

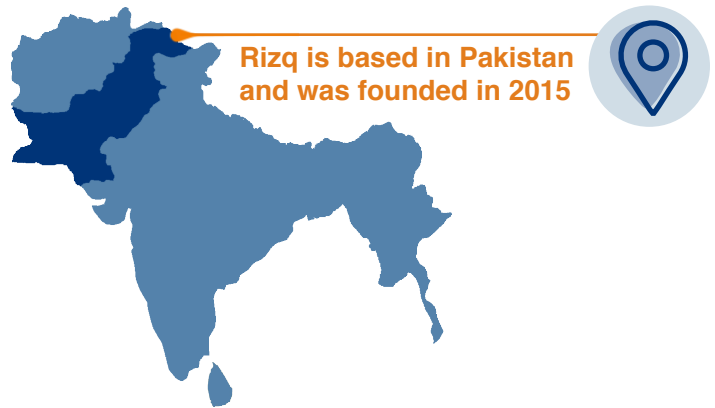
SPRING is a business accelerator programme funded by DFID, USAID and DFAT. It works with businesses to develop products that impact girls' lives in 9 countries.

Coffey is the independent evaluator of SPRING. Coffey's Business Performance Evaluation is part of the overall evaluation and examines the effects of SPRING on business performance. It also looks at how businesses are reaching adolescent girls.

Pakistan has become a food surplus country but just under **60%** of the population still faces food insecurity.

Pakistani women and girls are particularly hard-hit by food insecurity, due to social and cultural norms and practices. Barriers to women's education compromise women's ability to learn about appropriate nutrition for themselves and their children.

**Rizq is a social enterprise connecting food donors to food insecure households, through a network of foodbanks and soup kitchens.**



## SPRING Prototype and Business Goals

The Rizq SPRING prototype is focused on streamlining the donor experience and attracting new and repeat donors. It consists of two components:

- The first builds on existing contact points, such as foodbanks and activation points in malls, adding a website and mobile app to serve as online contact points where individuals can make donations.
- The second is the development of an Enterprise Resource Planning (ERP) system. This improves inventory and beneficiary management, as well as monitoring and reporting on donor activity and impact.

## SPRING Support



### Business Focused Support

This included business planning, user research, as well as product and brand design and development. SPRING also provided technical support developing the user interface for the website.



### Financial Support

Rizq was awarded Prototype Development Funding (PDF) primarily for developing its ERP and website.



### Girl Focused Support

Rizq's SPRING prototype does not target girls directly. However, with SPRING support, Rizq started to think more systematically about adolescent girls and how it was reaching them.

# Use of Human Centred Design

The introduction to Human Centred Design (HCD) was crucial. In applying HCD, Rizq:

- Learned about the gender bias in food allocation within homes, and girls' access to food outside the home.
- Understood that to improve its interaction with donors, Rizq must provide the kind of information that was seen as valuable.
- Extended HCD learning beyond prototype development by transferring it to other team members and applying it to different business processes.

## Girl Insights and Emerging Signs of Impact



Rizq has changed its understanding of nutritional challenges faced by girls and tailored parts of its approach to better cater to girls' needs.

Among its activities, Rizq will cooperate with community NGOs to **mobilise communities and raise awareness** about food security issues that girls face.

In the long run, Rizq hopes that this will lead to the **provision of more robust services**, including education, skills development, and counselling for adolescent girls and women.

**Streamlining the donor experience to maximize donations will help Rizq distribute more food among families and provide school lunches.**

Rizq hopes that freeing up household resources will lead to **increased school attendance** among girls.

The business hopes this will lead to **decreased levels of undernourishment** and food insecurity among girls, as well as better cognitive development, school performance, and improved future life chances.

## Going Forward

Rizq adopts a holistic cross-sectoral approach where food philanthropy is central to its work, and other services are provided through collaborations with community NGOs. Rizq is working on expanding partnerships with local NGOs and mobilising community volunteers. It envisions moving to a franchise model in which foodbanks and the different services offered are run independently and Rizq only manages the brand.

### Some potential barriers include:

- Meeting demand for its services. Rizq's primary challenge is finding the physical resources (such as personnel and buildings) to increase on-the-ground capacity whilst maintaining a high level of quality.
- Technological challenges regarding the back-end of the prototype, including the online donation platform and ERP.

### Further Reading

Coffey (2019). Case Study Report – Rizq. SPRING Evaluation, BPE – Cohort 4