



Event Report IMPACT CONCLAVE

The Lalit, New Delhi | April 21 and 22, 2016

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Conclave | Overview



The first annual Impact Conclave took place in Delhi on 21st and 22nd April, 2016 and fixed the spotlight on the complete life-cycle of impact creation- i.e. construction, communication, measurement and scalability. It featured panel discussions with over 110 speakers in 25 sessions, spanning over 12 thematic areas. The summit was attended by 700 participants representing Civil Society Organizations, Multi and Bi-lateral agencies, Federal Bodies, Media and Academia. The event also saw the launch of the Impact Awards that recognized development practitioners with highest achievements in social development, in four different categories.

Among the most talked about sessions were:

- **Realizing a Billion Dreams: Creating Impact**, which was the opening plenary and witnessed discussions revolving around big impact areas that we as a country are focusing on and which also draws an alignment to the present SDG priorities
- **Fostering Development: Communication for Big Impact**, where development communication practitioners shared with the audience, valuable and thought-provoking insights from several interventions
- **Civil Society Voice**: which focused upon the trajectory of evolution of civil societies as enablers of change
- **Measurement for Boosting Impact: Data Driven Decision Making for Impact**, where panelists engaged in the critical discourse of impact creation and the evolution of data-driven decision making.

All in all, the conclave saw the commingling of exciting ideas, spirited individuals and pioneering organizations across the most contemporary sector foci on a common platform, thus leaving in its wake, a promise of inclusive and sustainable development.

Conclave | In Numbers



Conclave | Media Highlights



Ajay Sood, Managing Trustee, Centre for International Development Services, Amarjeet Singh Additional Secretary, Ministry of Rural Development, Amitabh Kant, CEO, NITI Aayog and Parveshwaran Iyer, Secretary, Drinking Water and Sanitation Ministry

Regional communications specialist at the World Bank, Vandana Mehra, on Thursday said that India is 32 years behind schedule in attaining its sanitation goal. "World Bank study shows that there is a gap of Rs. 2.5 trillion in sanitation cost in India. Twenty three percent of girls drop out of school only because they don't have toilets. Over 60 percent of the population defecates in the open. The number is alarming," she said.

Mehra was speaking at the Impact Conclave 2016, a two-day convention held in Delhi, which intended to fix the spotlight on developmental impact in various sectors like water sanitation and hygiene, public health, nutrition, corporate social responsibility and education.

She added that government has been spending a lot of money to set up toilets in rural areas but they are not being used. "The idea of a Swachh Bharat is not limited to constructing toilets in rural areas but making sure that they are being used and also maintained. The problem is that people in these areas are not used to the idea of going to a toilet. So, we really need a behavioral change," she said.

According to data mentioned by Caroline Den Dulk, chief of communication, UNICEF India, globally 564 million people do not use toilets and defecate in the open and a major portion of that belongs to India. As many as 1,000 children under 5 years of age die every day in India due to diarrhea caused by poor sanitation. "We need to start focusing on people who do use toilets. It is time for them to speak up and spread awareness amongst those who don't use toilets. It is high time that we influence and engage together to end the problem of open defecation in India," Dulk said.

Technology is important for sustainable growth: Amitabh Kant

NITI Aayog CEO today said technology and bank account would play an important role for sustainable and scalable growth in the country. Use of technology, bank account and the ability to exploit mass communications mediums is important to sustainable and ...**

Category:news-latest Source: [Webindia123](#) Apr 22nd, 2016

IMPACT CONCLAVE 2016 – AMBITIOUS STEP TOWARDS ACHIEVING SUSTAINABLE DEVELOPMENT

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In response to the global sustainability agenda, a two-day long Impact Conclave, 2016 was held at The Lalit, New Delhi. Attended by around 400 professionals, such as, policy advocates, top bureaucrats, Civil Society Organizations, and academicians, the Conclave aimed to fix the spotlight on the complete life-cycle of impact creation.

The conclave hosted 120 panelists and speakers over two days. Hosted by Sambodhi Research and Communication Pvt. Ltd, this event was supported by BMGF, SIDBI, ACTION AID, NIPRI, Care India, CIDS, Yes bank, Oneworld.net, Oxfam, Save the Children, WASH Initiative, Practical Action and the National Speaking during one of the sessions Amitabh Kant, CEO, NITI Aayog said, "Developmental initiatives can only be scaled up by ensuring forward and backward linkages. India must challenge the world at large to come up with solutions to its developmental challenges."



"Use of technology, bank account and the ability to exploit mass communications mediums is important to sustainable and scalable growth", he added.

4

News Portals

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Blogs

Conclave | Award Winners

I

SKILL DEVELOPMENT

WINNER: Chandramouli Chandrasekaran

PROJECT: Job-oriented skill upgradation program in Solar Electrical for the youth

ORGANIZATION: Advit Foundation

II

WATER, SANITATION & HYGIENE

WINNER : Vikas Shah

PROJECT : Creating Water Purification Plant (WHC) through PPP Model

ORGANIZATION: WaterHealth India Private Limited

IMPACT AWARDS

PUBLIC HEALTH & NUTRITION

WINNER : Anup Sarmah

PROJECT : PPP model-To run Govt. Primary Health Centre

ORGANIZATION : Karuna Trust

III

INCLUSIVE FINANCE & LIVELIHOODS

WINNER : Suresh Dhondge

PROJECT : Inclusive Holistic Development of Individuals with Disabilities (IHID) at Amravati district Maharashtra

ORGANIZATION: The Leprosy Mission Trust India (TLMTI)

IV

Conclave | Award Winners

RUNWAY AWARDS

Krishi Vikaas Udyog Limited - Creating sustainable livelihoods through FPC. The business plan was based on the idea of creating a Farmer Producer Company (FPC) in the Bolangir district of Odisha. The vision behind creating an FPC is to transform agriculture into a sustainable livelihood option for the thousands of small and marginal farmers who struggle with the extremely adverse climatic condition and low fertile soil of the semi-arid, drought-prone region of Bolangir.

AWARDEES

- *Sangrila Sahoo*
- *Arisha*
- *Lavina Joshi*
- *Godhuli Dutta*



Conclave | Agenda

Day One	Session Details
PLENARY Breakaway Breakaway Breakaway Breakaway Breakaway Breakaway Breakaway Breakaway	Realizing a Billion Dreams : Creating Impact Innovative Strategies in Public Health: From Best Practices to Next Practices Sanitation for all: Realizing a Dream Leveraging Demographic Dividend : Skilling India Impacting Lives through Responsible Investment Climate Resilient Development: What is ahead for India? Inclusive India: Finance From Intent to Impact: Pathways to Eradicate Malnutrition Livelihood approaches and the Changing Paradigm
PLENARY Breakaway Breakaway Breakaway Breakaway	Fostering Development: Communication for Big Impact Advocacy Using Campaigns Reaching the Unreached Using Existing Communication Platforms Next Generation Communication Media Development and Media: Reporters' take on Media's Role in Social Sector
PLENARY	Civil Society Voice

Day Two	Session Details
PLENARY Breakaway Breakaway Breakaway Breakaway	Measurement for Boosting Impact: Data Driven Decision Making for Impact Looking Beyond Numbers: Alternate Methods to Track Impact Analytics and Big data Building capacities for Measurement Evidence for Policy and Impact
PLENARY Breakaway Breakaway Breakaway Breakaway	Impacting Billion Lives: Scalability and Sustainability Mainstreaming Gender for Equitable and Scalable Impact Social Enterprise : Lever to Realize Big Impact PPP: Forging Partnership for Greater Impact System Strengthening for Sustainability and Scalability

Conclave | Highlights

Plenary

REALIZING A BILLION DREAMS: CREATING IMPACT



Moderator:

Dharmendra Chandurkar, Chief Knowledge Officer, Sambodhi Research and Communications Pvt. Ltd.

Speakers:

- Vijay Mahajan, Founding Chairman of BASIX Group
- Amitabh Kundu, Professor, Institute for Human Development
- Vikram Patel, Co-Founder and Former Director, Centre for Global Mental Health at London School

- The opening plenary set the tone for discourse on inclusive and equitable efforts towards development. The session focused on the trajectory of big impact areas that we as a country are focusing on and which also draws an alignment to the present SDG priorities. While Prof. Amitabh Kundu analysed inequality as a challenge to big impact, Mr. Vijay Mahajan explored the issue from the perspectives of microfinance and livelihood. Dr. Vikram Patel's narrative was based on the intersection of the public health and development challenge.

- The transition phase between MDGs and SDGs presents development professionals with an opportunity to look at how we assess the impact of different policies and programs in meeting development goals. On analysing closely, one might observe that development deficits are occurring because of inequality at different levels of the society. While looking at the design, implementation and monitoring of any program, it is important to see impact across different social and economic groups. If we aspire to create big impact, we need to also focus on "Multidimensional poverty" and not just "Economic poverty".

- We often consider Education and Health as important tools of poverty reduction and great enablers of higher standard of living. However, income generation also plays an important role. The rationale is, higher income leads to higher investment in education and health which ultimately leads to reduction in structural inequality.

- Development Professionals in India, during its post liberalization period, tried to solve the development problems through the Microfinance approach. The two models of Grameen Bank and Self Help Linkage programs were employed to promote access to capital and livelihoods. In the subsequent years, detailed studies on the impact of these approaches suggest that these models have resulted in nominal significant increase in income. In the light of these evidences, we need to appreciate the fact that Microfinance is an imperfect tool to alleviate poverty. Life is full of unmanaged risks and people need savings and micro-insurance before microfinance.

- Defining the development problem and understanding it in its totality is extremely complex and only acting on addressing the problem using access to skill, market, capital and risk mitigation measures, without analysing and appreciating the problem will yield poor results. If we aspire to register big impact and realize a billion dreams of good life, we first need to rebuild a new theory of development, before we plunge into action.

- One of the new ways of rethinking development is accepting the fact that health lies at the very heart of human development and not on its periphery. In India, weak public primary care system, unequally distributed unskilled human resources, unregulated private medical sector, low public spending, disjointed statistics on health performances and irrational use of drugs and technology have left the healthcare system fragmented and under-funded.

- A strong and well-staffed state-run primary care system, universal health coverage and a shift from the concept of health insurance to health assurance by the state can help realize the right to health for the billion Indians, thereby realizing a billion dreams.

Conclave | Highlights

Breakaway

INNOVATIVE STRATEGIES IN PUBLIC HEALTH: FROM BEST PRACTISES TO NEXT PRACTISES



Moderator:

Nirmala Murthy, Mentor/Advisor, Foundation Research in Health Systems

Speakers:

- Bulbul Sood, Country Director, Jhpiego
- Rajmohan Panda, Senior Public Health Specialist, PHFI
- Harish Kumar, Project Director, IPE Global

- The discussion in this session was based on the vision of having equitable and effective healthcare. The deliberation was around identifying current innovative platforms, its evolution in the current context and newer strategies adhering to the healthcare needs of the hour.
- Today, the healthcare sector is posed with multiple issues. Scaling-up of innovations is one of the biggest challenges that the health sector in our country is currently faced with. Flexibility in administration and strengthening of the technical support facet may help address this issue. Funders must also be aware of the performance of the innovations and create a system of accountability in order to ensure that resources are efficiently utilized.
- Improvement in the quality of care is another important concern of the health care sector. Many well-designed programs have failed to deliver expected outputs due to the compromised quality of care in both public and private domains. One way of addressing the issue of quality of care is to enforce a standard protocol. For example, JHPIEGO is standardizing the childbirth checklist which was implemented in Rajasthan in 2012 to ensure that protocol is being followed systematically and timely. In order to understand the numerous variables that influence the health care sector, it is also important to institute proper a monitoring mechanism.

- Innovations in the health care sector need to be conceived “with a vision to bring social change” and they have to be robust enough to address the problems at the grassroots level. Additionally, they must be adaptable enough for scale-up and institutionalization. That is why innovators are required pay close attention to details while conceptualizing these innovations.
- For any innovation to be successful and impactful, it is required to be catalytic, sustainable and must be backed by stakeholder involvement. The innovations designed by NIPI for instance, involved people from its inception stage, first winning their confidence and support and then utilizing this support to drive the innovation towards success.
- It is essential to understand that public health system works in various dimensions and often faces the challenge of diffusion. Hence, there is a need for higher spending in this thematic area to overcome lack of infrastructure and resources. We must also channel our efforts into building easily accessible repositories of information, and in shaping and re-shaping rigid attitudes.

“ *No practise is developed as the best practise but it becomes best as it goes.* **”**

Conclave | Highlights

Breakaway

SANITATION FOR ALL – REALIZING A DREAM



Moderator:

Depinder Kapur, National Coordinator at India WASH Forum, Former India Country Representative for WaterAid

Speakers:

- Anand Shekhar, Team Leader NRMC
- Alka Srivastava, Senior Programme Director at Development Alternatives
- Arumugam Kalimuthu, Program Director Wash Institute

- The panel discoursed on the intervention cycle of WASH, from policy to practice, from construction to usage and from intervention to impact and also discussed how the current efficacy of WASH intervention can be strengthened by reviewing the current approaches vis-a-vis the previous program.

- One of the most debated and discussed WASH challenge for India is that of Open Defecation. However, this is not a standalone problem and it is connected to many other issues like inequality and lack of awareness. However, all of these problems can be efficiently addressed by the approach of collective action. This approach is effective because this inspires a social movement where change occurs through public demand and public action. We also need to collaborate with different agencies and institutions to come up with newer creative solutions.

- The involvement of government in identifying the needs of the target audience and collaborating with relevant partners in designing incentive based schemes, will encourage engagement and participation of the people and will also help reduce the paternalistic approach that people have towards government schemes. The state also needs to utilize the flexibility it has and approach the problem by applying the concepts of decentralization and devolution of work.

- Apart from creating partnerships and inspiring social actions, investing on infrastructure is another popular and often-used method of addressing the problem of open defecation. Installation of infrastructure is however, only an incomplete solution and needs to be augmented with proactive action on behavioural change. There are significant social, economic and environmental outcomes that can be achieved once behavioural change strategies are installed.

- Business models such as Community Owned and Community Operated (COCO) could be adopted to improve the usage of toilets allowing people to claim ownership and operate toilets independently. The 3C's – Cult, Cadre and Cash model could also be used to maintain coordination among the efforts of various organizations in order to achieve the target of ODF by 2019.

“Effort towards sanitation needs to go beyond the GP level and adopt a more household based approach.”

Conclave | Highlights

Breakaway

LEVERAGING DEMOGRAPHIC DIVIDEND: SKILLING INDIA



Moderator:

Brajesh Pandey, Founder and Executive Director of Kaarak.

Speakers:

- Austin Thomas, Executive Vice President – Impact Measurement, Wadhwani Foundation
- Prerit Rana, CEO and Trustee of Agrasar
- Atul Bhatnagar, CEO of National Skill Development Corporation

- The panel discussed India's current demographic trend vis-à-vis the leveraging factor for the country's workforce. There was also discussion around the entire lifecycle of the skill education and industry, its trends, challenges and prospective opportunities.

- In India, every year, 12 million unemployed people look for jobs whereas only 5 million jobs are created annually. One way to address this huge disparity is to ensure that there are more employable people. Skilling can act as a tool that can help bridge this gap but in order to be effective and impactful, skilling is best done at the industrial level. In a way, the Skill India initiative needs to be augmented by the Employ India Initiative. However, we must also keep in mind that skilling alone, cannot overcome the challenge of employability as the issue of employability is quite entrenched and has many barriers attached to it. In addition to skilling people, approaches have to be designed and implemented to train quality professionals and make it feasible for the individuals to hold jobs.

- While discussing about skilling and employability, it is necessary for us to take into consideration the factor of productivity since these concepts are connected. Use of updated technology at work place could be a direct step towards addressing this.

- The promising truth is that by 2020, India is going to be the youngest nation with the average age being 29 years. This means that while the rest of the world will have a deficit of workforce, India will have a surplus of people in the employable age. This presents a great opportunity for exporting skilled human resource of which we will have no shortage. However, the same situation can pose a great threat to the economic and social stability of the country if we do not skill this young workforce.

- We are required to understand and appreciate the fact that there is a difference between education and skill development. Education is input focused whereas skill development is outcome based. Skill Development is anything that can help a person earn wage employment or self-employment. Twelve years of primary and secondary education may not be able to provide so. However, twelve weeks of skill-training can make someone employable and although quite interesting, this phenomenon occurs because of Industry demands.

“ Understanding the problem and its root causes is primary in building worthwhile solutions ”

Conclave | Highlights

Breakaway

IMPACTING LIVES THROUGH RESPONSIBLE INVESTMENT



Moderator:

Jyotsna Bhatnagar, CSR Advisor, Castrol India

Speakers:

- Ashwini Saxena, Director Programmes, Essar Foundation
- Sidharth Balakrishnan, Strategist-Business Transformation, Cairn India
- Biplav Chatterji, Associate Director- Responsible Business Advisory Team, PwC

- The objective of this panel discussion is to deconstruct, assess and comment on the Indian fabric of responsible investment within the global context which is based on the larger understanding that long term sustainable returns are only possible within an environment of stable, well-functioning and well governed economic systems.

- Responsible investment consists of a set of approaches that integrate environmental, social and governance factors as well as ethical issues into decision making and financial analysis. Businesses might be considerate but may not be fully aware of how to invest responsibly. In order to ensure socially responsible and financially sound behaviour from businesses, there is a need to set up an advisory body that first, helps identify the range of sectors where investments can be made, and second, regulates and guides the planning of expenditure of available resources.

- In order to ensure success of any CSR programme, an organization must adopt an approach of co-investment between the organization and the community. Partnership with different stakeholders especially the target audience and the state will help yield better programme outcomes. This is because intensive and extensive techniques are more impactful when responsibility is shared between the private sector and the government. The need of the hour is to decentralize and democratize the ecosystem to include more stakeholders.

- It is necessary that the CSR programmes are driven by norms of welfare policies. They must be comprehensive in nature and must be inclusive of all relevant stakeholders especially the marginalized sections.

- During the conceptualization of any project, the areas of responsible investment must be decided to inculcate CSR into business. While making decisions that protect business, welfare of social and public property must be considered.

- CSRs should establish a channel of communication with other people in their field to ensure continuity in provision of services instead of replicating efforts.

“ Responsible Investment is not just about fulfilling ESG norms. Deciding where to invest is equally important ”

Conclave | Highlights

Breakaway

CLIMATE RESILIENT DEVELOPMENT: WHAT IS AHEAD FOR INDIA?



Moderator:

Purnamita Dasgupta, Ford Foundation Chair, Acting Head, Environmental Economics Unit, Institute of Economic Growth.

Speakers:

- Krishnan Pallassana, Executive Director, The Climate Group
- Achyut Luitel, Director, Practical Action
- Ashish Aggarwal, The Energy and Resources Institute

- The session deliberated on why it is relevant to discuss development and environment together and what is the way forward to sustain current growth and build upon resilience, of both, the community and the environment.
- The discourse on climate is very limited at the grassroots level. We need to develop a knowledge base to cultivate the habit of debating about climate issues and discussing the activities to be undertaken to restore balance in the environment. Information regarding the changing climatic patterns and causes behind it, must be facilitated to the larger audience. The development and implementation of programs also needs to be communicated. An aware audience can significantly affect the rate at which change is being brought about.
- At all governance levels, we need to have in place a system for the delivery of knowledge and design. This system should be able to prevent any adverse effect or risk on the future course of life of the people.

“
*Urban designing and its delivery
need to become efficient and fast.*
”

- Serious action must be taken in identifying the problems and solutions that need to be developed to address climate issues. These solutions must also be resource-sensitive since the resources are drying up rapidly. The nation needs to build resources in order to improve efficiency in design. The design must be delivered in order to commence the process of implementation.

- Resilient Development has a vast scope. But to begin with, we need to look at resilience through a different lens. The people who are exposed to the risks posed by climate are usually those at the bottom of the pyramid. Although the dictionary meaning of resilience is “the ability to bounce back”, it seems unfair that we ask the people to bounce back from something that we have caused by years of negligence. Damaging the environment, and building resilience cannot happen simultaneously. Also, alone cannot be adopted as a long term sustainable solution. We must help people come back to acceptable levels of resilience, but then we must also repackage development itself, so that no more harm is done to the environment.

- Degradation of environment affects the lives of people in many ways and in a way poverty and environment degeneration are two sides of the same coin. Both the state and the civil society must collaborate to evaluate the situation and adopt commensurate measures to mitigate the challenges.

Conclave | Highlights

Breakaway

INCLUSIVE INDIA: FINANCE



Moderator:

Chandni Ohri, CEO Grameen Foundation

Speakers:

- Vipr Raj Bhardwaj, Vice President and Head – Lending Business of FINO Paytech
- Pallavi Sen, Development Expert in Rural and Microfinance
- Puneet Chopra, Head Digital Financial Services-Bank/product, Microsave
- Ragini Choudhary, Advisor, Department of International Development

• The panel deliberated upon the discourse of the inclusive finance ecosystem. The focus points of the discussion were the access to finance by Rural India, discourse on rural finance from a more micro-finance based approach to inclusive finance and discussion on the role and effectiveness of payment and small banks in ensuring financial linkage to the last mile.

• It is now a proven fact that economic growth is a major driver of poverty reduction and inclusiveness. Sustaining inclusive growth in India will require microfinancial stability, since the lack of it would lead to increased inequality in the distribution of wealth thereby worsening the economic condition of the country.

• Inspite of the strong foundation, that has been laid by the government to promote financial inclusion through different schemes and innovations, these attempts fail to match the reality on ground. Immense burden has been levied on the banks since there has been an emphasis on achieving numbers as a proof of countering the problem of poverty and inequality without the necessary support from the government. In order to complete our journey towards financial inclusion, we have to stop being fixated on numbers and look at the qualitative aspect of the services being offered and availed.

• The finance sector has been sincerely and actively engaging in bringing new innovative technology by introducing various schemes, such as, Jan Dhan Yojana, Aadhar card and new bank licenses. Additionally, the financial organizations have also been experimenting with various business models for a better output in the Financial Inclusion (FI) space, such as, Digital Financial Services being introduced by Grameen Foundation and DFID supporting SIDBI in order to increase the outreach in four poor states. Development has been made in Business Correspondent (BC) model to encourage its use. BC's aim at increasing the outreach, decongesting the banks and easing out the processes. However, the proposed models have various challenges and require further development for a greater impact.

• Further upgradation of technology to form an interface and also for bridging the gap is necessary to increase financial inclusion in the country.

• A disruptive force in the form of an institution that focuses on addressing the key challenges of the sector must be introduced in the system. There is a need to spread the geographical footprint, achieve social audit, create awareness among the masses about FI space and its working and strengthen the mechanism of the thematic area by bridging the gap in technology and by building capacity.

“We are at a very interesting juncture. Never before in the history of India, the microfinance sector has seemed so full of promise and potential.”

Conclave | Highlights

Breakaway

FROM INTENT TO IMPACT: PATHWAYS TO ERADICATE MALNUTRITION



Moderator:

Seema Puri, Associate Professor in Nutrition, Institute of Home Economics, University of Delhi

Speakers:

- Prema Ramachandran, Director, Nutrition Foundation of India
- Sheila C. Vir, Public Health Nutrition Specialist
- Basanta Kumar Kar, Senior Advisor, Coalition for Food and Nutrition Security

- In this session, experts shared their insights on critical issues like evolving strategies, importance of evidence based planning, cross-sectoral coordination and interventions with potential for scale up. The discourse brought to light the possible pathways that may accelerate the progress in eradicating malnutrition and mark a positive impact on persistently high levels of malnutrition amongst children and women.

- MDGs had become the first yardstick to measure progress by providing checklists and thereby enabling people to think. Comparatively SDGs are far more difficult, expensive and give far more leeway to the nations to drop their agenda. But we need to look at SDGs in a slightly more enabled fashion so that we have greater chances of success.

- In India, poor IYCF and repeated infections are major factors responsible for undernutrition in under-5-children. Correction of wrong IYCF and treatment of infection will prevent Undernutrition. Early detection of undergrowth and appropriate management will accelerate improvement in nutritional status.

- Stunting, underweight and wasting rates in Indian pre-school children are among the highest in the world, which has resulted in India's low ranking in nutrition and development reports. But stature of the Indian Children may not be a good indicator of poverty or food security of the household. Even in the highest income groups, about 1/4th are stunted, 1/5th are underweight and 1/10th are wasted. Hence food security is not the only factor for small stature.

- In India, some of the highest risk factors associated with stunting in young children are lack of education of mothers, low maternal height, reduced number of institutional deliveries, low standard of living and poor WASH habits.

- Reversal of wasting can be rapidly achieved if wasted children are identified and given nutrition and health education, treatment of infection and wherever needed, food supplementation.

- In case of Indian women, major causes for malnutrition and stunting are inadequate pregnancy care, poor child care up to 24 months of birth, neglected adolescent care and poor care during pre-conception period. In order to address malnutrition in women, there is a need to undertake not only nutrition specific interventions, but also nutrition sensitive interventions.

“What's considered to be food security by economist is not same for a nutritionist.”

Conclave | Highlights

Breakaway

LIVELIHOOD APPROACHES: THE CHANGING PARADIGM



Moderator:

Arvind Malik, Chief Executive Officer, Udyogini

Speakers:

- Aneesh Kumar, Program Director, PRADAN
- Apoorva Oza, Chief Executive, Aga Khan Rural Support
- Suneel Padale, Program Analyst, Natural Resources, United Nations Development Program

- This panel tried to find answers to how the changing paradigm in livelihood approaches addresses the issues of scalability and sustainability of models as well as their effectiveness. The speakers also deliberated on whether moving forward, there is a need to focus on the creation of employable human resource capital formation as the one-stop solution for livelihood enhancement or continuing with the five capital utilisation model is a better option.
- Livelihood does not mean only income generation. It has the subsets of health, skill, opportunities, ideas and knowledge. It so happens that even if one of the parameters is not taken care of, the effect on livelihood can be seen immensely.
- Farmers are still exploited beyond limits. They still receive marginal values for their goods and this results in biased decision making. A development practitioner is a source of creating awareness for the people who are unaware of their choices and a know-how of exercising the same.
- Many organizations are working on ground to create a stronger impact in this thematic area. They have collaborated with government bodies to achieve employment generation and employability among the people. They have also been providing support to the development projects such as sanitation linked livelihoods, coastal regeneration among the others.
- The resources we are dealing with are exhaustible and limited. Hence, they must be used judiciously. Sustainable usage of resources must be done keeping in mind the target to achieve a greater impact.
- The Livelihood sector has undergone a paradigm shift. Technology has acted as a catalyst. It has become the source of power, a medium for the people to understand and avail their bargaining rights. Technology should be able to amplify the work of the community and not create hindrances in their path of development. However, practitioners must also remember that technology alone is not enough to develop sustainable livelihoods. It must be complemented by knowledge development and capacity building.

“
Use of solar energy
converts a farmer from a
buyer to seller.
”

Conclave | Highlights

Plenary

FOSTERING DEVELOPMENT: COMMUNICATION FOR BIG IMPACT



- The objective of the plenary session on communication was to discuss information and communication opportunities, strategies and interventions in comparison with the needs of the marginalized groups. While Ms Priyanka Dutt spoke about the role of development communication in the context of bonded labour, the focus of Ms. Vandana Mehra and Ms. Caroline den Dulk's narrative was the use of communication to address the problem of sanitation in India. Ms. Sonali Khan discoursed about the issue of discrimination against women and girls and how communication can be utilized to address it.
- In order to create social change, the institution of media requires support from other social quarters. A commonly observed partnership in the sector of development communication is that between civil society and media. While media informs and inspires action, civil society helps translate efforts into action. Through collaboration and co-operation, they can together create stories of collective action, efficacy and social change.
- Another enabling condition of social change is when an organized critical mass of individuals in society aspire to the values of global citizens. What is really striking in India, is the indifference and lack of passion among people towards the misery of the other people. What is more dangerous is how comfortable people have become living with inequality. While half the country is open defecation free, they rarely engage and influence to change the situation for the other half. India, as a country will be able to take a step towards creating big impact when we accept the fact that the problems of the deprived and the marginalized are not only the state's concern, but everyone's.

Moderator:

Vimala Ramakrishnan, Director Marketing,
New Concept Information Systems

Speakers:

- Priyanka Dutt, Country Director India, BBC Media Action
- Sonali Khan, Vice President, Breakthrough
- Vandana Mehra, Regional Communication Specialist, World Bank
- Caroline Den Dulk, UNICEF India

• Poor Sanitation has a lot of impact on India's economy and it is a huge burden on the well-being of people, especially that of women in rural areas. Initially the sanitation problem in India, was handled with a construction approach. Ever since, we have realized that lack of usage and behavioural issues and not availability of toilets, are at the core of poor sanitation conditions in India, there has been a shift in the approach towards Sanitation Behaviour Change.

• An important component of Social Behaviour Change is change in social norms, which is not very difficult to achieve. However, without effective communication that addresses social norms and behaviour determinants, creating demand for sanitation services may not be possible. Demand is created when consumers feel the need and ability to purchase sanitation technology which suits their needs. This can be challenging at times, since people have different competing priorities.

• What we need is a systematic application of an interactive evidence based system, that can help identify behaviour that can be changed. We also need to break down the high walls we have created between Communication for Development and Policy and Advocacy. Additionally, it is also required that we start identifying different spheres of influence and connect the dots between demand generation and social change.

• While discoursing about social change, we have to also appreciate the fact that it cannot be burdened on people. For example, the issue of gender discrimination in India, has been handled through different approaches over several years but we have failed to understand and appreciate the whole perspective of women's rights. When we talk about big impact, we have to ask ourselves if we are addressing structural and systemic issues like property rights and greater safety and security for women.

Conclave | Highlights

Breakaway

ADVOCACY USING CAMPAIGNS



Moderator:

Heer Chokshi, Account Director, Edelman

Speakers:

- Bidisha Pillai, Director-Advocacy, Campaigns and Communication, Save the Children
- Farrukh Rahman Khan, Programme Coordinator, Oxfam India
- Nilanjana Bose, Senior Director, Global Health Strategies India

- The discourse on Advocacy Using Campaigns was structured to explore into the different types of campaigns that have been used for advocacy, such as advocacy with programmatic focus, advocacy on community mobilization and civil society partnership and public policy advocacy.
- Campaigning strengthens the demand side. The success of a campaign, many times, has been credited to the power of the celebrity representing it. For instance, Farhan Akhtar for immunization, Amitabh Bacchan for Pulse Polio etcetera have managed to achieve high engagement from the masses. But it is not the only factor or a necessary one on which the success of a campaign rests.
- Good Quality content is a quintessential requirement for any campaign to have a strong impact. It is also important to have advocates involved and to tie up with research organizations and utilize data resources to combine all measurements of quality and quantity for creating a campaign that is original yet convincing even for sceptics and cynics.

- There is also a need to make the content of the campaign, i.e. data look attractive and interesting for better engagement. The focus should be on the critique of the campaign while designing it in an efficient and persuasive way.
- It is important to have representation of people from different sectors of the society and have them united for a single agenda. Highlighting the role of civil society can also lead to strong impact. Also, engaging journalists and media houses who have worked extensively with social issues and have gained knowledge through experience will yield better and far reaching results.
- A continuous dialogue with government is also of utmost important in order to channel the voice of people. The government must invest more in Research and Development for creating reliable data which will be used further for creating campaigns. Situation analysis could be done before any campaign is finalised and the facts and figures backing it must be checked for credibility.

“ *There is always a strong space for civil society organizations for campaigning. However, there is limited space for corporates to contribute. Therefore, this remains a gap.* **”**

Conclave | Highlights

Breakaway

REACHING THE UNREACHED USING EXISTING COMMUNICATION PLATFORMS



Moderator:

Ankit Pogula, Founder, Tuning Fork

Speakers:

- Richa Shukla, Head – Content Development, Sesame Workshop
- Ankita Anand, Founder, Aatish
- Farhat Basir Khan, Senior Faculty Member, Mass Communication and Research Center, Jamia Millia Islamia
- Alok Vajpeyi, Acting Director, Programme Population Foundation of India

- The panel looked at the effectiveness of the existing platforms for downstream communication. While, there exists a multitude of media for communication, the discussion aimed to deconstruct how efficiently and effectively those media have been able to communicate to the unreached.
- Lack of communication has become the major factor that prevents people living in the underserved areas with multiple misunderstandings, from being able to channel their voice regarding multiple issues. Subsequently, this has led to agitation among the masses. The failure in facilitating communication has ill consequences leading to only a vertical growth in the economy, thus hindering the growth of many communities and sections.
- Communication plays an essential role in mobilizing people and in maintaining unity among them. A two-way communication must be established between the existing organizational layers, across institutions and between the government and the masses through various means. Off line methods of communication, such as Hanukkah-natak, puppetry and street shows must be used to create awareness as they have been reported to have strong impact on people.

- Street-play, being a performing art is a very strong and impactful tool that can create a resonating effect on the audience. Unlike mainstream media, street plays offer the audience an opportunity of live interaction with the play producers and artists which ultimately leads to better clarification of the issue being addressed. Commingling of audience and play-makers result in the curation of strong and good quality content, thus achieving success in communicating the message.
- Broadcast media can be used to incite the idea of empowerment through television serials and talk shows. They not only encourage people of subdued and marginalized communities to rise and empower themselves but also trigger discussion by highlighting opportunities and challenges that people face.
- The content of what is being communicated must be carefully designed in order to create a lasting impact. Involving children, and stories of routine life can help people relate and understand alternative ways of dealing with issues.

“ *Communication can act as a very strong tool catalysing change in our society.* **”**

Conclave | Highlights

Breakaway

NEXT GENERATION DIGITAL TOOLS FOR COMMUNICATION



Moderator:

Vijay, Pratap Singh, Co-Founder and CEO of Ekgao Technologies

Speakers:

- Rajeev Tikkoo, Director and Editor-in-Chief, OneWorld, Foundation South Asia
- V P Singh, COO Ekgao Technologies Pvt. Ltd.
- Sunandan Madan, Co-Founder and Director, Dhwani Rural Information Systems Pvt. Ltd.
- Amajit Mukherjee, Project Director, Shaping Demand
- Farah Dada, Communication Head, Dasra

- The speakers in this panel explored into the understanding of the advancing information and communication technologies for reaching the last mile. They also discussed the role and significance of next generation digital tools in creating impact and deliberate on the historical transect of how the role of new age tools have evolved over the years.
- The process of communication can be hindered by a number of factors like poor content language, undefined structure, inadequate research and inability to pass on the communication to the marginalized groups of the society.
- Media is not a structured organization. Sources, relationship, trust, credibility and reactions are important points of consideration when one is dealing with a story that deserves attention. Media is segmented in nature and professionals working in this space often let their political ideologies and convictions leave an imprint on their communication outputs. Any story that is published and featured must be backed by evidence which brings credibility to the story as well as to the story-teller.
- The most important story today is what the media sees and what the contemporary discourse is all about. Linkage is of upmost importance and one way of establishing it is by getting stories from remote areas and presenting them on media. Often, the impact of the story highly depends upon the context and the time it is featured. Also, in order to reach a wider audience network, it is important that a featured story is explored further and re-shared through various media platforms.
- In order to reach the rural audience, communication professionals need to come up with a combination of appropriate technologies that have evolved over time. This is because, although internet is a huge publishing platform that could be easily accessed by millions of people, the usage of internet as a mode of communication in the rural years, is not yet mainstream.
- There are a host of alternative solutions that have been effectively used by practitioners over the years. Community radio is one of them. However, Community radio looks for very selective content. Different people handle different programmes leading to ownership at various different levels within the media.
- Rural communication still faces several issue which need to be addressed with innovation and creativity. The community health workers have no standardised tool for the communication purpose, which in turn acts as a barrier in the free flow of awareness related messages, thus resulting in a gap between the availability and utilization of entitlements and benefits. For example, convincing a family to adopt safe immunization or family planning practices is difficult due to lack of awareness and lack of recognition of Front Line Workers (FLWs) both at the community as well as at the systems level.

“ There is low media penetration in many states in India like Bihar. Bihar has a predominance of rural population with a very low literacy level. **”**

Conclave | Highlights

Breakaway

DEVELOPMENT AND MEDIA: REPORTERS' TAKE ON MEDIA'S ROLE IN SOCIAL SECTOR



Moderator:

Nikhil Mathur, Consultant, Training and Institution development

Speakers:

- Girish Nikam, Anchor-Consultant, Rajya Sabha Television
- Subi Chaturvedi, Team Leader, Hill+Knowlton Strategies India

- This panel explored the potential of the media to effectively channelize the intended course of development. The speakers reviewed the existing strategies to effectively use media as the driver of change and development in the common masses and discuss how to further strengthen the constructive role of media in nation-building and safeguarding the rights of the marginalized communities.
- The role of media in the development sector has changed in the past decade. The attitude of media has now become more corporatized where it is driven by marketing motives rather than sound editorial leadership. Additionally, the discourse has also become skewed towards covering stories with a popularity aspect attached to it. Introduction of the new concept of "target audience" has led to a shift from real news to insignificant "trending news" which also has its root causes in the poor reading habits of the current generation. As a result, important social events and indicators are not being given adequate attention.
- Considering the power of data in influencing policymaking, media needs to reconstruct the way information is used, to get the story across, which is a major challenge even though there is no paucity of data.
- There are three roles that journalists need to perform, they are, to be the eyes and ears for the masses, set agendas for discussion and to create a platform for dialogue. In order to perform their role efficiently, media houses have to invest more in its research department in order to create original and worthy piece of news.
- Media houses must improve upon the quality of content by humanizing statistics, avoiding jargoned language and explaining better by structuring things simply for common understanding. They should also focus on utilizing data from development sector and creating more space for it, and also by structuring the news better to capture the attention of the masses.
- Alternate forms of media, such as, social media has come up and flourished at a greater rate. It has succeeded in providing space for the masses to question and react instantly. It suffers a great setback in the sense that it lacks regulation leading to a treacherous trail.
- The task at hand is to create more space for addressing social issues through various media platforms more aggressively, efficiently and in a more structured way.

“

*Journalism gives you the right
to question as the fourth pillar.*

”

Conclave | Highlights

Plenary

CIVIL SOCIETY



Moderator:

Amitabh Behar, Executive Director, National Foundation for India

Speakers:

- Yogesh Kumar, Founder, Samarthan – Centre for Development Support, Bhopal
- Anand Kumar Bolimera, Director, PACS Programme
- Neeraj Jain, Former CEO WaterAid India

- This panel focused upon the evolution of civil societies as enablers of change. The speakers in this panel deliberated on how the role of civil societies in ensuring state accountability through rights and entitlements has evolved to mainstream the decentralization of power.
- There has been a paradigm shift in the development space. Owing to this, there is now an increased focus on the effectiveness of action. A necessary input for social impact is inclusion. It is the responsibility of civil society organizations to ensure that benefits of social programs reach all sections of the society, especially the deprived and the marginalized. This is important because one of the major objectives of the social development programmes is to empower people and without empowerment, inclusion will be difficult to achieve.
- In order to ensure the sustainability of programmes, civil societies must focus on making people aware of their rights and opportunities. CSOs should not only act as catalysts of change, but they also must work on amplifying the voice at the grassroots level.
- Civil Societies have several responsibilities. One of them is to play the ‘watchdog’ role and monitor the actions of the actors in development space. This also involves speaking truth to power and asking uncomfortable questions. The second responsibility is to nurture alternative solutions to development problems by participating in multi-stakeholder discussions and enhancing development effectiveness. The third responsibility of the civil society is to promote dignity of people and become advocates of justice and order.

• Civil Societies must not only acknowledge their responsibilities but also their weaknesses and challenges as actors in the development space. In the last decade, civil societies have been left behind in the development trajectory. They have been losing the comparative advantage of being civil societies. There is persistent lack of trust in people and there is a continuous pull towards policy changes leaving aside the issues at hand.

• CSOs have to take up the challenge to proactively improve their work and be fully accountable for the actions they undertake and the results those actions bear. As development practitioners, we need to re-think the role of civil society in the framework of democracy and not only that of development.

• In order to guide change for effective development, civil societies need to work in collaboration with the government and catalyse the decentralization and devolution of power. Additionally, they also need to connect to the people on-ground, in order to do justice to their role.

Conclave | Highlights

Plenary

MEASUREMENT FOR BOOSTING IMPACT: DATA DRIVEN DECISION MAKING FOR IMPACT



Moderator:

Andy bhanot, Director, Research (South Asia), BBC

Speakers:

- Jyotsna Puri, Deputy Executive director, 3ie
- Neelima Grover, Chairman of Board of Advisors, QED
- Santosh Mehrotra, Professor of Economics, JNU
- Amir Ullah Khan, Policy Advisor, BMGF

- The objective of the session was to facilitate a discussion around the practical examples of innovative approaches towards using data for building evidence. During the panel discussion, Mr. Santosh Mehrotra and Mr. Amir Ullah Khan talked about public data collection and data quality while at the heart of the Ms. Jyotsna Puri and Ms. Neelima Grover's discourse were the issues of data driven policy making and organizational thinking.
- There is now a confluence of ICT, computing power and analytics and this is growing at the speed of light. India is increasingly becoming data rich but we are still wanting in our ability to harness insights from that data. We need to think and understand if we have an opportunity here to bring together data, ability to analyse and ability to store and use data for decision making.
- Although there is an abundance of data in India, especially in the economic sector, the administratively collected data still remains unreliable. This is dangerous as this data is then used to drive policy decisions. So it is critical that we examine the quality for administrative data and take necessary steps.
- When the government starts defining the goals for any data collection programme, it first needs to deliberate on the aspects of expected outcome, probable means, professionals responsible for the execution and monitoring and evaluation mechanism for data collection program. Data is central to determining goals of any program and it also shapes monitoring and evaluation activities.

- Data provides us with essential evidence on the effectiveness of any program. But before drawing conclusions based on the data, we first need to address issues like "Bias of program placement" and "Lack of implementation fidelity".
- Other important decision points to explore before embarking on any data collection assignment are the relevance of indicators on which data is to be collected, the amount of resource to be spent in the collection process and plans for protecting that data and instituting better data privacy laws.
- Access to data, capacity building and stakeholder involvement are important components of data driven decision making which provides credible data and evidence and facilitates the sharing of trusted knowledge, encourages learning and empowers individuals and key decision-makers with the information and skill they need for success.
- Learning is a very integral part of data driven decision making. It is not a question of only collecting the data but also engaging with the people and the stakeholders to understand what the data is telling us and developing peer to peer learning networks.
- There is an opportunity of knowledge exchange between developed country researchers and developing country researchers. They can work together and learn from each other. Developed country researchers can learn about contextual issues and sector issue from developing country researchers. In terms of techniques and methods, developing country researchers can gain a better understanding of them with help from the developed country researchers.

Conclave | Highlights

Breakaway

LOOKING BEYOND NUMBERS: ALTERNATE METHODS TO TRACK IMPACT



Moderator:

Suneeta Singh, CEO, Amaltas

Speakers:

- Aparna Seth, Assistance Vice-President, Sambodhi Research and Communications Pvt. Ltd.
- Kabir Sheikh, Senior Research Scientist, PHFI
- Nuriya Ansari, President, Learning Links
- Sowmya Bharadwaj, Deputy Director, Research and Consultancies, Praxis – Institute of Participatory Practices.

• This panel focused on the emerging methods of evaluation that go beyond numbers to track the impact of development interventions. The objective of the session was to facilitate a discussion around the practical examples of these innovative approaches.

• The correct approach to performance measurement enables practitioners dedicated to social impact answer fundamental question related to the progress of the program in question and use of valuable resources. Integrating the performance measurement component into a programme increases accountability of the stakeholders and promotes learning which leads to increased social impact.

• An important reason why the demand of alternative approaches is increasing is need to de-jargonize and de-mystify research methodologies. The worth of research is now not only measured in terms of what it means to the academia, but also what it means to the world beyond it.

• Measuring and reporting change in program indicators is easy when it is done in terms of numbers. However, the choice of methodology depends not on the ease of use, but on the nature of the study. Complex and sensitive themes cannot have simple solutions and require a more nuanced approach. That is why alternative methods are now being increasingly used to supplement and complement mainstream methods.

• Qualitative science is a very pragmatic choice as an alternative method as it is surrounded by human possibilities in the world around us. Qualitative science is a mind set and not just a set of approaches or methodology. It helps us get a detailed and in-depth understanding of the relationship between research and policy. Impact might be unintended or intended. Qualitative science understands the unintended impact. Realist evaluation is a methodology of qualitative science which can influence change, impact policy and initiate a particular kind of debate. Subtle methodologies are often appreciated in social research and by society at large.

“ Data in the absence of meaning is like Trojan Horse. ”

Conclave | Highlights

Breakaway

ANALYTICS AND BIG DATA



Moderator:

Prukulpa Sankar, Co-Founder, SocialCops

Speakers:

- Vijay Nair, Vice President, Gramener
- Varun Mohan, Senior Manager-Research, Sambodhi Research and Communications Pvt. Ltd.
- Harit Jaichand, Associate Vice President CropIN

• The session built a discourse on analytics and big data for creating sustainable impact across sectors, including healthcare, energy and climate change, by facilitating a discussion among relevant stakeholders. During this session the speakers also discussed the potential sources of big data in the social sector and the use of big data to create sustainable impact and informed policy.

• The underlying premise for using data is to generate evidence based strategies that would enhance decision making. The issue that India faces is the lack of big data collection and management systems. We do not have the adequate infrastructure to collect high quality data which can be used by policy makers.

• Big data is inherently complex and inspite of the fact that India is generating huge volume of data, it is mostly unstructured and requires a lot of processing before it can be used. There are also other challenges in using data for significant contribution, such as, scarcity of personnel, conversion and simplification of data. The need of the hour is to integrate technology, platform and analytical abilities to develop a system that can help better utilize the data.

• Every business generates a huge quantum of data each day. 90% of data available has been generated in the last two years. The issue here is that very little amount of data is available for the development sector. That is why use of big data requires a marriage of business strategies and state policies. A partnership between businesses and the government is an essential requirement of being able to harness the big data potential. Also, Co-operation and co-ordination must be inculcated at every level of the organization and across organizations to create a repository of good quality usable data.

• Visualizations can act as a great tool for communicating processed data. They lead to a better explanation and understanding of the data that has been processed. Creating visualization is a scientific process, and there is a need to popularize and encourage participation in this field through more capacity and skill building.

“

For policy makers to be able to make an evidence based decision, we need to make big data available in simpler formats.

”

Conclave | Highlights

Breakaway

BUILDING CAPACITIES FOR MEASUREMENT



Moderator:

Diva Dhar, Associate Director of Capacity Building for CLEAR/JPAL, South Asia

Speakers:

- George Kurian, Head – Impact Measurement, CARE
- Dharmendra Chandurkar, Chief Knowledge Officer, Sambodhi Research and Communications Pvt. Ltd.

- The objective of this panel was to discuss the strategies that ensure the effective utilization of measurement experts in the development scenario. The discourse also explored ideas to form a network of stakeholders, that is, the academia, the industry and the policy makers so that they can share a common vision and exchange ideas and best practices.

- Monitoring and Evaluation systems prioritize public needs and fiscal pressure. Different stakeholders are involved and they play their different roles throughout the process, from creating evidences to translating them into action.

- The challenges in the context of South-Asia are that there is a huge public service delivery gap and the policy makers are not held accountable. There is a lack of capacity in government, NGO and academic sectors that must be built, in order to cover up this gap.

- The issues that are currently faced by the measurement community also include lack of trainings and intellectual poverty in knowledge building. Another major challenge is the inherent focus on implementation rather than on assessment by project management. South Asia is currently a subscriber of knowledge and not a generator. This needs to be changed.

- More efforts need to be channeled in doing evaluation based on realistic indicators and not proxy indicators. Mid-course correction sometimes makes the previously defined indicators irrelevant. Common cognitive errors, such as, magnifying negative experiences and minimizing positive ones from the point of view of an evaluator can act as barriers in the resolution of simple issues.

- There is a need for the whole field of monitoring and evaluation to augment building capacity and trainings with the use of appropriate technology. Capacity building of professionals must be done not only in a program specific way but as an integral way of the organizational development process.

“ *The first step towards building capacities for measurement is to acknowledge the disconnect between intervention and measurement.* **”**

Conclave | Highlights

Breakaway

EVIDENCE FOR POLICY AND IMPACT



Moderator:

Prasanne Thatte, General Manager, Save the Children

Speakers:

- Purnima Menon, Senior Research Fellow – Poverty, Health and Nutrition Division – IFPRI.
- Niranjan Saggurti, Senior Program Officer, Bill & Melinda Gates Foundation.
- Indrajit Chaudhari, Director – MLE, Bihar Technical Support Program, CARE India.
- Jasmine Shah, Deputy Director, J-PAL South Asia, IFMR.

- The session discussed a plethora of issues like how evidence based research and policy interact in vivo and how different approaches or methods can be adopted in using data for influencing policy and subsequently create large scale impact. The session also provided a platform for discussion on instances and case studies where data has played a critical role in influencing policy for creating big impact.

- Policy makers and researchers often work in exclusive ecosystems with limited scope of exchange. While researchers are burdened with the task of producing good quality research and data, policy makers have the task of coming up with practical solutions to developmental problems.

- Well executed projects of socio-economic theme, often produce a huge repository of knowledge, information and learning. It is the responsibility of the academic community to ensure that these learnings are not only disseminated to relevant stakeholders but are also harnessed to inform policy. That is why institutions need to collaborate with the government and develop a symbiotic relationship where the government can provide the required infrastructural support and institutions can utilize those resources to catalyse knowledge creation that would drive policy-making.

- Appropriate measures must be taken to inculcate the culture of interaction among the researchers and policy makers from the earliest stages of the project life-cycle.

- Policy making is influenced by different kinds of professionals from various backgrounds. Researchers fit into an external group. It is essential that people from different backgrounds align their interests to avoid internal discontinuity to reach a consensus and then pitch an idea. Evidence has the power to influence policy and scale up interventions. Team work should be strengthened by giving non-monetary incentives.

- While planning any project researchers should try and develop appropriate knowledge sharing strategies and dissemination media. This would enable researchers associate each project objective with policy usefulness. It is also necessary that the research findings have a component of policy briefings which are understandable and usable by policymakers.

“ There is a lack of motivation and ownership from government to use evidence. Ownership of data is important to identify gaps, addressing those gaps and implementing solutions for a better health. ”



Conclave | Highlights

Plenary

IMPACTING BILLION LIVES: SCALABILITY AND SUSTAINABILITY



Moderator:

Ajay K. Sud, Managing Trustee, CIDS

Speakers:

- Amarjeet Sinha, Additional Secretary, Ministry of Rural Development, Government of India
- Parameswaran Iyer, Secretary, Ministry of Drinking Water and Sanitation, Government of India
- Amitabh Kant, CEO, NITI Aayog

• The objectives of the plenary session on impacting a billion lives were to discuss the motivation, challenges and learnings of major programmes in various thematic areas which are driving India's social development agenda and appreciate the underlying importance of sustainability and scalability of programmes and initiatives. Speakers Mr. Amitabh Kant, Mr. Parameswaran Iyer and Mr. Amarjeet Sinha discussed and deliberated on the issues of sustainability and scalability in different contexts like primary education, WASH and livelihood and came up with valuable insights on the barriers and enablers of scalability and sustainability in India.

• For any programme to be impactful, it must be sustainable and a programme can be sustainable when it is born out of public need. Over the years, since independence, several programmes and initiatives have been taken up to address poverty in India. One of the proven methods to address poverty is through income generation. Income generation is inevitably linked to enhanced productivity and achieving higher productivity depends on several factors like technology, market access and most importantly mass communication which inspires collective action.

• Each time we discuss scalability and sustainability in the Indian context, we have to take into account statistical evidence, which clearly suggests that we have focused more on the supply side than on the outcome aspects. Another requirement of scalability and sustainability of major public programmes, is the active incorporation and integration of an accountability structure and human resource management into the crafting of credible public systems.

• Over the last few years, the focus of the government has shifted towards infrastructure and the challenge that India faces is in terms of implementation and resource utilization. In order to ensure effective utilization of government resources and sustainability simultaneously, we need to adopt outcome-based monitoring systems across schemes and sectors. This will ensure that further releases of government resources will go to those people who have performed and delivered on-ground. This is true not only for individuals but also for states. Ownership at the state level is actually a critical challenge for India. However, in addition to challenging the states and putting them in public domain, we also need to support them and this is where civil society's contribution becomes critical.

• No Government program can in fact sustain without inputs from the civil society which plays an important role at the grassroots level especially during implementation of programmes.

• When we talk about creating big impact in terms of scale up, we need to ensure that this is demand driven and not thrust upon people by the government. The reason why many scale up initiatives fail is because the people and the government have different understandings of the productivity ecosystem. Also as implementers, we need to keep in mind that owing to the diversity of the socio-economic conditions in our country, no one model of scale-up will be applicable.

• We need to start with small pilot projects. These pilots need to be monitored effectively in terms of finance, technology use, field-work and output and when we have established evidences of their success we can work on scaling them up to create a social movement.

Conclave | Highlights

Breakaway

MAINSTREAMING GENDER FOR EQUITABLE AND SCALABLE IMPACT



Moderator:

Priya Nanda, Group Director, Social and Economic Development – International Centre for Research on Women, Asia Regional Office

Speakers:

- Veena Padya, Professor, Institute of Social Studies Trust
- Preet Rustagi, Professor, Institute of Human Development
- Anuradha Rajan, Former Country Director, International Centre for Research on Women, India

- The architecture of this panel had been set in a way so as to explore into the subject of inclusion of gender perspective in the formulation of policies, deliberate on the relevance of assessment of policy implications through a gender sensitive lens and discourse on the adoptable blueprints of gender mainstreaming strategies.

- There is an entrepreneurial inferiority suffered by women that needs to be addressed and can be resolved only by mainstreaming gender in the Financial Inclusion space. For such a change to occur, there has to be some advancements made at the policy level first. This will also reduce the risks for women taking loans. Microfinance Institutions must also work towards reducing and sharing risks for women by involving them in their training programs.

- In order to foster an ecosystem of growth and participation for women, it is important to address several debilitating factors like poorly defined property-rights laws, and access to resources.

- Adopting a gender-lens while doing evaluation co-creates insights into the program. These insights must be shared with the agent being commissioned for the project. Not utilizing the gender-lens leads to biased results and imperfect inputs for policy decisions.

- Decision-making must be factored in for evaluation for a successful intervention. Gender audit tool must be used for creating change at individual, organizational and program levels.

- Any initiative should be transformative in nature. Formative research must be done to understand the existing situation through rigorous processes. Gender transformation should begin at the pre-conceptualization stage of any program. There are no statistics/measurement that exists for gender planning and efforts must be put in to fill this gap. Capacity Building and communication skills must be imparted to women for efficient work.

- It is also important that every sector in the development space is analysed to see if it provides a gender-neutral environment that ensures equal opportunity and participation.

“Products & policies need to reflect the need of the women but with equal participation of male counterparts at all levels.”

Conclave | Highlights

Breakaway

SOCIAL ENTERPRISE: LEVER TO REALISE BIG IMPACT



Moderator:

Smita Rakesh, COO- Ashden India Renewable Energy Collective

Speakers:

- Stella Luk, Country Director, Dimagi
- Gaurav Bhandari, Global Partnerships Manager – Asia, Greenlight Planet INC.
- Harpreet Bagga, Capacity Building Manager, Dasra
- Vikas Shah, CEO, WaterHealth International
- Sanjay Bharti, Vice-President – Sales, Simpa Networks

- In this session, panellists discoursed on how certain models of social enterprise have worked and why others have failed in order to understand the best possible strategies to build a social enterprise that would maximize social impact alongside profits thus making it self-sustainable and effective.

- A social enterprise is different from a commercial enterprise and an NGO. Social Enterprise is in the middle of a path which has NGO on one end and profit making business on the other. It falls at the bottom of pyramid but it does make money. People often confuse the social development space for a charity based sector, which often lead them to make paternalistic assumptions.

- To be able to create impact, social enterprise needs a combination of innovation and technology. There are innovative companies which aim to deliver open and innovative technologies to under-served communities in Myanmar, India and other countries in Asia. Technology is evolving and now has taken the front seat for any innovation to take place.

- Certain institutions aim at providing resources to the people of those areas deprived of them, helping women in carrying out their chores and children, in studying. This ideology is based on the objective to improve the quality of services for women and children.

- Certain CSOs support social enterprises in scaling up for greater impact through mentoring and leadership, as well as providing support in terms of strategy, financial planning and operations.

- Capacity Building programs for social enterprises need to identify promising social enterprises and help them build capacity and then bring the pool of such organisations together to address the relevant issues. We also need to focus on how things are different for social sector, for profit and not for profit concerns.

“*Social enterprise is now becoming a catalyst for social change.*”

Conclave | Highlights

Breakaway

PPP: FORGING PARTNERSHIP FOR GREATER IMPACT



Moderator:

Shravan Sampath, CEO, Oakridge Energy

Speakers:

- A Venkat Raman, Associate Professor, Human Resource Management and Health Services
- Amit Bhanot, Senior Regional Health Advisor, Palladium
- Namrata Jaitli, Head of Programmes, Charities Aid Foundation
- Dhruba Prukyastha, Independent Consultant

- This session attempted to understand the aspect of assessment of performance of PPP for informed approaches in the near future. Further, discussion on the existing PPP models which specifically look at factors relating to its success, issues and constraints in implementation for informed decision making was also held.
- Public and private sectors, individually have an important role to play. Both have their own difficulties in scaling up of PPP. The major issues are lack of trust and coordination among different stakeholders. Many partnerships also fail due to the lack of managerial skill set thereby resulting in the inability to facilitate PPP. It should be kept in mind that the PPP is not for just any kind of activity but has a specific purpose.
- Discontent has been expressed by many, after working with the private sector. It has been reported that people have suffered operational inefficiency, like delay in contract, delay in procurement etcetera.
- Evidences also suggest that the large number of stakeholders lead to issues of control which ultimately affect the sustainability facet of the PPPs.
- To avoid monopoly, we need to have elements of regulation and licensing in place. The ecosystem in this country has been rendered unfavourable for the private sector because of several issues like lack of sustainable business models, lack of understanding of roles and absence of transparency.
- In order to improve upon the quality of work, there is a need to enhance the marketing and business skills. PPP will come to a grinding halt if we do not develop the ecosystem by nurturing the institutional capacities and the private sector. In order to ensure sustainability and impact, it is important that the government and private sector now work together. Instead of primarily investing in subsidies, channelizing the resources in quality assurance and in creating demand, by the government, could yield better results.

“ *In order to ensure that PPP does not fail, there must be a clearly defined purpose.* **”**

Conclave | Highlights

Breakaway

SYSTEM STRENGTHENING FOR SUSTAINABILITY AND SCALABILITY



- The objective of this session on system strengthening for sustainability and scalability was to identify and discuss the underlying importance of strengthening existing or new systems to achieve the ultimate goal of sustainability and scalability. During this session, the panellists also reviewed different approaches which have been effective and/or ineffective in achieving this objective.
- The development sector exists in a paradigm where sustainability and scalability cannot occur simultaneously. Advocacy is crucial if a program has to be scaled up. For instance, the government programs that were spread out to a large population managed a small impact. On the contrary, a few non-governmental actors have achieved impact on ground but have faced a massive challenge in scaling up. Many such instances of excellence, innovation and pilot were lost while attempts were made to translate them into sustainable solutions to create impact at scale.
- Experience from such instances emphasizes on asking five key questions for scaling up pilots: credibility, relevance, comparative advantage, stakeholder convenience and ease of scale-up.

Moderator:

Anand Sinha, Country Advisor, David and Lucile Packard Foundation

Speakers:

- Jayesh Bhatia, Founder and Director, NRMC
- Pradnya Paithankar, Head – M&E and Research, United Nations World Food Programme
- Raman VR, Principal Fellow, Health Governance Hub, PHFI

- The ground realities have changed and there is a need for decision makers to realise these changes. Facilitating communication among organizations can help resolve the issue. The human-rights aspect should be considered as a criterion for scalability and sustainability with a strong institutional mechanism for success.
- Large scale interventions face numerous challenges, such as loss of information as it moves ahead to another stage. There is a need to build capacity and skill in order to avoid the loss and also replace cheap systems with good quality infrastructure. Softer aspects of communication must be addressed so that actual decision making can take place on ground. Policy driven research and monitoring should be encouraged in order to generate evidence through data.
- New conceptual frameworks that incorporate a dynamic, emergent, creative, and intuitive view of the world must replace the traditional “reduce and resolve” approaches.
- Going beyond the usual “input-blackbox-output” paradigm, systems thinking is another crucial ingredient of scalability, which is applicable to both intervention and evaluation designs.

“ *There is a growing need to understand, plan, implement and evaluate Complex Systems.* **”**

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