



Frequently Asked Questions about Sattva's Social Impact Assessments

Q1. How can we benefit from Sattva's Social Impact Assessment capability?

Deepening the impact of your CSR programmes requires listening actively and regularly to community voices, and reaching as many within the community as possible. To do so, the key is to gain a richer understanding of their needs, aspirations and sentiment.

Sattva has been applying itself to how it can look beyond output or activity indicators, facilitate continuous feedback loops and insights to inform your CSR programme design. All, to help establish direct access and to build enduring brand recognition among beneficiaries.

The result is a suite of new approaches to listening and technology-driven solutions to improve the quality of data we collect and enhance the number of beneficiaries we are able to reach rapidly for your Impact and Needs Assessment, and Concurrent Monitoring needs.

Q2. What specific capabilities and technologies will Sattva deploy to enable better listening?

Sattva will deploy and leverage a suite of tech-based solutions and approaches such as:

1

AI-powered Interactive Voice Response (IVR) systems alongside traditional IVR and phone-based survey tools to expand reach among the communities you serve, in a cost-effective manner. This means larger and more representative sample sizes for Impact and Need Assessments, and an ability to verify outputs and outcomes among a larger base of beneficiaries as part of concurrent monitoring activities. The relative speed and cost-effectiveness of this mode will allow you to gather insights and feedback all year long, and not only at fixed intervals.

2

Community-based and owned media systems that allow for two-way communication and a network of trusted volunteers from communities who engage beneficiaries in deep and meaningful conversations, as part of qualitative interviews and Focused Group Discussions (FGDs). This will help surface nuanced insights on the design and implementation of social impact programmes. In turn, equipping you with a channel to communicate directly with communities you serve and help you gain a richer understanding of how they benefit from your programme, how they feel, and what more you can do.

3

AI-based interactive tools/bots that leverage the rich data and insights generated by quantitative and qualitative surveys, including voice, text, and media inputs. This will allow you to seek answers on demand to unique questions, beyond what the static reports and presentations have to offer.

Q3. How can I work with Sattva to enable this better way of listening or my organisation?

The Sattva team will understand your specific context, requirements and budgets, and advise on what aspects of our Impact Assessment can be deployed to enable better strategy and cost-effective design for your CSR portfolio.

To know more, write to us at getimpactinsights@sattva.co.in