JOBS IN VALUE CHAINS ANALYSIS

WORLD BANK GROUP

LET'S WORK
INTRODUCTION

Roadmap:

Why are we here today?
Agenda for the program
INTRODUCTION: WHY ARE WE HERE TODAY?

Objective of the training program:

Go through the training modules to develop a common understanding of the implementation of the Jobs in Value Chains Survey
• What is the Let’s Work Partnership and why are we interested in Value Chains?
• Who are the key players and what are their roles?
• What are the key elements?
• What is the VCSDPR?
• What are the next steps?

This is the first of 3 trainings that will take place:
• Orientation & Technical Standards
• Training of Trainers
• Interviewer Training
INTRODUCTION: AGENDA FOR THE TRAINING PROGRAM

Delivery: Online

Agenda:

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td>09:00-09:05</td>
<td>Introduction</td>
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<tr>
<td>09:05-09:15</td>
<td>Module 1</td>
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<td>09:15-09:20</td>
<td>Module 2</td>
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<td>09:20-10:20</td>
<td>Module 3</td>
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<td>10:20-10:50</td>
<td>Module 4</td>
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<tr>
<td>10:50-11:00</td>
<td>Questions</td>
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</tbody>
</table>

Guidelines:

- Speak loudly and close to the microphone.
- Hold questions until the end of the module.
- When asking questions:
  1. Introduce yourself
  2. Be brief

- Each module is stand-alone but draws on information contained in preceding modules
- Modules include key concepts, detailed guidance and helpful tips

All questions are welcome!
MODULE 1: OVERVIEW OF THE PROJECT

This module will cover:

Let's Work Partnership

Jobs in Value Chains Survey
• Why are we interested in Value Chains?
• The approach
• Where are these surveys being implemented?

OVERVIEW: LET’S WORK PARTNERSHIP (LWP)

Vision: Let’s Work is a global partnership that unites organizations dedicated to providing effective solutions to the global jobs crisis by harnessing the potential of the private sector to help create more and better jobs that are inclusive.

Mission:

REMOVING THE MAIN CONSTRAINTS - To support private-sector-led job growth by focusing on removing the main constraints to job creation and strengthening value chains.

BETTER QUALITY JOBS - To help create more formal sector jobs in developing countries, but also better quality jobs that increase productivity and wages, improve working conditions, and provide more opportunities for everyone – especially women and youth.

Strategy: Among other methods, using tools to measure, understand, and strengthen the creation of more and better jobs.
OVERVIEW: JOBS IN VALUE CHAINS SURVEYS

Why are we interested in Value Chains?

Two objectives:

Value chains help us understand better the scale, location, and nature of jobs.

Source: https://nextgenafricanfarmers.files.wordpress.com/2013/06/agri-value-chain.gif
The approach:

- Quantify jobs dynamics (number, quality, inclusivity) from VC interventions / investments
- Document extent and nature of relationships among actors in the chain
- Capture nuance around firm decisions to employ capital and labor, to develop the workforce, and to source inputs
- Expose differences across segments of firms in the chain
- Highlight factors that open / restrict opportunities for jobs impact – to be understood further through more qualitative approaches
This module will cover:

Who are the main actors?

What are the communication procedures?

What are the important materials?
JOBS IN VC SURVEYS: WHO ARE THE MAIN ACTORS?

World Bank Core Team designs the surveys and develops implementation instruments to carry it out.

World Bank Country Team sets the scope of the surveys and country-specific objectives.

Survey Firm implements the Jobs in Value Chains Surveys.

Introduction  Module 1a  Module 1b  Module 2a  Module 2b  Module 3a  Module 3b  Module 3c  Module 3d  Module 3e  Module 4
World Bank Core Team designed the surveys and developed its implementation instruments.

Role:
- Provide guidance and background materials to the World Bank Country Team
- Ensure delivery of the survey in compliance with designated technical standards; set up and manage workflow; coordinate team work; carry out data checks
- Provide technical support to the survey firm at the fieldwork preparation and implementation phases

Members:
- Project Coordinator: Anam Rizvi
- Survey Implementation Specialist: Joshua Seth Wimpey & Valerie Evans
- Sampling Specialist: David Megill
- Data Specialist: Veselin Kuntchev
- Data Analyst: Ami Shrestha
- Jobs in VC Project TTLs: Alvaro Gonzalez, Thomas Farole, Maria Laura Sanchez Puerta
World Bank Country Team sets the scope of the surveys and country-specific objectives.

**Role:**
- Identify country-specific objectives
- Select the survey firm and consultants
- Manage budget and contracts
- Approve deliverables and timeline
- Coordinate with the World Bank Core team to deliver trainings
- Oversee implementation

**Members:**
- Project TTLs:
Day-to-day communication procedures:

- For topics related to contract and payments
  - Address: (Country Team)
  - Copy: Anam Rizvi (anam.rizvi76@gmail.com), Maria Laura Sanchez Puerta (msanchezpuera@worldbank.org), and Valerie Evans (val.evans@gmail.com)

- For topics related to training, technical standards/VCSDPR, communication processes, fieldwork, and anything not mentioned before
  - Address: Anam Rizvi (anam.rizvi76@gmail.com), Maria Laura Sanchez Puerta (msanchezpuera@worldbank.org), and Valerie Evans (val.evans@gmail.com),
  - Copy: (Country Team)
Depending on the complexity of the question, response times will range from 1 to 3 days!
MODULE 2: IMPORTANT MATERIALS

Value Chain Mapping

VCSDPR

Jobs in VC Questionnaires

Interviewer Manual + Training Slides

Introduction  Module 1a  Module 1b  Module 2a  Module 2b  Module 3a  Module 3b  Module 3c  Module 3d  Module 3e  Module 4

Presentation Title
MODULE 3: VCSDPR

This module will cover:

Overview of the Value Chain Survey Design & Planning Report (VCSDPR)

Part 1: Rationale & Country-Specific Objectives

Part 2: Survey Instruments & Fieldwork

Part 3: Sampling and Weighting Requirements

Part 4: Project Implementation Report
The VCSDPR is a binding document. It is approved by the WB Core Team. Fieldwork cannot begin until the VCSDPR has been approved.
MODULE 3: OVERVIEW OF THE VCSDPR

Structure

Part 1
Rationale & Country-Specific Objectives

Part 2
Survey Instruments and Fieldwork

Part 3
Sampling and Weighting Requirements

Part 4
Project Implementation Report

Responsible

World Bank Country Team
Survey Firm
Survey Firm
Survey Firm

Process

Exchanges with the World Bank Core/Country Team

MODULE 3: OVERVIEW OF THE VCSDPR

Presentation Title
MODULE 3: OVERVIEW OF THE VCSDPR

• How to fill it up?
  • Two types of sections:
    • Presentation of technical standards

<table>
<thead>
<tr>
<th>Technical Standard</th>
<th>Agreed to by the Survey Firm?</th>
<th>Deviation Requested from the Standard</th>
<th>Deviation Approved by the Core Team?</th>
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<td>The pilot test will be administered by the main trainer(s) for the interviewer training</td>
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<td>Data collected during the Pilot Survey will be entered through the Data Entry Program</td>
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• Request for information

<table>
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<tr>
<th>Information Required</th>
<th>Description</th>
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<tr>
<td><strong>1. Country’s Data Confidentiality Requirements</strong></td>
<td>Please outline the country’s data confidentiality requirements. E.g., Country’s Statistics Act, Personal Data Act</td>
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PART 1: RATIONALE & COUNTRY-SPECIFIC OBJECTIVES

Part 1
Rationale & Country-Specific Objectives

Part 2
Survey Instruments and Fieldwork

Part 3
Sampling and Weighting Requirements

Part 4
Project Implementation Report

World Bank Country Team

Exchanges with the World Bank Core/Country Team
MODULE 3: OVERVIEW OF THE VCSDPR

• How to fill it up?
  • Two types of sections:
    • Presentation of technical standards
    • Request for information

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- Deviations from the Technical Standard must be approved by the WB Core & Country Teams

Introduction
Module 1a
Module 1b
Module 2a
Module 2b
Module 3a
Module 3b
Module 3c
Module 3d
Module 3e
Module 4

1. Country’s Data Confidentiality Requirements
   The Survey Firm will advise the WB Core Team of its country’s confidentiality rules regarding the handling and sharing of respondent’s data.

   Please outline the country’s data confidentiality requirements
   E.g., Country’s Statistics Act, Personal Data Act
PART 1: RATIONALE & COUNTRY-SPECIFIC OBJECTIVES

- The Basics: Structure, responsibilities and process

Exchanges with the World Bank Core/Country Team

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PART 1: RATIONALE & COUNTRY-SPECIFIC OBJECTIVES

• **Rationale for undertaking the survey**
  • Overview of the scale, quality and inclusiveness of jobs in the country, any constraints to growth & productivity and the inter-linkages between value chain participants.
  • Reasons for undertaking the Jobs in Value Chains Survey, expected outcomes

• **Country-specific objectives**
  • Description of country-specific objectives
  • Proposition of country-specific questions in the Jobs in Value Chains Survey

• **Fieldwork related decisions (if applicable)**
  • Public awareness campaign
  • Initial contact strategy for targeted farms/firms
  • Respondent incentive mechanism

• **Providing Information and Data**
  • Sample Frame Counts and Benchmark Variable Counts

• **Value Chain Map (if applicable)**
  • Completed Value Chain mapping for selected regional/national VC
PART 1: RATIONALE & COUNTRY-SPECIFIC OBJECTIVES

- The Basics: Structure, responsibilities and process

Exchanges with the World Bank Core/Country Team

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PART 2: SURVEY INSTRUMENTS & FIELDWORK

- Agriculture Questionnaire:

<table>
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<tr>
<th>Module 1 &amp; 2</th>
<th>Module 3</th>
<th>Module 4</th>
<th>Module 5</th>
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<tbody>
<tr>
<td><strong>Farm</strong></td>
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</tr>
<tr>
<td><strong>Information &amp; Background Characteristics</strong></td>
<td><strong>a) Household Roster</strong></td>
<td><strong>b) Workforce</strong></td>
<td><strong>Production</strong></td>
</tr>
<tr>
<td>- Information on respondent</td>
<td>- Demographic characteristics of family members working on the farm</td>
<td>- Information on non-family permanent and seasonal workforce</td>
<td>- Farm production structure, costs, revenue &amp; capacity utilization</td>
</tr>
<tr>
<td>- Main sources of revenue</td>
<td>- Information on duration worked, skills/training, compensation, &amp; any other non-farm activities</td>
<td>- Questions on duration worked, skills/training and compensation</td>
<td>- Constraints &amp; prospects of growth</td>
</tr>
<tr>
<td>- Questions on ownership and legal structure of the farm</td>
<td>- Questions on labor &amp; recruiting constraints, and labor to output ratio</td>
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<td></td>
</tr>
</tbody>
</table>

45-60 minutes
PART 2: SURVEY INSTRUMENTS & FIELDWORK

- Manufacturing & Processing Questionnaire:

Module 1 & 2

- Information & Background Characteristics
  - Information on respondent
  - Main sources of revenue
  - Questions on ownership and legal structure of the establishment

Module 3

- a) Household Roster
  - Demographic characteristics of family members working in the establishment
  - Information on duration worked, skills/training, compensation, & any other non-enterprise activities

- b) Workforce
  - Information on non-family permanent and seasonal workforce
  - Questions on duration worked, skills/training and compensation
  - Questions on labor & recruiting constraints, and labor to output ratio

Module 4

- Production
  - Firm production structure, costs, & capacity utilization
  - Constraints & prospects of growth

Module 5

- Sales & Marketing
  - Firm revenue
  - Product specific questions
  - Questions on consumers & nature of contracts

45-60 minutes
PART 2: SURVEY INSTRUMENTS & FIELDWORK

Translation and adaptation of each Questionnaire

Step 1
Adaptation to the country context **in English**

Step 2
Translation by a qualified translator

Step 3
Back Translation by a 2nd qualified translator

Step 4
Verification by WB

**Note**: If the Jobs in Value Chains Questionnaires are administered in several languages, survey materials will be translated as needed.
PART 2: SURVEY INSTRUMENTS & FIELDWORK

- Management Team

<table>
<thead>
<tr>
<th>Key Position</th>
<th>Key Function</th>
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</thead>
<tbody>
<tr>
<td>National Project Leader</td>
<td>Project Management &amp; International Coordination</td>
</tr>
<tr>
<td>Survey Methodologist</td>
<td>Sample design, weighting data</td>
</tr>
<tr>
<td>Data Collection Manager</td>
<td>Field procedures, interviewer staffing and supervision</td>
</tr>
<tr>
<td>Data Processing Manager</td>
<td>Data capture, coding, scoring, data editing, file creation</td>
</tr>
<tr>
<td>Linguistic Specialist (Translator)</td>
<td>Translation &amp; cultural adaptation of survey materials, &amp; survey correspondence</td>
</tr>
</tbody>
</table>

<table>
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<tr>
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</table>
PART 2: SURVEY INSTRUMENTS & FIELDWORK

Field Team

• Field Manager:
  • Setting up the field structure and reporting structure with Regional Supervisors
  • On-going monitoring of fieldwork
  • Reporting to Project Manager
    • Regional Supervisors:
      • Coordinating fieldwork in the assigned region
      • Full-time work with the interviewers and on-going monitoring of interviewers’ work
      • Checking non-response, activation of reserves, problems encountered, communicating regularly with Field Manager
      • Submitting questionnaires and tracking forms to Headquarters
    • Interviewers:
      • Minimum high school graduates
      • Remuneration independent of the # completed interviews
PART 2: SURVEY INSTRUMENTS & FIELDWORK

• Data entry Team
  • Individuals assigned to data entry of the Jobs in Value Chains survey
PART 2: SURVEY INSTRUMENTS & FIELDWORK

Part 2
Survey Instruments and Fieldwork

Survey instruments
Project team
Fieldwork
Data Entry

General
Translation & adaptation
Training
Process
Quality assurance
Training
Process
Quality assurance

Introduction Module 1a Module 1b Module 2a Module 2b Module 3a Module 3b Module 3c Module 3d Module 3e Module 4
PART 2: SURVEY INSTRUMENTS & FIELDWORK

• General Process:

- Training the Trainer
- Pilot survey
- Interviewer Training
- Fieldwork (DATA ENTRY CONCURRENTLY)
- Data Entry/Cleaning

Quality assurance
PART 2: SURVEY INSTRUMENTS & FIELDWORK

- Training Programs in preparation for Fieldwork
  - “Train the Trainer” Training (via VC)
    - Questionnaire administration;
    - Survey administration protocols and field work reporting requirements;
    - Data entry procedures, Data management and file preparation;
    - Head trainer must attend
  - Interviewer training
    - 5 full days of in-class and in-field; training will be held in one location
    - For each trainee, field practice will include at least 2 firm interviews
    - Within one week of the end of the training, send a one-page training report
    - If the first reports from the field show that some sections of the questionnaire are not fully understood, retrain all field staff on these sections

Fieldwork must start within 4 days of finishing the interviewer training

Someone from the WB Core Team might attend some of the training sessions
PART 2: SURVEY INSTRUMENTS & FIELDWORK

- Pilot survey for final version of Jobs in Value Chains Survey
  - Finalized questionnaire to be tested in 6-10 firms
  - To be administered by main trainer(s) in charge of the interviewer training
  - Data to be entered electronically and will be checked by the Core Team
  - Submission of 5 to 10 page report to the World Bank
Fieldwork

Data Collection:

- Personal interviews, using the CAPI method
- Communication: The Survey Firm will indicate the way through which the staff will communicate during fieldwork
Minimizing Non-Response Rates/Activating Reserve Samples:

- Interviewers should make every attempt to interview all firms on their lists, if necessary repeating visits to the same company.
- Supervisors should provide support, and should visit firms that have refused to take part in the Survey, to try to convince them to cooperate.
- The Survey Firm will communicate its strategy to reduce non-response rates to the Core Team.
- The Survey Firm is responsible for assessing the bias due to non-response and reporting its findings to the Core Team.
PART 2: SURVEY INSTRUMENTS & FIELDWORK

Quality control of the fieldwork

- **By Regional Supervisors**
  - At least 1 weekly meeting with each interviewer and random spot visits to observe interviews. Must provide a 1-page evaluation report.
  - Follow-up of non-response cases and document all relevant information.
  - Check each accepted questionnaire for completeness and accuracy before submitting to Headquarters.
  - Interviewer visit verification: the Supervisor will revisit 15% of each interviewer’s assigned firms.

- **By Field Managers**
  - Frequent communication with Regional Supervisors to discuss progress.
  - Provide support to resolve problems on questionnaire, non-response, documentation or any other problems encountered.
  - Random spot visits to observe progress and participate in interview visit verification.
  - Select firms that Regional Supervisors must revisit.

- **By the Core Team**
  - Weekly report (using template) during data collection.

If an interviewer’s work is questionable, the interviewer will be dismissed and all his/her interviews entirely redone.

The WB Core team will pay particular attention to progress towards sample size goals and response rates.

The WB Core team might randomly verify any form.

**Module Overview**

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PART 3: SAMPLING & WEIGHTING REQUIREMENTS

Part 2
Survey Instruments and Fieldwork

Survey instruments
Project team
Fieldwork
Data Entry

General
Translation & adaptation
Training
Process
Quality assurance
Training
Process
Quality assurance
Data Entry Training
• Data entry operators should participate in the Interviewer Training program to gain a thorough knowledge of the questionnaires
• The Data Entry Supervisor will train the Data Entry persons on the survey at the end of the interviewer training

Data Entry
• Data files must conform to any Variable Convention provided by the Core Team
• Data entry will start no more than 5 days after fieldwork has begun
• The Survey Firm will transmit the first week’s data to the World Bank within 2 weeks after fieldwork has begun
• The (final) data file must include all sampled firms
• The WB Core team will check the electronic data to ensure that the variable convention is followed and consistency checks are conducted

Quality Control of the Data Entry
• 100% verification by double data entry (2 different operators)
PART 3: SAMPLING & WEIGHTING REQUIREMENTS

Part 1
Rationale & Country-Specific Objectives

Part 2
Survey Instruments and Fieldwork

Part 3
Sampling and Weighting Requirements

Part 4
Project Implementation Report

Exchanges with the World Bank Core/Country Team

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PART 3: SAMPLING & WEIGHTING REQUIREMENTS

Target Population

• Includes all non-government enterprise workplaces (farms and firms) in the selected regions of the country

• The survey unit is the workplace

• A country may include:
  • Other criteria used to determine size
  • Specific sectors / industries
  • Specific geographic areas
  • Other relevant features
  • Exclusions from the target population
PART 3: SAMPLING & WEIGHTING REQUIREMENTS

Sample Frame

- Defines the coverage of the targeted firms and provides the means to identify and locate selected workplaces.

- Should provide coverage of the targeted firms so that the number of unique, in-scope, survey units on the Sample Frame comprises at least 95% of the eligible target population.

- The Sample Frame will be a national or regional farm/firm registry.
PART 3: SAMPLING & WEIGHTING REQUIREMENTS

• The Survey Firm will provide the WB Core Team a detailed description of the frame, including:
  • Source of the frame
  • Definition of survey units of the frame for each stage of sampling
  • Data items on the frame for each stage of sampling
  • Identify the variables to be used for stratification, if applicable
  • Provide survey frame counts by stratum and type of survey unit, as applicable to the sample design
  • Assess the quality of the frame information –
  • Highlight known frame issues
  • Explain any steps taken to ensure that the frame is complete and up-to-date
Sample Size

- A minimum sample size requirement will be determined based on the value chain mapping and in consultation with the WB Core team.

- The Survey Firm will indicate –
  - The sample size goal
  - The Initial Sample size (e.g., by strata, PSU)
  - Reserve Sample size (e.g., by strata, PSU)

- Assumptions underlying the size of the reserve sample (For example, expected non-response rate)
PART 3: SAMPLING & WEIGHTING REQUIREMENTS

Preferred Sample Design

The sampling frame for each stage of the Value Chain will depend on the specific activities that are included at that stage, within the context of the VC mapping.

Farms/Firms will be selected based on stratified random sampling*, with a targeted level of precision.

<table>
<thead>
<tr>
<th>*E.g. Size Category</th>
<th>Number of Employees</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>1 to 10</td>
</tr>
<tr>
<td>2</td>
<td>11 to 50</td>
</tr>
<tr>
<td>3</td>
<td>51 or more</td>
</tr>
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</table>

The weighting of each country’s clean data file will be carried out by the Core Team.
Response Rate

• Goal: 70%

• Non-response bias assessment
  • The Survey Firm will carry out an assessment of the bias due to non-response and report the findings to the Core Team
  • If a country attains less than a 50% response rate, it will conduct an extensive non-response bias analysis*
    • *(Results from countries with response rates below 50% will not be published unless the country can provide the Core Team with evidence that the potential bias introduced by the low response rate is unlikely to be greater than the bias associated with response rates above 70%)*
PART 4: PROJECT IMPLEMENTATION REPORT

Part 1: Rationale & Country-Specific Objectives
Part 2: Survey Instruments and Fieldwork
Part 3: Sampling and Weighting Requirements
Part 4: Project Implementation Report

Exchanges with the World Bank Core/Country Team

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PART 3: SAMPLING & WEIGHTING REQUIREMENTS

Report will include:

- Overview of survey, team, sample coverage and frame.
- Overview of pilot and fieldwork
  - Table with a distribution of the final surveyed farms/firm
  - Quality Control
  - Data Entry and Cleaning
  - Additional Information
- Lessons learned
- Additional details requested by the WB Core/Country Team
MODULE 4: NEXT STEPS

This module will cover:

Timeline for upcoming steps:

• VC Mapping
• Pilot Testing
• Sample Frame & Sample Selection
• Training of Trainers
• Submitting VCSDPR final draft
• Projected Start Date - Fieldwork