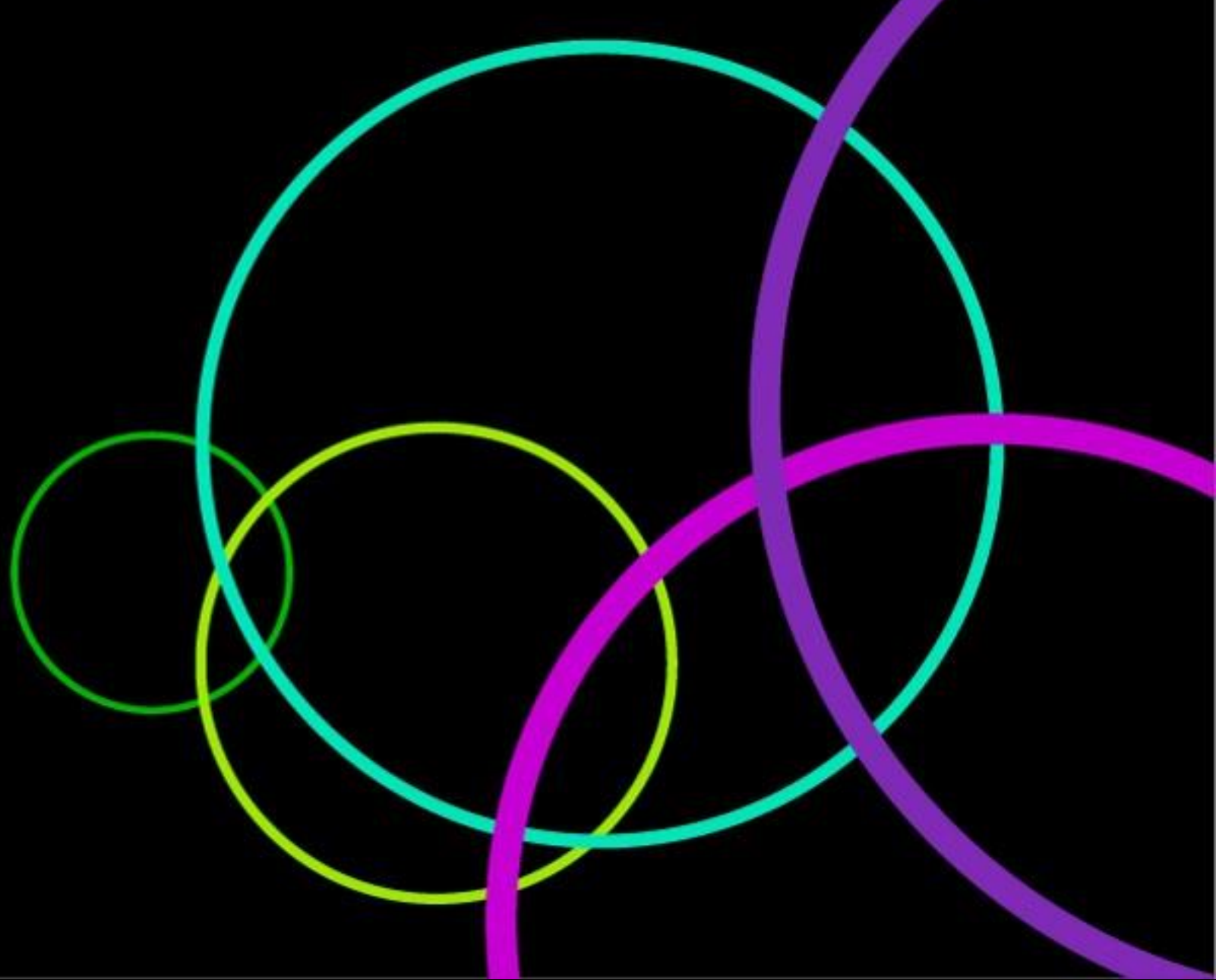


**KANTAR PUBLIC**

Evaluating the  
Social and  
Economic Impact  
of HUL's Project  
Shakti



# Project Shakti

Project Shakti is the Company's initiative that aims to financially empower and provide livelihood opportunities to women in rural India.

The Company has always believed that:

1. For the country to grow, people living in its villages must be empowered with livelihood skills and opportunities.
2. Women in villages must be empowered if households in villages have to progress.

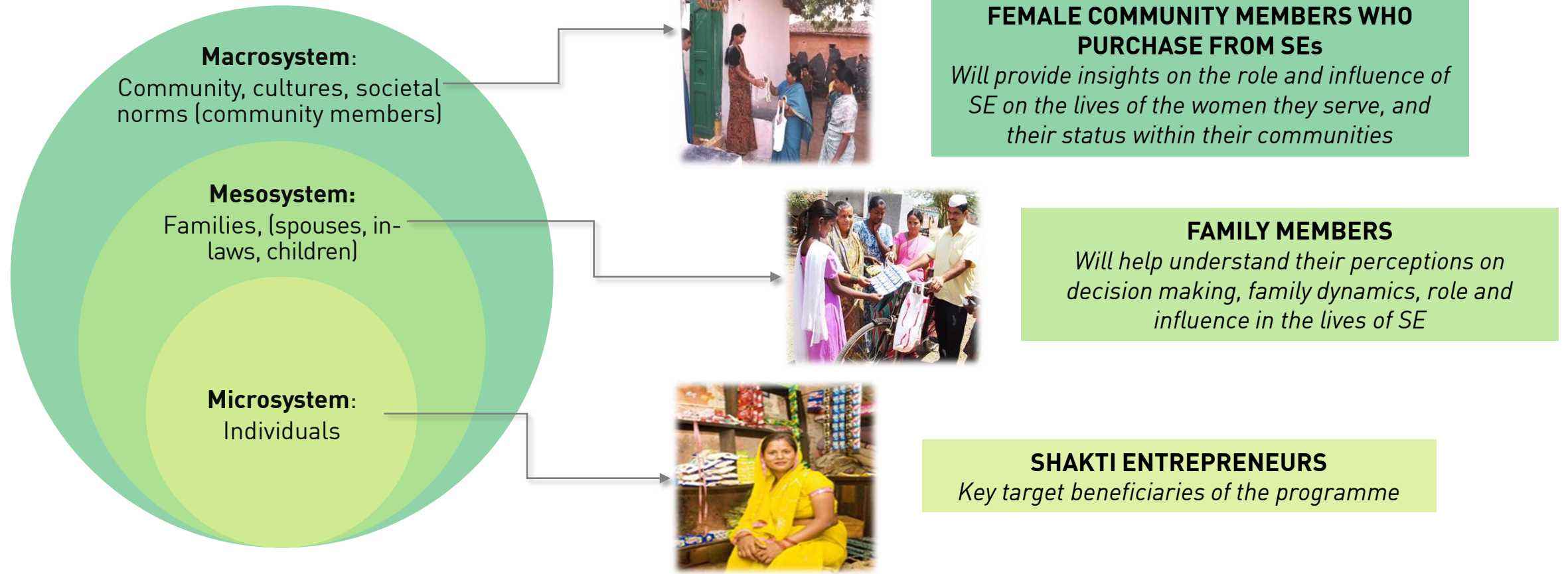
Keeping this in mind, the Company had launched the Shakti programme. The Shakti Entrepreneurs are given training for familiarisation with Company's products and basic tenets of distribution management. In addition, the Company has a team of Rural Sales Promoters (RSPs) who coach and help Shakti Entrepreneurs in managing their business. Across 18 States, Project Shakti has over 1.9 lakh Shakti Entrepreneurs whom we call 'Shakti Ammas'. This programme has helped 'Shakti Ammas' become self-confident, improve their self-esteem and learn communication skills. Most importantly, our interventions have helped in building and fostering an entrepreneurial mindset amongst Shakti Entrepreneurs.

The RSPs train Shakti Entrepreneurs in sales and administrative skills, including order taking, book-keeping and digital order placement and payments. With the imparted training, Shakti Entrepreneurs are using Company's eB2B app Shikhar, to place orders regularly. The training imparted to the Shakti Ammas results in the promotion of education and employment, enhancing livelihoods and vocational skills, and women empowerment.



# Assessment Participants

In line with the programme's focus on building entrepreneurial capacities of SEs as well as improving their social status within families & the larger community, the assessment included a range of participants having varying degrees of influence on the SEs & vice versa.



Bronfenbrenner, U. (1992). Ecological systems theory. In R. Vasta (Ed.), *Six theories of child development: Revised formulations and current issues* (pp. 187-249). Jessica Kingsley Publishers

# Assessment Design and Methodology

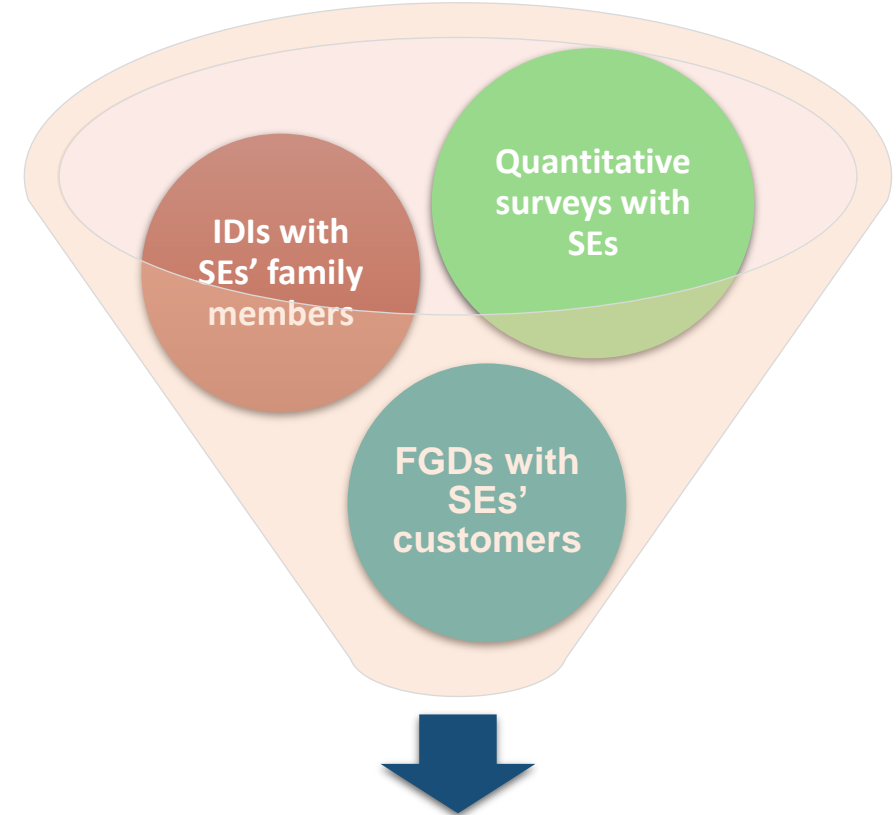
## Mixed-methods approach (integrating quantitative & qualitative data)

- **Quantitative & qualitative data** have been triangulated to enable a **nuanced and deeper understanding** of the envisaged impact & ensure contextualization and **consistency of findings**

## Cross-sectional study (with key indicators captured retrospectively for pre-post comparison)

- It is an observational study under the ambit of descriptive research. It has enabled us to **study several characteristics** (such as demographic characteristics, socioeconomic status, perceived impact of intervention) **of the target beneficiaries at once**
- In the absence of a true baseline, **some impact indicators have been captured retrospectively** to understand pre-programme status through recall

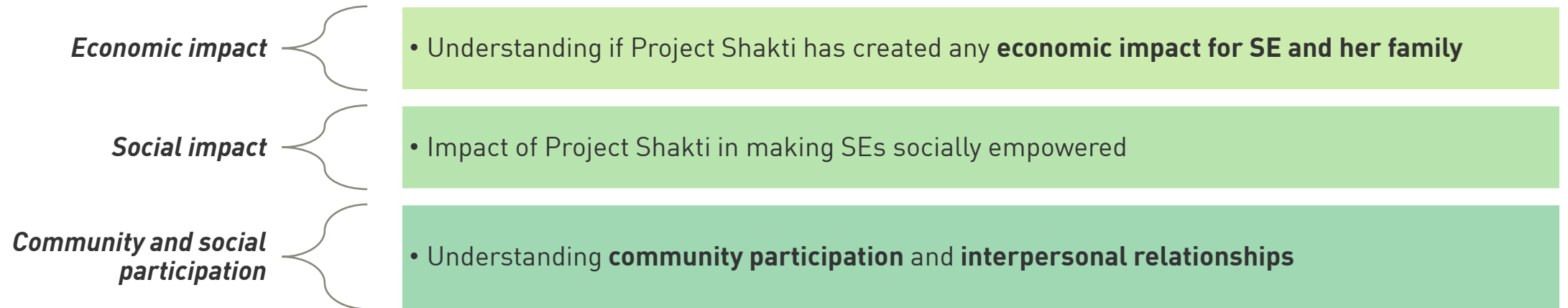
The impact reported through the study is arrived at through cross-sectional surveys with SEs and qualitative discussions with family members and female community members. The impact parameters have been assessed against self-reported values as perceived by SEs, their family members and members of the community.



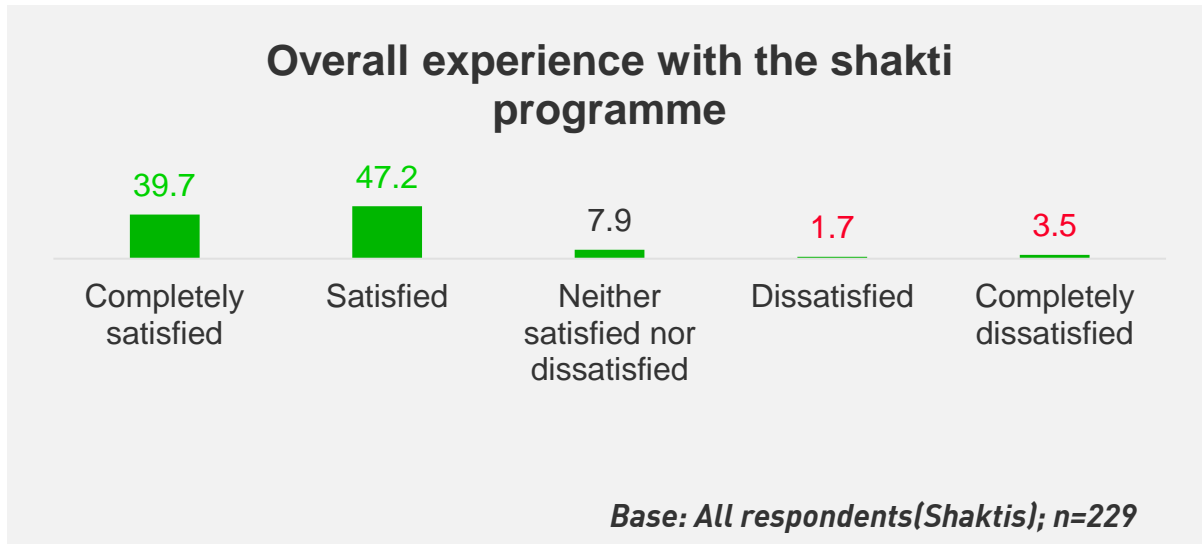
**Social & economic impact perceived by SEs, their families, and communities as a result of Shakti programme**

## Assessment objectives

The broad objective of the study is to assess the perceived impact that Project Shakti has been able to make in terms of the Financial and Social Empowerment of the Shakti Entrepreneurs.



# Nearly nine out of ten Shaktis were satisfied with their overall experience of being associated with Shakti Programme



“ It is good only. Their response is good. The HUL people & products are good. There is no problem. Delivery is also good. They call us weekly once. They ask us about the products we want. They bring after we order them.

- Shakti, Andhra Pradesh ”


“ The products are of good quality and good brand. I only keep branded and quality products. Even if the other brands offer me fifty percent margin I do not go for those products.

- Shakti, Maharashtra ”

“ My experience with the Shakti Program has been really good. I am fully satisfied being a part of the Shakti Program.

-Shakti, West Bengal ”

## Satisfaction with the programme

**82.1%** 

respondents are satisfied by the **margin** provided by the Shakti programme

*Base: All respondents (n=229)*

**75.9%** 

respondents are satisfied by the **incentives** provided by the Shakti programme

*Base: All respondents (n=229)*

## 8 out of 10 Shaktis were satisfied with their experience of interacting with the RSPs

**82.1%** of respondents are satisfied with their overall experience of interacting with the Rural Sales Promoters (RSP)

### Shakti's attitude towards RSPs

**82.1%**



respondents believe that the RSP helps them to run their business better

*Base: All respondents (n=229)*

**83%**



respondents believe that RSPs are well equipped to provide solutions to their business problems

*Base: All respondents (n=229)*

**82.1%**



respondents find it easy to reach out to the RSP

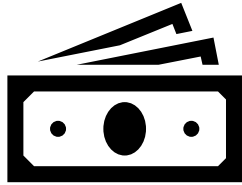
*Base: All respondents (n=229)*

# Economic Impact of Project Shakti

## 80% or more SEs reported increased contribution to HH income



Level of agreement (“Strongly agree” & “agree”)



83.4 %

After becoming a shakti, I have been able to contribute to household income and save money for future

84.6 %

The extra money earned from shakti has helped me to spend more on child education\*

78.6 %

The extra money earned from shakti has helped me to spend more on myself

80.8 %

The extra money earned from shakti has helped me to spend more on household expenses

Base: All respondents(Shaktis); n=229

\*Base: Respondents with children(221)

5-point Likert scale was used - “Strongly Agree” & “Agree” ; “Disagree” & “Strongly Disagree”

- **Nearly 80% or more SEs reported increased contribution to HH income and savings, utilization towards children’s education and increased household expenditures to improve standard of living**

- Qualitative discussions revealed that the extra income earned through margins and incentives are invested/plan to be invested into the business to expand it

“ We have utilized the increased income in investing in the business. I also used it for my kid’s education and household expenses.

- Shakti, Maharashtra ”

“ Last month she wanted to buy this bed of Rs.35,000, so she took out the money from her savings to buy it.

- Husband, West Bengal ”



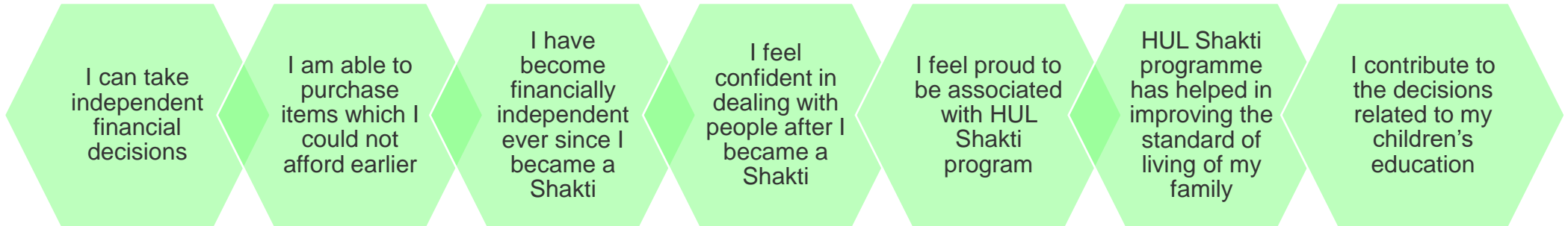
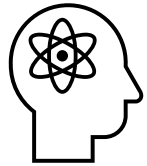
# Social Impact of Project Shakti

Improvements in social empowerment indicators were observed for 9 out of 10 Shaktis



Level of agreement (“Strongly agree” & “agree”)

<b>SELF EFFICACY</b>	87.8 %	89.5 %	87.8 %	90.8 %	92.6 %	89.1 %	91.8 %
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5-point Likert scale was used - “Strongly Agree” & “Agree” ; “Disagree” & “Strongly Disagree”

Base: All respondents (Shaktis); n=229

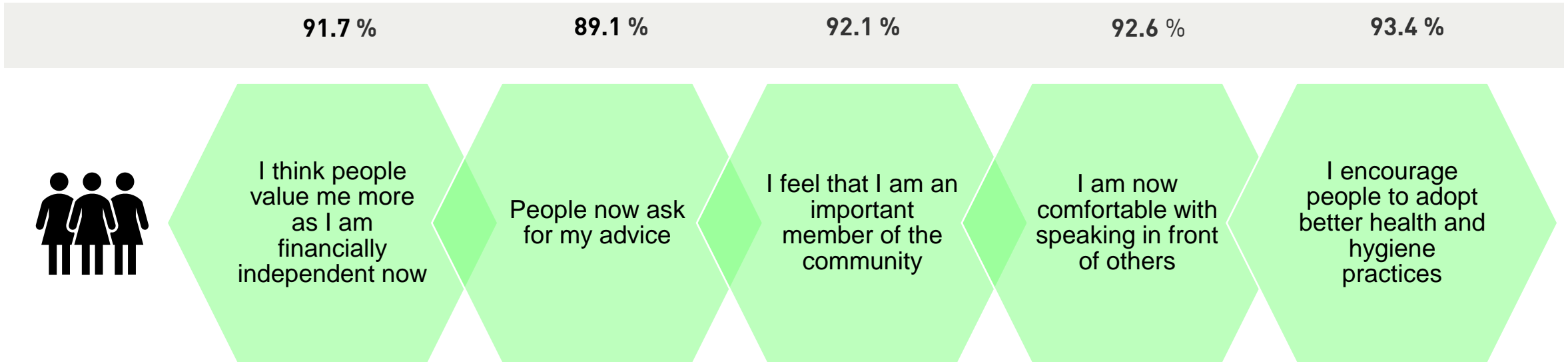
“ There have been a lot of differences since joining the programme. I have learnt how to behave in the society. My social interaction and participation in the community has increased.  
 - Shakti , Maharashtra ”

“ I force her to learn new things saying it will prove beneficial in future, even if I am not around, you should be able to live your life the way you are living now, and you shouldn’t be dependent on others.  
 - Husband, Maharashtra ”

“ This is a good programme because it is an initiative for women, to make them independent and self sufficient. Since women are trying to do something on their own, we as husbands are supporting them, giving them knowledge about the market. Even if a woman is alone she can do something on her own and can earn her living through this programme.  
 - Husband, West Bengal ”

# Community and Social Participation

## 9 out of 10 Shaktis report improved social status as a result of the Shakti Programme



5-point Likert scale was used - "Strongly Agree" & "Agree" ; "Disagree" & "Strongly Disagree"

Base: All respondents (Shaktis); n=229

“  
People ask me how I started my business. I was just a housewife before. But now, as I am running my own business, people get curious and discuss about my business.  
- Shakti, West Bengal”

“  
The way she roams about, the way she talks, the way she introduces herself and mixes with other people has changed. She is talking more nicely. She used to speak less early but now she talks more with people regarding business.  
- Son, West Bengal”

Thank You!