

# Scale Up: NGO Approaches & Lessons Learned

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# The Human Challenge

- It takes a cluster
- Mobilize the population
- Empower women as key change agents
- Build on / strengthen local government
- Take a holistic approach: agriculture, education, nutrition, health...
- Sustained empowerment for years

# Theory of Change: 4 Phases

## Mobilize 1-2 years

- Vision, Commitment, Action
- Animators
- Women's empowerment
- Local government

## Construct 1 year

- Demo farms
- Storage
- Clinics
- Schools
- Wells
- Latrines
- Mills...

## Implement 3 years

- Management Committees
- Campaigns
- Track outcomes

## Sustain 2 years

- Income
- Leadership turnover
- Track impact on the MDGs

# NGO Approaches

- Focus on the human dimension
- Build on strength in each society
- Partnership with government
- India: Alliance of CBOs
- Bangladesh: Mass Volunteer Movement
- Africa: Decentralized Staff
- Latin America: LDAs

# India: 75,000+ EWRs across 14 major states



# Bangladesh: 125,000 animators across 64 districts



# Africa: 115 epicenters across 8 countries



# Robertson Demonstration in Eastern Region of Ghana

- RCT: Random selection of clusters 36+36
- 50% coverage of rural population in region
- Yale/IPA/ISSER household surveys
- 10-year process

# Latin America: Local Development Agencies



# Lessons Learned

1. Possible, affordable, sustainable
2. Systematic, replicable methodology
3. Cultures and mindsets can change
4. Leverage scarce government resources w/people power eg: agriculture animators
5. Demand driven = patience, inspiration, sustained empowerment
6. Decentralization is a hard sell
7. Capacity building is a hard sell

