities with potato production, yield, and quality (rejection rates). Qualitative information will also be used.

In addition, the following indicators will provide data for the business case while also contributing to USAID reporting under the ILRG contract:

- Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance [EG.3.2-24/WGDP]; and
- Percentage of participants reporting increased agreement with the concept that males and females should have equal access to social, economic, and political resources and opportunities [GNDR-4].

The number of individuals who apply improved management practices as a result of POP and SFP training will help us monitor the efficacy and impact of the revised training materials developed through ILRG, as an intermediary step before SFP adoption is captured by periodic Control Union surveys. It will not require any additional level of effort, but it does allow us to crosswalk changes in adoption rates to training delivered by matching adoption to training participants in the ILRG database.

The percentage of participants reporting increased agreement with the concept that males and females should have equal access to social, economic, and political resources and opportunities is an outcome indicator that shows if women's empowerment, gender equity, and norms change training and awareness raising activities are resulting in the desired and required changes needed to contribute to eventual changes in the PRO WEAI. Changes in these attitudes – which are measured before and after each training event – indicate both the efficacy of the training delivered and the extent to which women's empowerment paradigms are shifting. The entire business case rests on the assumption that women's empowerment – measured by changes in knowledge, attitudes, and practices related to gender and women's empowerment, and ultimately measured through the PRO WEAI – will lead to improvements in PepsiCo KPIs. Without measuring these incremental changes along the pathway to women's empowerment, we can't course correct or adapt our tools and approaches in a timely manner.

Although the standard MEL indicators above refer only to participants in USG programs, ILRG will use secondary data from PepsiCo staff and Control Union to compare results from women and members of their households participating in ILRG activities, to those outside of ILRG zones, to develop the business case for women's empowerment.

ILRG staff will use data from these indicators, plus project implementation data, to evaluate the cost effectiveness of ILRG activities and approaches. This cost effectiveness assessment will influence recommended scaling pathways for PepsiCo. ILRG will work with PepsiCo to inform this cost effectiveness analysis, looking at how much it would cost PepsiCo to adopt a particular approach, and the extent to which it can be taken to scale. ILRG will estimate incremental increases in SFP adoption and KPIs each season, resulting from the adoption of each approach, although ultimately the complete package of interventions may have a beneficial impact beyond the value of individual activities. Farmer profits and loss and rates of return will also inform the business case. Ultimately, ILRG will look at the cost to PepsiCo of taking up successful approaches, and the expected financial and non-financial benefits of taking up these approaches, to make the business case using a detailed cost-benefit analysis.

How can ILRG document contributions to broader USAID objectives? In addition to the indicators required to make the business case to PepsiCo, this MEL plan includes indicators that help

show how the partnership is contributing to broader USAID objectives, such as women's access to land. Additional indicators were selected from a list of USG standard indicators collected for federal reporting purposes. These indicators focus on land tenure and its connection with women's empowerment.

3.0 MONITORING AND EVALUATION INDICATORS

ILRG India's indicator table (Table 1) presents a range of indicators to track project progress, including custom indicators to make the business case, as well as standard USAID indicators, some of which also contribute to the business case, and some of which link to broader USG development objectives, including women's empowerment and land tenure security. Table 2 provides more information about each indicator such as the method of data collection, frequency of collection, who is responsible for data collection, and the justification for including the indicator (as a recap of the narrative in Section 2). Table 2 was agreed to by all members of the USAID-PepsiCo partnership in February 2020, prior to drafting this revised MEL plan.

Indicators related directly to PepsiCo KPIs include potato yield and potato quality (rejection rates). In addition, the adoption of PepsiCo sustainable farming practices will be tracked. Data for both of these indicators will be collected by PepsiCo and Control Union respectively.

The standard USAID indicators used in this MEL plan include key indicators that are officially counted toward the USG's Women's Global Development and Prosperity (W-GDP) Initiative:

- Proportion of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment) training/programming (GNDR-2) (m/f);
- Percentage of participants reporting increased agreement with the concept that males and females should have equal access to social, economic, and political resources and opportunities (GNDR-4) (m/f); and
- Number of persons trained with USG assistance to advance outcomes consistent with gender equality or female empowerment through their roles in public or private sector institutions or organizations (GNDR-8) (m/f).

Table 1 includes 11 indicators, including baseline figures and Year 1 targets and reporting frequency. **The Performance Indicator Reference Sheets (PIRSs) in Annex 1 fully describe each indicator, including proposed use of data, data collection plan, data quality assurance measures, data analysis and use, justifications for targets, and anticipated data disaggregation.** The ILRG India team will disaggregate all directly collected, person-level indicator data by sex, allowing ILRG staff to conduct task-level gender analyses to determine whether interventions have had differential impacts on men and women.

TABLE I. ILRG INDIA INDICATOR TABLE

No.	Performance Indicator (and Type)	Reporting Frequency	Baseline	Jul – Sept	Oct – Dec	Jan – Mar	Apr – Jun	YI Targets
<i>Custom indicators that form the core of the business case</i>								
Custom	PRO-WEAI score	Baseline, endline	TBD	N/A	N/A	N/A	N/A	N/A
Custom	Number of new PepsiCo suppliers in ILRG target zones (m/f)	Annual	0					
PepsiCo KPI	Gross potato yield (kg) from PepsiCo households (HHs) in ILRG target zones	Annual	TBD ⁴					
PepsiCo KPI	Net potato yield (kg) from PepsiCo HHs in ILRG target zones	Annual	TBD ⁵					
PepsiCo	The average SFP score achieved by PepsiCo farmers in ILRG target zones, compared to the average in non-ILRG target zones	Annual	TBD ⁶					
PepsiCo	The farm operation can demonstrate the legitimate right to land use (measured as part of SFP compliance)	Annual	TBD					
<i>USAID standard indicators that contribute to the business case</i>								
EG.3.2-24 WGDP	Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance (m/f)	Annual	0	0	0	0	390	390
GNDR-4	Percentage of participants reporting increased agreement with the concept that males and females should have equal access to social, economic, and political resources and opportunities (m/f)	Baseline, endline	TBD	N/A	N/A	N/A	N/A	N/A
GNDR-8 WGDP	Number of persons trained with USG assistance to advance outcomes consistent with gender equality or female empowerment through their roles in public or private sector institutions or organizations (m/f)	Quarter	N/A	35	0	0	0	35
<i>USAID standard indicators relevant to linking the partnership to broader USAID objectives</i>								
EG.4.2-4	Number of days of USG-funded training provided to support microenterprise development	Annual	0	0	0	0	748.5	748.5

⁴ Baseline data for PepsiCo KPIs to be provided by PepsiCo. Gross yield from PepsiCo farmers in ILRG women’s groups in YI was 26 MT/HA.

⁵ Baseline data for PepsiCo KPIs to be provided by PepsiCo. Net yield from PepsiCo farmers in ILRG women’s groups in YI was 24 MT/HA.

⁶ Baseline data for PepsiCo KPIs to be provided by PepsiCo.

EG.10.4-1 WGDP	Number of specific pieces of land tenure and property rights (LTPR) legislation or implementing regulations proposed, adopted, and/or implemented positively affecting property rights of the urban and/or rural poor as a result of USG assistance	Annual	N/A	0	0	0	1	1
EG.10.4-8 WGDP	Number of adults who perceive their tenure rights to land or marine areas as secure, as a result of USG assistance (m/f)	Baseline, endline	TBD	N/A	N/A	N/A	N/A	N/A
GNDR-2 WGDP	Proportion of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income, or employment) training/programming	Annual	N/A	40%	60%	80%	80%	80%
EG 5-3 WGDP	Number of microenterprises supported by USG assistance	Quarterly	0	0	499	499	499	500

TABLE 2. ILRG INDICATOR REPORTING FREQUENCY, METHOD OF DATA COLLECTION, AND JUSTIFICATION

No.	Performance Indicator (and Type)	Reporting Frequency	Method of Collection	Responsible Party	Justification
<i>Custom indicators that form the core of the business case</i>					
USAID	PRO WEAI	Baseline, endline (Y1, Y4)	Household survey (PepsiCo HHs, SHGs, control HHs)	ILRG	Measures effectiveness of efforts to empower women
Custom	Number of new PepsiCo suppliers in ILRG target zones (m/f)	Beginning of every potato season (September)	Control Union collects data from PepsiCo Aggregators ILRG will collect information from participants in WEE activities	Control Union ILRG	Demonstrates the extent to which participation in WEE activities contributes to increased participation in the PepsiCo supply chain
PepsiCo KPI	Gross potato yield (kg) from PepsiCo HHs in ILRG target zones	End of every potato season (April)	PepsiCo will collect potato production data from their farmers ILRG will collect production data from participants in WEE activities, during end of season meeting	PepsiCo (overall); ILRG (for PepsiCo HHs participating in WEE activities)	Demonstrates the extent to which participation in WEE activities contributes to improved potato quality
PepsiCo KPI	Net potato yield (kg) from PepsiCo HHs in ILRG target zones	End of every potato season (April)	PepsiCo will collect potato production data from their farmers ILRG will collect production data from participants in WEE activities, during end of season meeting	PepsiCo (overall); ILRG (for PepsiCo HHs participating in WEE activities)	Demonstrates the extent to which participation in WEE activities contributes to improved potato quality
PepsiCo	The average SFP score achieved by PepsiCo Farmers in ILRG target zones, compared to the average in non-ILRG target zones	Annual	Control Union will collect data for PepsiCo farmers in ILRG zones (including women)	Control Union	Demonstrates the extent to which participation in WEE activities contributes to improved adoption of PepsiCo SFPs
PepsiCo	The farm operation can demonstrate the legitimate right to land use (measured as part of SFP compliance)	Annual	Control Union will collect data for PepsiCo farmers in ILRG zones (including women)	Control Union	Demonstrates the extent to which participation in WEE activities contributes to improved adoption of PepsiCo SFPs
<i>USAID standard indicators that contribute to the business case</i>					

EG.3.2-24	Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance (m/f)	Annual	Direct collection from ILRG-supported farmers during end of season meetings	ILRG	Demonstrates the effectiveness of agronomy trainings to promote adoption of improved practices; can demonstrate the link to the adoption of practices and improved yield and quality, and the extent to which WEE contributes to adoption; a standard USAID indicator
GNDR-4	Percentage of participants reporting increased agreement with the concept that males and females should have equal access to social, economic, and political resources and opportunities (m/f)	Baseline, endline	PRO WEAI, training records (pre and post-tests)	ILRG	Demonstrates the effectiveness of gender and norms change approaches; and measures changes to the enabling environment for women's empowerment; a standard USAID gender indicator
GNDR-8	Number of persons trained with USG assistance to advance outcomes consistent with gender equality or female empowerment through their roles in public or private sector institutions or organizations (m/f)	Quarterly	ILRG training reports	ILRG	Documents how many PepsiCo staff are trained; contributes to improvements to the enabling environment for women's empowerment within PepsiCo India; a standard USAID gender indicator
<i>USAID standard indicators relevant to linking the partnership to broader USAID objectives</i>					
EG.4.2-4	Number of days of USG-funded training provided to support microenterprise development	Annual	Direct count	ILRG	This standard indicator is required as applicable.
EG.10.4-1	Number of specific pieces of LTPR legislation or implementing regulations proposed, adopted, and/or implemented positively affecting property rights of the urban and/or rural poor as a result of USG assistance	Annual	Direct count	ILRG	Tracking progress of ILRG's work to support government policies and laws related to group land leasing, and legal/regulatory change for joint titling, which improve the enabling environment for WEE, and allow more women to participate in the PepsiCo supply chain; this is a standard USAID indicator
EG.10.4-8	Number of adults who perceive their tenure rights to land or marine areas as secure, as a result of USG assistance (m/f)	Baseline, endline	PRO WEAI	ILRG	Telling the land and women's empowerment story for USAID and the USG; this is a standard USAID indicator

GNDR-2	Proportion of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income, or employment) training/programming	Annual	Training records	ILRG	Telling the women's empowerment story for USAID and the USG; this is a standard USAID gender indicator
EG 5-3 WGDP	Number of microenterprises supported by USG assistance	Quarterly	Direct count	ILRG	A standard WGDP indicator for USAID.

The table below presents a simplified results framework with the activities, their corresponding outputs and outcomes, and impacts. These interventions will target three groups of women:

- Women in PepsiCo farming households (laborers, farmers, farm managers, homemakers, SHG and non, etc.)
- Women in self-help groups who are not PepsiCo Farmers (potential new PepsiCo farmers, or laborers on PepsiCo farms)
- Women in other communities (potential new PepsiCo farmers, impacted by land leasing opportunities to engage with PepsiCo)

TABLE 3. ILRG SIMPLIFIED RESULTS FRAMEWORK

Activities	Output and Outcome Indicators	Impact Indicators
<ul style="list-style-type: none"> • Train PepsiCo staff and stakeholders (aggregators, sub-vendors) in gender and women in agriculture • Norms change activities • Marketing and communications • Empowered Entrepreneurship activity 	<p>Percentage of participants reporting increased agreement with the concept that males and females should have equal access to social, economic, and political resources and opportunities (m/f)</p> <p>Number of persons trained with USG assistance to advance outcomes consistent with gender equality or female empowerment through their roles in public or private sector institutions or organizations (m/f)</p> <p>Proportion of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income, or employment) training/programming</p>	Pro WEAI
<ul style="list-style-type: none"> • Engendered POP and SFP training • Innovation awards 	Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance (m/f)	Yield (gross and net)
<ul style="list-style-type: none"> • Engendered POP and SFP training • Innovation awards 	Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance (m/f)	Average SFP scores
<ul style="list-style-type: none"> • Land tenure advocacy and land leasing • All women's empowerment activities from above 	<p>Number of specific pieces of land tenure and property rights (LTPR) legislation or implementing regulations proposed, adopted, and/or implemented positively affecting property rights of the urban and/or rural poor as a result of USG assistance</p> <p>Number of adults who perceive their tenure rights to land or marine areas as secure, as a result of USG assistance (m/f)</p>	Number of new PepsiCo suppliers

4.0 DATA QUALITY AND INTEGRITY

MEL data will be collected by ILRG Field Agronomists and Community Agronomists, supervised by the ILRG India Country Coordinator, with support from the Tetra Tech home office MEL Specialist. The ILRG India Country Coordinator will oversee the ILRG India MEL system, designing tools for data collection, ensuring that staff understand and carry out their MEL responsibilities, verifying figures submitted by staff, ensuring supporting documentation is filed, aggregating data for reporting, and supporting the team to discuss and use data for learning. The home office MEL Specialist will manage the overall ILRG MEL system and will provide support to the ILRG India team throughout the course of implementation. Additional home office technical specialists will provide support to the MEL team, especially with regards to PepsiCo KPIs, SFPs, and training data. PepsiCo and Control Union will provide data related to SFP adoption, the number of new PepsiCo farmers in ILRG target zones, and data for potato yield and quality outside of ILRG target zones.

4.1 DATA QUALITY

The ILRG Country Coordinator will build a culture of data quality, engaging regularly with staff who collect data. She will provide thorough training and support; develop clear, written procedures for data collection tools; and follow up to provide individualized support as needed. Each quarter, she will review the data and documentation submitted and discuss any data quality issues with the team, to correct data quality issues and mitigate future data inconsistencies. The home office MEL Specialist will perform random spot checks of quarterly data and share any issues with the ILRG India Country Coordinator to discuss and resolve them with the team.

The MEL team will carry out one internal data quality assessment (DQA) each year to evaluate data quality for each indicator. The DQA will include a review of verification documents and data collection practices, data analysis, and interviews with key individuals contributing to data collection. Tetra Tech's internal process complements but does not substitute for USAID's formal DQA, allowing the project to address data validity issues proactively. The MEL Specialist will prepare a report with findings as well as recommendations for improved data collection tools and procedures where needed. Data quality measures specific to individual indicators are laid out in the PIRS (Annex I).

4.2 EVALUATIONS

ILRG has engaged a local consulting firm to conduct a baseline survey and will engage a firm to complete an endline survey, combining all relevant modules from the PRO WEAI assessment tool developed by IFPRI⁷ and questions 42 – 57 of the Property Rights Index (Prindex) tool.⁸ Baseline and endline data collection will include control households outside of ILRG intervention zones, to facilitate attribution.

4.3 REVISIONS TO THE MEL PLAN

This MEL plan serves as a tool to guide performance monitoring over the life of the program. The ILRG India team will update it as necessary to reflect changes in strategy and implementation, based on results

⁷ <https://weai.ifpri.info/versions/pro-weai/>

⁸ <https://www.prindex.net/data/methodology/>

obtained in the field. The MEL team will update the MEL plan annually with the workplan, if revisions are deemed necessary.

5.0 COLLABORATING, LEARNING, AND ADAPTING

5.1 COLLABORATING

ILRG India will collaborate with various stakeholders in order to gain insights into progress on promoting gender equality and women's empowerment at various points along the potato supply chain:

- Male and female PepsiCo farmers and aggregators will provide input and feedback to the ILRG team, during and after each intervention. This feedback will be used to inform learning.
- Male and female key individuals will be asked to share their first-hand stories and lessons learned with ILRG India, PepsiCo, and USAID.
- Landesa will contribute valuable analysis of results relating to land leasing groups, the local context for women's empowerment in West Bengal, and recommendations for effective approaches to empowering women through land rights.
- PepsiCo will provide insights on farming practices and potato production data for farmers in their supply chain.
- Control Union will provide trend analysis with regards to the adoption of sustainable farming practices.
- USAID will provide insights from their comparative experiences as well as oversight and information about other development efforts so that interventions are not duplicative.
- Local stakeholders, including PepsiCo partners (Resonance, Water AID, CARE, etc.), USAID implementing partners (Digital Green, Johns Hopkins University, etc.), local government, civil society, and private sector actors will communicate experience and insights which can contribute to a better understanding of women's empowerment and potato production issues in West Bengal. ILRG will collaborate with these stakeholders via email, WhatsApp, telephone, local meetings, virtual meetings and workshops.
- Stakeholder feedback loops will be integrated into staff workflows using pre and post tests and focus group discussions, so that activity implementation is continuously monitored and improved. ILRG staff will report quantitative results along with qualitative summaries of each intervention.

5.2 LEARNING

Learning activities will be driven by relevant learning themes and specific learning questions. Table 4 lists learning questions that will inform adaptive management and thematic learning. Learning questions are designed to answer the following question:

Does increasing women's empowerment lead to the increased adoption of sustainable farming practices and, in turn, to increased production and improved quality of PepsiCo potatoes, and the increased productivity and profitability of PepsiCo farmers? If so, how?

TABLE 4. LEARNING QUESTIONS FOR GENDER AND WOMEN'S EMPOWERMENT

Learning Questions	Key Outcomes
<p>1. Does reaching, benefiting, and empowering women in the PepsiCo potato supply chain improve the adoption of sustainable farming practices? If so, why/how? If not, why not?</p> <ul style="list-style-type: none"> – Is the productivity of PepsiCo farm families where women have been reached, benefitted, and empowered different than those of average farming households where women have not been engaged? – What are the key enabling/disabling conditions that support achieved outcomes? – Disaggregate results by different types of women reached (segments) 	<p>Evidence for strengthening PepsiCo's internal gender capacity, doing specific activities differently, and commitment to women's empowerment.</p> <p>Sustained improvements in the adoption of PepsiCo's sustainable farming practices.</p>
<p>2. Does engaging women in the PepsiCo potato supply chain lead to increased potato production, productivity, or production efficiency (unit output per unit input)? If so, why/how? If not, why not?</p> <ul style="list-style-type: none"> – Are results from PepsiCo farm families where women have been reached, benefitted, and empowered different than those of farming households where women have not been engaged? – What are the key enabling/disabling specific actions that PepsiCo could take on or that they would struggle to take on that supported outcomes achieved? – Do more farmers join the PepsiCo supply chain in target villages than non-target villages as a result of the positive impression of the project? 	<p>Sustained increases in potato productivity</p>
<p>3. Are there any unintended negative and/or positive impacts of increasing women's empowerment in the potato supply chain? If negative impacts are identified, how have we/can we best mitigate them? If positive, how can we replicate them?</p>	<p>Do no harm and ways PepsiCo can adopt different do no harm approaches to a variety of workstreams</p>
<p>4. What techniques, approaches, strategies, and activities tested were most effective to change gender norms, empower women, and increase gender equality? Why and how?</p> <ul style="list-style-type: none"> – Are female agronomists critical to reaching women, or can men effectively take on the same role to reach women? – Is increasing awareness and championship of male household members critical to women's empowerment? 	<p>Inform the design of scalable approaches to support the business case</p>
<p>5. How does the selection of capacity-building activities for women's groups affect desired outcomes? How does the type of women reached (segments) affect the efficacy and relevance of capacity building activities?</p>	<p>Inform PepsiCo interventions and targeting, and the design of capacity building and training support</p>

In order to answer these learning questions, the ILRG India team will use qualitative and quantitative monitoring data to inform specific learning activities where learning questions will be discussed. Women's empowerment levels will be monitored with the baseline and endline PRO WEAL, production rates will be monitored with data from ILRG agronomists and PepsiCo, and qualitative input on the success of interventions will be gathered routinely from men and women engaged in ILRG India interventions (either as spouses, workers, farmers or laborers). A variety of tools, including training pre- and post-tests, key informant interviews (KIIs), focus group discussions (FGDs), most significant change analysis (https://www.betterevaluation.org/en/plan/approach/most_significant_change), and ethnographic decision trees (<https://methods.sagepub.com/book/ethnographic-decision-tree-modeling>) will be used to determine the relative efficacy of each approach to changing gender norms.

Learning events are outlined in Table 5:

- After-action reviews will take place after key interventions (potato agronomy trainings, gender trainings, workshops, Gender Action Learning System events, innovation award events, etc.) in order to discuss feedback from participants, gauge the extent to which the intervention met its objectives, identify any lessons learned, and make recommended revisions.
- In collaboration with partners and stakeholders, ILRG will review quantitative progress and use qualitative case studies to answer ILRG learning questions and assess the extent to which interventions successfully increase women's empowerment and productivity in the potato supply chain. Qualitative case studies will also allow us to assess how each intervention relates to observed changes.
- On a semi-annual basis, the team will join with USAID, PepsiCo, and Control Union to review achievements, document lessons learned, identify best practices, and determine the extent to which interventions are achieving intended results. As needed and indicated during the semi-annual review, activities can be adjusted or modified based on findings from pause and reflect events.
- At the end of each project year, annual strategic reviews will continue this adaptive process with expanded information using annual data. The team will determine the extent to which interventions have met intended results (reaching, benefiting, and empowering women, and affecting SFP adoption and PepsiCo KPIs), and discuss learning questions. Learning from this event will be used to inform the development of the upcoming year's workplan.

Together, these events will ensure systematic production and sharing of knowledge. At each event, the team will gather qualitative commentary on progress to date and document lessons learned.

5.3 ADAPTING

Given the innovative nature of this partnership, it is critically important to capture learning and to adapt and modify tools and approaches based on experience in the field. ILRG will use each learning event and activity to foster dialogue with stakeholders, and to identify emergent knowledge and lessons learned. The team will discuss successful and unsuccessful approaches and draft recommendations to replicate successes and to modify unsuccessful approaches. This knowledge will be shared with PepsiCo and USAID to report on success and lessons learned. A lessons learned tool has been developed and will be completed after each major learning event and shared with USAID and PepsiCo. The ILRG India team will compare findings to the theory of change to identify incorrect assumptions and document this information. The theory of change will be revised accordingly and shared in a revised MEL plan. Lessons learned will be documented and modifications will be integrated into the following year's work plan and submitted to PepsiCo and USAID for approval. Once all parties agree, success stories and lessons learned can be shared more widely. The semi-annual six-month check in is a critical component of the project's approach to adaptive management.

TABLE 4. SCHEDULE OF LEARNING ACTIVITIES

Activity	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Key Partners	Expected Product(s)
Bi-weekly calls with PepsiCo	•	•	•	•	•	•	•	•	•	•	ILRG India Country Coordinator, PepsiCo India, Landesa India, Control Union	Common agreement on and understanding of the learning process and products
After-action reviews	•	•	•	•	•	•	•	•	•	•	ILRG India team and relevant partners	After-action review reports, case studies, and learning documents
Stakeholder meetings and specific topic learning workshops	•	•						•			ILRG staff, government agencies, local government, civil society organizations	Useful and insightful feedback on priorities, challenges, and obstacles; new task list for ILRG to overcome challenges or meet emerging priorities. ILRG will use events as part of the process to engage stakeholders and build a common understanding of themes, datasets, and buy-in to the results and recommendations.
Quarterly internal team data discussion				•			•			•	ILRG staff	Quarterly reports will identify any data issues that were identified along with planned resolutions
Biannual learning check-in				•						•	ILRG staff, USAID, PepsiCo, Control Union	Semi-annual learning report will document successful and unsuccessful activities and approaches and recommended adaptations discussed by ILRG India and stakeholders
Periodic meetings with USAID and PepsiCo on ILRG themes				•						•	ILRG staff, USAID, PepsiCo, Control Union	Common agreement on and understanding of the learning process and products
Document results and lessons learned				•						•	ILRG staff, partners, USAID, PepsiCo	Results and lessons learned shared with USAID, government, local governments, civil society, and other donors in various formats in activity countries, the United States, and at global forums. Prior consent will be received before sharing results outside of the partnership

Analyze PRO WEAI results									•		ILRG staff, PepsiCo, USAID	Analysis of baseline levels of empowerment through the five empowerment domains and link results to activity design
Annual strategic reviews										•	ILRG staff, partners, USAID, PepsiCo, Control Union	Year 2 work plan with adjusted and refined strategies based on the reviews carried out during annual work planning process

ANNEX I: PERFORMANCE INDICATOR REFERENCE SHEETS

PERFORMANCE INDICATOR REFERENCE SHEET
Indicator 1: Project-level Women’s Empowerment in Agriculture Index score (USAID) <input type="checkbox"/> Custom Indicator <input checked="" type="checkbox"/> Standard Indicator: EG.3-f
DESCRIPTION
<p>Precise Definition(s): The PRO WEAI is an index made up of 12 indicators designed to measure three types of agency: intrinsic agency (power within), instrumental agency (power to), and collective agency (power with). PRO WEAI indicators are grouped by intrinsic agency, instrumental agency, and collective agency, with specific indicators for each agency category.</p> <p>Each indicator is equally weighted, and a person is defined as empowered if she is empowered in at least nine of 12, or 75 percent, of the indicators. Individual level scores are then aggregated to construct the PRO WEAI. The PRO WEAI is calculated as the weighted mean of two sub-indices: the Three Domains of Empowerment Index, with a weight of 90 percent, and the Gender Parity Index, with a weight of 10 percent. The decomposability of the index allows the user to disaggregate the drivers of change and examine how women’s empowerment scores contribute to it.</p> <p>PRO WEAI indicators are grouped by type of agency as follows:</p> <ul style="list-style-type: none"> ● Intrinsic agency <ul style="list-style-type: none"> ○ Autonomy in income ○ Self-efficacy ○ Attitudes about intimate partner violence ○ Respect among household members ● Instrumental agency <ul style="list-style-type: none"> ○ Input in productive decisions ○ Ownership of land and other assets ○ Access to and decisions on financial services ○ Control over use of income ○ Work balance ○ Visiting important locations ● Collective agency <ul style="list-style-type: none"> ○ Group membership ○ Membership in influential groups
Unit of Measure: Index score (0 to 1)
Level of Indicator: Impact
Disaggregated by: Type of agency; district; type of HH (male-headed HH, female-headed HH), social/economic status of HH (religion, scheduled caste or tribe, etc.)
Baseline: TBD
Indicator Validity: Data will determine whether interventions successfully increase women’s economic empowerment within the PepsiCo supply chain in West Bengal.
PLAN FOR DATA ACQUISITION
Data Source(s): PRO WEAI baseline and endline report
Data Collection Method: Data will be collected by local subcontractor using IFPRI’s PRO WEAI questionnaire.
Responsible Individual(s) at the Project: ILRG India Gender Specialist, ILRG Gender Advisor
DATA QUALITY ISSUES
Known Data Limitations and Significance: The PRO WEAI is an evolving tool, and additional modules including access to technology and information, and alternatives to group membership in contexts where that may not be an indicator of intrinsic agency and empowerment (for example in nomadic communities) are being

developed. Cultural and contextual differences need to be taken into consideration in the finalization of PRO WEAI tools in each country, and qualitative information should be collected using the PRO WEAI.
Actions Taken or Planned to Address Data Limitations: The data collection tool has been tested in India and Bangladesh, and will be tested in West Bengal prior to finalization. Quantitative results will be supplemented by qualitative data collection.
Date of DQA: January – March 2021
PLAN FOR DATA ANALYSIS, REVIEW & REPORTING
Data Analysis: Baseline results will be used to inform the design of interventions to address gaps identified with regards to intrinsic agency, instrumental agency and collective agency. The quantitative analysis will be contextualized and triangulated by qualitative PRO WEAI data. Data from the PRO WEAI will determine the change in women’s empowerment in target communities to allow PepsiCo and USAID to test the theory of change and answer critical learning questions.
Reporting of Data: Baseline and endline
Storage of Data: Data will be stored in a secured online platform, which provides secure access only to those with login permissions. Hard copy files will be stored by the ILRG India Gender Specialist.
OTHER NOTES
Notes on Targets: To be determined at completion of baseline data collection.
Changes to Indicator: N/A
Other Notes: None
THIS SHEET LAST UPDATED ON: 03/08/2020

PERFORMANCE INDICATOR REFERENCE SHEET
Indicator 2: The number of new PepsiCo suppliers in ILRG target communities (PepsiCo) <input checked="" type="checkbox"/> Custom Indicator <input type="checkbox"/> Standard Indicator
DESCRIPTION
<p>Precise Definition(s): Count new PepsiCo suppliers within the ILRG target zone.</p> <p>A “new supplier” is defined as someone who did not have a formal relationship with PepsiCo during the last year. If they had previously sold to PepsiCo, they may be counted if they have started to sell to PepsiCo again. New suppliers do not specifically have to have worked with ILRG to be counted. New suppliers can be from the same household as another supplier if they are supplying additional volume. New suppliers can be sub-suppliers to a PepsiCo aggregator.</p> <p>The ILRG target zones include 12 communities in Hooghly, Bankura, and Bardhaman Districts: Aswinkota, Balitha, Barasat/Bhagaldighi, Boragori (Kochmali), Dhuluk, Harischandrapur (Naskar Dighi), Hijaldiha, Kanaipur, Mahakalpur, Moloypur, Narayanpur, and Teligram.</p>
Unit of Measure: PepsiCo suppliers
Level of Indicator: Outcome
Disaggregated by: District; type of household (ILRG/non-ILRG); social/economic status of households (religion, scheduled caste or tribe, etc.); sex (male farmer, female farmer, or family/both)
Baseline: In 2020, there were 670 documented PepsiCo farmers in the 12 ILRG target communities
Indicator Validity: Data will indicate increased farmer ability to participate in the PepsiCo supply chain in West Bengal, including increased farmer interest and women’s access to the supply chain.
PLAN FOR DATA ACQUISITION
Data Source(s): Official PepsiCo supplier lists
Data Collection Method: Direct count
Responsible Individual(s) at the Project: The ILRG Country Coordinator will collect these lists from PepsiCo/Control Union
DATA QUALITY ISSUES
Known Data Limitations and Significance: Direct attribution to ILRG interventions is not possible. Therefore, this data will be complimented by qualitative focus group data describing the reasons for increased interest and participation in the PepsiCo supply chain.
Actions Taken or Planned to Address Data Limitations: N/A
Date of DQA: September 2020
PLAN FOR DATA ANALYSIS, REVIEW & REPORTING
Data Analysis: Trend analyses will be used to determine the degree to which ILRG interventions lead to or contribute to increased interest in the PepsiCo supply chain.
Reporting of Data: Annual (once per year, at the end of each potato season)
Storage of Data: Data will be stored in a secured online platform accessible to PEP. Hard copy files will not be used.
OTHER NOTES
Notes on Targets: No targets will be set for this indicator. We are using it as a context indicator to describe changes in the overall PepsiCo potato supply chain.
THIS SHEET LAST UPDATED ON: 03/08/2020

PERFORMANCE INDICATOR REFERENCE SHEET
<p>Indicator 3: Net yield (kg) of potatoes from PepsiCo farming households in ILRG target zones (PepsiCo KPI)</p> <p style="text-align: center;"><input checked="" type="checkbox"/> Custom Indicator <input type="checkbox"/> Standard Indicator</p>
DESCRIPTION
<p>Precise Definition(s): The net yield is defined as (total potato production in kilograms – rejected potatoes in kilograms)/hectare</p>
<p>Unit of Measure: kg/ha</p>
<p>Level of Indicator: Impact</p>
<p>Disaggregated by: District; type of household (ILRG/non-ILRG); social/economic status of households (religion, scheduled caste or tribe, etc.); sex (male farmer, female farmer, or family/both)</p>
<p>Baseline: TBD</p>
<p>Indicator Validity: Data will determine whether ILRG interventions successfully increase net potato production and potato quality in PepsiCo farming households in ILRG target zones.</p>
PLAN FOR DATA ACQUISITION
<p>Data Source(s): Primary data collected by ILRG agronomists from ILRG supported PepsiCo farmers, compared to data collected by PepsiCo from non-ILRG supported households.</p>
<p>Data Collection Method: PepsiCo will use traditional KPI data collection methods (sales data from aggregators and PepsiCo agronomists). ILRG will collect data from ILRG-supported PepsiCo farmers during end of season meetings, using a farmer survey form (Annex 2).</p>
<p>Responsible Individual(s) at the Project: ILRG India Field Agronomists</p>
DATA QUALITY ISSUES
<p>Known Data Limitations and Significance: ILRG does not have control over quality of secondary data. Farmers often do not know the area of their fields.</p>
<p>Actions Taken or Planned to Address Data Limitations: ILRG will review documentation provided by PepsiCo and recalculate data, as appropriate. ILRG field agronomists will help farmers measure their fields if/as needed.</p>
<p>Date of DQA: September 2020</p>
PLAN FOR DATA ANALYSIS, REVIEW & REPORTING
<p>Data Analysis: Average net yield will be compared between ILRG-supported farmers and non-ILRG supported PepsiCo farmers to determine if ILRG supported farmers have increased their net yield. FGDs with ILRG supported farmers will be used to determine why farmers' net yields were higher or lower than non-ILRG supported households.</p>
<p>Reporting of Data: Annual (once/year, in April)</p>
<p>Storage of Data: Data will be stored in a secured online platform, with secure access to those with login permissions. Hard copy files will be stored by the ILRG India Country Coordinator.</p>
OTHER NOTES
<p>Notes on Targets: N/A</p>
<p>Changes to Indicator: N/A</p>
<p>THIS SHEET LAST UPDATED ON: 03/08/2020</p>

PERFORMANCE INDICATOR REFERENCE SHEET
Indicator 4: Gross yield (kg) of potatoes from PepsiCo farmers in ILRG target households (PepsiCo KPI) <input checked="" type="checkbox"/> Custom Indicator <input type="checkbox"/> Standard Indicator
DESCRIPTION
Precise Definition(s): Gross yield is defined as total production in kilograms per hectare
Unit of Measure: kg/ha
Level of Indicator: Impact
Disaggregated by: District; type of household (ILRG/non-ILRG); social/economic status of households (religion, scheduled caste or tribe, etc.); sex (male farmer, female farmer, or family/both)
Baseline: TBD
Indicator Validity: Data will determine whether ILRG interventions successfully increase overall potato production in PepsiCo farming households in ILRG target zones.
PLAN FOR DATA ACQUISITION
Data Source(s): Primary data collected by ILRG agronomists from ILRG supported PepsiCo farmers, compared to data collected by PepsiCo from non-ILRG supported households.
Data Collection Method: PepsiCo will use traditional KPI data collection methods (sales data from aggregators and PepsiCo agronomists). ILRG will collect data from ILRG-supported PepsiCo farmers during end of season meetings, using a farmer survey form (Annex 2).
Responsible Individual(s) at the Project: ILRG India Field Agronomists
DATA QUALITY ISSUES
Known Data Limitations and Significance: ILRG does not have control over quality of secondary data. Farmers often do not know the area of their fields.
Actions Taken or Planned to Address Data Limitations: ILRG will review documentation provided by PepsiCo and recalculate data, as appropriate. ILRG field agronomists will help farmers measure their fields if/as needed.
Date of DQA: September 2020
PLAN FOR DATA ANALYSIS, REVIEW & REPORTING
Data Analysis: Average gross yield will be compared between ILRG-supported farmers and non-ILRG supported PepsiCo farmers to determine if ILRG supported farmers have increased their overall yield. Focus Group Discussions with ILRG supported farmers will be used to determine why farmers' yields were higher or lower than non-ILRG supported households.
Reporting of Data: Annual (once/year, in April)
Storage of Data: Data will be stored in a secured online platform, with secure access to those with login permissions. Hard copy files will be stored by ILRG India Country Coordinator
OTHER NOTES
Notes on Targets: N/A
Changes to Indicator: N/A
THIS SHEET LAST UPDATED ON: 03/08/2020

PERFORMANCE INDICATOR REFERENCE SHEET
Indicator 5: The average SFP score achieved by PepsiCo Farmers in ILRG target zones(PepsiCo KPI) <input checked="" type="checkbox"/> Custom Indicator <input type="checkbox"/> Standard Indicator
DESCRIPTION
Precise Definition(s): Average score of all farmers surveyed in target areas of their SFP application
Unit of Measure: Number (Score)
Level of Indicator: Outcome
Disaggregated by: District; type of household (ILRG/non-ILRG); social/economic status of households (religion, scheduled caste or tribe, etc.); sex (male farmer, female farmer or family/both)
Baseline: TBD
Indicator Validity: Data will determine whether ILRG interventions successfully increase SFP adoption in PepsiCo farming households in ILRG target zones.
PLAN FOR DATA ACQUISITION
Data Source(s): Control Union.
Data Collection Method: Control Union SFP rapid assessments
Responsible Individual(s) at the Project: Data will be provided to the ILRG India Country Coordinator, by Control Union and/or PepsiCo
DATA QUALITY ISSUES
Known Data Limitations and Significance: ILRG does not have control over the quality or timeliness of secondary data.
Actions Taken or Planned to Address Data Limitations: N/A
Date of DQA: September 2020
PLAN FOR DATA ANALYSIS, REVIEW & REPORTING
Data Analysis: Compare score for PepsiCo farmers in ILRG zones with those outside ILRG zones, in West Bengal
Reporting of Data: Annual
Storage of Data: Data will be stored in a secured online platform, with secure access to those with login permissions. Hard copy files will be stored by ILRG India Country Coordinator
OTHER NOTES
Notes on Targets: N/A
Changes to Indicator: N/A
THIS SHEET LAST UPDATED ON: 05/07/2020

PERFORMANCE INDICATOR REFERENCE SHEET

Indicator 6: Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance (USAID)

Custom Indicator Standard Indicator: EG.3.2-24

DESCRIPTION

Precise Definition(s): This indicator measures the total number of agriculture system actors participating in the USG-funded activity who have applied improved management practices and/or technologies promoted by the USG anywhere within the food and agriculture system during the reporting year. These individuals can include:

- Farmers, ranchers and other primary sector producers of food and nonfood crops, livestock and livestock products, fish and other fisheries/aquaculture products, agro-forestry products, and natural resource-based products, including non-timber forest products such as fruits, seeds, and resins;
- Individuals in the private sector, such as entrepreneurs, input suppliers, traders, processors, manufacturers, distributors, service providers, and wholesalers and retailers;
- Individuals in government, such as policy makers, extension workers and natural resource managers; and
- Individuals in civil society, such as researchers or academics and non-governmental and community organization staff.

The indicator tracks those individuals who are changing their behavior while participating in USG-funded activities. Individuals who attended training or were exposed to a new technology do not count under this indicator unless the individual actually applies what she/he learned. For example, if an agriculture extension agent attends a gender-sensitive agriculture extension training, he can be counted under this indicator once he applies what he learned by changing the way he reaches out to and interacts with the female farmers to whom he provides extension services.

Improved management practices or technologies are those promoted by the implementing partner as a way to increase agriculture productivity or support stronger and better functioning systems. The improved management practices and technologies are agriculture-related, including those that address climate change adaptation or climate change mitigation. Implementing partners promoting one or a package of specific management practices and technologies report practices under categories of types of improved management practices or technologies. This indicator captures results where they were achieved, regardless of whether interventions were carried out, and results achieved, in the Zone of Influence (ZOI).

Management practice and technology type categories, with some illustrative (not exhaustive) examples, include:

- Crop genetics: e.g., improved/certified seed that could be higher-yielding, higher in nutritional content (e.g., through bio-fortification, such as vitamin A-rich sweet potatoes or rice, high-protein maize), and/or more resilient to climate impacts (e.g., drought tolerant maize, or stress tolerant rice); improved germplasm.
- Cultural practices: context specific agronomic practices that do not fit in other categories, e.g., seedling production and transplantation; cultivation practices such as planting density, crop rotation, and mounding.
- Livestock management: e.g., improved livestock breeds; livestock health services and products such as vaccines; improved livestock handling practices and housing; improved feeding practices; improved grazing practices, improved waste management practices, improved fodder crop, cultivation of dual purpose crops.
- Wild-caught fisheries management: e.g., sustainable fishing practices; improved nets, hooks, lines, traps, dredges, trawls; improved hand gathering, netting, angling, spearfishing, and trapping practices.
- Aquaculture management: e.g., improved fingerlings; improved feed and feeding practices; fish health and disease control; improved cage culture; improved pond culture; pond preparation; sampling and harvesting; management of carrying capacity.
- Natural resource or ecosystem management: e.g., terracing, rock lines; fire breaks; biodiversity conservation; strengthening of ecosystem services, including stream bank management or restoration or re/afforestation; woodlot management.
- Pest and disease management: e.g., Integrated Pest Management; improved fungicides; appropriate application of fungicides; improved and environmentally sustainable use of cultural, physical, biological and chemical insecticides and pesticides; crop rotation; aflatoxin prevention and control.

- Soil-related fertility and conservation: e.g., Integrated Soil Fertility Management; soil management practices that increase biotic activity and soil organic matter levels, such as soil amendments that increase fertilizer-use efficiency (e.g., soil organic matter, mulching); improved fertilizer; improved fertilizer use practices; inoculant; erosion control.
- Irrigation: e.g., drip, surface, and sprinkler irrigation; irrigation schemes.
- Agriculture water management, non-irrigation-based: e.g., water harvesting; sustainable water use practices; practices that improve water quality.
- Climate mitigation: technologies selected because they minimize emission intensities relative to other alternatives (while preventing leakage of emissions elsewhere). Examples include low- or no-till practices; restoration of organic soils and degraded lands; efficient nitrogen fertilizer use; practices that promote methane reduction; agroforestry; introduction/expansion of perennials; practices that promote greater resource use efficiency (e.g., drip irrigation, upgrades of agriculture infrastructure and supply chains).
- Climate adaptation/climate risk management: technologies promoted with the explicit objective of reducing risk and minimizing the severity of the impacts of climate change. Examples include drought and flood resistant varieties; short-duration varieties; adjustment of sowing time; agricultural/climate forecasting; early warning systems; diversification, use of perennial varieties; agroforestry; risk insurance.
- Marketing and distribution: e.g., contract farming technologies and practices; improved input purchase technologies and practices; improved commodity sale technologies and practices; improved market information system technologies and practices.
- Post-harvest handling and storage: e.g., improved transportation; decay and insect control; temperature and humidity control; improved quality control technologies and practices; sorting and grading, sanitary handling practices.
- Value-added processing: e.g., improved packaging practices and materials including biodegradable packaging; food and chemical safety technologies and practices; improved preservation technologies and practices.
- Other: e.g., improved mechanical and physical land preparation; non-market- and non-climate-related information technology; improved record keeping; improved budgeting and financial management; Improved capacity to repair agricultural equipment; improved quality of agricultural products or technology.

This indicator endeavors to capture the individuals who have made the decision to apply a particular management practice or technology, not those who have had to do so as a condition of employment or an obligation. For example, if a manager in a company that distributes agriculture produce decides to use refrigerator trucks for transport and plans the distribution route using GIS information to maximize efficiency, both practices that are promoted by the USG-funded activity, the manager is counted as one individual; the five drivers of the newly refrigerated trucks who are driving the new routes are not counted. If the manager and co-owner together decided to apply these new practices, they are counted as two individuals. Another example would be if a franchise offers a new fertilizer mix developed with USG assistance and makes it available to franchisees, yet those franchisees make the decision whether or not to offer it. In this case both the decision-maker(s) at the franchise level and the franchisees who decide to offer it get counted as individuals applying a new management practice.

It is common for USG-funded activities to promote more than one improved technology or management practice to farmers and other individuals. This indicator allows the tracking of the total number of participants that apply any improved management practice or technology during the reporting year and the tracking of the total number of participants that apply practices or technologies in specific management practice and technology type categories.

- Count the participant if they have applied a management practice or technology promoted with USG assistance at least once in the reporting year. Count the producer participant who applied improved management practices or technologies regardless of the size of the plot on which practices were applied.
- Count each participant only once per year in the applicable Sex disaggregate category and Age disaggregate category to track the number of individuals applying USG-promoted management practice or technology type. If more than one participant in a household is applying improved technologies, count each participant in the household who does so.

- Under the Commodity disaggregate, count each participant once under each commodity for which they apply a USG-promoted management practice or technology type. For example, if a participant uses USG-promoted improved seed for the focus commodities of maize and legume, count that participant once under maize and once under legumes.
- Count each individual once per management practice or technology type once per year under the appropriate Management practice/technology type disaggregate. Individuals can be counted under a number of different Management practices/technology types in a reporting year.

For example:

- If a participant applied more than one improved technology type during the reporting year, count the participant under each technology type applied.
- If an activity is promoting a technology for multiple benefits, the participant applying the technology may be reported under each relevant Management practice/technology type category. For example, a farmer who is using drought tolerant seeds could be reported under Crop genetics and Climate adaptation/climate risk management depending for what purpose(s) or benefit(s) the activity is being promoted to participant farmers. For example, if a private enterprise invested in newer, more efficient machinery to process or otherwise improve the raw product that is also intended to reduce emissions intensities, this practice would be counted under “value-added processing” and “climate mitigation.”
- Count a participant once per reporting year regardless of how many times she/he applied an improved practice/technology type. For example, a farmer has access to irrigation through the USG-funded activity and can now cultivate a second crop during the dry season in addition to the rainy season. Whether the farmer applies USG-promoted improved seed to her plot during one season and not the other, or in both the rainy and dry season, she would only be counted once in the Crop Genetics category under the Management practice/technology type disaggregate (and once under the Irrigation category).
- Count a participant once per practice/technology type category regardless of how many specific practices/technologies under that technology type category she/he applied. For example, a project is promoting improved plant spacing and planting on ridges. A participant applies both practices. She/he would only be counted once under the Cultural practices technology type category.

Implementing partners (IPs) may use sales data from assisted firms for some kinds of inputs to estimate the number of producers for indicators EG.3.2-24 Number of individuals in the agriculture system who have applied improved management practices or technologies with USG assistance [IM-level], and EG.3.2-25 Number of hectares under improved management practices or technologies with USG assistance [IM-level] if they use clearly documented assumptions that are regularly validated through spot surveys or similar methods. For example, an IP working to strengthen the certified soy seed market within a defined market shed in the ZOI could use data on the number and volume of certified soy seed sales by assisted firms during the reporting year to estimate the number of farmers applying certified soy seed (by using a conservative assumption that one sales equals one farmer applying) and hectares under certified seed by assuming a periodically validated planting density. All assumptions underlying the indicator estimates should be documented annually in an Indicator Comment. However, if an agrodealer gives away seed packs with the purchase of other inputs as a promotion, more validation would be necessary for the IP to assume farmers purchasing the other input are also applying that seed.

If a lead farmer cultivates a plot used for training, e.g., a demonstration plot used for Farmer Field Days or Farmer Field School, the lead farmer should be counted as a participant applying improved practices/technologies for this indicator. In addition, the area of the demonstration plot should be counted under indicator EG.3.2-25 Number of hectares under improved management practices or technologies with USG assistance [IM-level]. However, if the demonstration or training plot is cultivated by a researcher (a demonstration plot in a research institute, for instance), neither the area nor the researcher should be counted under this indicator or indicator EG.3.2-25.

Participants who are part of a group or members of an organization that apply improved technologies on a demonstration or other common plot should not be counted under this indicator, the area of the common plot should not be counted under indicator EG.3.2-25 Number of hectares under improved management practices or technologies with USG assistance [IM-level], and the yield should not be counted under indicator EG.3-10, -11, -12 Yield of targeted agricultural commodities among program participants with USG assistance [IM-level].

For cultivated cropland, these three indicators (EG.3.2-24, EG.3.2-25 and EG.3-10, -11, -12) only capture results for land that is individually managed.

This is a snapshot indicator, which is designed to capture farmer application only for the reporting year. Individuals who applied a USG activity-promoted management practice before the intervention constitute the baseline. Individuals that still continue to apply the USG activity-promoted during the project period get counted for applying the technology in any subsequent years they apply that technology. However, this also means that yearly totals can NOT be summed to count application by unique individuals over the life of the project.

However, there are some cases where group members can be counted under this indicator. For example, as a result of participating in a USG-funded activity, a producer association purchases a dryer and then provides drying services for a fee to its members. In this scenario, any member that uses the dryer service can be counted as applying an improved management practice under this indicator.

Note that the list of practice/technology type disaggregates is broader under this indicator than the list of practice/technology type disaggregates under indicator EG.3.2-25 because this indicator tracks application of improved practices/technologies beyond those that are applied to a defined land or water area.

Project Definition: *Farmers who already practice one or more improved management practices will only be counted if they adopt new practices as a result of USG assistance. Farmers who do not practice a particular improved practice before USG assistance will be counted for each year that they apply the practice.*

Unit of Measure: Number of farmers in ILRG target communities who use a practice in a given year

Level of Indicator: Outcome

Disaggregated by:

Value chain actor type:

- PepsiCo farmers/non-PepsiCo farmers
- By specific improved management practice or technology
- Small holder potato farmers
- Non-smallholder potato farmers
- People in government (e.g., policy makers, extension workers)
- People in private sector firms (e.g., processors, service providers, manufacturers)
- People in civil society (e.g., staff and volunteers from nongovernmental organizations, community-based organizations, research and academic organizations)
- Others

Sex:

- Male
- Female

Age:

- 15-29
- 30+

Management practice or technology type:

- Use of improved varieties
- Use of seed treatment technologies
- Use of improved land preparation and mounding practices
- Improved crop residue management (no burning)
- Use of animal manure to improve soil fertility
- Soil testing
- Use of mineral (non-organic) fertilizer
- Improved irrigation or water management (drip irrigation, etc.)
- Use of Integrated Pest Management practices
- Use of personal protective equipment (PPE) when applying agrochemicals

<ul style="list-style-type: none"> ● Safe storage of agrochemicals in the home (following guidelines and recommendations) ● Safe disposal of agrochemical packaging ● Aggregated sales of potatoes to predetermined buyers at a pre-approved price (through sales contracts to PepsiCo aggregators) ● Use of technologies to reduce post-harvest handling and storage losses (if yes, explain which ones – improved jute bags, improved transport, padded trucks to reduce damage) ● Any other improved practices <p>Note: Only count producers under the “producers” disaggregate and not the “private sector firms” disaggregate to avoid double-counting. While private sector firms are considered part of civil society more broadly, only count them under the “private sector firms” disaggregate and not the “civil society” disaggregate to avoid double-counting.</p> <p>Smallholder Definition: While country-specific definitions may vary, use the Feed the Future definition of a smallholder producer, which is one who holds 5 hectares or less of arable land or equivalent units of livestock, i.e. cattle: 10 beef cows; dairy: two milking cows; sheep and goats: five adult ewes/does; camel meat and milk: five camel cows; pigs: two adult sows; chickens: 20 layers and 50 broilers. The farmer does not have to own the land or livestock.</p>
Baseline: 0
Indicator Validity: This indicator is widely used and reported in the Feed the Future (FTF)/Bureau for Food Security portfolio reviews, the FTF Progress Report and Country Pages, the Administrator's Leadership Council, the Agency Priority Goals, the Agency Performance Plan, FTF country pages, and the International Foreign Assistance Report.
PLAN FOR DATA ACQUISITION
Data Source(s): Farm records, reports from farmers supported by the project, association records
Data Collection Method: ILRG Field Agronomists will collect data directly from farmers’ records.
Responsible Individual(s) at the Project: ILRG Field Agronomists
DATA QUALITY ISSUES
Known Data Limitations and Significance: None known
Actions Taken or Planned to Address Data Limitations: N/A
Date of Future DQA: April 2020
PLAN FOR DATA ANALYSIS, REVIEW & REPORTING
Data Analysis: Actual numbers will be compared against targets to ensure timely progress toward project goals.
Reporting of Data: Annual
Storage of Data: Documentation will be stored in a secured online platform, which provides secure access only to those with login permissions. Hard copy files will be stored by the ILRG India Country Coordinator.
OTHER NOTES
Notes on Targets: Y1 – 75 percent of 520 women in women’s groups ILRG trains directly in 12 target communities will apply improved practices
Changes to Indicator: N/A
Other Notes: None
THIS SHEET LAST UPDATED ON: 03/08/2020

PERFORMANCE INDICATOR REFERENCE SHEET
<p>Indicator 7: Percentage of participants reporting increased agreement with the concept that males and females should have equal access to social, economic, and political resources and opportunities (USAID)</p> <p style="text-align: center;"><input type="checkbox"/> Custom Indicator <input checked="" type="checkbox"/> Standard Indicator: GNDR-4</p>
DESCRIPTION
<p>Precise Definition(s):</p> <p>This indicator will be used to gauge the effectiveness of USG efforts to promote gender equality by measuring changes in attitudes about whether men and women should have equal access to resources and opportunities in social, political, and economic spheres. Changes in attitudes are measured via the Equal Opportunity survey, administered in conjunction with training or programs in any sector which include goals or objectives related to gender equality and women’s empowerment. Projects that aim to change participants’ broad attitudes about gender equality are particularly relevant.</p> <p>GNDR-4 is applicable to programs in multiple sectors that are designed to raise awareness of women’s human rights and/or to increase acceptance of gender equality among women and/or men (or girls/boys), including programs that train journalists to report more responsibly on gender issues; education or social and behavior change programs designed to change gender norms and roles; programs designed to increase the political or economic participation of women; and health sector programs designed to drive changes in gender-based attitudes and behaviors, among others. Note that it is not necessary that programs be focused on the sectors reflected in the questions that comprise the indicator (i.e., political, economic) in order to report against GNDR-4. Any program that may feasibly alter attitudes about gender equality should report against this indicator.</p> <p>The unit of measure is a percentage expressed as a whole number.</p> <p>Numerator = the number of participants whose survey scores improve over time</p> <p>Denominator = the total number of participants surveyed</p> <p>The numerator and denominator must also be reported as disaggregates. This indicator must also be disaggregated by sex.</p>
<p>Unit of Measure: Percentage of participants</p>
<p>Level of Indicator: Outcome</p>
<p>Disaggregated by:</p> <ol style="list-style-type: none"> 1. Numerator (total number of participants whose survey scores improve over time) and Denominator (total number of participants) 2. Male (i.e., the percentage of male participants who showed increased agreement with gender equality concepts) and 3. Female (i.e., the percentage of female participants who showed increased agreement with gender equality concepts) 4. Type of actor (farmer, PepsiCo staff, Aggregator, etc.)
<p>Baseline: Will be measured during the PRO WEAI baseline and final survey</p>
<p>Indicator Validity: Information generated by this indicator will be used to monitor and report on achievements linked to broader outcomes of gender equality and female empowerment and will be used for planning and reporting by Agency-level, bureau-level, and in-country program managers. Specifically, this indicator will inform required annual reporting or reviews of the USAID Gender Equality and Female Empowerment Policy as well as Joint Strategic Plan reporting in the APP/APR. Additionally, the information will inform a wide range of gender-related public reporting and communications products, and facilitate responses to gender-related inquiries from internal and external stakeholders such as Congress, NGOs, and international organizations.</p>
PLAN FOR DATA ACQUISITION
<p>Data Source(s): Survey results</p>
<p>Data Source(s): Data for this indicator will be collected during the PRO WEAI baseline and endline.</p>

Data Collection Method: Data will be collected by local subcontractor during the PRO WEAI baseline and endline. In addition, this question will be incorporated into pre and post tests for gender trainings.
Responsible Individual(s) at the Project: Home office MEL Specialist (baseline/endline) and ILRG India Gender Specialist (for gender training)
DATA QUALITY ISSUES
<p>Known Data Limitations and Significance:</p> <ul style="list-style-type: none"> • Attitudes and practice are not always aligned, so report that people agree do not necessarily indicate that practices will change. • Integrity: Male participants may be prone to response bias. With their participation in the Partnership’s activities and their understanding of our priorities, they may feel obligated or pressured to give a more favorable response.
Actions Taken or Planned to Address Data Limitations: Baseline and endline data quality will be reviewed by the home office MEL Specialist, and finalized by the India Task Manager and ILRG COP before submission to USAID.
Date of Future DQA: Following baseline and endline data collection
PLAN FOR DATA ANALYSIS, REVIEW & REPORTING
Data Analysis: Data will be reviewed by the entire team following the baseline data collection exercise. The ILRG India Gender Specialist will review and analyze data to determine impact on project design. After each gender training, participants are asked about the degree to which they agree with the concept that males and females should have equal access to social, economic, and political resources and opportunities. This pre and post training information can be used to indicate trends towards improvements in this indicator, in between baseline and endline household surveys. Actual numbers will be compared against targets to ensure timely progress toward project goals.
Reporting of Data: Baseline, endline
Storage of Data: Data will be stored in a secure online platform, with secure access provided only to those with login permissions. Hard copy files will be stored by the ILRG India Gender Specialist.
OTHER NOTES
Notes on Targets: To be determined based on baseline results
Changes to Indicator: N/A
Other Notes: None
THIS SHEET LAST UPDATED ON: 03/08/2020

PERFORMANCE INDICATOR REFERENCE SHEET
<p>Indicator 8: Number of persons trained with USG assistance to advance outcomes consistent with gender equality or female empowerment through their roles in public or private sector institutions or organizations (USAID)</p> <p style="text-align: center;"><input type="checkbox"/> Custom Indicator <input checked="" type="checkbox"/> Standard Indicator: GNDR-8</p>
DESCRIPTION
<p>Precise Definition(s): This indicator is a count of the number of persons trained with USG assistance to advance gender equality or female empowerment objectives in the context of their official/formal role(s) within a public or private sector institution or organization.</p> <p>To be counted under this indicator, a person must have been trained in their role as an actor within a public or private sector institution or organization. Persons receiving training in their individual capacity, such as livelihoods training designed to increase individual or household income, should not be counted under this indicator. Public or private sector institutions or organizations include but are not limited to: government agencies forming part of the executive, judicial, or legislative branches; public and private health, financial, and education institutions; and civil society organizations such as rights advocacy groups, business associations, faith-based groups, and labor unions.</p> <p>To be counted under this indicator, persons must have participated in a training of at least 3 hours, with content designed to develop or strengthen the institution's/organization's capacity to advance gender equality or female empowerment objectives. Stand-alone gender trainings may be counted under this indicator, as well as trainings where gender is integrated within a broader sector training. In the latter case, the training must include a substantial focus on gender issues (e.g., gender issues are addressed throughout the training, there is a gender module that explores the relevant gender issues in depth, etc.).</p> <p>Examples of this type of training include:</p> <ul style="list-style-type: none"> ● Training judges on how to execute laws with gender-related implications or provisions such as a new law criminalizing domestic violence ● Training county officials on gender-responsive budgeting under a devolution project ● Training community health service workers in GBV referral and response protocols ● Training teachers or school officials on effective strategies for creating a safe learning environment for boys and girls ● Training political party leadership on effective ways to support and advance women's leadership in party structures and political processes ● Training legal aid society volunteers or paralegals in dispute resolution related to women's land and property rights ● Training for business association or financial institution representatives on strategies for creating products and services that address barriers to women's entrepreneurship <p>ILRG specific definition: This counts PepsiCo staff.</p> <p>In addition to tracking this data, to the extent that PepsiCo or Control Union provides data on trainings conducted by PepsiCo or Control Union in other countries, with the training material developed under this partnership, ILRG will also report this data. In this case, we will disaggregate: (1) directly implemented by ILRG or (2) implemented by PepsiCo or Control Union with ILRG material(s). We will also disaggregate results by the specific type of training received (Gender Action Learning System, Empowered Entrepreneurship, PepsiCo POP, etc.</p>
<p>Unit of Measure: Number of people trained</p>
<p>Level of Indicator: Output</p>
<p>Disaggregated by: Sex, type of training, direct (ILRG India staff or consultants) or indirect (PepsiCo lead) training</p>
<p>Baseline: 0</p>
<p>Indicator Validity: Information generated by this indicator will be used to monitor and report on achievements linked to broader outcomes of gender equality and female empowerment and will be used for</p>

planning and reporting purposes by Agency-level, bureau-level and in-country program managers. Specifically, this indicator will inform required annual reporting or reviews of the USAID Gender Equality and Female Empowerment Policy; U.S. National Action Plan on Women, Peace, and Security; and the U.S. Strategy to Prevent and Respond to Gender-Based Violence Globally, as well as Joint Strategic Plan reporting in the APP/APR, and Bureau or Office portfolio reviews. Additionally, the information will inform a wide range of gender-related public reporting and communications products, and facilitate responses to gender-related inquiries from internal and external stakeholders such as Congress, NGOs, and international organizations.
PLAN FOR DATA ACQUISITION
Data Source(s): Training reports
Data Collection Method: The ILRG India Gender Specialist will collect training reports and upload participant information into Ona
Responsible Individual(s) at the Project: ILRG India Gender Specialist
DATA QUALITY ISSUES
Known Data Limitations and Significance:
<ul style="list-style-type: none"> Integrity: Participants may be unintentionally encouraged to give favorable responses due to the support that they receive through the partnership
Actions Taken or Planned to Address Data Limitations: N/A
Date of Future DQA: October 2020
PLAN FOR DATA ANALYSIS, REVIEW & REPORTING
Data Analysis: Actual numbers will be compared against targets to ensure timely progress toward project goals.
Reporting of Data: Quarter
Storage of Data: Documentation will be stored in a secured online platform, which provides secure access only to those with login permissions. Hard copy files will be stored by the ILRG India Gender Specialist.
OTHER NOTES
Notes on Targets: 35 PepsiCo agronomists
Changes to Indicator: N/A
Other Notes: None
THIS SHEET LAST UPDATED ON: 03/08/2020

PERFORMANCE INDICATOR REFERENCE SHEET
<p>Indicator 9: Number of specific pieces of land tenure and property rights (LTPR) legislation or implementing regulations proposed, adopted, and/or implemented positively affecting property rights of the urban and/or rural poor as a result of USG assistance</p> <p style="text-align: center;"><input type="checkbox"/> Custom Indicator <input checked="" type="checkbox"/> Standard Indicator: EG.10.4-1</p>
DESCRIPTION
<p>Precise Definition(s): Number of specific pieces of legislation or implementing regulations proposed, adopted, and implemented that positively affect the land or property rights of the urban and/or rural poor. A policy/law/regulation/administrative procedure should be reported if it – directly or indirectly – strengthens the land tenure and property rights of the poor, as defined by national poverty statistics, whether in urban and/or rural areas. This could include, for example, a land policy that seeks to proactively strengthen the rights of the poor and/or an urban zoning regulation that allows for residents to access services on the basis of legitimate property rights, whether or not they are formally recorded.</p> <p>If the target population is expected to include the poor but is not limited to poor people, as measured by national statistics, the measure should still be reported here. Similarly, if the targeted geographic area is not specified, but the measure is expected to affect urban and/or rural areas, it should be reported.</p> <p>The indicator measures the number of land policies/regulations/administrative procedures in the various stages of progress towards an improved land management process at the national and/or subnational level. Each new or revised law or regulation should be counted as one unit. Multiple amendments to the same law should not be counted separately.</p> <p>Please count the highest stage completed during the reporting year.</p> <p>Stage 1, Analyzed: Underwent the first stage of the policy reform process i.e. analysis (review of existing land policies/regulations/administrative procedures). Landesa has a deliverable due on June 30 documenting legal and policy reform research related to land leasing and joint titling. The report will include a determination of the feasibility of reforms, so the target is 1 for Year 1</p> <p>Stage 2, Drafted: Underwent the second stage of the land policy reform process. The second stage includes public debate and/or consultation with stakeholders on the proposed new or revised land policy/regulation/or administrative procedure.</p> <p>Stage 3, Revised: Underwent the third stage of the policy reform process. Land policy/regulation revised based on public debate and/or consultation with stakeholders.</p> <p>Stage 4, Introduced/Presented: Underwent the fourth stage of the policy reform process (policies were presented for legislation/decreed to improve the policy environment for smallholder-based agriculture).</p> <p>Stage 5, Approved: Underwent the fifth stage of the land policy reform process (official approval (legislation/decreed) of new or revised policy/regulation/administrative procedure by relevant authority).</p> <p>Stage 6, Implemented: Completed the land policy reform process (implementation of new or revised policy/regulation/ administrative procedure by relevant authority).</p> <p>Replaces “number of improvements in laws and regulations” as “improvements” can be interpreted differently (i.e. an entire policy or specific provisions within the policy). The revised language corresponds with MCC Standard Indicator L-1. This indicator is easily aggregated upward from all operating units. These are six different indicators, each measuring a successive stage in the progression from analysis to implementation of land formalization processes.</p> <p>The definition for this indicator has been clearly operationalized, enabling implementing partners and missions to easily determine between stages. These definitions will remain consistent over collection periods.</p>
<p>Unit of Measure: Number of pieces of legislation</p>
<p>Disaggregated by: Country, state (sub-national) level, stage (Stage 1: Analyzed; Stage 2: Drafted and presented for public/stakeholder consultation; Stage 3: Reanalyzed/drafted based on the results of public/stakeholder consultation; Stage 4: Presented for legislation/decreed; Stage 5: Passed/approved; Stage 6: Passed for which implementation has begun), number out of total reported related specifically to guaranteeing women’s equal rights to land ownership and control as a primary objective. We will also report on TYPE (group leasing, tenancy, joint titling)</p>

Baseline: No baseline research is required.
Indicator Validity: Information will be used by central bureau (USAID/E3) to monitor performance, decide budget allocations, and report to key stakeholders, including the G7 Land Transparency Initiative. Missions should closely assess reported values against indicator definitions of the six stages and periodically review data collection process to ensure accurate reporting. Annual reporting allows missions and bureaus to use data for annual portfolio reviews. Data are useful to track performance of implementing partners working on land formalization; however, the outcomes for this indicator are greatly dependent on host country will and processes. Decision-makers should look at country context when using data for performance decisions.
PLAN FOR DATA ACQUISITION
Source(s) of Documentation: Copy of legislation/regulation/ policy document, or notes from meetings where legislation is discussed, or documentation of analyses.
Data Collection Method: ILRG staff and implementing partners will report through an Ona tool, including submission of supporting documents. Data will be submitted by Landesa to Tetra Tech, relating to specific policies and laws that the India team is developing. Landesa will fill out a webform indicating the title of the measure, the stage, and category/theme, including attaching the document.
Responsible Individual(s) at the Project: Landesa team
DATA QUALITY ISSUES
Known Data Limitations and Significance: <ul style="list-style-type: none"> ● Precision: Number of pieces of legislation does not speak to the depth of each piece of legislation or its impact ● There is no guarantee that documents which are formally proposed or adopted will be implemented. Despite promotion by ILRG, decision-making for action on these documents is somewhat outside of the hands of the ILRG implementation team.
Actions Taken or Planned to Address Data Limitations: N/A
Date of Future DQA: October 2020
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING
Data Analysis: Progress towards the adoption of specific land tenure policies or practices will be documented, reviewed and analyzed, and the team will explore the extent to which progress in these areas positively affects the actual property rights of poor rural households in West Bengal, especially those of women.
Frequency of Reporting Data: Annual
Storage of Data: Documentation will be stored in a secured online platform, which provides secure access only to those with login permissions.
OTHER NOTES
Notes on Targets: Targets include policies, legislation, texts and regulation analysis; proposed drafts, or policies adopted, presented, or approved. This can include various levels of government policies and practices, from national to state to municipal to community.
Changes to Indicator: N/A
Other Notes: None
THIS SHEET LAST UPDATED ON: 03/08/2020

PERFORMANCE INDICATOR REFERENCE SHEET
Indicator TBD: Number of days of USG-funded training provided to support microenterprise development
<input type="checkbox"/> Custom Indicator <input checked="" type="checkbox"/> Standard Indicator: EG.4.2-4
DESCRIPTION
<p>Precise Definition(s): This indicator captures the amount of training provided either to employees of microenterprises supported by USG assistance, or training completed by the management and/or staff of financial intermediaries supporting microenterprises that receive USG assistance. This indicator uses the following equation to express the number of USG-supported training days that were completed by training participants: Days of USG supported training course x Number of people completing that training course</p> <p>Support from the USG: This indicator counts training days that were delivered in full or in part as a result of USG assistance. This could include provision of funds to pay teachers, providing hosting facilities, or other key contributions necessary to ensure training was delivered. This indicator does not automatically count any course for which the USG helped develop the curriculum, but rather focuses on delivery of courses that was made possible through full or partial funding from the USG.</p> <p>Training: Training is defined as sessions in which participants are educated according to a defined curriculum and set learning objectives. Sessions that could be informative or educational, such as meetings, but do not have a defined curriculum or learning objectives are not counted as training.</p> <p>A financial intermediary is typically an institution that facilitates the channeling of funds between lenders and borrowers indirectly. That is, savers (lenders) give funds to an intermediary institution (such as a bank), and that institution gives those funds to spenders (borrowers). This may be in the form of loans or mortgages. In the context of finance and development, financial intermediaries generally refer to private sector intermediaries, such as banks, private equity, venture capital funds, leasing companies, insurance and pension funds, and micro-credit providers.</p> <p>Inclusive financial markets are defined as supporting equitable access to essential financial services (credit, savings, insurance, leasing, remittances and payment services) of diverse providers (including banks, credit unions, NGOs, non-bank financial institutions, buyers, and suppliers) to low-incomes families and female and male-owned micro-scale enterprises/activities.</p>
Unit of Measure: Number of days
Disaggregated by: 1) Sex (Male/Female); and one or more of the following: 2) Employees of microenterprises; and/or 3) Management and/or staff of financial intermediaries that support microenterprises
Baseline: 0
Indicator Validity: Required as applicable
PLAN FOR DATA ACQUISITION
Source(s) of Documentation: Attendance records of implementing partners that conduct training.
Data Collection Method: Direct count of training records
Responsible Individual(s) at the Project: The ILRG Country Coordinator
DATA QUALITY ISSUES
Known Data Limitations and Significance: None
Actions Taken or Planned to Address Data Limitations: Will follow standard procedures
Date of Future DQA: October 2020
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING
Data Analysis: Will present disaggregates
Frequency of Reporting Data: Annual

Storage of Data: Documentation will be stored in a secured online platform, which provides secure access only to those with login permissions.

OTHER NOTES

Notes on Targets: The POP training has six modules, each two hours. This is 12 hours or 1.5 days total. Our target is 499 women in 12 communities., which is 5,988 hours or 748.5 days.

Changes to Indicator: N/A

Other Notes: None

THIS SHEET LAST UPDATED ON: 04/29/2020

PERFORMANCE INDICATOR REFERENCE SHEET
<p>Indicator I0: Number of adults who perceive their tenure rights to land or marine areas as secure, as a result of USG assistance</p> <p style="text-align: center;"><input type="checkbox"/> Custom Indicator <input checked="" type="checkbox"/> Standard Indicator: EG.I0.4-8</p>
DESCRIPTION
<p>Precise Definition(s): This indicator measures the number of adults participating in a USG-funded activity designed to strengthen land or marine tenure rights who perceive their tenure rights as secure. Tenure refers to how people have access to land or marine areas, what they can do with the resources, and how long they have access to said resource. Tenure systems can range from individual property rights to collective rights, whether legally recognized or informal. What is included in the bundle of rights within each system varies. [1]</p> <p>This is a snapshot indicator, which is designed to only capture adults who perceive their tenure as secure only in the reporting year. Adults who perceived their tenure as secure before the intervention constitute the baseline. After the intervention has begun individuals that continue to perceive their tenure as secure, or individuals that newly perceive their tenure as secure, should be counted. This also means that yearly totals CANNOT be summed to count the total number of individuals that perceive their tenure as secure over the life of the project. In alignment with the definition in the SDG indicator 1.4.2, Proportion of total adult population with secure tenure rights to land, with legally recognized documentation and who perceive their rights to land as secure, by sex and by type of tenure, tenure is perceived to be secure if: 1) an individual believes that he/she will not involuntarily lose their use or ownership rights to land or marine areas due to actions by others (e.g. governments or other individuals), and 2) the landholder reports a right to bequeath the land. The reported right to bequeath is particularly important for gender equity, as women's ability to influence intergenerational land transfers is an important aspect of female empowerment.</p> <p>Survey modules established as part of the SDG reporting process, and agreed to by the Global Donor Working Group on Land and leading experts on land governance, are available upon request to assist projects in reporting on this indicator. These modules cover different scenarios, depending on what is most appropriate for the project: 1) one person (proxy) responds on behalf of other household members or each adult within a household is asked specifically about his or her land tenure rights, 2) data is collected at household or parcel level. Although the preferable approach in principle is to have parcel-level data and a self-respondent approach, this may not be possible in light of time and budget constraints. [2]</p> <p>Given the time and expense involved in collect tenure security perception data, this data may not be available on an annual basis. Projects and activities that expect to generate results measurable with this indicator should set targets for outgoing years and report on an annual basis even if those targets and annual results are zero for the first years of the program.</p> <p>[1] For more information about tenure rights and the bundle of rights for the purposes of this indicator please refer to the metadata for SDG indicator 1.4.2, available here: https://unstats.un.org/sdgs/iaeg-sdgs/metadata-compilation/</p> <p>[2] The survey module and more extensive guidance is available upon request by contacting USAID's Bureau for Economic Growth, Education & Environment, Land and Urban Office at landmatters@usaid.gov or Caleb Stevens at castevens@usaid.gov.</p> <p>Project-level definition: tenure rights include temporary rights (group land leasing) granted to SHG groups and PepsiCo farmers This indicator measures perceived tenure security of program participants. Individuals may report, for example through polling or household survey, that their rights are secure. Since even legally documented rights may not be upheld in practice, for example as a result of inefficient land administration services or insufficient judicial capacity to adjudicate land ownership disputes, and because evidence suggests that many landholders make land use and investment decisions on the basis of perceived land rights (even in the absence of legally documented rights).</p>
<p>Unit of Measure: Number of people surveyed, and proportion of all people reached</p>
<p>Disaggregated by: land holder sex (male, female); land tenure type (customary, freehold, leasehold, state, community/groups, cooperatives, other); land tenure type (individual, joint)</p>
<p>Baseline: Baseline survey will be conducted using questions from the Property Rights Index (Prindex)</p>

Indicator Validity: This indicator is used to measure project performance and progress. The indicator will also be used for the Office of Land & Urban and other OU portfolio reviews. The same indicator as part of the Global Food Security Strategy (GFSS) MEL will be used for Bureau for Food Security/Feed the Future portfolio reviews.

PLAN FOR DATA ACQUISITION

Source(s) of Documentation: Household surveys (baseline and endline)

Data Collection Method: A baseline survey including questions from the Prindex tool will determine household members' perceptions of land tenure security. After interventions educating members on their land rights and facilitating access to land, a final endline evaluation will assess changes to program participants' perceptions of their tenure security.

Responsible Individual(s) at the Project: External baseline and endline evaluation team

DATA QUALITY ISSUES

Known Data Limitations and Significance:

- Reliability: Individuals may feel differently about the security of their land at different times or depending on who is present when questioned.

Actions Taken or Planned to Address Data Limitations: Standard operating procedures will be prepared for enumerators in order to carry out the assessment consistently over each iteration.

Date of Future DQA: October 2020

PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING

Data Analysis: Differences among perceived tenure security before and after interventions will be analyzed to understand any limitations to perceived tenure security over the course of ILRG interventions.

Frequency of Reporting Data: Baseline, endline

Storage of Data: Documentation will be stored in a secured online platform, which provides secure access only to those with login permissions.

OTHER NOTES

Notes on Targets: 75 percent (390 of 520 target households) will have increased perception of land tenure security once they have a better understanding of their land rights, and are able to negotiate more secure land rights to produce potatoes.

Changes to Indicator: N/A

Other Notes: None

THIS SHEET LAST UPDATED ON: 03/08/2020

PERFORMANCE INDICATOR REFERENCE SHEET
<p>Indicator 11: Proportion of female participants in USG-assisted programs designed to increase access to productive economic resources (assets, credit, income or employment) training/ programming) (USAID)</p> <p style="text-align: center;"><input type="checkbox"/> Custom Indicator <input checked="" type="checkbox"/> Standard Indicator: GNDR-2</p>
DESCRIPTION
<p>Precise Definition(s): Productive economic resources include: <u>physical assets such as land</u>, housing, businesses, livestock; or financial assets such as savings, credit, wage or self-employment, and income. Programs include:</p> <ul style="list-style-type: none"> ● Micro, small, and medium enterprise programs; ● Workforce development programs that have job placement activities; ● Programs that build assets such as land redistribution or titling; housing titling; ● Agricultural programs that provide assets such as livestock; or ● Programs designed to help adolescent females and young women set up savings accounts. <p>This indicator does NOT track access to services, such as business development services or stand-alone employment training (e.g., employment training that does not also include job placement following the training). The unit of measure will be a percentage expressed as a whole number.</p> <p>Numerator = Number of female program participants</p> <p>Denominator = Total number of male and female participants in the program</p> <p>The resulting percentage should be expressed as a whole number. For example, if the number of females in the program (the numerator) divided by the total number of participants in the program (the denominator) yields a value of .16, the number 16 should be the reported result for this indicator. Values for this indicator can range from 0 to 100.</p> <p>The numerator and denominator must also be reported as disaggregates.</p>
<p>Unit of Measure: Percentage of females</p>
<p>Level of Indicator: Output</p>
<p>Disaggregated by: Country, numerator and denominator, training type (Gender Action Learning System, etc.)</p>
<p>Baseline: N/A</p>
<p>Indicator Validity: Information generated by this indicator will be used to monitor and report on achievements linked to broader outcomes of gender equality and female empowerment and will be used for planning and reporting purposes by Agency-level, bureau-level and in-country program managers. Specifically, this indicator will inform required annual reporting or reviews of the USAID Gender Equality and Female Empowerment Policy and the Joint Strategic Plan reporting in the APP/APR, and Bureau or Office portfolio reviews. Additionally, the information will inform a wide range of gender-related public reporting and communications products, and facilitate responses to gender-related inquiries from internal and external stakeholders such as Congress, NGOs, and international organizations.</p>
PLAN FOR DATA ACQUISITION
<p>Data Source(s): Activity records</p>
<p>Data Collection Method ILRG India staff will fill out mobile activity forms noting the name of the program, region, and technical focus of each activity, and the gender of each individual participant. At trainings, trainees will complete a hard-copy register, which will be scanned and uploaded to Ona.</p>
<p>Responsible Individual(s) at the Project: All ILRG staff</p>
DATA QUALITY ISSUES
<p>Known Data Limitations and Significance:</p> <ul style="list-style-type: none"> ● General: While females may participate, they may not reap the same benefits as men. Team should be careful to not imply results from participation alone.

Actions Taken or Planned to Address Data Limitations: N/A
Date of Future DQA: October 2020
PLAN FOR DATA ANALYSIS, REVIEW & REPORTING
Data Analysis: Actual numbers will be compared against targets to ensure timely progress toward project goals.
Reporting of Data: Quarter
Storage of Data: Documentation will be stored in a secured online platform, which provides secure access only to those with login permissions. Hard copy files will be stored by the ILRG India Gender Specialist.
OTHER NOTES
Notes on Targets: Women represent 48.7 percent of the adult population in West Bengal. I- 520 women's group members, 32 PepsiCo agronomists (currently all men) + three PepsiCo aggregators (all men), and 250 Gender Action Learning System men and women; $645/805 = 80$ percent
Changes to Indicator: N/A
Other Notes: None
THIS SHEET LAST UPDATED ON: 03/08/2020

PERFORMANCE INDICATOR REFERENCE SHEET
Indicator 29: Number of microenterprises supported by USG Assistance <input type="checkbox"/> Custom Indicator <input checked="" type="checkbox"/> Standard Indicator: EG 5-3
DESCRIPTION
<p>Precise Definition(s): Includes microenterprises receiving assistance through a USG-supported value chain or supply chain, as well as microentrepreneurs receiving business development services or embedded services. A microenterprise is defined as a very small enterprise owned and operated by poor people, usually in the informal sector. For USAID program purposes, the term is restricted to enterprises with 10 or fewer workers, including the microentrepreneur and any paid or unpaid family workers. Crop production activities, previously excluded from the scope of the definition, are now included as long as they otherwise qualify on the basis of enterprise size and the economic status of the owner-operator and employees.</p> <p>Specific Definition: For the purposes of this partnership, small family farming enterprises will be counted.</p>
Unit of Measure: Number of microenterprises
Level of Indicator: Output
Disaggregated by: Sex of entrepreneur
Baseline: 0 (there are no enterprises receiving USG support prior to project implementation)
Indicator Validity: Provides a basic measure of the scale of USG efforts to expand access to enterprise services among the poor and otherwise disadvantaged. This will be used to demonstrate financial inclusion and depth of access to enterprise development services.
PLAN FOR DATA ACQUISITION
Data Source(s): Project and activity records documenting support provided
Data Collection Method: The ILRG India Country Coordinator will collect activity records from Field Agronomists, documenting support provided.
Responsible Individual(s) at the Project: The ILRG Country Coordinator
DATA QUALITY ISSUES
Known Data Limitations and Significance: <ul style="list-style-type: none"> • None known
Actions Taken or Planned to Address Data Limitations: N/A
Date of Future DQA: October 2020
PLAN FOR DATA ANALYSIS, REVIEW & REPORTING
Data Analysis: Actual numbers will be compared against targets to ensure timely progress toward project goals.
Presentation of Data: Quantitative
Review of Data: Data will be reviewed by the ILRG India Country Coordinator as it is received. Data will be spot checked by the home office MEL Specialist, and reviewed by the ILRG India Project Coordinator and ILRG COP before submission in quarterly and annual reports.
Reporting of Data: Quarterly
Storage of Data: Documentation will be stored in a secured online platform, which provides secure access only to staff and partners with login permissions. Hard copy files will be stored by the ILRG India Country Coordinator.
OTHER NOTES
Notes on Targets: 500 women (50 SHGs * 10 women per SHG) and 671 PepsiCo farming enterprises in 12 target communities (approximately 48% of women in SHGs are also members of a PepsiCo farming household,

so the total target will not exceed 932 HH (671 PepsiCo – 239 SHGs PEP + 500 SHGs), plus PepsiCo aggregators

Changes to Indicator: N/A

Other Notes: None

THIS SHEET LAST UPDATED ON: 09/30/2019

ANNEX 2: DATA COLLECTION FORMS

ILRG Training and Events

Please submit one form per training/event.

Name of person completing this form

Starting date of Event

yyyy-mm-dd

Ending date of Event

yyyy-mm-dd

Total number of training days

Task

- Mozambique
- Zambia
- Ghana
- India
- Liberia
- Global / Other

Location: City/Village

Facilitating Organization

- Tetra Tech
- Terra Firma
- Winrock
- Landesa

Lead Facilitator

Type of Event

- Workshop
- Training

Title of Event

Event / Training Topic

- Conflict Resolution
- Land-based Investment
- Land Documentation
- Land Administration
- Land-use Planning
- Land Leasing
- Gender-Based Violence
- Gender Action Learning System (GALS)
- Women in Agriculture Training
- Agriculture training / "Package of Practices"
- Sustainable Farming Practices
- Empowered Entrepreneurship Training (EET)
- Nurturing Connections
- Other

Please list "other" training topics

Group

1

*** Is this an official ILRG Learning or Adaptive Management Event**

- Yes
- No

*** Learning Objectives**

* Brief description of the event

Group

1

* Name the Group that is being trained

* What type of group does this belong to (if more than one group add through the plus sign below)

- Government
- Private Sector
- Civil Society
- Microenterprises (defined as small family enterprises with 10 or fewer workers, such as SHGs)
- PepsiCo Agronomists and Aggregators
- Other

* What is the focus of the group?

- Government
- Private Sector
- Civil Society
- Microenterprises (defined as small family enterprises with 10 or fewer workers, such as SHGs)
- PepsiCo Agronomists and Aggregators
- Other

Number of Female Youth

Number of Female Adults

Number of Male Youth

Number of Male Adults

Number of Female Children (estimate)

0

Number of Male Children (estimate)

0

Number of Total Male Participants

Number of Total Female Participants

Meeting Agenda

Click here to upload file. (< 95MB)

Group

*** Meeting Sign in Sheets**

Click here to upload file. (< 95MB)

Pre-/post-training survey results

If there was a pre and post survey administered, please scan and attach results here.

Click here to upload file. (< 95MB)

Other documentation

Click here to upload file. (< 95MB)

Meeting Photo

Click here to upload file. (< 95MB)

Do you have any other M&E relevant information to share with ILRG?

India Farmer Survey

Are you a PepsiCo farmer? (Using PepsiCo seeds and selling to PepsiCo aggregators.)

- yes
- no

Was this your first season selling to PepsiCo?

- yes, this is my first time selling to PepsiCo
- no, I have sold to PepsiCo before

Name of farmer

Sex of farmer

- Female
- Male

Farmer Locality

- Teligram
- Kanipur
- Harischandrapur (Naskar Dighi)
- Moloypur
- Boragori (Kochmali)
- Dhuluk
- Aswinkota
- Narayanpur
- Hijaldiha
- Balitha
- Mahakalpur
- Barasat (Bhagaldighi)

What Self Help Group are you a member of?

Which training(s) have you attended?

- Land Leasing Training
- Agriculture Training
- Women in Agriculture Training
- Gender-Based Violence Training
- Gender Action Learning System (GALS)
- Empowered Entrepreneurship Training (EET)
- Nurturing Connections
- Sustainable Farming Practices (SFP)
- None

If the person does not know the weight in kilograms, you can ask the number of bags and multiply by the weight of the bags.

How many kilograms of potatoes did you plant?

How many kilograms of potatoes did you harvest?

How many kilograms of potatoes did you sell to PepsiCo?

How many kilograms of your potatoes were rejected by PepsiCo?

Why were your potatoes rejected?

- Too small or too large
- Green
- Broken or with holes
- Other

Please define "other"

Note which of the following practices you applied THIS SEASON.

Did you use PepsiCo improved seed varieties?

- yes
- no

Did you treat your potato seeds with approved, recommended fungicide?

- yes
- no

Did you use PepsiCo standard land preparation or mounding practices?

- yes
- no

Did you burn your crop residues?

- yes
- no

Did you test your soil using a local laboratory?

- yes
- no

Did you put animal manure on your field?

- yes
- no

Did you use non-organic/mineral fertilizer?

- yes
- no

Did you use improved irrigation or water management (such as drip irrigation)?

- yes
- no

Did you use Integrated Pest Management practices?

- yes
- no

Did you use any agrochemicals?

- yes
- no

Did you use Personal Protective Equipment (PPE) when applying agrochemicals?

- yes
- no

Where did you store your agrochemicals?

- Kitchen
- Bedroom
- Storage room (inside)
- Storage room (outside)
- Attic
- Other

How did you dispose of your agrochemical packaging?

- In a trashpit
- Outside
- Burned
- Sold it
- Reusing container
- Other

Did you use climate risk management practices (Jen will look up)?

- yes
- no

Have you sold your potatoes to predetermined buyers at a pre-approved price, through sales contracts to PepsiCo aggregators?

- yes
- no

Have you used technologies to reduce post-harvest handling and storage losses?

- yes
- no

Which technologies did you use?

- improved jute bags
- improved transport
- padded trucks to reduce damage
- Other

What other technologies/practices were used?

Have you used any other practices not mentioned? If so, which ones?

How did you use potatoes rejected by PepsiCo?

India Social Behavior Change Communication Activities

Name of person completing this form

Title of activity

Type of activity

- Radio program
- Video program
- PepsiCo marketing campaign
- Innovation Competition
- Other

Behavior change theme

- Gender
- Gender-Based Violence (GBV)
- Sustainable Farming Practices (SFP)
- Agronomy
- Other

Please define any "other" theme

Please define any "other" activity that has been done.

Start date of activity

yyyy-mm-dd

End date of activity

yyyy-mm-dd

Location (please use device to capture GPS)

latitude (x.y °)

longitude (x.y °)

altitude (m)

accuracy (m)



If GPS is not available, please type in location

How many people were reached?

What is the source of this figure?

Actual count

Estimation

If you have breakdown by sex, how many males were reached?

If you have breakdown by sex, how many females were reached?

Photo of activity

Click here to upload file. (< 95MB)

Documentation

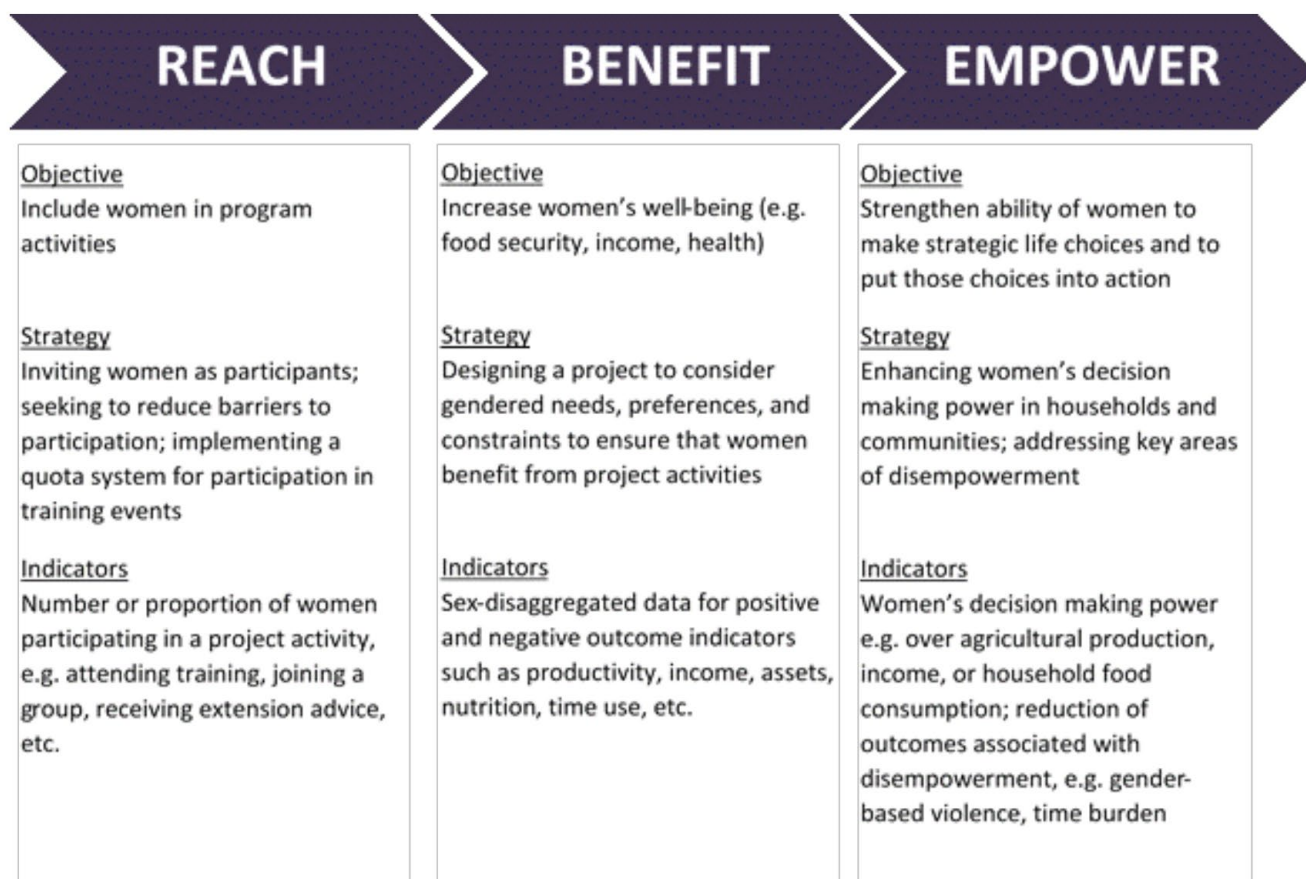
Click here to upload file. (< 95MB)

Do you have any other information to share about this activity?

ANNEX 3: REACH, BENEFIT, EMPOWER MODEL

The Reach, Empower, Benefit model comes from the GAAP 2 project implemented by IFPRI.

https://www.agrilinks.org/sites/default/files/reach-benefit-empower_ftf_v9.pdf



ANNEX 4: REFERENCES

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