The Context

As development professionals, we know the struggle of explaining the meaningfulness of our projects to others. We often get questions from the beneficiary, donor, partner and project supervisor such as “How will this project help us?”, “What will be the tangible results?”, “How will we know which processes to improve and when?”, so on and so forth. This is where monitoring and evaluation comes handy.

Monitoring & Evaluation are separate practices dedicated to the assessment of the overall progress of a project. While monitoring is more long-term and systematic, evaluation is periodic and specific. It helps those involved keep track of project deliverables and assess whether or not the desired outcome is being achieved. If neglected, or not approached with the right tools/method, there are high chances that the project will be compromised and yield undesired results. It supports decision-making processes and provides all relevant parties with the necessary information, allowing them to assess performance and enable lessons that can be implemented in the future work.

Understanding the importance of M&E for project improvement and accountability to funders, we, at CSRBOX, in association with 4th Wheel Social Impact, have put together a masterclass to address gaps, learn from experts and understand the key concepts around M&E.

The Masterclass

The training will focus on definitions, principles and the scope of Monitoring and Evaluation (M&E) of social development programs. Sessions shall enable a deeper understanding of social impact nuances, enhancing participant capabilities in designing, implementing, monitoring and evaluating projects. The training program has been designed to enable participants to plan better, implement more effectively, facilitate accountability, support stakeholder communication, and successfully guide the allocation of resources. It will make the case for and present ways to incorporate impact assessment processes into the design and delivery of development interventions.

Virtual Masterclass
Social Impact Measurement and Management: Theory, Concepts and Practical Tools
17th - 20th August 2020 (Online)

2:30 PM to 6:00 PM (with 30 min. break)/Day
3 Hrs./day (Total 12 Hrs.)
Sessions will be delivered using interactive and engaging pedagogy. Worksheets and presentations will enable conversations and interactions which are relevant and complimentary to the content being presented. Some of the training tools that will be used include Scoping Exercises, Think-Pair-Share, Case study Reviews and Post-it brainstorming.

**Key Highlights**

- Main topics will include types of evaluation design, research tools with a specific focus on participatory evaluation methods/statistics, and the utilization of M&E results.
- Participants will be oriented to look for relevance, efficiency, effectiveness, impact and sustainability of programs based on the OECD/DAC Criteria for Evaluation.
- Participants will be introduced to concepts like framing research questions, rigorous sampling methods, indicator development, data analysis, reporting and utilization through hands-on exercises.
- Technical learning will be practically applied and participants at the end of the course will be able to design rigorous evaluation frameworks/studies.

**Topics Covered**

- Results Based Management
- Key Elements in an M&E Framework
- Moving beyond Impact Measurement, to Impact Management
- Types of Evaluation Designs
- OECD/DAC Criteria for Evaluation (Framing Research Questions)
- Types of Sampling
- Participatory Research Methods
- SMART indicators and best practices in Indicator Development
- Theory of Change
- Evaluation Design & Results focused Evaluation

**Learning Objectives**

After completing this course, you will have:

- Improved knowledge on social program design frameworks
- Learned the skill to build logic models and program’s ‘theory of change’
- Improved awareness on contemporary social development theories and perspectives
- Increased understanding on social issues and multi-stakeholder perspectives
- Increased abilities to understand, manage, monitor, report and evaluate social programs

**For Whom**

- NGOs
- Social Enterprises
- CSR Leaders
- Students & Academics
• Decision-makers; who want to understand nuances of social program design, implementation and evaluation, and boost their strategies and skills to adapt their Monitoring and Evaluation systems, make critical decisions on social impact and improve resource allocation.

• Professionals & managers working in NGOs and CSR departments; involved in project design, monitoring and evaluation; and are interested in embedding evaluation in their organizations.

• Students and academics; who want to learn practical approaches, methods and tools used in program and project design, management and implementation

**Trainer**

**Sharon Weir**

Sharon has a MSc. in Development Studies from the School of Oriental and African Studies, University of London. She co-founded 4th Wheel Social Impact in 2010 and has designed and implemented more than 100 research, evaluation and communication projects for various Government departments, NGOs, Corporates, social enterprises, multilateral organisations, incubation and impact investing firms. Engagement with thematic domains education, health, livelihoods, water, sanitation, women empowerment, and corporate sustainability programs. Her experience in undertaking rural research projects and devising implementation strategies for development projects is coupled with a passion for developing monitoring and evaluation systems for social programs. Sharon is responsible for all projects undertaken at 4th Wheel and focuses on research design, service development and business strategy.

She has been part of developing and delivering several professional development trainings and workshops across India. She was selected as one of the 50 young evaluators from 114 countries, to participate in an International Mentoring Program organized by the EvalPartners Global initiative and was one of the 25 Young Founders for the Spring 2018 Westerwelle Young Founders Program hosted in Berlin.

**Facilitators**

**Payal Mulchandani**

Equipped with a Master’s degree in International Relations from IE Business School in Spain, Payal is engaged with partnership brokering, data analytics and technology development at 4th Wheel Social Impact. She believes in the power of data driven decisions and has designed and implemented several impact evaluation projects. Monitoring, Evaluation and Learning forms the crux of her work, with a keen eye for avoiding biases, testing assumptions, establishing and enabling appropriate statistical treatments and analysis to make sense of the research, which is commissioned.

**Jeffrey Immanuel**

Jeffrey has a Bachelors in Engineering from Anna University in Chennai and a Masters (M.Tech) in Technology and Development from IIT Bombay. His interdisciplinary background helps him in leading effective dialogue between a Science and Tech Professional and a Social Science Professional which he believes is the need of the hour, for companies to put back the Social Sciences in their Science and Tech. His core focus at 4th Wheel Social Impact as a Research Associate is converting Data to Useful Insights and Visualizations using Rstudio and MS Excel.
Fee
INR 3,540 all inclusive (till 15th July 2020)
INR 4,720 all inclusive (from 16th July onwards)

Registration Deadline: 10th August, 2020 (subject to availability of the seats)

Registration Process (Limited Seats)
Online Payment
Please click here for registration page and online payment https://bit.ly/3hY0zYg

NEFT/ Bank Transfer
Download the offline form here https://bit.ly/2ByONDa and fill your details. Once completed please send the same along with payment receipt to vaidehi@csrbox.org

Bank Details for Payment Transfer
Account Name: Renalysis Consultants Pvt Ltd.
Bank Name: HDFC Bank Ltd
Branch: Shikohpur (Haryana)
Account Type: Current Account
Bank Account Number: 50200008642388
IFSC CODE: HDFC0003526

Contact
Vaidehi Kaul
Vaidehi@csrbox.org
Mobile: 8130050215
For any immediate escalations or to know more about the Impact Academy, please feel free to write to pooja@csrbox.org

Terms & Conditions
- Registration fee is non-refundable, however nominee name can be changed.
- Once you submit the registration form along with the payment (online), you will receive the confirmation email within 2 working days. You will receive the details to access the online masterclass along with reading material latest by 10th August, 2020.
About 4th Wheel Social impact

4th Wheel Social Impact (www.the4thwheel.com) was founded in 2010, with a vision to strengthen social development programs, through the successful integration of data, technology and partnerships. Core services relate to Social Impact Management, which comprises of program design, baseline studies, process monitoring and impact evaluation frameworks.

The team believes in the power of data driven decisions and are adept with methodologies like Social Return on Investment, Social Audits, Participatory Rural Appraisals, Ex-Post Evaluations, Pre-Post Assessments, quasi-experimental methods, and other integrated designs to monitor and evaluate programs. All studies are undertaken within a participatory action research lens and rigorous evaluation design forms the crux of their work.

About CSRBOX

CSRBOX is India’s leading CSR knowledge and impact intelligence driven collaboration platform for the development community. It serves as an enabler, encouraging partnerships between CSR stakeholders. At CSRBOX, we are committed to the idea of advancing social impact and change. Whether you are a Donor agency looking to invest in transformative and sustainable projects or an implementation leader dedicated to accomplish your organization’s goals, CSRBOX can help you achieve your objectives. With years of experience in working on social development projects with nonprofits, corporate and social enterprises, we excel in catalyzing the vibrant social transformation movement in India by driving collaborations and partnerships for good. With research, strategy and designing tailored programs in the CSR ecosystem, we help our clients solve their most challenging issues.

About the Impact Academy by CSRBOX

Housed in the Impact Experience Centre and Academy (Impact XPA), Impact Academy is a learning and knowledge centre for impact sector professionals including CSR Heads, CSR Managers, Impact Investors, Philanthropists, Non-Profit leaders, Fund-Raising teams etc. The academy hosts periodic boot camps, meet-ups, networking sessions and exclusive courses for the impact sector professionals. With a moto to collaborate, capacitate and create impact, the Academy bring to you some of the best innovators, professionals and change makers from the Social Sector to share knowledge and insights regarding the latest trends, and help you build your capacities and stay abreast in a fast changing world.