

# Design to realize gender equality

Enhancing opportunities for women, worldwide



## The challenge and opportunity

- Program designs fail to adequately incorporate all factors that surround women, which may affect a program's theory of change or results framework either positively or adversely
- Products and delivery channels are either biased towards one gender (typically males) or are largely gender-agnostic, or both
- There are not many gender-disaggregated insights that can lead to identification of factors that have an impact on gender parity.

### Our Approach

- Our approaches are based upon decades of experience in understanding the needs of women at the bottom of the pyramid
- We have access a network of gender experts across the globe
- We employ context-specific use of gender frameworks:
  - Harvard framework
  - Moser framework
  - Longwe framework
  - GEM framework
- We use our in-house [MI4ID](#) approach: market insights for innovation & design
- As part of all of our research, we consciously collect gender disaggregated data

## MSC offers

- An extensive understanding of lives and needs of women from low- and middle-income households across Asia and Africa
- Assessing gender-centrality of products, channels, and programs
- Rigorously designed research, assessments, and analytics that generate insights on the lives, needs, and requirements of women
- Monitoring and evaluation of social development programs through a gender lens

## Clients and partners



and many more...

We believe that focusing on two critical aspects—women's access to financial services and women's participation in economic activities—can have a ripple effect in other aspects of gender inequality like health, education, and social status of women, among others.

## Our impact

- Designed over 50 women-centric products for various donors, impact investors, and financial service providers across Asia and Africa, including BMGF, Nike, FINCA, and Save the Children
- Designed gender-centric programs in Asia and Africa for Omidyar Network, Asian Development Bank, BPNG, UNDP, Government of Jharkhand, and OPM
- Designed a livelihood program for women artisans for World Bank, with an impact on over 3,000 lives
- Gender disaggregated data analytics of agent networks in over 11 countries

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