NASSCOM® FOUNDATION

Connecting for Good

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Executive Summary

Assessing the impact of technology enabling program

Brought to you by

Vodafone Idea Foundation

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C1 – Vodafone Idea External

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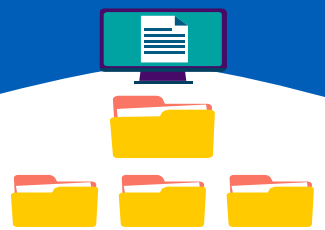
Introduction

Vodafone Idea Foundation in collaboration with NASSCOM Foundation, has been implementing Connecting for Good program since 2016, where it utilized its expertise in technology to empower marginalized communities and solve complex social problems through innovative technology.

Connecting for Good initiative has two broad programs which are being offered to the target group. Though the overall objective of both the programs is same, the overall approach to deliver these programs and the methodology adopted is different along with the nature of target groups.

Social App Hub

Developed India's first ever crowdsourcing platform that features over 1000+ socially relevant applications and disseminates plethora of knowledge on using technology for social good.



Solutions for Good

Built five technology solutions to improve the operational and programmatic efficiencies of NGOs.

Direct beneficiaries

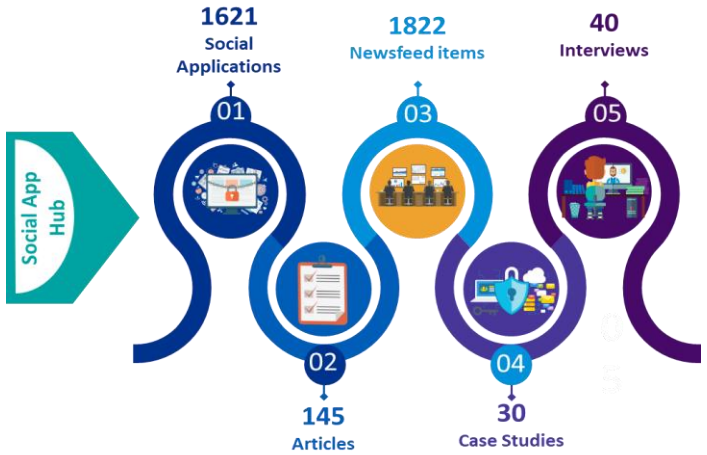
- Students and working professionals from social sector
- Not for profit organisations
- Social enterprises

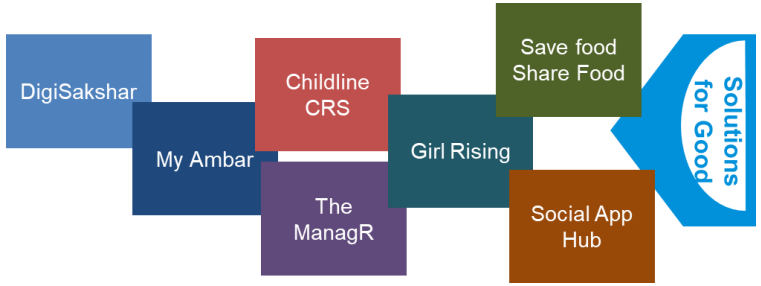
Indirect beneficiaries

- CSR professionals
- Corporate foundations
- Grant making agencies

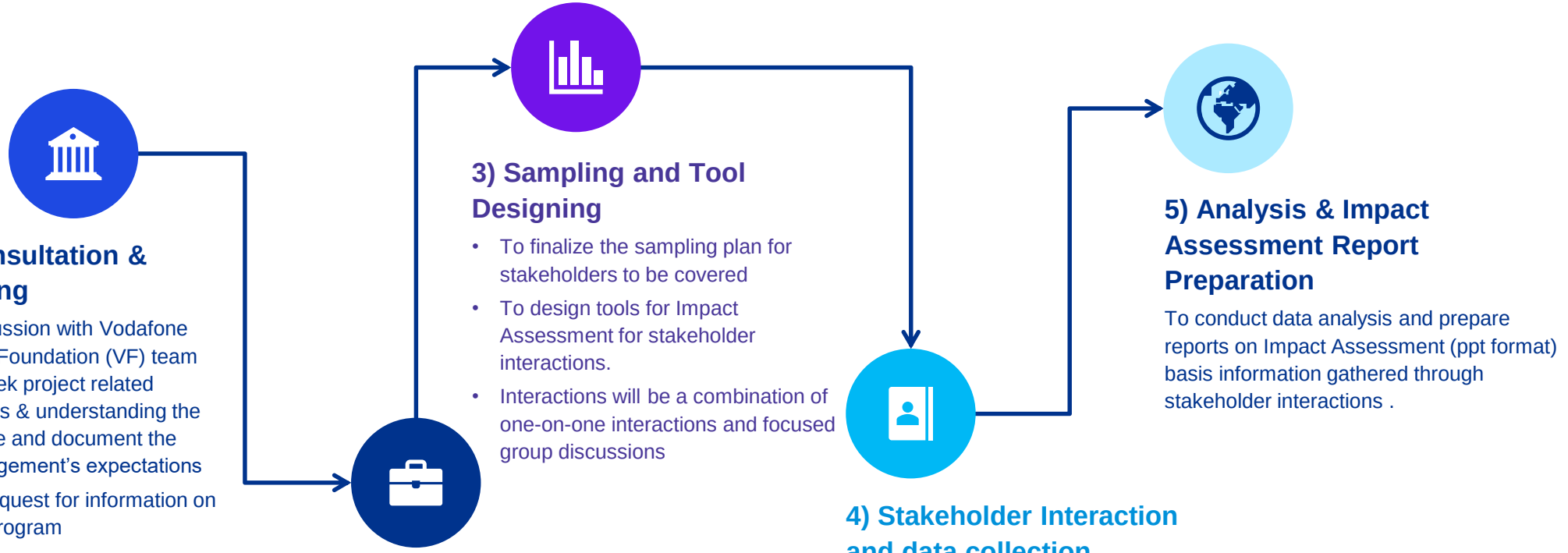
Institutional beneficiaries

- Government agencies
- Bilateral and multilateral agencies





Approach & Methodology



1) Consultation & Scoping

- Discussion with Vodafone Idea Foundation (VF) team to seek project related details & understanding the scope and document the engagement's expectations
- To request for information on the program

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2) Desk Review & Evaluation of existing Theory of Change

- Stakeholder interactions to understand projects, geographies, mode of implementation, intended impacts and processes
- To evaluate existing Theory of Change of the program and strengthen the same

3) Sampling and Tool Designing

- To finalize the sampling plan for stakeholders to be covered
- To design tools for Impact Assessment for stakeholder interactions.
- Interactions will be a combination of one-on-one interactions and focused group discussions

4) Stakeholder Interaction and data collection

To conduct stakeholder interactions (on a sample basis) through offline mode such as field visits to program locations in 3 project states

5) Analysis & Impact Assessment Report Preparation

To conduct data analysis and prepare reports on Impact Assessment (ppt format) basis information gathered through stakeholder interactions .

Sampling

Connecting for Good initiative has two broad programs which are being offered to the target group. Though the overall objective of both the programs is same, the overall approach to deliver these programs and the methodology adopted is different along with the nature of target groups. The detailed approach adopted for stakeholder consultation for both the programs is explained below:

Social App Hub

For Social App Hub, the user groups visiting the website are enlisted with the project implementation team.

Online survey was rolled out to more than 250 users.

Solutions for Good

The target group for the Solution for Good program end users who have been using the application developed under S4G.

Online survey was rolled out to more than 100 users of six of the applications.

Stakeholders	Target	Achieved
Social App Hub	100	134
Solutions for Good	5	37

Respondents Profile

Social App Hub

79%

Respondents are from higher education institutions actively engaged in community services

79% of the respondents are from higher education institutions (students) in social app hub, 4 % of them are independent consultants and 4% of them are working in NGO, and 7% of them work in civil society organization.

47%

Respondents work in Education & Skilling area

The focus areas were diverse and 39% of respondents are from organisations working in the space of education, 8 % from Skill Development, 5% from the space of Rural development, 8% from Healthcare and Sanitation, 17% from Technology-based interventions, 17% from Arts and Culture, 6% from working in the space of Environment.

Solutions for Good

69%

Respondents are key stakeholders including NGOs and civil societies

69% of the respondents are part of the implementation team, while 13% of them belong to junior management, 9% belong to middle management and 9% belong to senior management

53%

Respondents work in Education & Skilling area

The focus areas of the respondent's organisations were multiple with 30% of the respondents are from organisations working in the space of education, 23% from Skill Development, 16% from the space of Rural development, 16% from Healthcare and Sanitation, 8% in technology based interventions and 7% in the space of environment.

Outcomes

Social App Hub

85%

Respondents have shared that Social App Hub has increased the visibility and sharing of best practices across social sector amongst key stakeholders

86%

Respondents shared that they haven`t come across any portal similar to social app hub

84%

Respondents shared that Social App Hub has made it convenient to find relevant information and connections with right set of stakeholders through the solution

Solution for Good

84%

Respondents have suggested that the developed application will address the defined problems with respect to the different thematic areas

80%

of the respondents feel that the developed applications will be adopted by all the relevant stakeholders for whom this solution have been developed.

90%

Of the respondents have not come across any other similar application which addresses the specific requirements of the organisations working in the identified focus

Way Forward

The study showcases that Vodafone Idea Foundation is moving in the direction of achieving the intended impact envisioned. Along with the numerous positives of the program, it was also observed that if certain elements are incorporated in the program, it would help enhance the outcomes of program. These elements are as follows:

Current focus of both the programs is towards developing the relevant solutions and making it accessible to the user groups. A larger part of the respondents are the students from higher education institutions. Partnering with higher education institutions , civil society organisations and industry associations will provide a clear path in developing a strategy to improve outreach and visibility of the solutions.

Platforms like CSR Awards can be utilised to pitch the applications as social innovations and will help in amplifying the know how of the applications and will enhance the user base.

Monitoring plays a crucial for the applications that are developed under Solution for Good program. Considering the kind of user group that these applications have, it is essential that monitoring needs to be done on a regular basis. This will help understand the transitioning needs of the end beneficiaries and accordingly make changes in the applications to suit their needs.

Vodafone Foundation should take a step ahead and monitor the progress and impact of the NPOS and Social Enterprises working tirelessly at the last mile. Gathering the feedback of diverse set of stakeholders will help in building more engaging solutions that can benefit the end beneficiaries.

It is recommended to Vodafone Foundation to develop a feedback mechanism to understand from the organisations using the applications developed as part of the Solutions for Good initiative. This will help them to update and upgrade the applications from time to time and additional features can be added in the applications.