



– International Fund for Agricultural Development –  
– Identifying and sharing innovation in Western and Central Africa –

– Beneficiary targeting approach –

**I. Context**

**1. Name of the innovation**

Beneficiary targeting approach for PPILDA actions

**2. Country – Region**

Niger: Maradi Region, Aguié Department

**3. Organization**

Project for the Promotion of Local Initiative for Development in Aguié (PPILDA)

**4. Who is the innovator?**

PPILDA and IFAD

**5. Actors involved**

Farmers' groups of targeting trainers, village M&E committees, beneficiaries, the project and other partners (technical services and NGOs) involved in implementing project activities

**6. Starting date**

March 2006

**7. Type of innovation**

Institutional, organizational and methodological, and project management

**II. Key concepts**

**8. Summary**

The beneficiary targeting approach for project activities is a system that focuses on a community monitoring and evaluation process, thus placing local people at the centre of the whole implementation process. In particular it aims at boosting the local inhabitants' capacities by providing them with procedures and tools to monitor the beneficiaries and effects of actions. The approach thus helps to provide precise information about the beneficiaries (number of inhabitants, social components and categories etc.) of actions undertaken, in terms of who benefits from what and when, and what effects the activities have had on the lives of households. It also allows better targeting of beneficiaries (according to their degree of vulnerability). The two main tools used in implementing the approach are (i) the register of the village's self-inventory with information mainly on the inhabitants, assets (land, livestock etc.) and the social characteristics of each household, and (ii) the monitoring record of beneficiaries, which helps to make the targeting mechanism operational, covering all the households and the activities undertaken, and specifying the types of support provided.

**9. What problems does this innovation seek to solve?**

Precise identification of the target group and of people with whom the project works in the field.

**10. Factors for successful replication**

The main factors for successful replication are as follows:

- Joint definition, joint management and joint evaluation of the targeting mechanism by local people and the project
- The constitution of groups of targeting trainers, with responsibility for training village M&E committees and supervising their activities
- Periodic organization of meetings to disseminate results to the people, thus making the system more dynamic
- Commitment of groups to the training
- Support of local inhabitants

In 2006 this approach was initially tried out in three villages, under the supervision of the project. When encouraging results were obtained, the approach was replicated in 19 villages, this time with the support of farmers with literacy training and/or other education who had mastered the procedure. In 2007, in order to reach even more villages (about 100), the project helped these farmers to form four groups of targeting trainers, with each group being responsible for training a certain number of clusters. In this way 98 villages were covered in record time, bringing the total number of villages involved to 120.

**11. Main results**

This innovation helped to solve a problem encountered by most projects: lack of precise knowledge about the people with whom the project works so that activities can be more precisely focused on the target population. It uses appropriate tools that can be easily adopted by the people and can counter certain shortcomings observed in the implementation of conventional M&E systems in Niger (low participation/involvement/empowerment of beneficiaries in the operation of systems, and overly generalized systems based more on the monitoring of activities and not enough on regular monitoring of the effects and impacts of activities on the beneficiaries etc. during project execution).

With regard to the major involvement of local people and their assumption of responsibility in the design and implementation of the targeting mechanism, the PPILDA has more possibility of achieving its objectives in terms of reducing the poverty of the 30,000 families (i.e. 180,000 people from the most vulnerable categories – young people, women and the very poor) who are expected to be affected.

It should also be stressed that this approach will provide employment for young people, thus keeping them in their villages and helping to reduce the rural exodus.

Apart from the creation of a local supply of services (that can be used by communes, local NGOs and other development actors) and the reduction in the rural exodus brought about by this innovation, it allows a broad involvement of local people in the regular monitoring and evaluation of the effects/impacts of project activities. It also provides fairly exhaustive data on households, so that the project can be better piloted and thus has more chance of achieving its designated objectives.

## 12. Target group(s)

The design and implementation of this approach concerned all components (women, young people, settled people, Peuls) and social categories (rich and poor) in the villages. Young people and the most vulnerable sectors of the population are represented in the village M&E committees and the groups of targeting trainers.

## 13. Difficulties encountered

The main difficulties encountered in using this approach are:

- The absence or insufficient numbers of literate/educated farmers in the villages
- The huge amount of data to be collected, processed and analysed
- The reluctance of certain households (especially among the Peuls) to provide reliable information
- Local people's difficulties in estimating the size of fields

## 14. Financial aspects

With the stage of consolidation and extension of the method to the 120 villages reached in 2007, the yearly cost of the process has been estimated at about CFAF 13,800,000, mainly covering the services of the groups of farmer-trainers, the groups' teaching materials and start-up kits, fuel for the various types of support and training provided by the project. Sixty per cent of the total (CFAF 8,280,000) remains in the villages, thereby improving the income of farmers involved in the project.

## III. Technical aspects

### 15.

The beneficiary targeting approach for the project's activities has been implemented in three basic stages, using simple tools that are easy for local people to adopt:

- Information and awareness-building for local people, providing them with the tools to appreciate the method to the full (especially objectives, implications, advantages) and jointly identify vulnerability indicators and the various social categories;
- Self-census by the beneficiaries: this consists of having the people themselves carry out a census of people and capital per household and assess the extent of poverty in each village; the appropriate tool used to collect these data is the self-inventory register translated into the local language;
- Operationalization of the mechanism at the grass-roots level, with regular keeping of a record/register of beneficiaries by the villagers, monitoring especially the beneficiaries (farmers involved in the activity and/or direct beneficiaries of the activity).

## IV. Further information

### 16. Key contacts

Name	Organization	E-mail
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### 17. Internet link

FIDAFRIQUE network

### 18. Key documents (document title + link or contact or address)

Article on "Le ciblage des bénéficiaires des actions du projet" (= Targeting the beneficiaries of project actions)

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