



METRICS FOR MANAGEMENT

CASE STUDY: EquityTool & the International Rescue Committee (IRC)

Location: Pakistan | **Funding:** M4M’s work supported by the Alchemy Foundation

THE CHALLENGE

While research has demonstrated the effectiveness of cash transfers to improve economic welfare, limited work has been done to improve the operational efficiency of programs.

THE SOLUTION

In order to improve cost and time efficiency of cash transfers, the International Rescue Committee (IRC) set out to evaluate two different targeting methods in a rural area of Pakistan: a community-based approach and one that uses the government’s socioeconomic registry to target households.

Metrics for Management’s (M4M) EquityTool was used to understand how well the community-based and government database worked to identify vulnerable individuals, and to determine if one method was more accurate than the other.

We learned that the two approaches worked equally well to target the poor.

Because the program operates in a rural area of Pakistan, IRC found it important to use a combination of the EquityTool and other crisis-specific or vulnerability criteria to most effectively target the service population.



M4M has since provided both technical assistance and analysis guidance to IRC to ensure the success of the program. The results will inform future iterations of the program.

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partnerships@m4mgt.org | <https://m4mgt.org/>