

Market Systems Analyses:

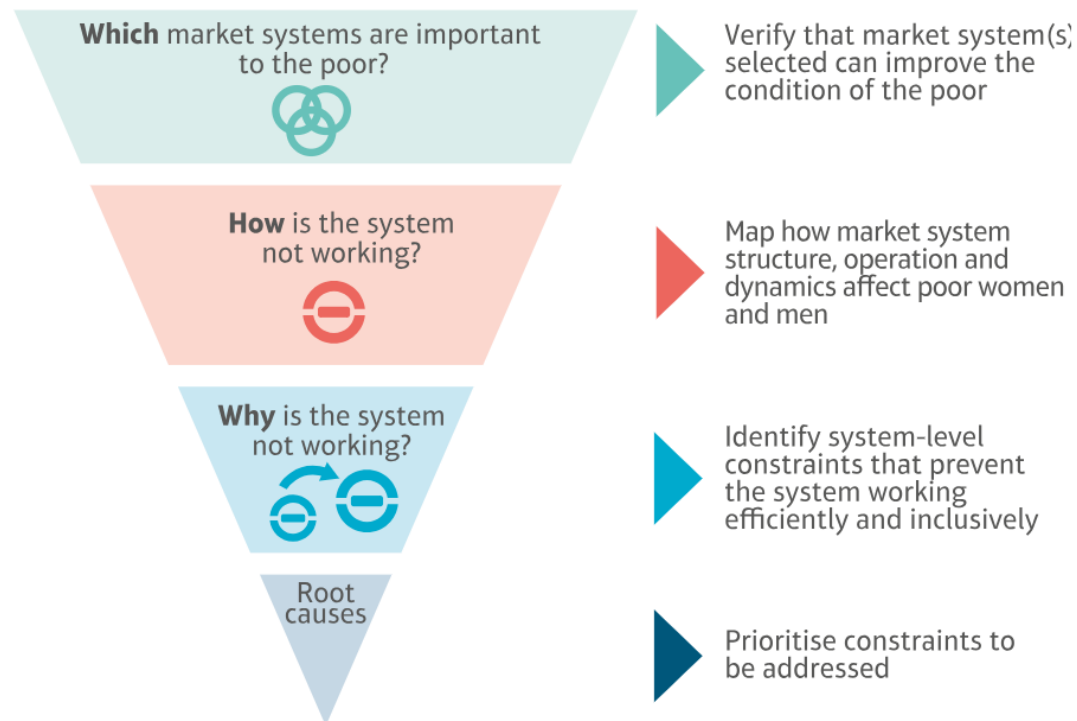
Identifying Alternative Economic Pathways for Adolescent Girls in Niger and Bangladesh

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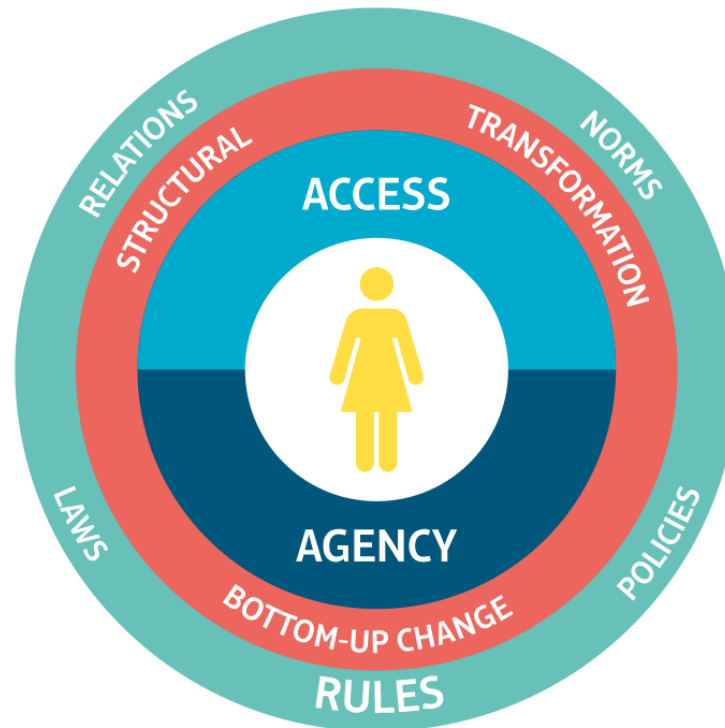
Designing the methodology

‘Standard’ methodology for conducting market analyses...



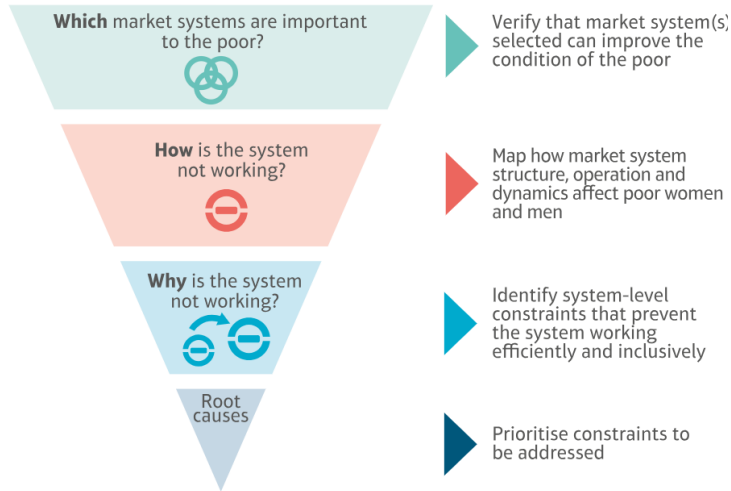
Designing the methodology

- **And guidance on conducting gendered analysis**



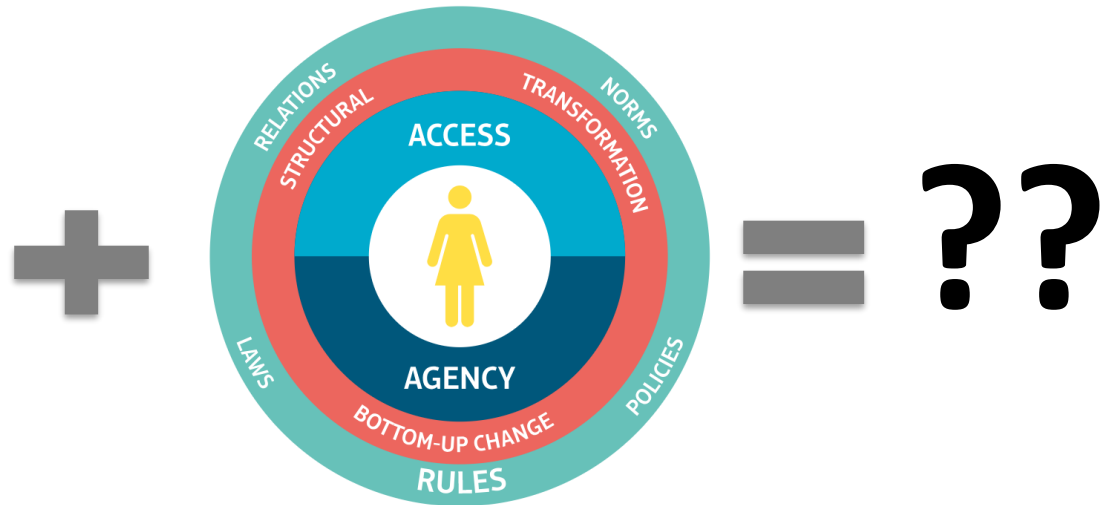
Source: Women's economic empowerment, USAID/LEO

Designing the methodology



- ▶ Verify that market system(s) selected can improve the condition of the poor
- ▶ Map how market system structure, operation and dynamics affect poor women and men
- ▶ Identify system-level constraints that prevent the system working efficiently and inclusively
- ▶ Prioritise constraints to be addressed

Source: M4P Operational Guide (2015)

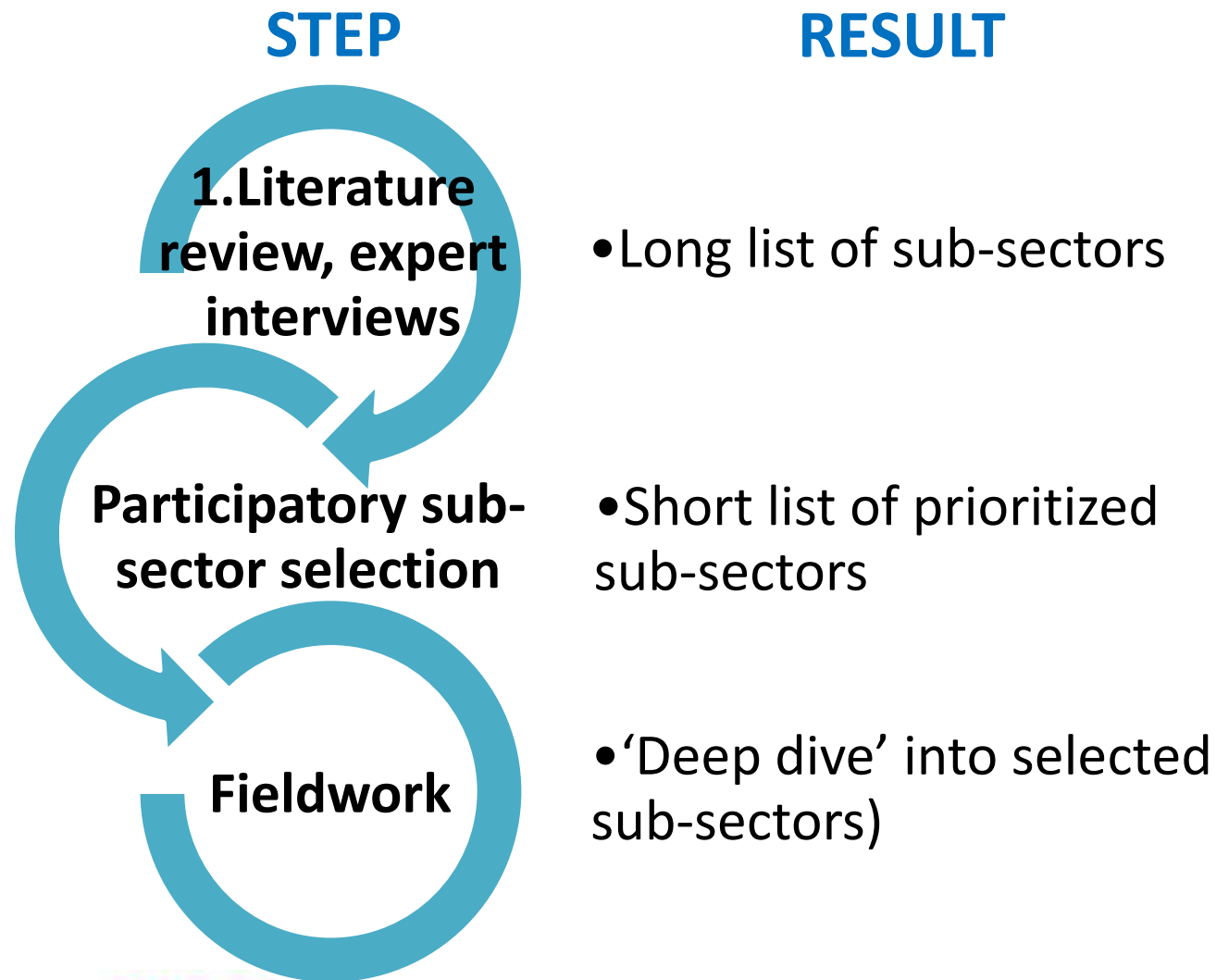


Source: Women's economic empowerment, USAID/LEO
Women's economic empowerment in inclusive market systems

How to put the 2 together?

How to take norms of early marriage & childbirth into account?
 How to understand the desired pathways of adolescent girls?

Research process



Research process

Special attention was given to:

1. Composition of research teams (i.e. mostly women) and the times and places of interviews
2. In-depth analysis of the daily lives of girls
3. Roles of (older) women within selected sub-sectors
4. High-leverage entry points

Sector-specific findings

NIGER



	COWPEAS	LIVESTOCK	TAILORING
Ranking for intervention	<i>Medium</i>	<i>High</i>	<i>Low</i>

BANGLADESH



	DAIRY	COTTON CRAFTS	TVET
Ranking for intervention	<i>Medium</i>	<i>High</i>	<i>Medium</i>

Overarching Recommendations

1. Consider using **expansion and upgrading models** for women and adolescent girls within specific sub-sectors.
 - a) *Expansion*: support more women (and girls) to move into roles that women already play.
 - b) *Upgrading*: support women in moving into higher-value activities
2. Promote **female business leaders and other role models** for girls.
3. **Develop clear partnership selection criteria.**
4. **Facilitate the development of financial products, platforms and money management programs tailored for adolescent girls with existing savings and credit platforms.**
5. **Always consider ‘light-touch’ approaches first.**

Reflections for research with similar populations

- 1) Consider girls' existing unpaid care duties in intervention design.**
- 2) 'Do no harm' principle and the role of education.**
- 3) Consider differences between girls' circumstances in designing activities.**