

2ND QUARTER, 2024 NEWSLETTER



PARS Research has a footprint across Africa supported by regularly trained local field teams, partners and consultants in each country. During Q2, PARS conducted various studies in Kenya, South Sudan, Uganda and Rwanda.

In this newsletter you will find:

Latest projects, workshops and more. Keep Reading!

A MESSAGE FROM OUR

MANAGING DIRECTOR



Jane Mugo
Managing Director

Did you know that;

PARS started as a Market Research Consultancy but the humanitarian hearts of the founders drew it to Social Research?

Currently, more than half of the consultancies it handles are in social research area

How Does PARS Run its Evaluations?

- **UTILITY** – In its work, PARS ensures the evaluations are Accurate! Insightful! Timely!
- **ETHICS & LEGALITY** – The evaluation must be conducted in an ethical and legal manner, with particular regard for the welfare of those involved in and affected by the study.
- **IMPARTIALITY & INDEPENDENCE**— PARS provides a comprehensive evaluation that takes into account the views of all stakeholders.



TRANSPARENCY - PARS ensures evaluation activities reflect an attitude of openness and transparency.

ACCURACY- PARS led evaluations are technically accurate, providing sufficient information about the data collection, analysis and interpretation methods to ensure insightful, timely and applicable results.



PARTICIPATORY - Stakeholders are consulted and meaningfully involved in the evaluation process as feasible and appropriate.

COLLABORATION - Collaboration between key partners in the evaluation process improves the legitimacy and utility of the evaluation.

WHY WORK WITH PARS RESEARCH?

Samuel (Head of HR): PARS has some of the most experienced researchers in the industry.

Esther (Junior Research Executive): It is one of the best place to learn and apply market and social research knowledge.

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Accurate. Insightful. Timely

Lucy (Senior Research Executive): The company is dynamic and very innovative.

George (Data Processor): PARS adopts the most advanced analytical qualitative/quantitative data processing software.

John (Research Manager): PARS always works to deliver beyond the clients' expectations.

RECENT PROJECTS!



IN-DEPTH ANALYSIS OF BUSINESS

ASSOCIATIONS AND PRODUCER COOPERATIVES

PARS undertook an in-depth analysis of business associations and producer cooperatives in Kilifi, Isiolo, Busia and Kisumu Counties to identify their strengths and weaknesses.

Through qualitative and quantitative methods, PARS engaged county officials, KNCCI county chapters, leaders and members of these entities to understand membership structures, cooperation with other entities, policy dialogues, strategic partners, and overall service delivery to their members. The end product was an insightful report with recommendations to strengthen the agency and voice of the entities in public-policy dialogue and in advocacy for business-friendly environment ultimately contributing to economic prosperity in the respective counties.



EARLY INFANT MALE CIRCUMCISION (EIMC) PRACTICES IN EAST AFRICA DEMAND CREATION STUDY

Early Infant Male Circumcision (EIMC) is part of sustainable HIV prevention strategies in Kenya. The goals of the national EIMC program are to circumcise at least 40% of all newborn male infants delivered at hospitals offering the service and keep the rate of moderate and adverse events below 2% (Africa Health Sciences, 2021).



PARS was thus privileged to be part of a study on EIMC in Kenya, Uganda and Tanzania as the data collection agency.

The study aimed to establish the attitudes, practices and prevalence of EIMC among the different demographic sections of the population.

DISABILITY INCLUSIVE AND GENDER SENSITIVE VALUE CHAIN ASSESSMENT OF THE POWER-UP E-WASTE PROGRAMME

UN has 17 Sustainable Goals which aim to transform the world. Sustainable Development Goal 5 on Gender Equality envisions a world where women and girls everywhere have equal rights and opportunities and able to live free of violence and discrimination. Goal 10 strives to reduce inequality by empowering and promoting the social, economic and political inclusion of all, including persons with disabilities.

During the quarter, PARS conducted a disabilities inclusive gender sensitive assessment of the E-Waste value chain in Nairobi, Kiambu, Nakuru, Kajiado and Meru.

The assessment was mainly qualitative in nature including Focus Group Discussions and case studies with women and men with disabilities and women without disabilities. All researchers involved received a comprehensive training on disability sensitive data collection. The entire study ensured reasonable accommodation for persons with disability.



The final report highlighted experiences, barriers and opportunities for women and persons living with disability in the e-waste value chain.

UGANDA WORKSHOP



On 21st June 2024, we hosted a stakeholders workshop at the Sheraton, Kampala. The theme was “Voice of the Customer”. In attendance were clients from both the Public & Private sectors.



Some participants in the workshop



NUGGETS OF WISDOM

PILOTING IN RESEARCH

A pilot is the first step of research process and involves conducting a small study to test research protocols, data collection tools, sample recruitment strategies and other research techniques in preparation for a large survey. It aims to identify potential problem areas, as well as to assist in planning and modification of the main study.





An eye for detail leads to results you can trust



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