



# South Asia Gender Innovation Lab

SARCE Social Norms Workshop  
December 14, 2021

**1**

Background on the SAR GIL

**2**

Afghanistan ENETAWF

**3**

Bangladesh Adolescent Student Program

**4**

Pakistan Girl SMS

**5**

Spotlight: Self-Help Groups

# Background

---

A programmatic ASA activity led by the Social Sustainability and Inclusion (SSI) GP under the auspices of the South Asia Region Chief Economist Office.

- **Objective:** Promote the adoption of evidence-based solutions by the World Bank to address gender gaps in South Asian countries.
- **Scope:** Generates and curates evidence through impact evaluations (IEs) and inferential research, supplemented with selected knowledge management and operational support activities.
- **Funding:** \$2.0 million from the Umbrella Facility of Gender Equality. Additional resources of \$0.7 million from regional TFs, ad hoc resources from SSI and operational teams, pending grant applications for an additional \$5 million

The current phase, launched in December 2018, aims to transition SAR GIL into a period of growth and sustainability.

# Pillars

---

## Empirical Research

- Impact Evaluations
- Inferential Research

## Knowledge Management

- Synthesis of Existing Knowledge
- Dissemination

## Operational Uptake

- Bring Evidence to Task Teams
- Design & Evaluate Interventions

Generating and curating evidence-based solutions to address gender gaps

Curating and disseminating this knowledge

Helping operational teams apply it in projects and policies supported by the World Bank

# Research Portfolio

## Impact evaluations: One completed and eight ongoing testing interventions and innovations for:

- Sustainable livelihoods for rural women
- Women's entry, retention and success in the workforce
- Skills and labor market transition for adolescent girls
- Social norms, school retention, and women's work
- Reducing school drop-outs among girls due to COVID
- Online education for girls to minimize COVID impact on girls' learning
- Measurement of women's empowerment

## Systematic stocktaking and meta-analysis of evidence on WEE to shape regional research priorities

- Skills
- Entrepreneurship
- Labor markets
- Assets
- Credit
- Empowerment

## Synthesis papers and inferential studies

- Women's self-help groups
- Micro-entrepreneurship
- Intimate partner violence
- Child marriage
- Women's childcare burden
- Women's safety perceptions

## COVID-19 Research

- Policy notes series on the disproportionate gender impacts of COVID-19 on women and girls' economic empowerment & wellbeing



# Afghanistan ENETAWF

## 1. Can quota system improve women's access to Cash-for-Work programs?

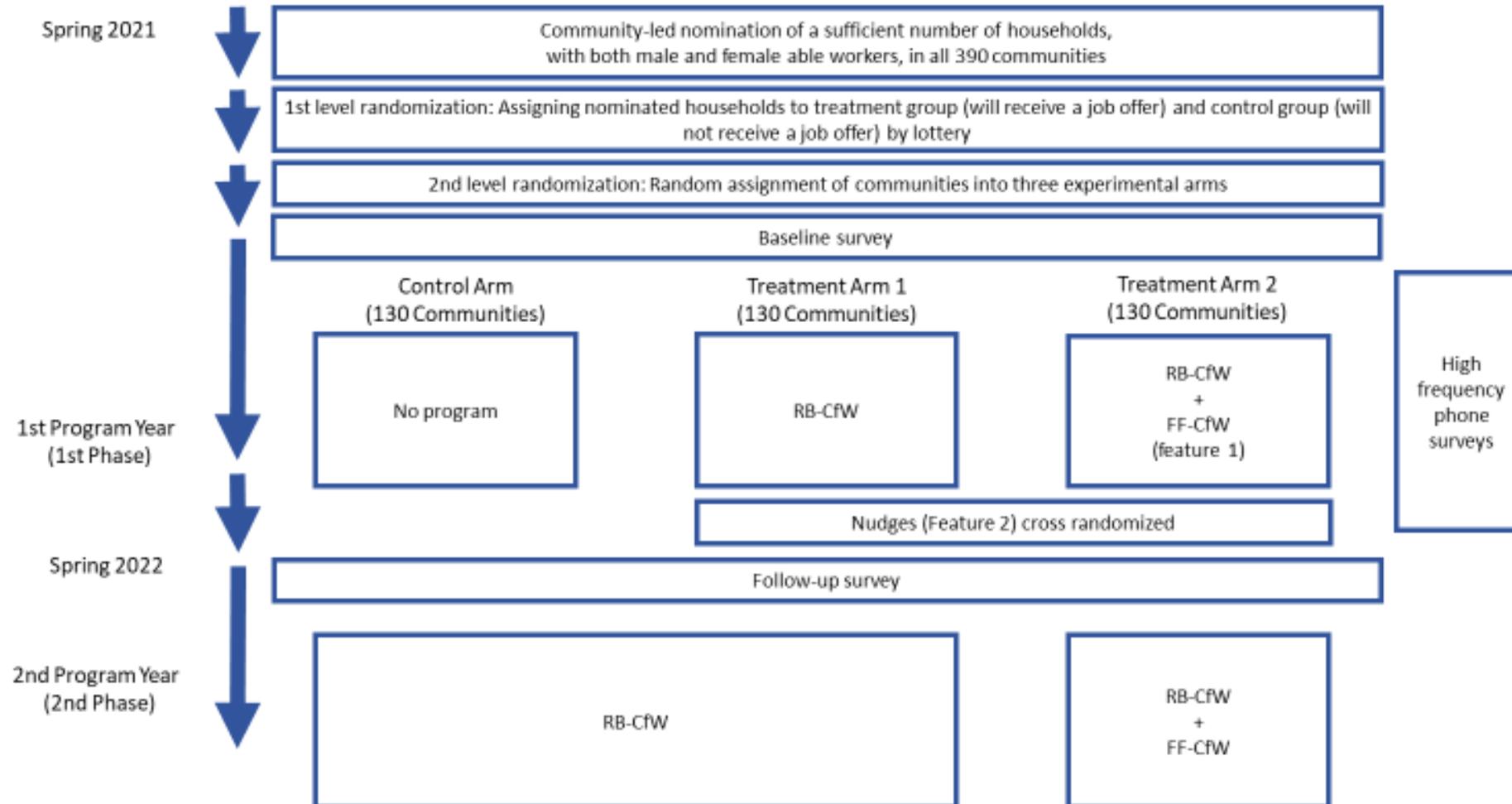
- No rigorous evaluations exist that examine which gender-sensitive add-on components are most effective and cost-efficient.

## 2. How do gender norms and women's labor supply interact?

- Do 'false perceptions' of social norms hinder husbands to support labor force participation of their wives? Follow approach of Bursztyn et al. (2018) nudging husbands with the correct information, on the assumption that there is systematic misperception.
- Does the exogenous change in labor supply of women affect social norms on FLFP and sharing household chores in a community?

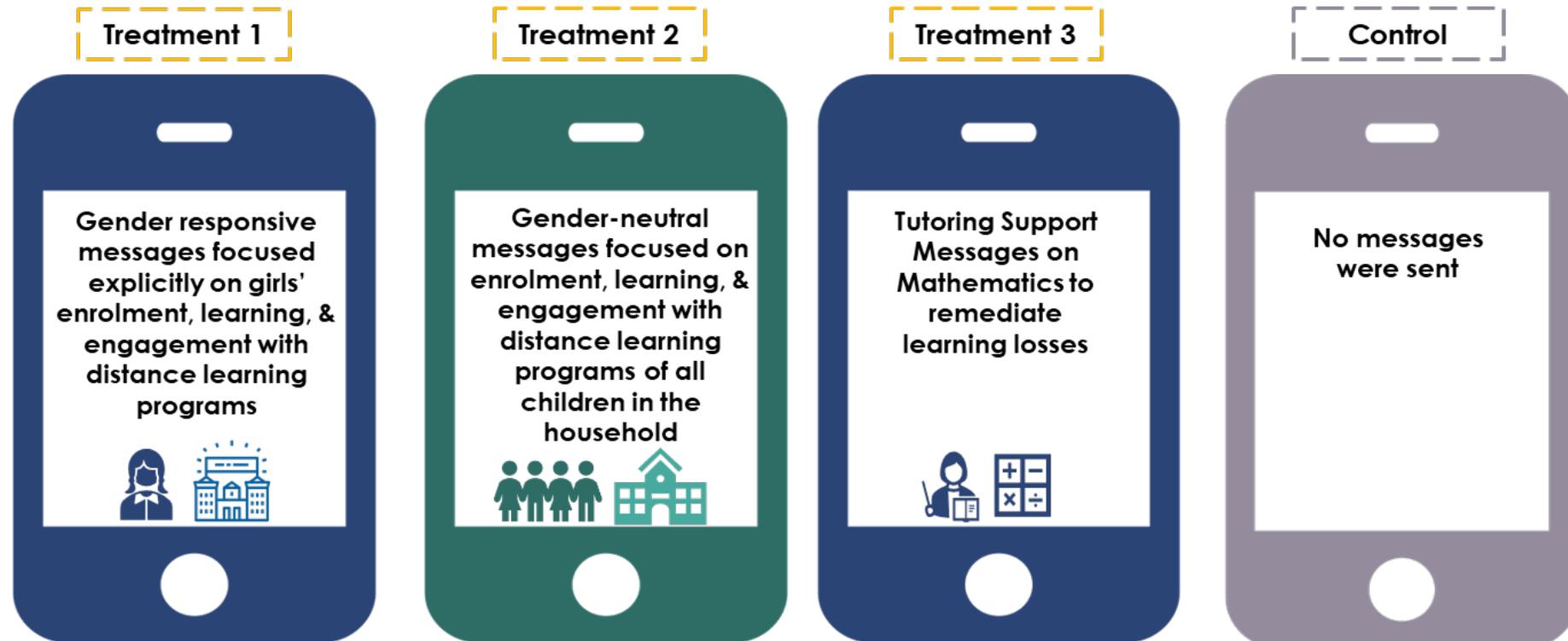
# Afghanistan ENETAWF

Virginia Ceretti, Erwin Knippenberg, Juliane Zenker,  
Chiara Pasquini, Brigitta Bode, Anna Kalashyan

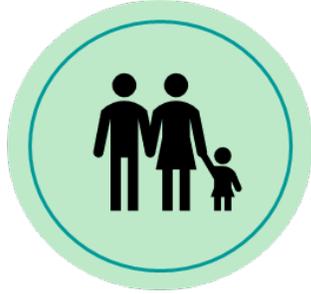


# Pakistan Girl SMS

*Tazeen Fasih, Koen Geven, Amer Hasan, Naveed Hussain,  
Kevin MacDonald, Javaeria Qureshi and Sheena Fazili*



# Pakistan: Preliminary Results



Positive, but statistically insignificant, effects on **parental expectations and re-enrollment**

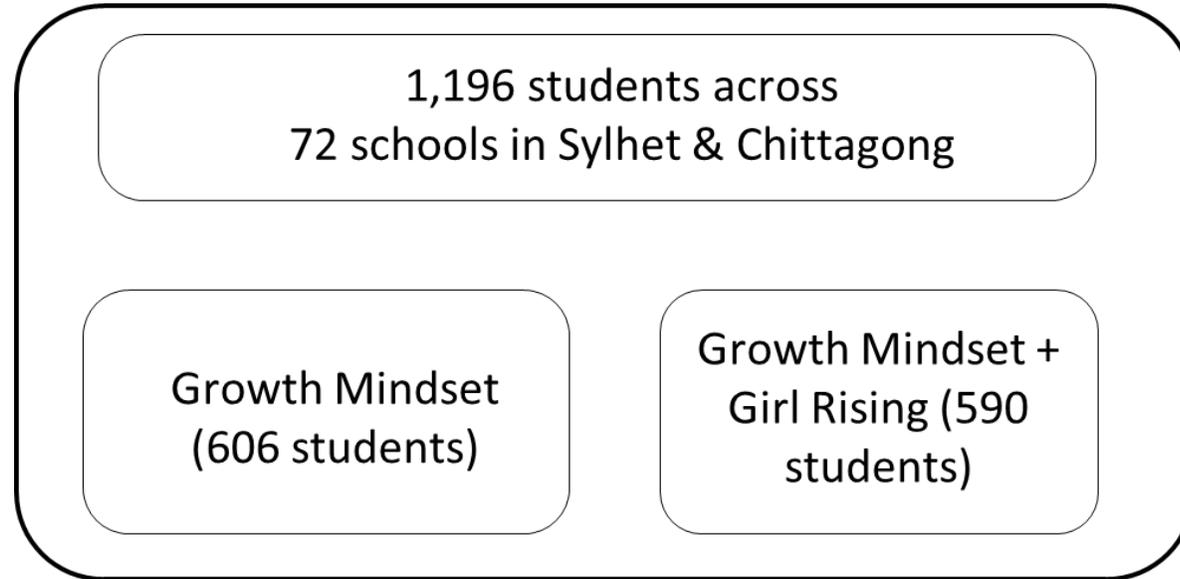


Positive, statistically significant, effect on time spent on **remote learning (intensive margin)**, but not on share of children engaged with remote learning (extensive margin)



**Small positive effects among gendered treatments (T1) on learning engagement at home** (self-study, studying with a tutor)

# Bangladesh ASP



1. **Growth Mindset:** Targeting student aspirations through scripts/ discussions on the malleability of brains.
2. **Girl Rising:** Targeting social norms and encouraging gender equitable behavior through storytelling and role-modelling.

# Bangladesh: Preliminary Results

## Baseline Findings (March 2020)

- 59% of adolescents agree that girls are also to blame for being sexually harassed.
- In qualitative interviews, many adolescents mention that it is girls' responsibility to avoid capturing boys' attention.
- Nearly a third of adolescents agree with the statement *'If a family can only afford to send one child to school, it should be the boy.'*

## Growth Mindset Intervention Midline Results (Jan 2021)

- Aspirations: Treated adolescents are 7.0 pp more likely to aspire to some university education.
- Self-study: Treated adolescents are 6.1 pp more likely to self-study during covid school closure.
- Improved mindsets: Treated adolescents more likely to exhibit growth mindsets, higher grit scores, and positive attitudes towards gender equality.
- Both treatment and control groups overwhelmingly want to return to school post-COVID, so no impacts.