



RUDI
Sandesha
Vyavahara
(RSV)



RUDI Sandesha Vyavahara

Assessing the impact on
digital, economic and social
empowerment of women

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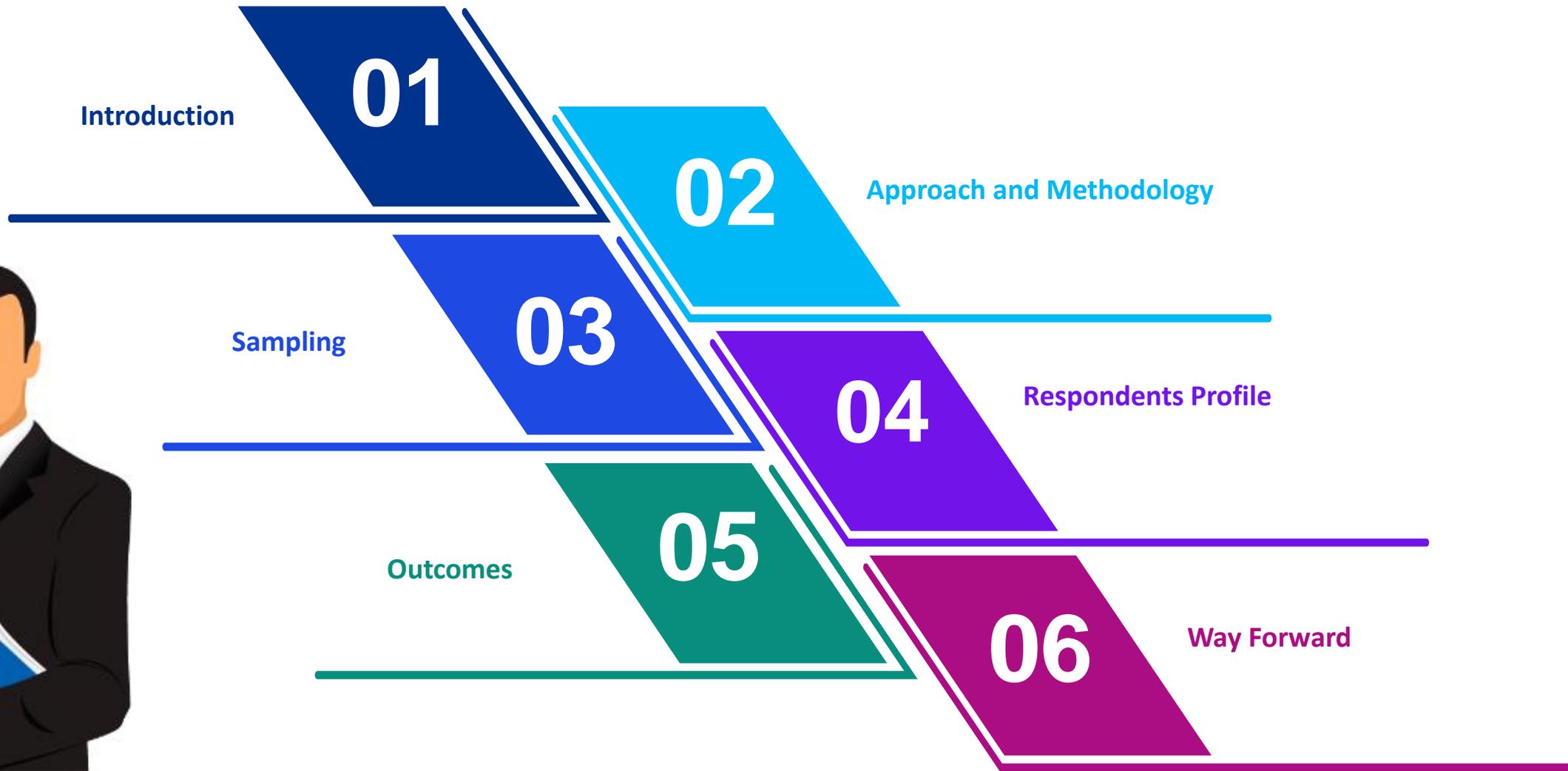
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Introduction

It is recognised that achieving gender equality and women's rights depends on their economic development. Hence, reducing gender disparities is essential to attaining the 2030 Agenda for Sustainable Development.

The Rural Distribution Network (RUDI), a distribution chain that purchases produce directly from small-scale farmers, processes and packages them at various processing centres by local women, and then sells them to rural households in the villages at reasonable costs, is supported by the RUDI Sandesha Vyavahar (RSV) by Vodafone India Foundation in partnership with SEWA (Mahila Sewa Trust) to help the rural women within the RUDI network to sell processed farm produce within their local communities.



Primary Beneficiaries:
RUDIbens (women)

Secondary Beneficiaries:
Customers, farmers,
processing centre employees

Institutional Beneficiaries: Mahila Sewa Trust and SRLM/NRLM

Key aspects of the program

- **MOBILE APPLICATION** – RSV 3.0 is the latest upgraded version of the RSV application. In addition the RUDI Grahak application is available for customers.
- **WEB APPLICATION** - The ERP platform has been integrated with point of sales (mobile app), by Vodafone India Foundation in partnership with SEWA (Mahila Sewa Trust)
- The approach is inclusive and sustainable, linking to women empowerment, livelihood and rural development.
- **CAPACITY BUILDING AND HANDHOLDING SUPPORT** - The platform covers all the stages of supply chain management and enables RUDIbens to place orders real time, record sales, receive messages from the RUDI team, and maintain daily sales reports, customer ledgers and financial updates
- The project aims to strengthen the delivery system and improve market linkage. The project not only provides employment to these women but gives them a purpose and independence.



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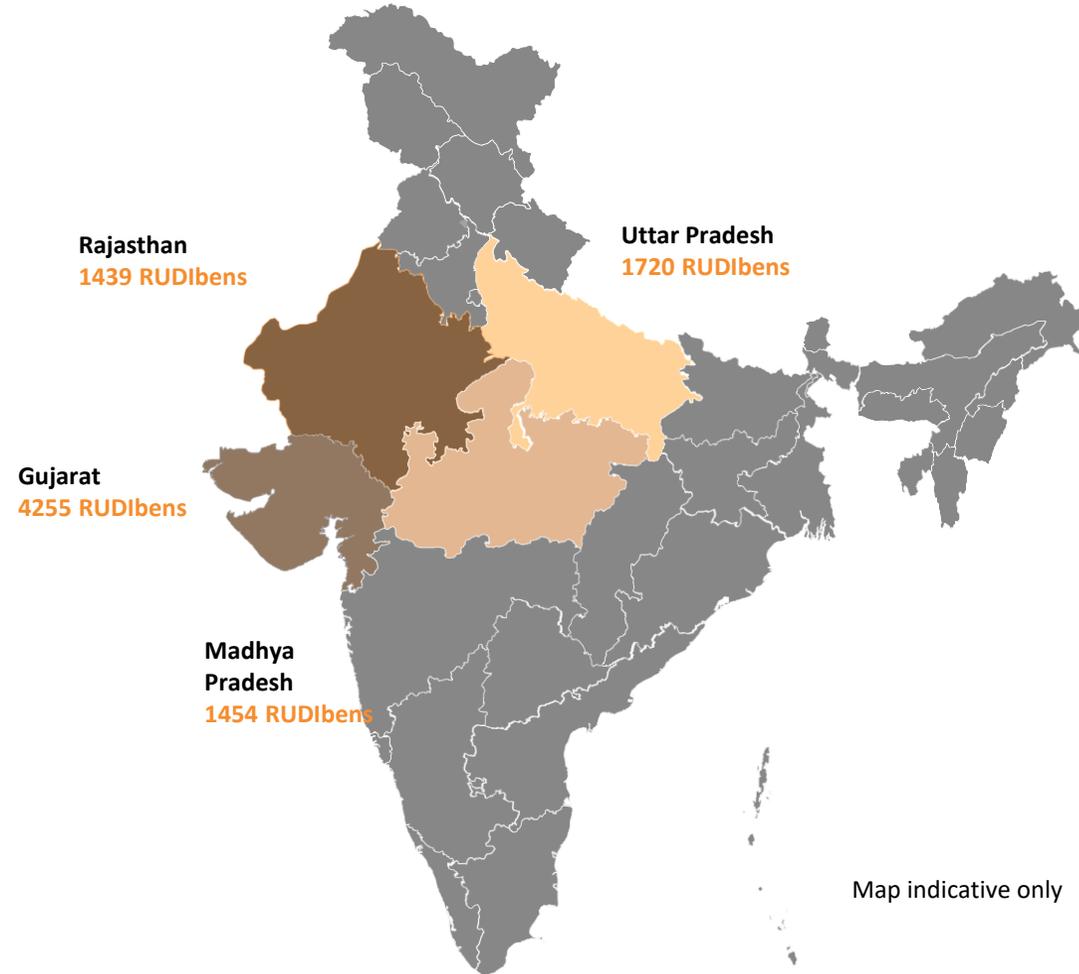
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Introduction

RSV has had a wide reach with its varied stakeholders, that may be encapsulated as follows



Map indicative only

FOUR STATES
Program expansion to Gujarat, Rajasthan, Uttar Pradesh and Madhya Pradesh

8868+
RUDIbens trained

65+
Master Trainers developed

8.7 LAKH +
Direct and Indirect beneficiaries

1,00,000+ SHG members access quality food products

Partnerships with National and State Rural Livelihoods Missions



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Methodology

Consultation & Scoping

Discussion with VF team was conducted to seek project related details, understand the scope and document the engagement's expectations
Information on VF CSR programs was requested

Desk Review & Evaluation of existing Theory of Change

Stakeholder interactions were conducted to understand projects, geographies, mode of implementation, intended impacts and processes. An "Impact Map" of this program was developed and strengthened in consultation with partners

Sampling and Tool Designing

Finalised the sample plan for stakeholders, designed tools for Impact Assessment for stakeholder interactions. Interactions conducted were combination of one-on-one interviews



Analysis & Impact Assessment Report Preparation

Conducted data analysis and prepared reports on Impact Assessment basis information gathered through stakeholder interactions

Stakeholder Interaction and data collection

Conducted stakeholder interactions (on a sample basis) through offline modes such as field visits to program locations, and telephonic interaction.



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Sampling

Key parameters

299 RUDIbens were covered in the study across Uttar Pradesh, Madhya Pradesh and Rajasthan to understand comprehensively the sentiment behind the outcomes experienced. In total, approximately 5% of the universe i.e., 4613 RUDIbens in the three study states were covered in the study
Thus, a confidence level of 95% and margin of error of 5% was achieved for the treatment group.

Multiple interactions were conducted with RUDI team to understand the benefits and areas of improvement evidenced by them.

The control group women respondents belonged to the same socio-economic background (93% having annual family income below INR 100000) as the treatment group of RUDIbens.

70% of control group members were engaged in small businesses whereas the others were farm or construction labourers. This made them a largely comparable group.

Online survey tools for RUDIbens, Master Trainers and control group women were rolled out at all 10 districts in the selected three states of study.

Prior to data collection, pretesting of tools were conducted with RUDIbens, Master Trainers to examine the developed tools and modify them as per need.

	RUDIben	Other stakeholders	Total
Target (as per LOE)	200	50	250
Achieved	299	176	475

**Additionally, 50 control group members were also covered*



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Sampling

Purposive sampling methodology was utilized to select treatment group respondents for the survey. The objective was to ensure 95% confidence level with 5% margin of error.

Field visits were conducted in 4 project districts- Udaipur, Ujjain, Lucknow and Barabanki.

State	District	RUDIbens	Master Trainers	Control Group	District Coordinator	Processing Center Women	Marketing Incharge	Farmers	Government	Customer	Institute Customer	COVID-19 Beneficiaries
Rajasthan	Banswara	23	5	7	-	-	-	-	-	-	-	-
	Udaipur	32	8	6	2	1	1	1	0	0	2	5
	Dungarpur	29	14	0	-	-	-	-	-	-	-	-
Madhya Pradesh	Dhar	26	5	5	-	-	-	-	-	-	-	-
	Ujjain	39	7	8	1	2	1	3	0	3	3	3
	Dewas	25	4	5	-	-	-	-	-	-	-	-
Uttar Pradesh	Lucknow	38	8	8	1	3	1	5	3	4	3	4
	Raibareli	27	4	5	-	-	-	-	-	-	-	-
	Firozabad	26	3	1	-	-	-	-	-	-	-	-
	Barabanki	34	6	5	1	3	1	4	1	0	0	0
Total		299	64	50	5	9	4	13	4	7	8	12

In total, 475 stakeholders were covered including 124 through offline and 351 through online mode against the target of 250.

351 Online survey by RUDIbens, Master Trainers, Control Group

124 Direct interactions with RUDIbens, Master Trainers, processing centre women, Customers, Farmers



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Survey Findings – Respondents Profile

RUDIbens

77%

have secondary and below education

34 years

average age of RUDIbens in all the three states

70%

respondents have shared that their husband is the chief wage earner of the family

73%

have annual family annual income below INR 100000

84%

Of respondents belong to backward communities like OBC, SC, ST

EDUCATIONAL BACKGROUND

13% of the respondents were illiterate or had attended primary school. 26% had completed secondary schooling. The rest of the 24% mainly comprises of respondents who have completed higher secondary education with 16% graduates and 4% postgraduates. It is evident RUDIben from Uttar Pradesh have the highest higher secondary education, while Rajasthan has the lowest.

AGE GROUP

It was evidenced that maximum age of RUDIben is 70 years old whereas the lowest age is 18 years old. This indicates that the RUDIbens registered are group of people with a diverse range of experiences.

CHIEF WAGE EARNER INCOME

Apart from the husband, 30% of the respondents have shared that the chief wage earner is other members of the family such as father, mother, siblings and other relatives. 53% of the respondents have shared there are more than 2 earning members in the family.

ECONOMIC STATUS

The target audience of the RUDI project are women belonging to the BPL category, with 52% having an annual family income below INR 50000, 21% between INR 1,00,000 and INR 2,50,000, and 48% having more than 50000 INR. It is evident that Rajasthan is reported to stratum.

RELIGION AND CASTE

75% of the respondents belong to the Hindu religion and 24% of the respondents belong to the Muslim religion and the other 1% belong to Jain and Christian etc.

Master Trainers

76%

of Master Trainers belong to age group of 20 to 40

64%

Master Trainer had previous work experience

50%

have family annual income between INR 50000 to INR 1,00,000

AGE

34% of the respondents belong to age group of 31-40. There are 30% of respondents belong to 40 and above age group. This implies there is a mix of older and younger generation of experience that is present in the designation of master trainers that catered through the RSV project.

PREVIOUS WORK EXPERIENCE

Of the sample Master Trainers, 64% had some previous work experience. Findings from the field also corroborate this as most of the MTs were working in some capacity before RSV and had good community network.

FAMILY ANNUAL INCOME

26% of the respondents had an annual income below INR 50000, 8% INR 1,00,000 to INR 1,50,000 and 4% INR 1,50,000 to INR 2,00,000 and 12% above INR 2,00,000. This indicates the respondents of the RSV project are just above BPL category.



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CONTROL GROUP - The control group women respondents belonged to the same socio-economic background (84% having annual family income below INR 100000) as the treatment group of RUDIbens. 28% of the respondents were engaged in farming, followed by 15% indulge in private jobs, 16% of the respondents worked as domestic help and whereas 10% are unemployed.

Outcomes



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Aiding Women's Empowerment

Respondents reported 90% enhancement in their skills and opportunities as an women. They feel empowered after connecting with RSV program.

90% respondents feel empowered as women with opportunities and skills because of RSV

Respondents reported 83% enhancement in their business skills and income enhancement

83% respondents' shared increase in business skills and income enhancement



Enabling Digital Technology

50% more women own a phone now post RSV from the earlier percentage of 48%. 98% women engaged in RSV own either a basic or a smartphone.

85% respondents own a smart-phone in the RSV programme

84% of the respondents uses the RSV 3.0 app without dependency on others while 15% respondents used it with the support of their family members, Master Trainers, other RUDIbans or calls to the processing centre.

100% respondents in the survey shared that they use the RSV application



Strengthening Economic Status

RUDIbans have acknowledged that after associating with RSV program, they were able to generate a stable source of income. Currently, 53% respondents have incomes through RSV in the range of INR 0- 5000.

89% respondents shared that their average monthly income through RSV is up to INR 10,000

It was evidenced RSV program has made significant impact on strengthening the economic status of RUDIbans. As many as 63% RUDIbans reported sales above INR 10000.

90% respondents shared that RSV programme has strengthened their economic status

Overall increase in income of sampled RUDIbans

Average income (in INR) before joining RSV	Average Income (in INR) after joining RSV	Average income (in INR) in 2019-20 {Adjusted to inflation(0.062*)}	Average income (in INR) in 2022-23 {Adjusted to inflation(0.0607*)}	Per cent change in income
4250.99	5828.32	4002.82	5494.79	37%

There was a 37% increase in income for sampled RUDIbans after joining the project.

*Reserve Bank of India. (2022). Annual Report 2021-2022.

Survey Findings – Project Support

82%

Respondents were satisfied with the overall training received

CAPACITY BUILDING

82% were satisfied with the overall trainings provided in the programme. They recalled trainings on various components like RSV 3.0 application, marketing, sales, customer interaction etc.

95%

Respondents meet Master Trainers at least one time in a week

SUPPORT FROM MASTER TRAINER

The RUDIben get support from Master Trainers as and when required. It was shared that 57% of the respondents meet the Master Trainers 2 - 4 times in a week. While 11% of the respondents meet Master Trainers more than 6 times a week. During the field visit it was also corroborated. Master Trainer often assist RUDIbens with guidance and support on customer relationships and order placement. RUDIbens contact their Master Trainers for any challenges which face while carrying out their daily task.



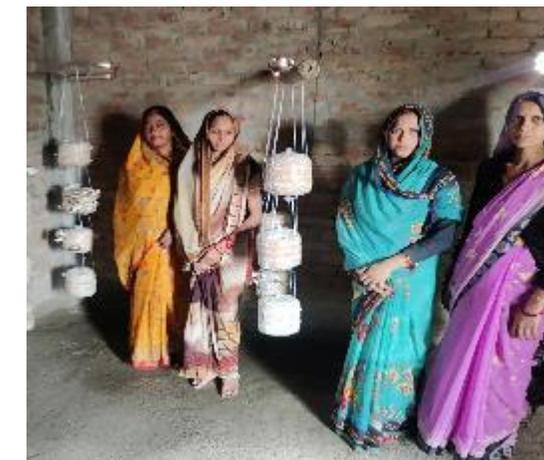
Processing center in Ujjain



RSV application



Field team in interaction with RUDI members in Lucknow



RUDIbens with the bunch of Mushrooms grown by themselves



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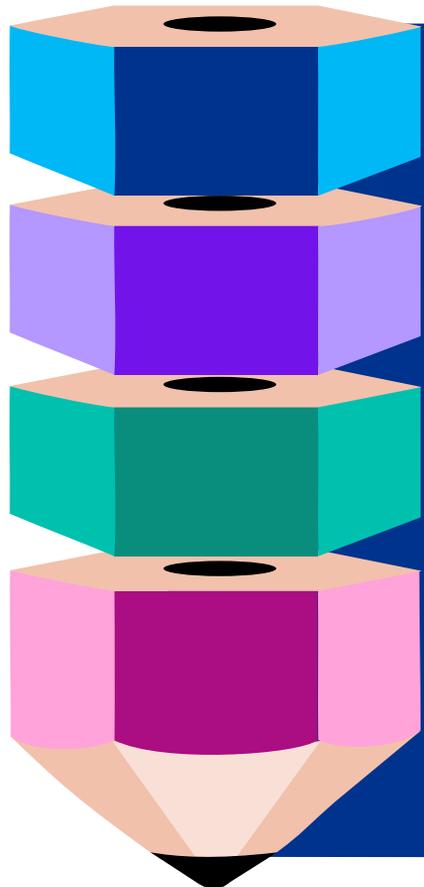
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Way Forward

The following are some conclusions and recommendations for the future, mapped across the project lifecycle:

For RUDIbens, RSV has had a beneficial effect on digital literacy, economic empowerment, and women's empowerment. Additionally, It also had an impact on the customers, farmers, and family members of the RUDIbens, as well as the women who work in the processing centres.



- *RUDIbens should receive entrepreneurship trainings, tutorials, FAQs, customer support channels, and handholding support on RSV 3.0 application*
- *Strengthening initiatives on social media, advertising, and partnerships to increase customer use and sales opportunities.*
- *Introducing new product lines based on customer and RUDIben feedback and market analysis can increase options and competitive advantage.*
- *RSV needs to strengthen partnerships with NRLM to reach more RUDIbens.*
- *Install stocking unit cabinet to ease RUDI stocking and counting process.*
- *ERP platform can be streamlined to reduce duplicated efforts.*
- *A feedback mechanism may be established to gather customer feedback and improve product offerings.*
- *Additional support from Vodafone Foundation will be required to strengthen the marketing initiatives.*



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