



Grassroots Research And Advocacy Movement

GRAAM is a development research and public policy engagement initiative. It was founded with the aim of nurturing a space for evolution of public policy embodying community 'voice'. A space based in empiricism, democratic principles and a progressive interaction of the key stakeholders of development including the state, citizenry, private sector, civil society and academia.

AREAS OF ENGAGEMENT



RESEARCH &
EVALUATIONS



COMMUNITY
ENGAGEMENT



STRATEGIC
CONSULTANCIES

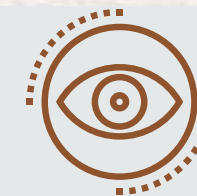


POLICY
ENGAGEMENT



GRAAM, AN IDEA IN ACTION

- A citizen centric development research and policy engagement initiative
- Research on development issues and public policies
- Evaluations on development schemes and programs
- Policy engagement driven by empirical evidence & with a collaborative approach
- Constant grassroots engagement to capture community 'voice'



GRAAM's VISION

To become the first choice public policy think tank in the the social sector across India



GRAAM's VALUES

Society First | Honesty & Transparency | Integrity | Collaboration | Continuous learning & Innovation





WHY GRAAM HAS AN EDGE OVER OTHERS?

An established partnership with Universities and Institutions of International repute. GRAAM has been conducting Capacity building programs for young professionals on **Public Policy and Program evaluation (3PE)** with Cornell University and **Introduction to Public Policy (IPP)**

ACADEMIC EXPERTISE

PRACTITIONER EXPERIENCE

The research team at GRAAM is having good mix of practitioner experience of designing and implementing development & research projects

GRAAM has an advantage of micro-level developmental experience through constant community engagement and action research with macro-level policy expertise being part of national and international development bodies

While we are partnering with **NITI Aayog**, we are also partnerign with **Village Panchayat**

MICRO AND MACRO DEVELOPMENTAL PERSPECTIVE

MULTI DISCIPLINARITY IN RESEARCH & EVALUATION

Multi-disciplinary perspective of analyzing developmental issues, capturing data from the grassroots to strongly link our research and evaluation to bring out recommendations that are specific, pragmatic and feasible

Our empanelment / collaboration / partnership with leading academic and practitioner organizations at the state, national and international level has enabled us to get perspective at these levels.



GOVERNMENT



CITIZENRY



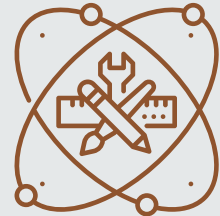
CIVIL SOCIETY
ORGANISATIONS



CORPORATE



GOVERNANCE &
DEMOCRATISATION



LEARNING,
SKILL DEVELOPMENT
& LIVELIHOODS



HEALTH &
WELLNESS



INDIGENOUS COMMUNITY
DEVELOPMENT

PILLARS OF DEVELOPEMENT

THEMATICS AREAS OF OPERATION



GRAAM's FUNCTIONING



DEVELOPMENT
RESEARCH



COMMUNITY
CONSULTATION



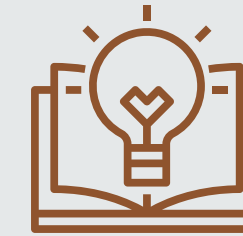
POLICY
ENGAGEMENT



STRATEGIC
CONSULTATION



SOCIAL IMPACT
ASSESSMENT



ACADEMIC
PROGRAM

AREAS OF ENGAGEMENT

ORGANISATIONAL IMPACT



04

THEMATIC AREAS COVERED



06

ADVOCACY EVENTS HELD



29

INDIAN ACADEMIC
INSTITUTIONS ENGAGED



13

INTERNATIONAL ACADEMIC
INSTITUTIONS ENGAGED



12

INDIAN STATES REACHED



70+

PROJECTS & ASSIGNMENTS



10K+

SCHOOL STUDENTS IMPACTED



103

INTERNS FACILITATED



04

POLICY & VISION
DOCUMENTS AUTHORED



10

SIGNIFICANT POLICY
SUGGESTIONS



01

INTERNATIONAL AWARD



01

NATIONAL AWARD



50+

PARTNERSHIPS WITH
GOVERNMENTS, CORPORATES, CIVIL
SOCIETY ORGANISATIONS & NGOS



GRAAM's PARTNERSHIPS & RECOGNITIONS

EMPANELLED AND RECOGNIZED BY



GPSA
GLOBAL PARTNERSHIP FOR
SOCIAL ACCOUNTABILITY



The World Bank



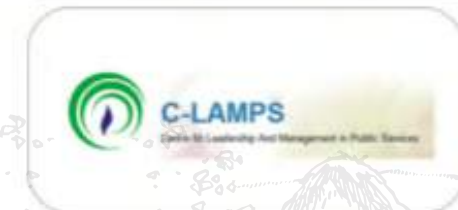
International
Initiative for
Impact Evaluation



Indian Institute of
Corporate Affairs
Partners in Knowledge, Governance Transformation



CORPORATE PARTNERS





GRAAM's PARTNERSHIPS & RECOGNITIONS

NGOS AND CIVIL SOCIETY MOVEMENT



World Health
Organization



Azim Premji
University



GRAAM's PARTNERSHIPS & RECOGNITIONS

ACADEMIC / RESEARCH INSTITUTIONS





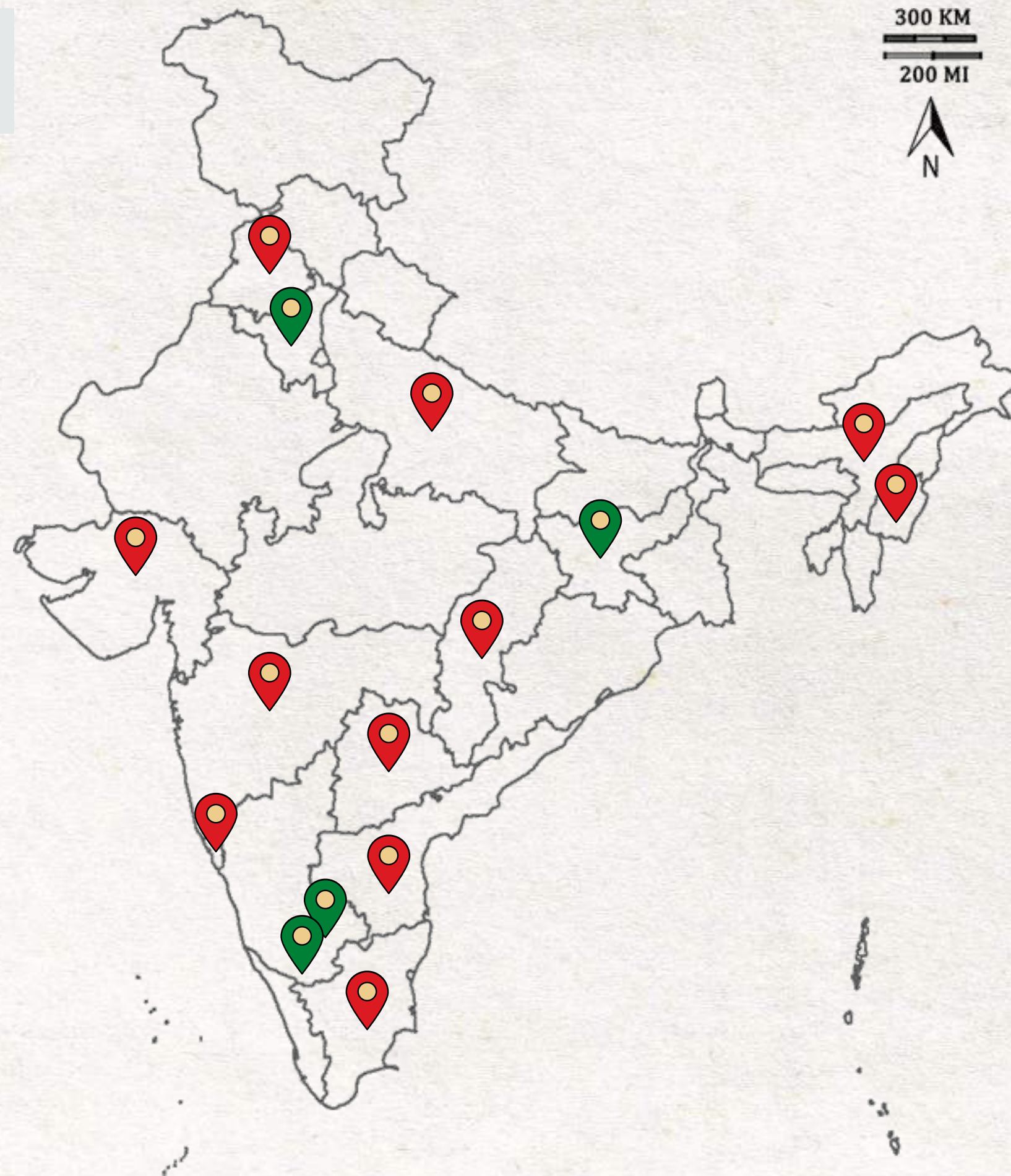
GRAAM's PARTNERSHIPS & RECOGNITIONS

GOVERNMENT DEPARTMENTS





GRAAM's FOOTPRINT



LEGEND



OFFICE LOCATION



RESEARCH PRESENCE



FUNCTIONAL AREAS OF GRAAM

01



Strategic Consultation

Community Consultation



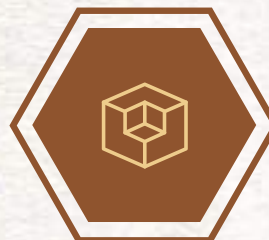
02

03



Policy Engagement

Development Research



04

05



Academic Program

**Social Impact Assessment
& Evaluation**



06



STRATEGIC CONSULTATION

- We provide Strategic Consultation to Government, Corporate and CSOs
- GRAAM has proven expertise in devising, developing, implementing & creating a replicable model of development projects across the geography
- Vision documents, Policy documents, Strategic framework, Program guidelines, Action Plans, organization development and various other consulting services



DEVELOPMENT RESEARCH

- Research on issues concerning the human and social capital
- Evidence for efficient planning and implementation of policies/programs.
- 'Mixed Methods' and 'Community Focused Research'

"Our research studies and participatory action research projects incorporate grassroots perspectives and ensure community (and stakeholder) engagement at various stages from inception to conclusion"



POLICY ENGAGEMENT

- Evidence-based policy engagement
- A collaborative approach, not confrontation
- Multipronged Approach (at different levels of decision making) embodied with the grassroots perspective

Our endeavor is to build citizen-centric public policies. We strive to bring possible policy or program change in collaboration with academia, civil society organizations, media and the state at all levels through our polict briefs, newsletters, factsheets, social media engagement, ground realities and other such events



COMMUNITY CONSULTATION

- Developed an in-house 07 Step Approach for Community Consultation
- Understanding grassroots perspectives
- Provide an insights and input to Research Team
- Understand people's problems, their awareness of social programs and entitlements, reflections on ongoing social programs etc
- Network of Grassroots organisation - ears and eyes to the ground

"GRAAM's community consultation activities are characterized by academic rigor along with concern for development and strong ethical considerations"



ACADEMIC PROGRAMS

- Two weeks full-time in-person workshop on **Public Policy and Program Evaluation (3PE)** in collaboration with Cornell University, USA
- **Introduction to Public Policy (IPP)** for Policy Enthusiasts and for executives of **Quality Council of India**
- Policy Boot-Camps for Public Policy Students
- Academic Internships for students from various national and international universities (like Cornell, University of IOWA, and IITs, IIMs, other social sector & premiere management institutes like TISS, SPJIMR, NMIMS, Manipal, OP Jindal etc in India)

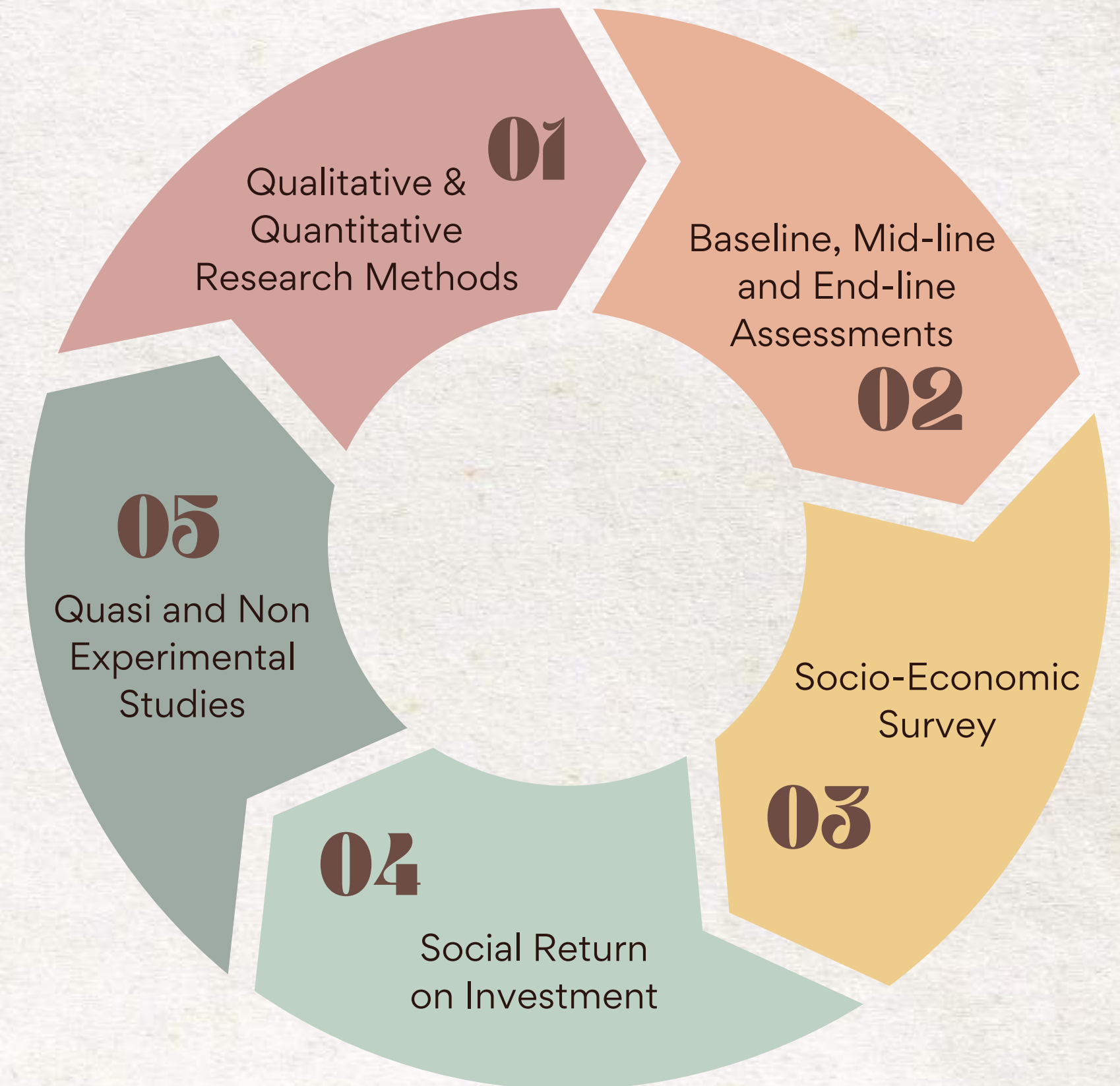




IMPACT ASSESSMENT & EVALUATION AT GRAAM

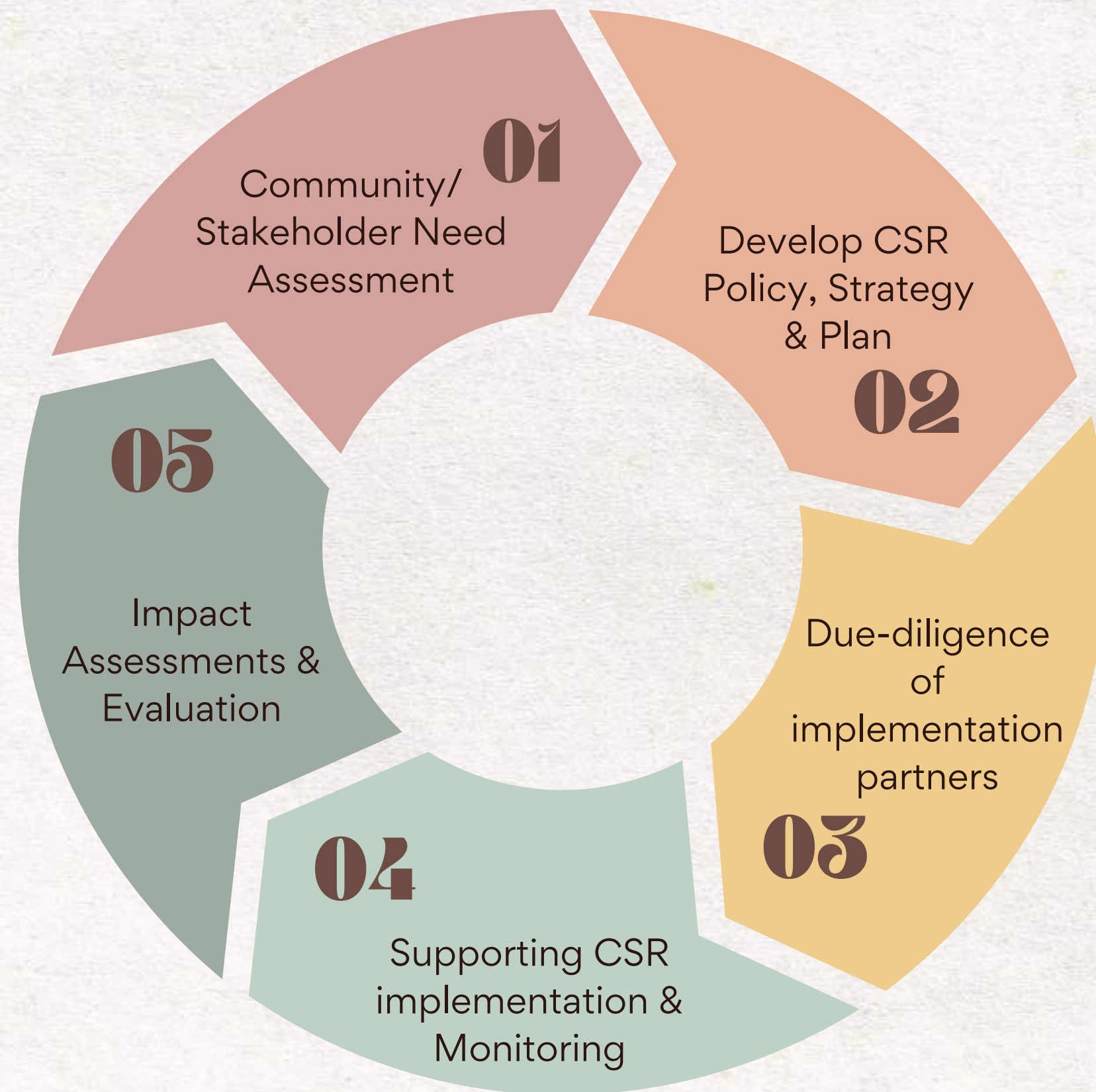
- Understanding whether the investments on social projects have yielded planned / desired outputs and outcomes
- Understanding whether the objectives are met and processes are followed
- Impact Assessment, Social Return on Investment, Cost Benefit Analysis

With the amended CSR rules, Social Impact Assessments (SIAs) have become an important part of the investment for the corporates. SIA will provide evidence to the company in understanding the social returns the initiative is achieving. The evidence needed for the evaluation is derived from participatory approaches, mainly with beneficiaries and all the stakeholders involved in the process of change





CSR CONSULTING AT GRAAM





IMPACT ASSESSMENT & EVALUATION FOR CORPORATE ORGANISATIONS



**Mid Term Impact Assessment of CSR
projects in Karnataka and TN (Nanhi Kali,
Skill Development and Scholarship)**

2018-19



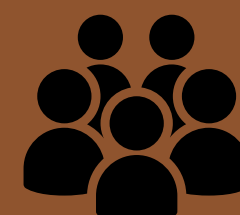
**Research and Strategic Consultation for
establishing Skilling and Employment Centre
for differently abled youth in Mysore**

2018-19



Health and School Toilets Needs Assessment

2015-16 and 2018-19



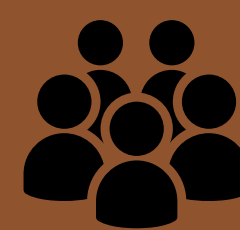
**Community Needs Assessment
and Strategy**

2019-20



**Formative evaluation of programs in
Karnataka, Tamil Nadu and Maharashtra**

2017-18



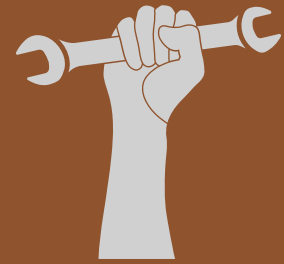
**Community Needs Assessment and
Strategy in Bengaluru and Mysuru**

2016-17





RESEARCH & EVALUATION FOR GOVERNMENT AGENCIES



Evaluation of Deen Dayal Upadhyay - Grameen Kaushal Yojana

Karnataka Evaluation Authority, 2019-20

Geography: Karnataka state | Sample Size: 2600+ respondents

Methodology: Mixed Methods | Process & Outcome Evaluation



Assessment of Ayushman Bharat Health and Wellness Centres in eight states of India

National Health Systems Resource Centre, 2020-21

Geography: Pan India | Sample Size: 1600+ respondents

Methodology: Mixed Methods | Process & Outcome Evaluation



Study of OOPes incurred on maternal health by BPL women in public health facilities

Karnataka Evaluation Authority, 2019-20

Geography: Karnataka state | Sample Size: 2100+ respondents

Methodology: Mixed Methods | Process & Outcome Evaluation



Evaluation of Scheme of Free Supply of Bicycles to 8th std students studying in Govt and Aided schools

Karnataka Evaluation Authority, 2019-21

Geography: Karnataka state | Sample Size: 5100+ respondents

Methodology: Mixed Methods | Process & Outcome Evaluation

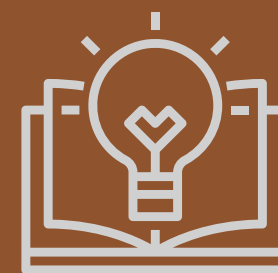


Status of Senior Citizens in Karnataka (Evaluation of IGNOAPS & Sandhya Suraksha Yojane)

Karnataka Evaluation Authority, 2019-21

Geography: Karnataka state | Sample Size: 6080+ respondents

Methodology: Mixed Methods | Process & Outcome Evaluation



Evaluation of Arivu Education Loan Scheme

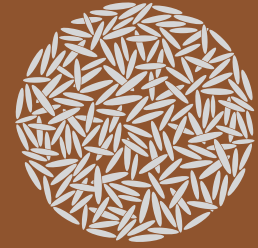
Karnataka Evaluation Authority, 2019-20

Geography: Karnataka state | Sample Size: 1400+ respondents

Methodology: Mixed Methods | Process & Outcome Evaluation



RESEARCH & EVALUATION FOR GOVERNMENT AGENCIES



Rapid Assessment of Anna bhagya Scheme

Food and Consumer Supplies Department, Govt of Karnataka, 2014-15

Geography: Karnataka state | Methodology: Mixed Methods



Performance evaluation study of NRHM in K'taka

Karnataka Evaluation Authority, 2012-13

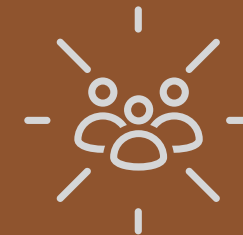
Geography: Karnataka state | Methodology: Mixed Methods



Process Monitoring of Karnataka State Rural Livelihood Mission (KSRLM)

Karnataka State Rural Livelihood Promotion Society, 2016-17

Geography: Karnataka state | Methodology: Mixed Methods



Studying Impact of Participation in Self-help Groups on Livelihood, Economic Empowerment, and Community Inclusion for PWDs

Society for Elimination of Rural Poverty, Govt of Andhra Pradesh, 2015-16

Geography: United Andhra Pradesh | Methodology: Mixed Methods



India Human Development Survey-II in Karnataka

National Council for Applied Economic Research, 2012-13

Geography: Karnataka state | Methodology: Mixed Methods



Preparation of Karnataka State Specific Action Plans on Water Under the National Water Mission

Advance Centre for Integrated Water Resource Management, 2019-20

Geography: Karnataka state | Methodology: Quantitative (Secondary data based)

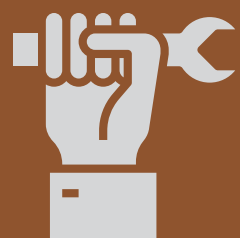


RESEARCH & EVALUATION FOR GOVERNMENT AGENCIES & OTHERS



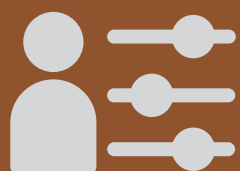
Skill Evaluation & Skill Gap

Karnataka Skill Development Corporation



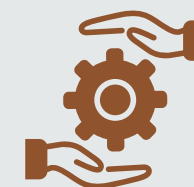
Impact Evaluation of Program in Tamil Nadu & Gujarat

Quest Alliance

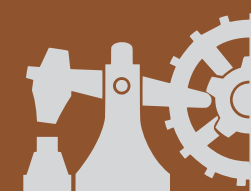


Development of State of the 21st Century Skills Sector Report

UNICEF



ACTION RESEARCH PROGRAMS



We Mill- Rural Women Empowerment

Wurth Electronics



Sugamya Shiksha

*PAGE Industries Limited (Jockey) & Aris Global
Software Pvt Ltd*



JAN AROGYA SHRENI

*Jhpiego - NISHTHA: Transforming Comprehensive
Healthcare in India*



ORGANIZATIONAL CAPABILITY

A multi-disciplinary pool of expert empaneled consultants

Dedicated Project Management & Strategic Consulting Team

Collaboration with International and National Level Academic Institutions

Guided and Governed by a versatile Board of Trustees Chaired by Dr. R. Balasubramaniam

Dedicated Community Consultation Team

Strong network of Grassroots NGOs across the country

Dedicated Research Team



INTERNAL QUALITY ASSURANCE MECHANISM AT GRAAM



STANDARD PROCESSES

Following good research practices and adherences to ethical guidelines

Regular communication with the project holders/Principal investigators and periodical progress review meetings

Following United Nations Evaluation Guidelines in all the Evaluations conducted by GRAAM

Following GRAAM's Evaluation Benchmarking Manual for Evaluation



PEER REVIEW

Constitution of Advisory group comprising four people with grassroots practitioner' experience, academic experience and policy / management experience

Soliciting suggestions to enhance the quality of Research and Evaluation at all critical stages

Validation of approach, findings and reports by the committee before submitting to client

Tools and Reports are reviewed by the empaneled Consultants and / or Member of GRAAM's Panel of Technical Advisors



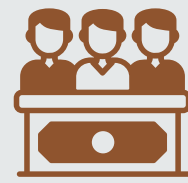
ENSURE RELIABILITY OF DATA

GRAAM has a pool of trained and experienced data enumerators having skills for collecting data for large scale surveys, ability to conduct FGDs and using tab based forms

Compulsory Orientation and Mock surveys at the field level for enumerators.

Technology enabled – tablet-based survey to reduce data tabulation errors and time consuming

Survey validation (5-10%) and back checks by field supervisors (1-2%)



BOARD OF TRUSTEES



Dr R Balasubramaniam
Founder and Chairman



Mr J Purushotham
Advocate and advisor for Labor & Industrial Relations



Ms Tara Appachu Sharma
Strategic Development Professional



Vijaya Deepti
Chairperson for a Risk Management Committee



Dr Prakash K Nair
Professor, OB and HRM MYRA School of Business (MSB) Associate Dean, Student Life



Dr Nandini Vallath MD
Professor, Department of Pain and Palliative Medicine



Mr Arjun Ranga
Partner, NR Group Managing Director M/s. N Ranga Rao and Sons Pvt. Ltd.



ADVISORS



Padma Vibhushan Justice
M N Venkatachaliah
Former Chief Justice of India



Mr Joe Grasso
Associate Dean for Administration Finance &
Corporate Relations at Cornell University



Mr D R Patil
Former Member of Karnataka Legislative Assembly



Dr Shailendra Prasad Carlson Chair of Global
Health CGHSR, University of Minnesota



Mr S K Das - IAS (Retd.) Former Additional Chief
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Dr Gary Fields
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Chair of International and Comparative Labor at
Cornell University



Dr Sarosh Kuruvilla
Professor of Industrial Relations, Asian Studies and
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Distinguished Faculty at the Department of History,
College of Liberal Arts and Sciences, University of
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Dr Arun Karpur
Director, Data Science & Evaluation Research at
Autism Speaks



Dr Susanne M Bruyère
Professor of Disability Studies, Director of the
Employment and Disability Institute, and Associate
Dean of Outreach at the Cornell University



THANK YOU

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