

## Tool 2.1: Communicate the impact of gender-inclusive business with stakeholders

Communicating your organisation's gender-inclusive initiatives and policies is crucial for ensuring transparency and accountability and showcasing your commitment to driving the inclusion of women in business activities. Sharing real-life experiences and success stories related to women's inclusion helps build trust with financiers, funders, and investors and encourages other women to engage with the technology and seize livelihood opportunities.

### Tool objectives

- To highlight real-life experiences and stories of women impacted by your strategies to enhance confidence among investors, funders, and other stakeholders.

### Action plan

#### Step 1: Identifying and selecting impacted women users and women employees

- ☐ Identification of users through monitoring and evaluation (M&E) data: Identify successful women users/micro-entrepreneurs who have benefitted from your strategies or have utilised technology offered by your business for their livelihood activities. The key indicators to identify successful users could be the following:
  - ☐ **Economic impact:** Increase in productivity and income (at least 30 per cent) using your technology, initiate new business or expand the existing business, generate employment for others in her community.
  - ☐ **Social impact:** Increase in confidence of the women who benefitted, their improved decision-making ability, their enhanced business skills and knowledge, their increased participation in events to share their experiences, as they are considered a role model in the community; benefitted women experience reduced drudgery, shift to environment-friendly livelihood practices, and others.

*(Refer to '[Tool 1.3: Establish monitoring and evaluation mechanism](#)' for an action plan and sample questionnaire to establish an M&E plan for your organisation.)*
- ☐ **Identification of impactful women employees:** Measure the impact of their work on the community or target beneficiaries (e.g., number of women users reached, provided training and support to women users), team player, and leadership qualities, among others.

*Note: Refer to '[Annexure 1](#)' for the sample questionnaire for the survey/interview.*

#### Step 2: Documentation of the stories

- ☐ **Impact films:** Create videos/collaborate with marketing agencies to capture compelling stories of women users and employees, highlighting their journeys. Here are a few samples:
  - Powering Sustainable Livelihoods for Women: [Sweet Success in Agra](#)
  - Powering Sustainable Livelihoods for Women: [Of Milk and Prosperity in Udaipur](#)
  - Powering Sustainable Livelihoods: [Improving Incomes of Women Farmers in Andhra Pradesh](#)



- ☐ **Compendium of stories:** Create a report/compendium of compiled success stories in MS Word/Google Docs/slide deck.

*Note: Refer to '[Annexure 2](#)' for the case story template.*

### Step 3: Channels of communicating your impact stories

- ☐ **Promotion on digital platforms:**
  - ☐ **Annual/sustainability report:** Highlight the key impacts on women (as users and employees) in your organisation's annual/sustainability reports.
  - ☐ **Media platforms:** Share stories of your women users and employees through quick reels, flyers, and data stories on social media platforms or via newsletters/emails. A few ways to effectively promote your posts could be the following:
    - ☐ Collaborate with relevant organisations to promote posts and story templates jointly on their social media platforms.
    - ☐ Manage comments and effectively respond to queries. In the comments section, attach other relevant reports/documents/evidence.
  - ☐ **Leverage events such as exhibitions, seminars, conferences, and workshops** for existing women users and employees to share their experiences of technology usage. A few potential ways of providing opportunities to women users could be the following:
    - ☐ **Collaborate with ecosystem partners:** Explore block/district, state, and national level opportunities/seminars/conferences and collaborate with the organisation to invite your women users to share their experiences.
    - ☐ **Organise webinars or events:** Host webinars, panel discussions, or conferences where successful women users can share their stories in real time.

*Pro-tips:*

1. Document the stories women share during events and promote them on your social media.
2. Extend invitations and coordinate travel arrangements, considering the need for companionship in cases where women users may be hesitant to travel alone.
3. Provide avenues for remote participation through virtual meetings.

### Indicative: Required resources and cost and time implications

**Resources:** Human resources (HR) to identify and document stories and promote social media posts, marketing agency to document films, logistics for events, boarding and lodging of women users for in-person events.

Indicative cost heads*	Cost implications Low: USD 0–2,500 Medium: USD 2,000–5,000 High: USD >5,000	Time implications Low: 1–3 hours/week Medium: 4–5 hours/week High: >5 hours/week	Frequency of expenses
HR (salary)	Medium	Medium	Monthly
Partnership with marketing agency	Low	High	One-time
Logistics for events	Medium	High	Recurring
Logistic for women users	Low	Medium	Recurring

*\*Note: This calculation provides an overview of the primary cost categories associated with the implementation of this tool. Minor expenses may also be incurred.*

*Source: Authors' analysis*

## Potential indicators to measure success

- Number of videos/case stories captured and the number of events identified and partnered with to provide speaking opportunities to women.
- Number of existing women users who received speaking opportunities at different forums.
- Number of partnerships unlocked with investors, funders, and financiers.

### Success story

At the [Powering Livelihoods](#) (PL) programme, we partnered with Emotivelens, a photography and filming agency, to capture the success stories of women utilising cleantech across various regions. Furthermore, we facilitated opportunities for over 15 women users to share their experiences and impacts of using cleantech in different national and subnational events. These initiatives instilled confidence among the stakeholders regarding the viability and impact of cleantech and promoted women role models.



*Meera Jatt, a solar refrigerator user from Rajasthan, shared her journey with over 100 state officials at a session on 'DRE for Livelihoods' during the eighth Foundation Day of the Association of Renewable Energy Agencies of States (AREAS) in Kochi in August 2022.*



*Neetu Tandon (first from left), user of a small horticulture processor, was honoured to deliver a product demo to Smriti Irani, then Hon'ble Union Minister of Women and Child Development, at the G20 EMPOWER Inception Meeting in February 2023.*

Images: CEEW

## Annexure 1: Sample survey questionnaire to document the impact stories

1. Brief profile of end-user	
1. Personal information	Name
	Age
	Contact number
	Location details (village/block/district/state)
2. Group affiliation	<p>Is the user part of any group or collective (such as self-help group (SHG)/ farmer-producer organisation (FPO)/cooperative society/producer company (PC))?</p> <p>If yes, then details of the group (name, formation year, number of members (men and women segregated), main activities, year of joining, designation, motivation of joining)</p>
3. Livelihood sources and income	Sources of income of the user/primary livelihood of the user, years of engagement, and major activities.
2. Status-quo before technology purchase	
4. Challenges in livelihood	Was the user engaged in any economic activity before adopting the technology? If technology is the primary livelihood source, what was the user doing before, or what kinds of livelihoods were they engaged in?
	What challenges did the user face in their livelihood before adopting the technology?
3. Income impact	
Income	How much did the user earn from this livelihood annually before procuring the technology?
	What is the user's annual income from the technology? How has the user's net income changed after using the technology?
	If income increased, how has the user utilised the additional income? How has it benefitted the user's family and their livelihood?
4. Social impact	
Confidence to earn	Has there been any change in the user's confidence in earning income and sustaining livelihoods after procuring the technology? If the confidence increased, please explain the reasons.
Drudgery reduction	Is the user realising reduced drudgery from earlier occupation/livelihood/ business to the current scenario after procuring the technology? If yes, then please explain in detail (reduction in time and effort)
Mobility	Did the frequency of stepping out of the home change after procuring the technology for the user? Does the user go out to take part in the FPO/SHG meeting?
	Is the user confident about taking public or private transport to attend an event on technology?
Business skills	Does the user think their business skills improved after working on the technology? If yes, please explain.

<b>Decision-making</b>	Has the user's role changed in household decision-making? If so, does the user now have a better decision-making agency?
	Has the solution helped the user think of more significant aims for investment for the family and home?
<b>Marketing</b>	Has the user recommended the technology to relatives/friends/neighbours? What have you recommended and why?
<b>Any other comments</b>	What are the users' aspirations (expand their enterprise or purchase more technologies)? Do they find technologies relevant to their other livelihood activities?

## Annexure 2: Sample case story template for documentation

### Step 1: Open with the impactful quote of the user (use the following quote as a pointer)

"With the improved income from using XX technology, I feel financially independent. I purchased a two-wheeler for my family and can comfortably provide quality education to my children", says (username), a 36-year-old woman farmer from (user location), whose story is worth telling.

### Step 2: Explain the challenges

Evocatively outline what challenges women users are facing. Add one or two challenges to show the real pain points of the user. Present the basic gist of where the person was facing the challenge (use the following example):

*Where there is a will, there is a way aptly aligns with (username)'s passion for improving her livelihood. Going back to (year), (username) used oil-based pump to irrigate her farmland. The pump consumed (quantity) litres of oil per month, leading to an expense of INR ABC. She used to invest INR XYZ per year just on irrigation. However, the increasing fuel cost was a concern for her in sustaining her income.*

### Step 3: Highlight the socio-economic impact with facts and figures

Provide key impacts of the technology in improving the economic and social status of the woman user. The key indicators could be an increase in productivity and income, an increase in confidence among the users, improved decision-making ability, and others. Also, highlight her achievements, such as participation in other events (examples are given below):

*But she is not one to give up. She aimed to switch to a solar-powered pump and received information about XYZ's solar pump from the seed distributor at her location. She purchased the pump and is paying INR XYZ in (year). Little did she know that her decision would reap handsome profits.*

*(Username) has been using it for the last two years, and today, she proudly looks at her green farmland and says, "I no longer worry about my crops dying due to a lack of timely supply of water". Adding to it, she mentioned, "After the installation, there is no added expense; rather, I am saving the cost of fuel, which has increased my income". She also says that the solar pump is user-friendly and its application is easy to use. She is satisfied with the product and explains that it has helped her enhance her socio-economic status.*

*(Username)'s family and community take inspiration from her work and consider her a role model for other women. "People now value my work. Other solar-pump users consult me to resolve their queries, which boosts my confidence", she says. ABC Pvt. Ltd. invited her to share her success story during the launch session in (month and year).*