ISDM
CENTRE FOR DATA SCIENCE & SOCIAL IMPACT

The Power of Data for Impact

Part 1: A study of data-driven practices & solutions in the social sector

February 2024

Indian School of Development Management, supported by Citi India's CSR efforts, launched the Centre for Data Science and Social Impact (CDSSI) to connect Social Purpose Organisations (SPOs) with funders, academia, tech enablers and other experts, to drive rapid adoption of data and data science by the social sector.

Credits

- **Authors:** Anirudh Ojha, Sreenivasa Madenahally
- **Knowledge and Research Support:** Padma Panchapakesan
- **Reviewers:** Trisha Varma, Swetha Prakash
- **Dissemination and Publication:** Sowmya Rajaram
- **Design:** Rashi Harsha

Acknowledgements

We are grateful to all the participants and organisations for their immense contribution to the social sector, some of which we have showcased in this report.

Table of Contents

Why Should SPOs Care About Data?

Data is, arguably, the single-most important tool for organisations to navigate our complex and dynamic world. Its transformative impact is evident across organisations in virtually all spheres of economic activity – from government and business to Social Purpose Organisations (SPOs). Stakeholders across these sectors are, therefore, beginning to focus on enhancing their data capabilities and integrating it as a core component of their organisational strategies.

In the social sector, some non-profits, social enterprises, philanthropic foundations, and development finance institutions have begun to harness the power of data to optimise their performance.[1]

23% increase in donations

Parkinson's UK has adopted a targeted approach for its fundraising by using machine learning to pinpoint donors most likely to contribute to its initiatives. This led to a **23% increase in donations over its traditional strategies**.[2]

2,700 species across 32 countries

Rainforest Connection, which aims to protect vulnerable ecosystems from things like illegal logging, uses artificial intelligence or AI-powered audio monitoring to detect sounds of chainsaws and gunshots, and alert ground partners to potential threats. This solution also monitors the biodiversity of an area by tracking the presence of various species. Having collected 76 million minutes of audio data, it has identified over **2,700 species across 32 countries**.[3]

Profit margins increase by up to 26%

Wadhwani AI has created an AI-powered early warning system as an Android app to help farmers in India protect their crops by determining the right time to spray pesticides through immediate, localised advice. Farmers who followed the prescriptions saw their **profit margins increase by up to 26% and their pesticides cost decrease by 38%**.[4]

While these developments are encouraging, the utilisation of data-driven solutions and practices has not yet gained significant momentum in the Indian social sector. This slow adoption can be attributed to various factors. Our multi-part series aims to take a deeper look at where the social sector in India currently stands vis-a-vis the use of data and data-driven solutions and practices.

1. Introducing Data Science for Social Impact, The Rockefeller Foundation, 2. Parkinson's UK, Case Study by dataro.io, 3. Rainforest Connection, AI for the Global Goals, 4. Wadhwani AI, AI for the Global Goals

1. A Framework That Works

To understand how SPOs in India utilise data, we use the Strategy → Program → Operations → Monitoring & Evaluation (M&E) framework. This model encompasses the complete spectrum of activities undertaken by an SPO: from strategic planning and implementation to evaluation. This framework helps illustrate the importance of data across all crucial aspects of an SPO's work. But first, let's outline what each of these stages entails:

Strategy

Strategy refers to the decision-making process that guides an SPO towards its mission. This includes both the overall organisational strategy as well as an approach for executing programs effectively. This aspect is critical in helping SPOs define the underlying why, what and how of their work.[5]

Programs (and projects)

A project is a time-bound endeavour to create a unique product, service or output. A program is a group of related projects managed in a coordinated manner. For instance, executing a fundraising campaign, conducting baseline assessment, and launching a local clinic are all examples of projects undertaken by SPOs engaged in a healthcare program.[6]

Operations

Operations are ongoing activities that produce long-term, repetitive outputs. An SPO undertakes numerous operations that are essential for the continuous functioning of the organisation. Operations span both core functions (such as service delivery) and support functions (such as marketing).[7]

M&E

Monitoring is a continuing function that provides early indications of progress (or the lack of it) in the achievement of results in a program. Evaluation is an exercise aimed at assessing progress towards — and the achievement of — an outcome. SPOs engage in M&E to measure the quality and impact of their interventions.[8]

5. *Adapted from Harvard Business Review* , ***6.*** *Adapted from Project Management Institute*
7. *Adapted from Northeastern University* , ***8.*** *Adapted from UNDP Evaluation Office*

1.1 Using data to refine strategy

Some SPOs have leveraged data-driven solutions to determine strategy. Here is an example:

TATA TRUSTS socialcops

The Maharashtra government sought to deliver development benefits in three blocks of Chandrapur district.[9] A major concern was that a one-size-fits-all strategy would not work as the development needs of the three target blocks — **Mul, Pombhurna and Jiwati** — were vastly different. So the delivery of benefits would need to be tailored to every household, village, and block. The following data on socio-economic indicators for these three blocks illustrates this difference:[10]

	Mul	Pombhurna	Jiwati
Nomadic Tribe Household	15.37%	10.66%	31.58%
Kutcha House	38.91%	41.02%	73.21%
Electricity	83.22%	76.36%	30.75%
LPG use	19.52%	32.86%	03.81%

So, a comprehensive, household-level dataset was created, which consisted of 80 development indicators for 160,900 people from 290 villages. The project was undertaken by local governments, in partnership with Tata Trusts and SocialCops.

Data collection

- Collect, a field data collection app developed by SocialCops, was used to gather data from every household in every village of the targeted blocks
- Geotagged data was also collected from each village about health centres, schools, and infrastructure
- The collected data was fed into a centralised planning tool, accessible to decision-makers in the government

Visualisation

- The data was visualised in an interactive dashboard which offered:
  - Geoclustering
  - Village-level comparisons
  - Household-level views
  - Village profiles
  - Downloadable beneficiary lists

Micro-targeted strategy development

- Microtargeted development plans were created for each of the 290 villages, employing the data-driven insights produced by the deployed solution
- Insights from the data-powered solution allowed the Maharashtra government to develop a strategy that precisely addressed the unique needs of households (and individuals) in all three blocks of Chandrapur

9. *Driving Microtargeted Development in 290 Villages*, SocialCops
10. *Case Study: SocialCops + Tata Trusts in Chandrapur*, SocialCops

Akshaya Patra Foundation is a non-profit that provides nutritious meals to children studying in government and government-aided schools. The organisation uses data-driven solutions to regularly reinvent and refine its operating strategy, as well as answer critical questions relating to its planning (such as the ones below).

How can the Foundation deliver meals more efficiently?

Akshaya Patra leverages big data analytics to ensure that its mid-day meals are delivered to government schools in a cost-effective manner. For instance, the Foundation used to previously ply 34 routes to deliver meals to government schools in Bangalore. After analysing transportation and logistics data such as the number of vehicles used, drive time, fuel consumption, delivery routes, and schedules, it found that the number of routes could be reduced by five (to 29). **This allowed Akshaya Patra to save close to Rs 36 lakh on transportation costs.**

How can the Foundation raise funds more effectively?

Akshaya Patra uses data to plan its fundraising and manage the allocation of funds. Its analytics team analysed the cost of raising funds through different means like tele-funding, internet funding, and reaching out to high-networth individuals. The results indicated that less expensive mediums — like the internet and telephone — brought in more funds. **This prompted Akshaya Patra to prioritise these, resulting in a 13 percentage point increase in the share of funding from these channels.**

Sources: *Akshaya Patra uses big data analytics to plan ahead, The Akshaya Patra Foundation Blog, Increasing Efficiency with Big Data Analytics, Akshaya Patra, Big Data for Big Difference, Mint*

1.2 Applications of data in programs and projects (for service delivery)

महिला एवं बाल विकास मंत्रालय
MINISTRY OF WOMEN & CHILD DEVELOPMENT

Nand Ghar by vedanta

Dhwani Rural Information Systems

Nand Ghar is a flagship initiative of the Vedanta Foundation. Nand Ghars are modern anganwadis (childcare centres) that provide early childhood education, healthy meals, as well as maternal and child care in the rural areas of 12 states in India.

The Vedanta Foundation collects data from the field on a variety of input, output, and outcome indicators, including:

- Attendance of anganwadi workers
- Attendance of children
- Provision of meals
- Prevalence of malnutrition

Data Collection App

MIS

Management Dashboard

Data Collection App

Empowers project teams and field coordinators to input real-time data pertaining to various aspects of the program

- Operates even in areas with no internet connectivity
- Captures feedback from community members, government officials, and other stakeholders in the ecosystem

Source: *Nand Ghar 2000 Milestone Report, Vedanta Foundation*

MIS

- Online platform that serves as a centralised repository and the single point for information on program implementation
- Stores data and organises it into modules and sub-modules, facilitating enhanced data representation and analysis
- Employs data validation measures, including triangulation techniques such as photo-validation with time stamping and geotagging

Management Dashboard

- Powered by PowerBI, the web-based, mobile-responsive dashboard offers near-real time insights
- Supports decision-making by providing visual representations of key metrics and trends
- Aids in understanding challenges and prepares the system for predictive analysis of critical indicators, including attendance, e-learning delivery, and malnutrition

This data-driven solution is central to the effective delivery of the Nand Ghar program. It has allowed Vedanta Foundation to understand how its program is being implemented on the ground, course correct when required, allocate resources based on evidence, and plan for the future.

Source: *Nand Ghar 2000 Milestone Report, Vedanta Foundation*

1.3 Applications of data in operations

Some SPOs have utilised data-driven solutions to streamline their operations.

Service delivery

SmartLoo, developed by the Pune-based non-profit Samagra, is an IoT and AI-powered toilet management tool that collects real-time data on variables such as smell, water availability, electricity, and usage. **SmartLoo puts this on dashboards to help staff better plan its operations.**

Advocacy and IEC

Data Kind, in partnership with UNHCR, has developed a map-based tool to highlight the difficult living conditions of refugees in overcrowded camps. The tool allows users to compare the population density of their hometown with that of a camp, promoting empathy **towards the refugee crisis**.

Finance

The **Victor Chang Cardiac Research Institute** uses AI and predictive modelling to forecast future donations by studying donor retention, and donor characteristics and behaviour. **This helps VCCRI plan and allocate its financial resources efficiently**.

Marketing and Fundraising

Amnesty International uses segmentation and predictive modelling to identify audiences for personalised marketing. It employs data analytics to study donor behaviour trends, tailor messages to potential donors, and **evaluate the efficiency of fundraising initiatives**.

Operating at scale

The **World Food Programme (WFP)** is one of the largest humanitarian organisations working in the field of food assistance. It reaches 100 million people every year in over 80 countries.

It is imperative for WFP, with its scale and complexity of operations, to identify the best way to provide food assistance given a large number of operational constraints (such as funding and lead times) and programmatic objectives (such as nutritional value and local investments). WFP uses **Optimus, a tool that uses prescriptive analytics** to help identify the most cost-effective and efficient ways to reach beneficiaries. It enables WFP staff to determine optimal solutions for:

- Transfer modality selection (whether to distribute food and/or provide cash to beneficiaries)
- Designing the food basket (which commodities to distribute)
- Sourcing and delivery planning (from suppliers to beneficiaries)

Sources: *Analytics drives WFP's response to operations, INFORMS*
Optimus, World Food Programme – Innovation Accelerator

1.4 Applications of data in monitoring & evaluation

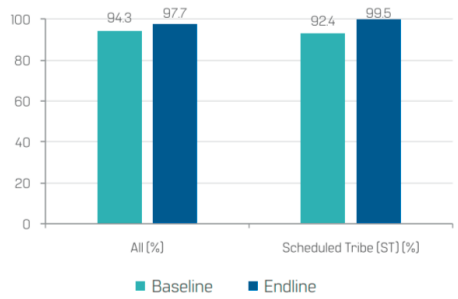
Tata Trusts supported the Government of Maharashtra in strengthening the Integrated Child Development Services (ICDS) program to accelerate child development, covering 4,114 anganwadis across the districts of Chandrapur, Gadchiroli and Palghar.

The evaluation results show the outcomes generated by the project in Gadchiroli. Endline data, relative to the baseline data, demonstrates the change delivered by the project on certain key performance indicators (KPIs).

UTILISATION OF ICDS SERVICES BY PREGNANT AND LACTATING WOMEN

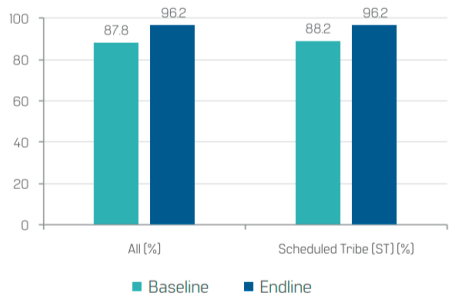
Received Take Home Ration from AWC during the last pregnancy

	BASELINE	ENDLINE
ALL (%)	94.3	97.7
ST (%)	92.4	99.5



Received Take Home Ration from AWC during 0-6 months after child was born

	BASELINE	ENDLINE
ALL (%)	87.8	96.2
ST (%)	88.2	96.2



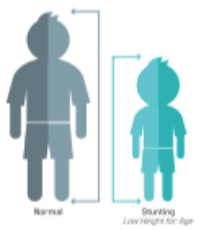
Receipt of ICDS Services

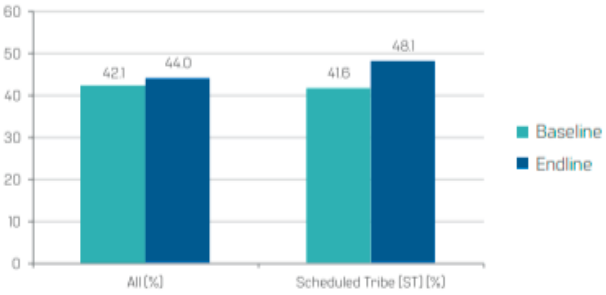
	Pregnant Women				Lactating Mothers			
	BASELINE		ENDLINE		BASELINE		ENDLINE	
	All (%)	ST (%)	All (%)	ST (%)	All (%)	ST (%)	All (%)	ST (%)
SUPPLEMENTARY FOOD	81.0	75.3	24.2	24.2	84.8	82.7	24.9	24.4
HEALTH CHECK-UPS	79.2	73.4	18.1	17.6	80.5	77.7	23.3	22.2
HEALTH AND NUTRITIONAL EDUCATION	64.9	57.0	11.5	9.9	66.4	64.2	21.4	20.0
REFERRAL SERVICES	28.3	25.5	6.5	9.3	12.5	14.0	9.3	7.2

Source: *Project Spotlight: ICDS System Strengthening and Community Mobilization, Tata Trusts and Department of Women & Child Development, Government of Maharashtra*

CHILD ANTHROPOMETRIC FAILURE

STUNTING

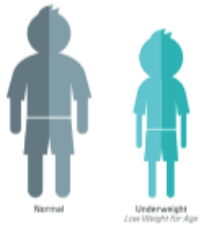


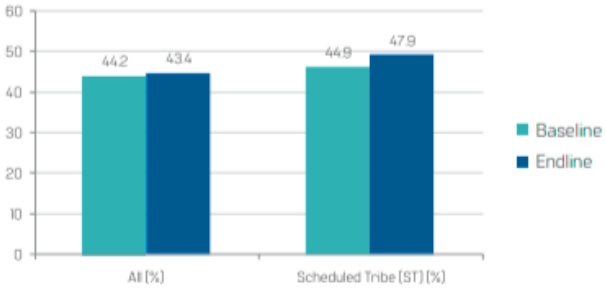


STUNTING

Height-for-age is a measure of linear growth retardation and cumulative growth deficits. Children whose height-for-age Z-score is below minus two standard deviations (-2 SD) from the median of the reference population are considered short for their age (stunted), or chronically undernourished.

UNDERWEIGHT

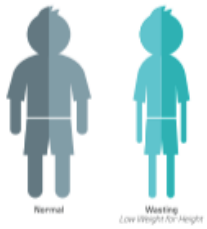


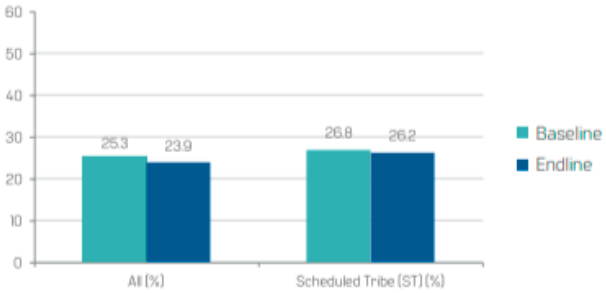


UNDERWEIGHT

Weight-for-age is a composite index of height-for-age and weight-for-height. It takes into account both acute and chronic undernutrition. Children whose weight-for-age Z-score is below minus two standard deviations (-2 SD) from the median of the reference population are classified as underweight.

WASTING





WASTING

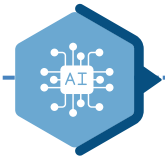
Weight-for-height index measures body mass in relation to body height or length and describes current nutritional status. Children whose Z-score is below minus two standard deviations (-2 SD) from the median of the reference population are considered thin (wasted), or acutely undernourished.

Source: *Project Spotlight: ICDS System Strengthening and Community Mobilization, Tata Trusts and Department of Women & Child Development, Government of Maharashtra*

2. Where Tech Meets Purpose

Internet of Things (IoT)

IoT refers to a network of physical objects —"things"—that are embedded with sensors, software, and other technologies for the purpose of connecting and exchanging data with other devices and systems over the internet.[11]

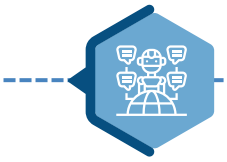


AI Image Processing

AI image processing utilises algorithms to analyse images/videos, aiding the social sector in disaster assessment, urban planning, and environmental monitoring.

Conversational AI

Conversational AI involves the use of language processing to enable human-like interactions between machines and humans. SPOs use it (via chatbots and virtual assistants) to engage beneficiaries and streamline communication with stakeholders.

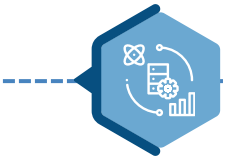


Predictive Analytics

Predictive analytics uses machine learning to predict future outcomes from historical data. SPOs adopt it to forecast trends, optimise resources, enhance program effectiveness, and identify intervention opportunities.

Big Data Analytics

Big data analytics refers to the methods, tools, and applications used to derive insights from varied, high-volume, high-velocity data sets.



Geospatial Technology

Geospatial tech captures, analyses, and visualises geographic data, enabling mapping and location-based insights. SPOs use it to understand patterns and plan interventions based on geographic analysis.

Cloud Computing

Cloud computing offers internet-based computing services, encompassing storage, processing power, and software applications. SPOs use it to access data via remote servers and draw upon Software as a Solution (SaaS) for various organisational functions.

Remote Sensing

Remote sensing refers to data collected about the Earth's surface or atmosphere from a distance, typically through satellite imagery or aerial sensors. This aids SPOs in environmental monitoring, disaster response, and resources management.

11: Oracle

Internet of Things (IoT)

AquaSafi
Pure water for the developing world

Keen to make villages self-reliant for their drinking water needs, the Hubli-based non-profit Aquasafi Rural Development Foundation works with the panchayats of underserved communities to operate and maintain drinking water reserves. These are automated and provide **20 litres of water for Rs 2 (24x7)**. The machinery is controlled using IoT devices, and the data is uploaded to the cloud for regular monitoring.[12]

AI Image Processing

FOREST DEPARTMENT
GOVT. OF GUJARAT

In 2022, the Gujarat forest department introduced the AI tool SIMBA (Software with Intelligent Marking Based identification of Asiatic lions) to observe and conserve the lion population. This uses machine learning to **identify individual lions by analysing unique features** such as whisker variability, facial scars, and ear notches from photographs. The social sector also uses AI-based object detection to aid in disaster assessment, urban planning, and environmental monitoring.[13]

12. First Cisco-N/Core non-profit tech cohort graduates, The Times of India
13. Gujarat Forest Department introduce 'SIMBA', IndiaAI, Ministry of Electronics and Information Technology

Conversational AI

Ama Krushi
The Farmer's Companion

The Government of Odisha has launched Ama KrushAI, a chatbot built with ChatGPT's large language model, and Bhashini, an IIT Madras-developed language interpretation platform, to provide personalised responses to farmers' queries. The tool informs farmers about the best agronomic practices, government programs and loans, helping them to **make better decisions about their crops, livestock, and finances**.[14]

Predictive Analytics

DIRECTORATE OF SCHOOL EDUCATION
GOVERNMENT OF ANDHRA PRADESH

The Government of Andhra Pradesh, in partnership with Microsoft, has implemented an application which uses machine learning algorithms to **predict the number of potential dropouts from government schools**. The application analyses complex data sets — enrollment details, student performance, socio-economic demographics, school infrastructure, and teacher skills — to ascertain the critical factors behind the dropouts. This enables early intervention to address the issue and improve retention rates.[15]

14. Odisha Launches India's First AI-Chatbot Ama KrushAI for Farmers, *Krishi Jagran*
15. AI is being used to identify potential school dropout rate in Andhra Pradesh, *IndiaAI, Minister (E&IT)*

Big Data Analytics

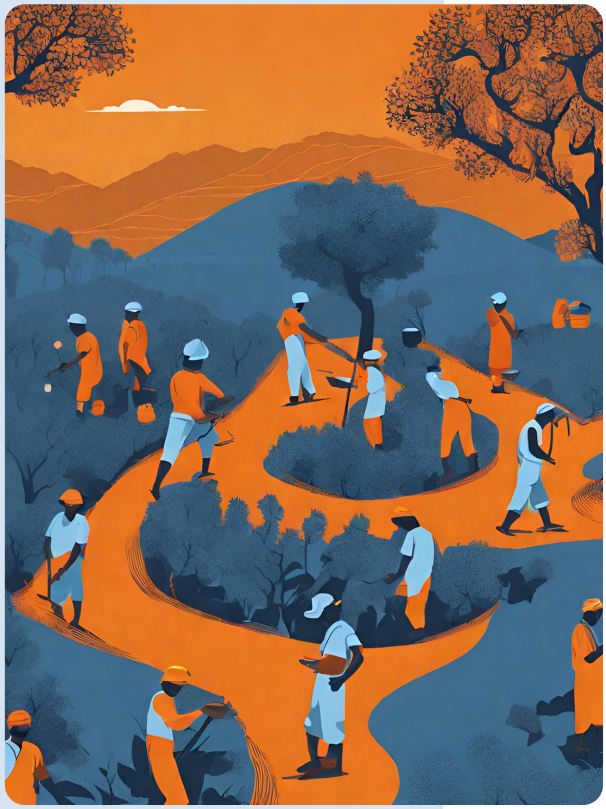
MY CHOICES FOUNDATION

My Choices Foundation uses big data to **prevent human trafficking by identifying high-risk regions**. Its program, Operation Red Alert, is designed to help parents, teachers, and other stakeholders understand how traffickers work and block their efforts. By analysing Census and government education data, as well as factors such as drought, poverty levels, population, and proximity to police stations, the Foundation identifies regions most vulnerable to trafficking.[16]

Geospatial Technology

NCHSE

The National Centre for Human Settlements and Environment uses Geographic Information Systems (GIS) to monitor *wadis* (orchards) established across India by NABARD for the benefit of marginalised communities. **The GIS-based software allows officials to track how the *wadis* are being managed by the beneficiaries** and verify the implementation of on-ground programs. The software offers mapping, data attachment, and geo-referencing for real-time monitoring, enabling effective analysis and reporting.[17]



16. Big Data Analytics Solution Helps "My Choices Foundation" in Efforts to Prevent Human Trafficking, *CISCO Press Release*
17. GIS for effective monitoring of orchards, *National Centre for Human Settlements and Environment (NCHSE)*

Cloud Computing

EdIndia has developed a program to strengthen teachers' proficiency in subject matter and pedagogy. An app called Pragyan allows teachers to stream video lessons, practice problems, and draw up lesson plans to enhance their teaching skills. By utilising cloud computing to deliver services over the internet and provide storage for video and class material, **EdIndia has achieved rapid outreach to a significant number of teachers**, while operating with a smaller team compared to in-person programs.[18]

Remote Sensing

Smallholder farmers frequently face challenges in managing production and marketing. Indian agritech firm NubeSol uses remote sensing to offer sugarcane growers a monthly yield map of their plots, yield forecasts, and recommendations on inputs like fertilisers. **NubeSol's solution assesses soil quality through remote sensing and issues warnings when soil moisture falls below the threshold**, enabling timely action to optimise crop productivity.[19]

18. How EdIndia Foundation uses AWS to upskill teachers, *AWS Public Sector Blog*
19. Startups helping farmers in precision farming, *YourStory*

3. Recommendations For Implementing Organisations

Explore data-driven solutions regardless of organisation size

There is a common misconception that data-driven solutions are only viable for larger organisations, while smaller non-profits may not benefit from them. However, according to Project Tech4Dev, "size should not be a factor at all" as long as the solution is suitable for the problem at hand and a systematic approach is adopted to implement it.[20]

Using data to improve fundraising

The **Greater Austin YMCA**, a non-profit dedicated to empowering its local community in Austin, Texas, offers programs such as after-school activities, day camps, swimming lessons, adult career support, and senior meet-ups. It utilises big data to enhance operations: collect and integrate member data from various sources; create user segments; help to identify look-alike audiences and target them through ad campaigns etc.

In January 2015, the YMCA decided to increase new memberships by 5% over the previous year. Using data-driven strategies, it surpassed this goal with a 15% increase, marking the highest number of January sign-ups ever for the organisation. This achievement delivered a four-fold return on investment for the January campaign alone.[21]

20. India Development Review 2021, **21.** Smart Data Collective 2015

Leverage existing data-driven solutions, instead of custom-built solutions

Rather than investing resources in developing solutions from scratch, organisations can explore existing solutions (that could potentially be available at discounted rates for non-profits), enabling them to avoid redundant work and discover more effective and scalable options. It is likely that other SPOs have already faced and resolved similar challenges, resulting in the availability of existing tools and solutions that can be tailored to meet specific needs.[22]

Using data to save the great ape

The **Jane Goodall Institute (JGI)** is a non-profit dedicated to protecting the great apes of Africa by combatting threats to their habitat, poaching, trafficking, and disease. JGI's data-related needs include obtaining up-to-date information about chimpanzee populations, monitoring threats, and sharing the impact of its work with the community, government, and potential donors.

Instead of developing custom tools from the ground up, JGI opted to build upon existing data-driven solutions:

Google Earth: In 2007, JGI started using this to gather data related to chimpanzee movements in Gombe National Park. This technology provided critical insights into chimpanzee behaviour and the state of the forest.[23]

Open Data Kit (ODK): This facilitates mobile data collection by staff and forest rangers. Trained individuals from various villages use smartphones to report animal sightings, forest clearing, snares, and other threats.

Google Street View: Offers people the virtual experience of walking through a forest and observing the animals up close, thereby illustrating the urgency of conservation.

22. India Development Review, 2021, **23.** Google Earth Outreach, 2021

Invest in data literacy and capacity building

This is crucial for implementing organisations to fully leverage the potential of data. By providing training programs, workshops, and resources, organisations can empower their staff to collect, interpret, and use data effectively. This not only enhances the organisation's data capabilities, but also cultivates a culture of data-driven functioning at all levels.

Making employees more data smart

Nemours is a US-based children's healthcare system committed to providing life-changing medical expertise and research. The non-profit recognised that its vast database of electronic health records could enable it to "make better treatment decisions and improve the experience for every child in [its] care".[24]

To unlock this potential, Nemours initiated a program called Data Swagger Sessions, aimed at empowering employees with data literacy skills. The sessions provided bite-sized tutorials that educated staff on reading, analysing, and interpreting data, as well as using available technology to generate actionable and timely insights at the point of decision making. The program also helped to form a team of citizen developers and analysts to take ownership of data sets and field data queries for the non-profit.

Improved patient care
Data creates clinical pathways for procedures that ensure every child receives a high standard of care

Inspired citizen analysts
Data-literate cohort of citizen developers helps teams use data for better operational processes, patient care

Informed decision-making
Insights from past decisions on patients help to put together the right care programs

Created cost savings
Citizen developers' examination of billing data results in huge savings

24. *Data Literacy Project, 2023*

Facilitate collective impact by sharing your data with other SPOs

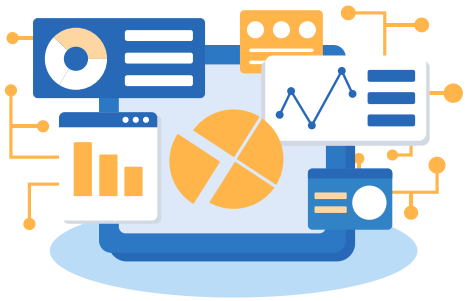
Sharing data drives collective impact. By making their data public, organisations can enable other stakeholders, researchers, and policymakers in the social purpose ecosystem to access and analyse valuable insights. This transparent approach not only promotes accountability but also facilitates cross-sector collaboration and knowledge exchange.

Working and learning from one another

The **Chicago Benchmarking Collaborative (CBC)** is a consortium of non-profit organisations specialising in education and other services for low-income families in Chicago. The partner organisations increase the impact of their work by sharing data, measuring effectiveness together, and learning from one another.

The CBC established a common set of metrics to assess its partners' programs across early childhood education, after-school programs, youth development, and parent engagement. It also adopted a common management information system (MIS) to allow seamless access to data on an agreed-upon basis.

Key benefits to this data sharing include:



Learning from data
Partner organisations' performance across a common set of parameters allows the CBC to identify strategies and best practices that work. Members learn from peers and improve outcomes for the communities they serve.

Cost savings
New partners joining the CBC benefit from a fully-designed MIS instead of building one themselves.

Sources: *The Chicago Benchmarking Collaborative, ABC News, 2019, Chicago Benchmarking Collaborative, Youth Today, 2019 Chicago Benchmarking Collaborative, Exponent Case Management, 2020*

Conclusion

The potency of data has made it indispensable: data-driven solutions and practices have become a 'must-have' for any organisation today. Social Purpose Organisations (SPOs) are no exception. The comprehensive framework presented in this report underscores the pivotal role of data in every facet of an SPO's work, with real-world examples demonstrating how data science has enhanced operational efficiencies, reduced costs, and facilitated impactful communication.

In addition, tailored recommendations provided in the report can guide implementing organisations on their journey towards a data-driven approach. Customised to the unique context of implementing SPOs, these suggestions aim to empower them to leverage data for greater social impact through a streamlining of operations, optimisation of resource allocation and amplification of the scale, scope, and speed of service delivery. We hope that the examples cited in this report will inspire SPOs to embrace data-driven solutions, practices, and technologies.

What's next?

In Part II of this three-part series, we delve into the enablers that facilitate the effective use of data and data-driven solutions by SPOs. With an aim to identify the key contributors — including organisations, individuals, policies and services — that foster the essential conditions for SPOs to harness the power of data. Understanding these enablers will provide valuable insights into how SPOs can navigate the complexities of data utilisation and derive meaningful value from it.

Data-enabling organisations in India

- Technology consulting firms
- Cloud service providers
- Specialised data science firms
- Philanthropic and CSR initiatives
- Educational and research institutions
- Government-led organisations
- Volunteer-driven organisations
- Data suppliers

Data-enabling measures from a public policy lens

- National policies aimed at facilitating the use of data by social purpose organisations
- Open Data Platforms
  - Government of India: multi-sectoral, comprehensive platforms
  - Government of India: sector-specific platforms
  - State and local government platforms

Data-enabling initiatives by non-government entities

- Software, services, and professional volunteering platforms tailored to social purpose needs
- Open data platforms by private organisations (free-access and paid)

Data-enabling measures from the global social purpose sphere

- United Nations initiatives for promoting the use of public data
- Global open data platforms by international organisations

ISDM

CENTRE FOR DATA SCIENCE
& SOCIAL IMPACT