



**Midline Social Metrics**  
October 2012



*Aspiring Entrepreneurs, Inspiring Outcomes*

# About the Report

In August 2011, Upaya initiated a partnership with Lucknow, Uttar Pradesh-based Samridhi Agri-Products to create steady employment for households in the nearby rural Barabanki District who, on average, were living on less than \$1.25 a day. Before Samridhi's arrival, these families could only rely on hard manual labor on construction sites or working someone else's land to earn a meager living. One year later, Samridhi has created 104 new jobs rearing and milking dairy animals for ultra poor families who did not previously own cows or goats of their own. The company has also improved the livelihoods of an additional 220 dairy farming families in the same villages by providing higher, more reliable payments than the local middle men.

Surveyed in early July 2012, this **Midline Social Metrics** report provides a snapshot of the progress out of poverty made by Samridhi's 55 longest tenured employees. For the purpose of this report, the employees have been separated into two groups.

Group A includes those who joined the company in 2011, and Group B includes those who joined in the first three months of 2012. For both groups, baseline metrics (those collected *prior* to employment) and midline metrics (collected as of July 2012) are presented side-by-side for comparison.

As a final note, in December 2011 Samridhi collected metrics on its first 46 ultra poor employees to assess their incomes and living conditions prior to employment. This information was shared in Upaya's **Social Indicator Baseline** report. However, after that first survey, Uttar Pradesh experienced an unusually cold winter that limited dairy productivity and frustrated some of the employees. While some chose to leave the program at that time, 27 of the original employees have stayed with Samridhi and their progress has been captured in Group A. Baseline information for this group only includes those households who have stayed with the program.

## Summary of Findings

We are happy to report that both Group A and B have made good progress along certain indicators and we are seeing improvements to their quality of life.

- Both Groups A and B have seen an 80% reduction in households living below the \$1.25 a day extreme poverty line.
- Group A's average daily food expenditure quadrupled to nearly \$0.81 following a 78% increase in households' average daily income. Group B saw a similar rate of increase, with a 24% increase in income producing a 49% increase in average daily spending on food.
- Both groups report consuming a greater variety of grains and vegetables in the home.

We anticipate that at least 6 to 12 months of steady income is necessary before families start to purchase more household assets and improve the quality of their homes. Working with Samridhi, we plan to survey employees once again starting in the second quarter of 2013.

# Employment & Income

Samridhi regularly tracks the aggregate income for all household members, not just those employed by the company. This allows Samridhi to track how quickly and how many of its employees are moving past the \$1.25 a day extreme poverty line.

*On average, households earned a little over \$1.00 a day pre-Samridhi, and were dependent on manual labor carried out by the male members of the family. Thanks to Samridhi, women now have a home-based employment opportunity that, in roughly three months, allows them to surpass the \$1.25 a day earnings mark. After roughly six months, women can earn as much as their husbands, and effectively double their household income.*

## Group A: 27 Employees

*Hired in 2011, with the company more than six months.*

	<i>Baseline</i>	<i>Midline</i>	
Average Daily Household Income	<b>\$1.06</b>	<b>\$1.89</b>	<b>78%</b> Increase in Average Daily Income
Households Living Below \$1.25 a Day	<b>19</b>	<b>4</b>	<b>79%</b> Decrease in Families Living on Less Than \$1.25 a Day
Households Living Below \$2.00 a Day	<b>27</b>	<b>16</b>	<b>41%</b> Decrease in Families Living on Less Than \$2.00 a Day

## Group B: 28 Employees

*Hired in 2012, with the company between three and six months.*

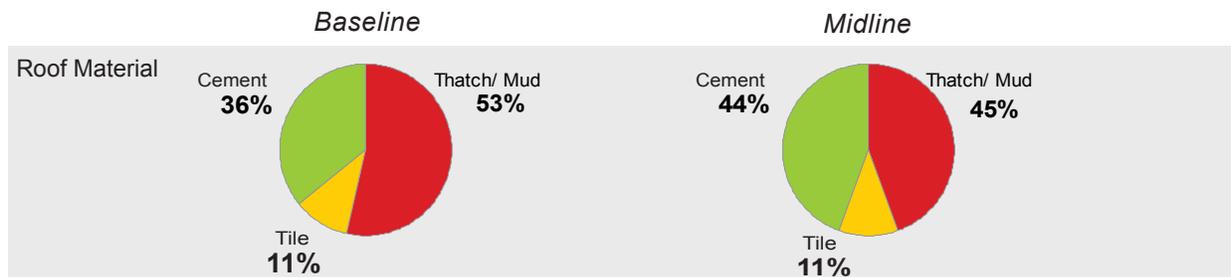
	<i>Baseline</i>	<i>Midline</i>	
Average Daily Household Income	<b>\$1.45</b>	<b>\$1.80</b>	<b>24%</b> Increase in Average Daily Income
Households Living Below \$1.25 a Day	<b>19</b>	<b>4</b>	<b>79%</b> Decrease in Families Living on Less Than \$1.25 a Day
Households Living Below \$2.00 a Day	<b>24</b>	<b>19</b>	<b>21%</b> Decrease in Families Living on Less Than \$2.00 a Day

# Housing Quality

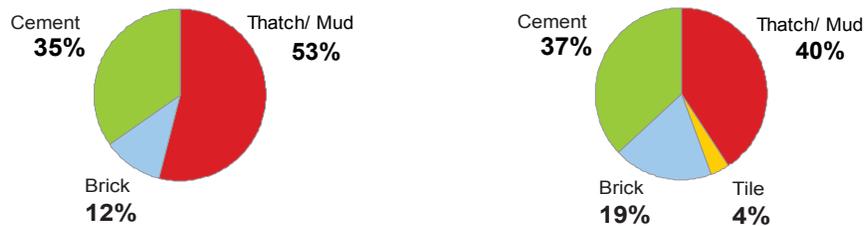
Samridhi staff made a note of the different housing materials when visiting employees' homes at the time of their hire. Low cost and readily available, mud and thatch were the most common building material. As their income increases, however, ultra poor households are expected to build using more expensive materials like tile, brick, stone and, ultimately, cement.

*Though we have seen improvements in housing materials for both groups, it is difficult to pinpoint which improvements directly relate to increased incomes and which are the result of other government programs operating locally.<sup>1</sup>*

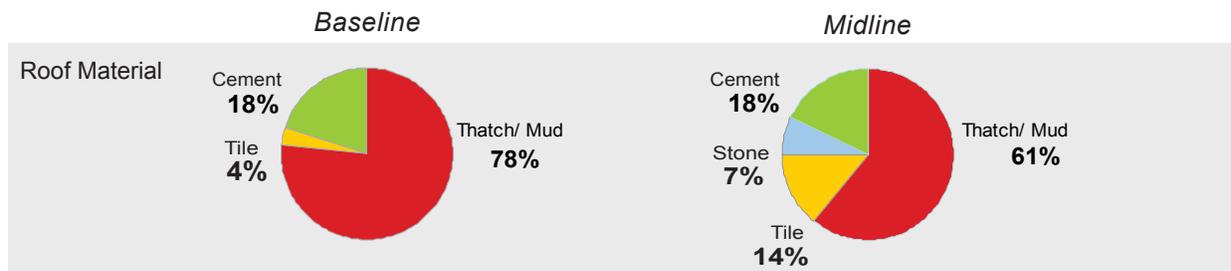
## Group A



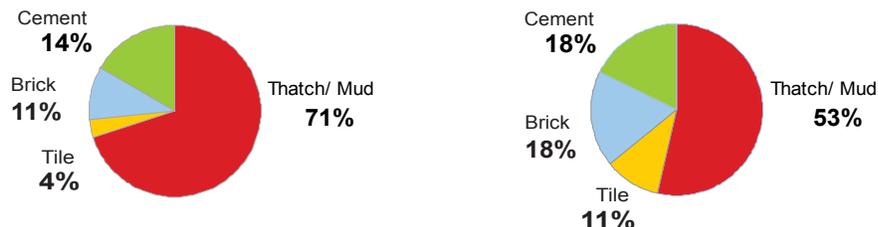
Wall Material



## Group B



Wall Material



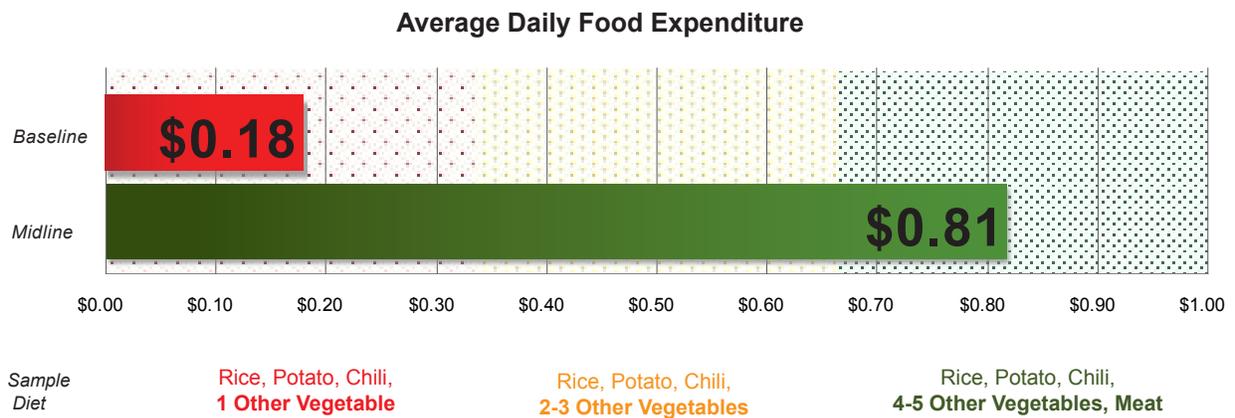
<sup>1</sup> For example, anecdotally we do know that a handful of houses were built using free cement given through Indira Awaas Yojana (IAY), a Government of India program that gives free building materials to poor families.

# Food Security

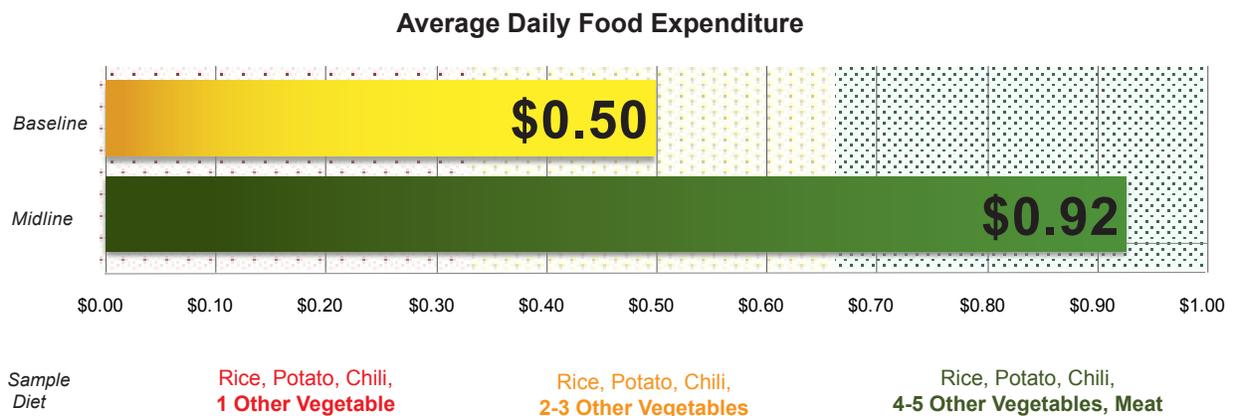
By tracking how much employees spend each month on food, Samridhi staff can determine if families are able to consume sufficient calories, vitamins, and nutrients. Commonly, ultra poor households can only afford to eat simple starches and a single vegetable dish each day. However, as their income increases, they can add more quality and variety to their diets.

*On average, household spending on food increased disproportionately to gains in income as families integrated more vegetables, legumes and, in some cases, meat into their diets.*

## Group A



## Group B



Note: Many households are able to lower their food costs by growing potatoes or cassava on small plots outside their homes.

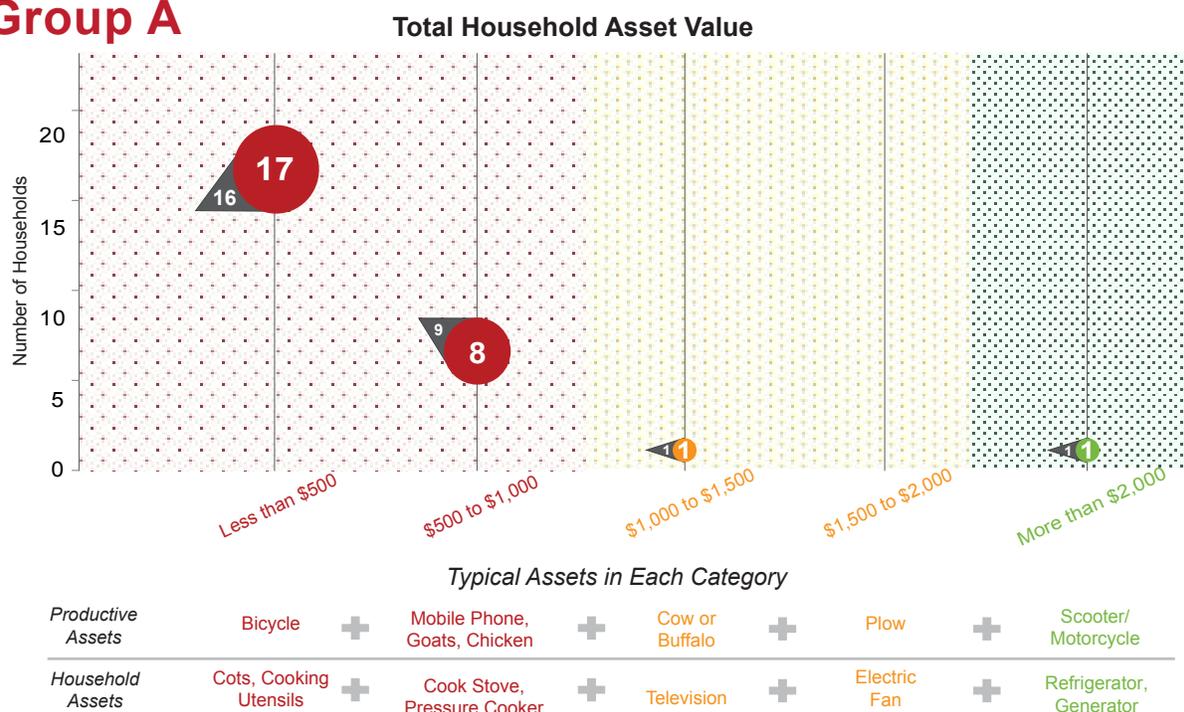
# Household Assets

Productive assets are those items that can be used to earn a living such as livestock, transportation, farming implements, and mobile phones. Household assets are creature comforts, items purchased to improve a family's quality of life like beds, cooking tools, furniture, and appliances. After taking an inventory of each family's productive and household possessions, Samridhi staff have calculated the Total Household Asset Value of those items.

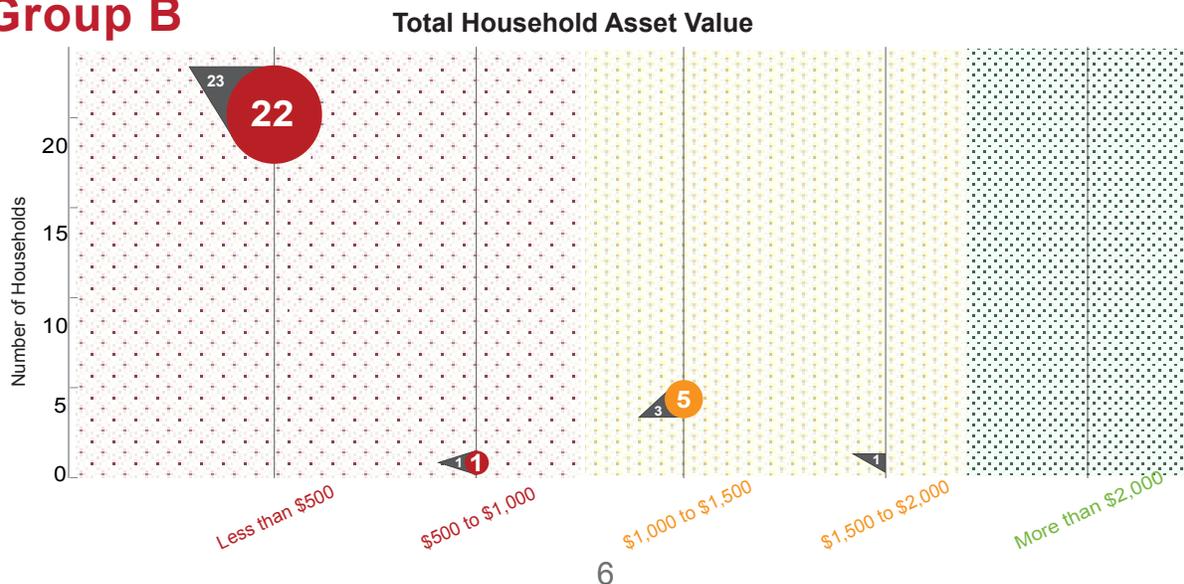
Although there has been little change to date in Total Household Asset Value, over the next 12 months we expect stabilized household income will lead to increased mobile phone, cook stove, pressure cooker, and electric fan purchases.



## Group A



## Group B

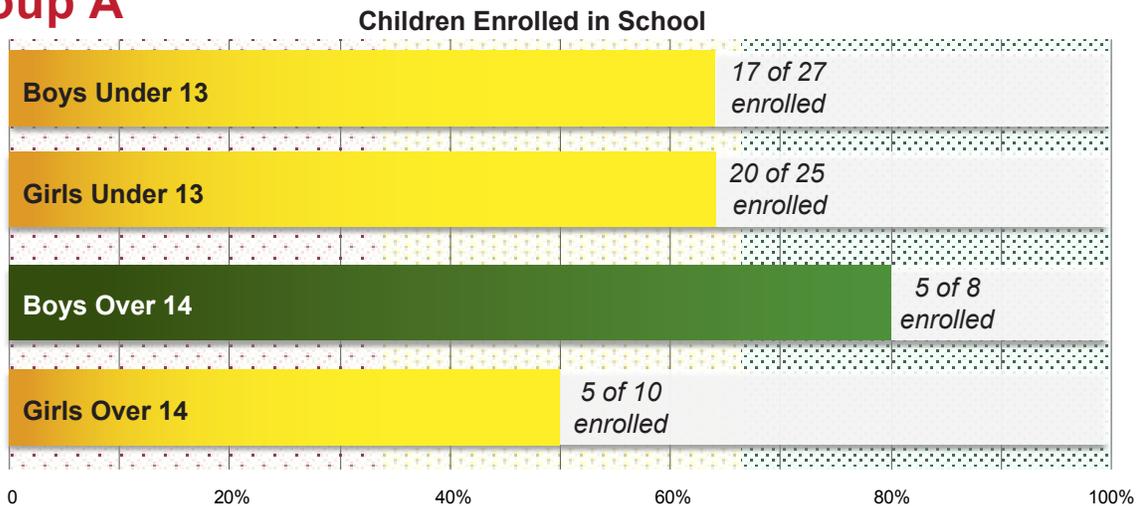


# Children's Education

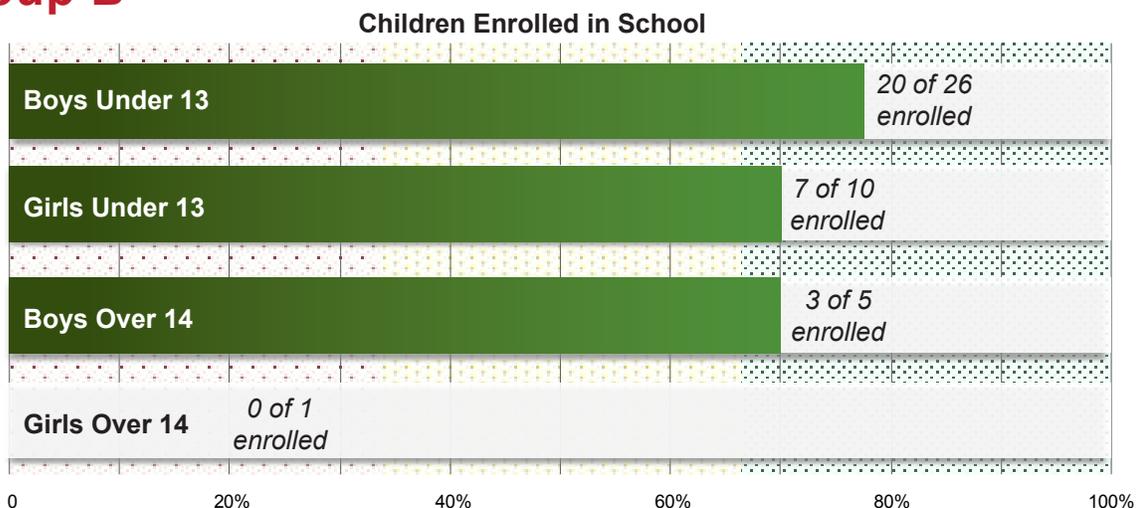
To track how many of their employees' school-age children are enrolled in school, Samridhi staff are measuring if and how much a family pays in school fees and related costs. For evaluation purposes, school-age is defined as between 4 and 17 years old, with no exclusion made for children physically or mentally unable to attend. It is common for children in ultra poor households - especially girls - to drop out if their family does not have the resources to pay for additional schooling, or if they need to earn a wage to help support the family. As household income increases, more boys and girls will be able to finish their education.

*We expect school enrollment to be the slowest moving indicator because external factors such as infrastructure deficiencies and teacher absenteeism often take years to resolve. However, Samridhi expects enrollment in certain villages to improve gradually for both boys and girls as more families are able to afford tuition.*

## Group A



## Group B



Hired 15 July 2012

# Kamla's Story

Today, Kamla Devi stands proudly outside her new tea and snack stand. She excitedly shares her plans to send her children back to school, pay off her debts, and build a sturdy house. With the profits she's earning from the tea stand plus the regular salary she receives as a Samridhi employee, her future is bright.

Kamla's future did not always look so promising. Last year, catastrophe struck her family when one of her five children, Kaushalya, was diagnosed with a life-threatening tumor. Kamla and her husband Kallu did not have the money to pay for her critical surgery. Kallu, who worked as a laborer, could only find work three to four months a year, and Kamla's earnings from odd jobs like sweeping were sporadic and meager. To pay for their daughter's steep medical bills, they drained their savings, borrowed around \$940 from friends and family, and mortgaged their land. With only a buffalo and two calves in their possession, the family moved off their property. Two of Kamla's children had to drop out of school to look for jobs to help support the family.

In July of 2012, Samridhi offered Kamla and her family an opportunity to find financial stability. Since Kamla's buffalo and calves were not producing milk, she was thrilled with the chance to rear and milk a cow and calf from Samridhi. That cow now produces two to three liters of milk daily, enough to provide her a reliable income.

Kamla, a self-starter with an entrepreneurial spirit, was not satisfied to stop there. She soon channeled some of her earnings to open a nearby tea and snack shop, where she works after her Samridhi duties are done for the day. In the meantime, Samridhi also hired Kallu, who works at the nearby bulk milk chilling facility and helps to clean the equipment used to pour and test the milk. In their spare time, the couple's older children assist with the facility's bookkeeping and cook meals for both the family and Samridhi staff. With these additional jobs, the household is earning a little over \$190 each month, and is using most of this to pay down its debts. Kamla hopes to soon repurchase their land, send their children to school, and build a home. With her drive and determination, she'll reach her goals in no time!



Hire Date	Next Update
15 July 12	1 Apr 13
Social Metrics	
Before	After
Average Household Income	
\$0.94 a day	To Be Collected
Housing Material	
None Squatting	To Be Collected
Average Daily Food Expense	
\$0.16 generally buys rice, potatoes, & chili	To Be Collected
Value of Household Assets	
\$830 includes one buffalo & two non-milking calves	To Be Collected
Children in School	
2 boys & 1 girl not in school	To Be Collected

For more information on this report or Upaya's social metrics work, please visit [www.upayasv.com](http://www.upayasv.com)