NITI Aayog

DMEO

DEVELOPMENT MONITORING AND EVALUATION OFFICE

Event Report

Participation in gLOCAL International Evaluation Week

June 2020

1.   Introduction

2.1.   The Event Report aims to articulate the outcomes of DMEO's participation in gLOCAL International Evaluation Week, through three webinars, on 2nd, 3rd and 5th June 2020. The activities were organized under the guidance of DG, DMEO Dr. Sekhar Bonu and Director Shri Alok Mishra, by the Partnerships team, comprising Dr. Shweta Sharma, Ms. Sanjana Manaktala, Mr. Romil Ravi, Ms. Devika Kannan and Mr. Kuldeep Pal. Session details are given in Annex 3.

2.   Event Outcomes:

2.1.   **Outreach:** Through three sessions, DMEO reached out to nearly 260 non-DMEO attendees with awareness messages on our work. DMEO also saw a website traffic peak of 400 users on 3rd June and a minimum of 50% increase in hits on all three event days, in comparison with the previous week. 5 partner organizations were engaged - JPAL, UNICEF, WFP, ISB, and Ministry of Tribal Affairs. Analysis of registrants suggests that over 60% were evaluation practitioners and academics or researchers. Though there was a spread of organizational affiliations represented, the majority of participants were from civil society and NGOs. Academic institutions, private sector, government and others were also represented.

2.2.   **Effectiveness:** Analysis of registrants and feedback surveys suggest that despite having less than 1 week to promote our events, the events were well-received. There was significant attendance (350) and high audience engagement, as evidenced by multiple questions. 63.8% of the attendees rated the events as "Very good" or "Excellent", and 73.7% found them to be relevant or somewhat relevant. 50% reported benefiting by increased awareness, and 44% by gaining technical knowledge.

2.3.   **Systems Building or Institutionalization:** As this was the first webinar series ever conducted by DMEO, a number of documents prepared for this pioneering activity can be institutionalized within DMEO as systems for future events. Three guidelines documents (for events, moderators and technological preparation) and three sample documents (proposal, internal plan, moderator script) have been prepared.

Figure 1 Event Outcome (Source: DMEO)

3.   Analysis

3.1.   This section covers the data-driven analysis of the activities undertaken, from the point of view of outcomes.

3.2.   Outreach

The achievement of outreach as a goal is measured through four data sources: number of participants, website traffic, registrant data, and feedback surveys.

3.2.1.   Registrants and Participants

The three sessions saw nearly 575 registrations on the gLOCAL website combined. However, after removal of duplicates, 378 unique registrants remained. The peak number of participants was also captured from the webinar software for each session at approximately 350 (120+120+110). However, considering 30 participants from within DMEO on average for each event, the effective outreach can be considered to be 260 non-DMEO participants.

3.2.2.   Website Traffic

Based on the website traffic data available, it can be concluded that these events helped to drive traffic to the DMEO website. At its peak on June 3rd, there were 400 users on the website, and all three event days saw at least a 50% increase in hits as compared to the previous week.

Figure 2 Website Traffic Data (Source: DMEO)

3.2.3. Registrants Data

- The second source analysed was the data of those who registered for the sessions on the gLOCAL website.
- The data demonstrates high NGO participation (45%-53.5% of audience) but low government participation (5.2%-6.3% of audience). These numbers suggest that, depending on the goal of the event, the outreach channels prioritized should change. For example in this case, emails to M/D/S could have been utilized to increase government participation, if that was identified as a priority.
- There is also a high representation of evaluation practitioners (35-37%) & researchers (25-31%), together above 60% of the total audience across sessions. This suggests that deeper more technical discussions could have been engaged in, if technical depth was chosen as a priority over breadth of reach.
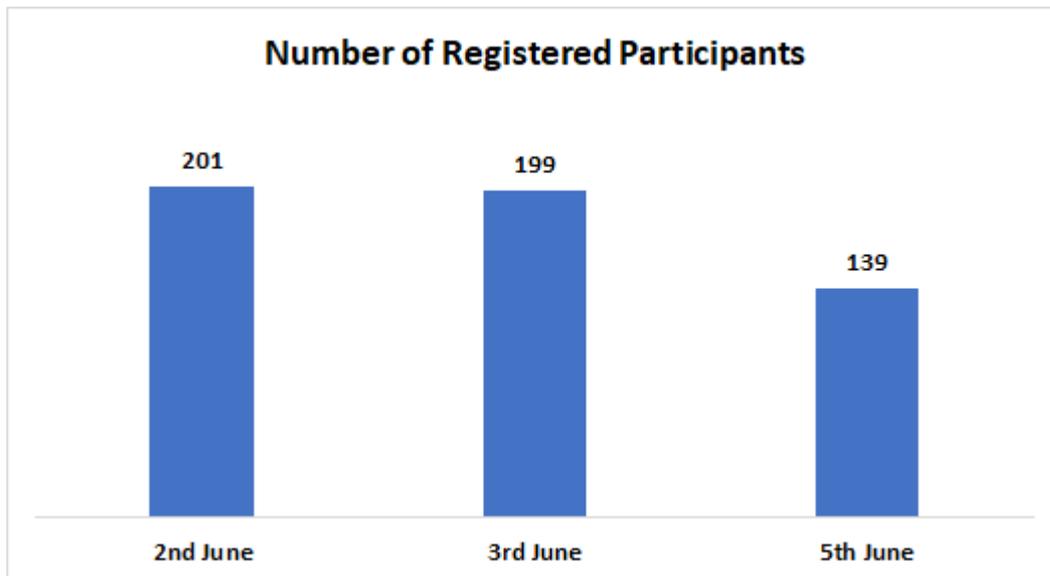- Data tables are in Annex 1 and 2.

Number of Registered Participants

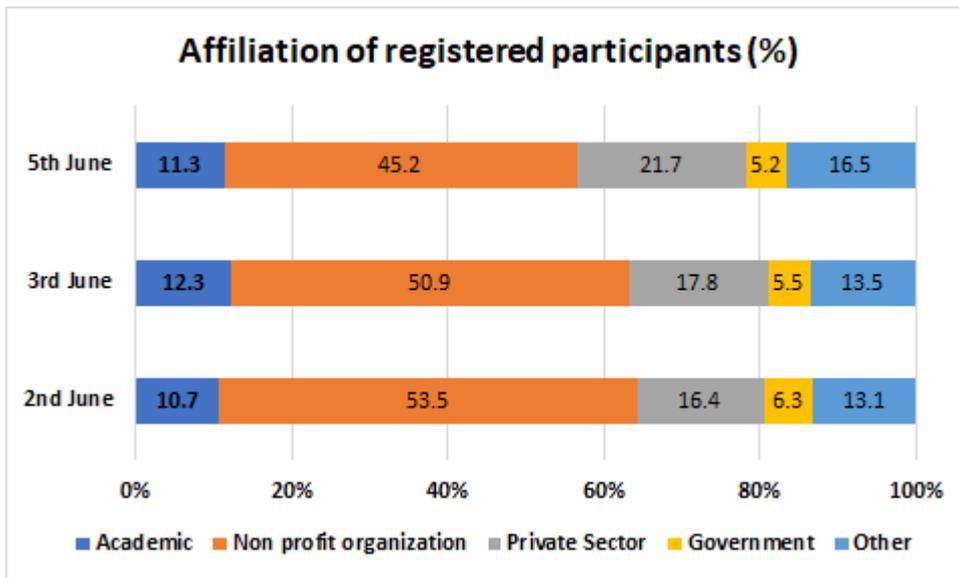| 2nd June	3rd June	5th June
201	199	139

Figure 3 Number of Registered Participants (Source: DMEO)

Affiliation of registered participants (%)

Date	Academic	Non profit organization	Private Sector	Government	Other
5th June	11.3	45.2	21.7	5.2	16.5
3rd June	12.3	50.9	17.8	5.5	13.5
2nd June	10.7	53.5	16.4	6.3	13.1

Figure 4 Affiliation of registered participants (Source: DMEO)

Participants by Role (%)

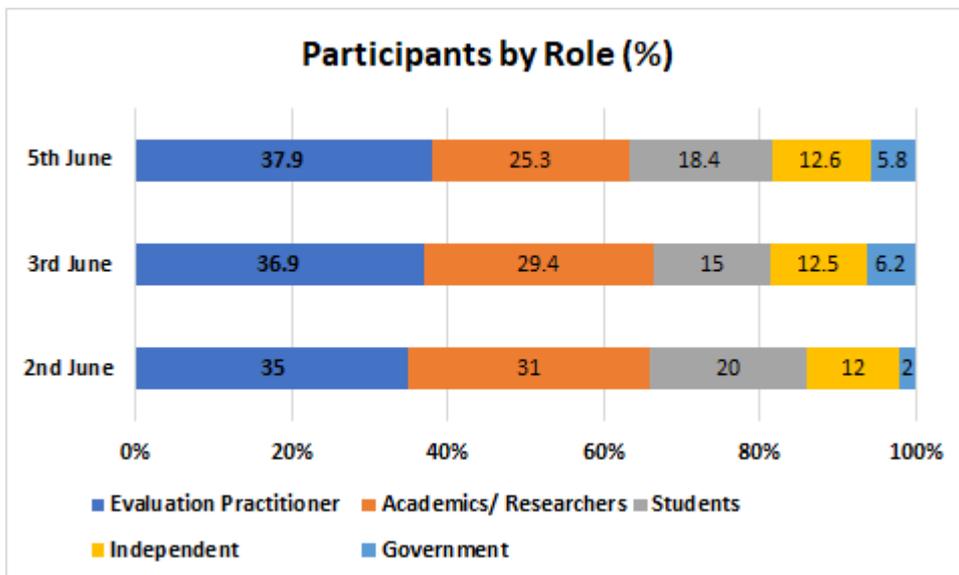| Date	Evaluation Practitioner	Academics/ Researchers	Students	Independent	Government
5th June	37.9	25.3	18.4	12.6	5.8
3rd June	36.9	29.4	15	12.5	6.2
2nd June	35	31	20	12	2

Figure 5 Participants by Role (Source: DMEO)

3.2.4. Feedback Survey Data:

- It has to be noted that out of approximately 260 non-DMEO participants, only 34 filled the feedback survey, so the analytical insights are constrained by lack of representativeness. However, broad inferences may be drawn from the trends.
- Due to a time crunch, individual professional networks were heavily relied upon for outreach, which is reflected in the data. Maximum number of participants found out about the event through their professional networks.
- Outreach through NITI Aayog, DMEO and individual members social media channels was undertaken, but reach and engagement metrics are currently unavailable. There is much more potential in utilising social media to reach wider audiences, which can be capitalized on with adequate time for promotions.

- Having attendees return to gLOCAL 2020 after attending gLOCAL 2019 suggests that 2019 was a positive experience for them, in terms of learning and relevance. This therefore suggests that DMEO is benefiting from the high quality work of its partners, as a certain section of the potential audience is already engaged and willing to attend our sessions.
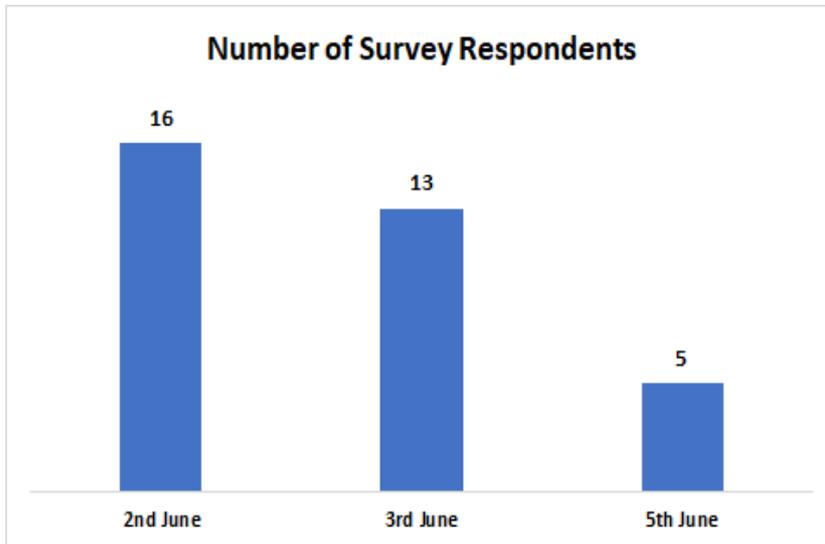- Data Tables are **at Annex 2.**

Figure 6 Number of Survey Respondents (Source DMEO)
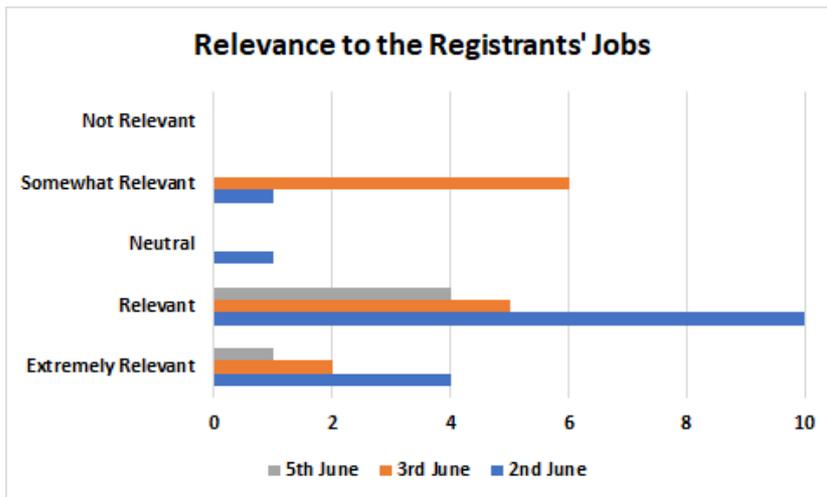

Figure 7 Quality of Event (Source: DMEO)

Figure 8 Relevance to the Registrants' Jobs (Source: DMEO)

3.3. Institutionalization

3.3.1. The DMEO team contains a large number of lateral entry professionals, who will leave the organization in a few years' time. In order to institutionalize knowledge and build systems, documentation and dissemination of activities and toolkits is essential. To this end, three guidelines documents and three sample documents have been prepared.

3.3.2. Standard Operating Procedures for Organizing Events have been drafted and are open for comments and revisions. These are designed to be used by the DMEO team, or by other government institutions looking to organize events with partners. Two sample documents, an event proposal and a working plan, have also been prepared.
- Sample Event Proposal
- Sample Event Working Plan

3.3.3. Along with the guide for organizers, panel moderators or organizers in charge of handling external participants would need to undertake certain activities to prepare the panelists. For this, Standard Operating Procedures for Moderators have been prepared. For the presenters or moderators of a panel, a Sample Script has also been prepared to ensure smooth functioning on the day of the event.

3.3.4. Drafting of Technological Preparation Guidelines is underway.

4. Recommendations

4.1. Systems building and institutionalization must take place in order to increase outreach and effectiveness. Improvements are captured in the SOP documents, and broader recommendations are given below.

4.2. **Outreach:**

4.2.1. Adequate time for preparation and promotion is key

4.2.2. Selection and titling of sessions should be carefully articulated to maximize participation, in line with DMEO's objectives for participation in these events, as well as in-house skill sets. Eg: Capacity development, generation and use of evaluations.

4.2.3. DMEO needs to assign a dedicated communications person to coordinate closely with NITI comms, handle social media etc. Campaigns need to begin at least 4-5 days before the event, including for live-streaming preparation. LinkedIn posts got maximum views and should be actively targeted for dissemination.

4.2.4. DMEO needs its own technological capabilities for conducting and live-streaming webinars. Specific roles for assisting technological issues is very necessary.

4.2.5. A podcast channel can also be recommended to NITI communications team for uploading audio-only files of future events.

4.2.6. Structured Social Media Optimization and Search Engine Optimization for the DMEO website can be set up to target reaching the front page of Google and capitalizing on Adwords. Backward and forward linkages with prominent M&E websites, such as JPAL, 3ie, Better Evaluation, UNEG etc., and NGO websites such as NGObox.com, Devnet, Devex etc. would help in this.

4.3. **Effectiveness and Engagement:**

4.3.1. Feedback needs to be taken with a pinch of salt as respondent numbers are low. Simultaneously, this points to the need for strategies to increase feedback, such as live feedback tracking towards the end of the session.

4.3.2. DMEO needs capacity building for camera and media training

4.3.3. DMEO also needs an assigned room or appropriately chosen background for panelists joining from the office, including light, acoustics etc.

4.3.4. Technological options should be explored for increased engagement, including plenary and breakout rooms, real time suggestions view, show of hands, voting on questions for prioritization etc.

4.3.5. In the feedback form, dedicated space for follow up questions can be included for DMEO to respond to.

4.4. **Systems-Building and Institutionalization:**

4.4.1. SOPs and Toolkits need to be documented and uploaded as publications on the DMEO website.

4.4.2. Event Initiation: Periodic forums for individual researchers can be organized to share findings with relevant govt. officials to bring evidence into policy-

making. DMEO could think of organizing such webinars in India, and then expanding to the regional or South Asia level.

4.4.3. A database/standard email/contact list (including Central Government, International Organizations, Academic Institutions, State governments, Indian Statistical Service, Indian Economic Service, Indian Administrative Service) needs to be prepared so that email/Whatsapp invites for the event can be sent. It could also be sent to Whatsapp groups of these services.

4.4.4. Prominent state officials could be invited as panelists.

4.4.5. A list of such events can be prepared so that DMEO can participate in them on a regular basis.

5. Way Forward

5.1. Following the events on 2nd, 3rd and 5th June 2020, the contents of this paper were presented to the DMEO team on 9th June 2020, and a brainstorming session resulted in a number of useful recommendations. These have been incorporated, and towards the goal of institutionalization and capacity building, this document is being prepared for publication on the DMEO website.

5.2. This document should be used as a sample for future event reports within DMEO, and as additional insights emerge from future events, the SOPs and other documents should be updated accordingly, in order to keep the information useful, updated, timely and relevant.

Annex 1: Registrant Data Tables

Aspects	2nd June	3rd June	5th June
Number of Participants registered	201	199	139
Affiliation (%)	- Academic - 10.7, - Non profit organization- 53.5, - Private Sector - 16.4, - Government- 6.3, - Other- 13.2	- Academic - 12.3, - Non profit organization- 50.9, - Private Sector - 17.8, - Government- 5.5, - Other- 13.5	- Academic - 11.3, - Non profit organization- 45.2, - Private Sector - 21.7, - Government- 5.2, - Other- 16.5
Role (%)	- Evaluation Practitioner - 35, - Academics/ Researchers - 31, - Students - 20, - Independent- 12 - Government- 2	- Evaluation Practitioner - 36.9, - Academics/ Researchers -29.4, - Students - 15, - Independent- 12.5, - Government- 6.2	- Evaluation Practitioner - 37.9, - Academics/ Researchers - 25.2, - Students - 18.4, - Independent- 12.6 - Government- 5.8

Annex 2: Feedback Survey Data Tables

Aspects	2nd June	3rd June	5th June
Total Number of submissions	16	13	5
Quality of event	● Good- 8 ● Very Good- 6 ● Excellent- 2	● Very Good- 5 ● Excellent- 3 ● Fair- 3 ● Good- 2	● Very Good- 3 ● Excellent- 1 ● Good- 1
Relevance of the event	● Relevant- 10 ● Extremely relevant-4 ● Somewhat Relevant- 1 ● Neutral- 1	● Extremely relevant-2 ● Relevant- 5 ● Somewhat Relevant- 6	● Extremely relevant-1 ● Relevant- 4
Benefits derived from participation	● Awareness- 11 ● Capacity building to support M&E- 7 ● Gained Technical Knowledge- 5 ● Shared Technical Knowledge- 2 ● Built connections- 2 ● No benefits- 0	● Awareness- 7 ● Gained Technical Knowledge- 6 ● Capacity building to support M&E- 4 ● Shared Technical Knowledge- 2 ● Built connections- 4 ● No benefits- 1	● Gained Technical Knowledge- 4 ● Awareness- 3 ● Capacity building to support M&E- 3
Topic of interest	● Evaluation Capacity Development- 13 ● Generation and Use of evaluation- 8 ● Evaluation Communication- 4 ● Evaluation Methods- 8 ● Evaluation 2020- 3	● Evaluation Capacity Development- 6 ● Generation and Use of evaluation- 6 ● Evaluation Communication- 7 ● Evaluation Methods- 10 ● Evaluation 2020- 1	● Evaluation Capacity Development- 4 ● Generation and Use of evaluation- 2 ● Evaluation Methods- 2 ● Evaluation 2020- 2 ● Evaluation Communication- 1

Annex 3: DMEO Participation in gLOCAL by CLEAR initiative: Session Plan

DMEO has been invited by JPAL to participate in the second edition of **gLOCAL, the international evaluation week from June 1-5 2020**, organized by the CLEAR initiative and supported by World Bank. It currently covers ~240 events around the world, with an expected reach of ~12,000, through webinars and other virtual events. The inspiration for gLOCAL Evaluation Week comes from the acknowledgement of two forces that are shaping today's evaluation landscape, where global knowledge shapes local evaluation practices and local experiences influence global evaluation thinking. Based on the South Asia events calendar, participating organizations already include 3ie, ECOI, British Council, ID Insights, Sattva Consulting etc. Further details can be found on their website https://www.glocalevalweek.org/

DMEO aims to participate in the Evaluation Week by organizing our own events and attending others. We are hosting a **series of events on monitoring and evaluation in government**, consisting of three events outlined below.

S. No.	Session Title	Description	Speakers	Format
1	M&E in Government: Partnerships in a Multi-Stakeholder Environment **2nd June, Tuesday 4:30 pm**	The fragmented nature of the M&E ecosystem in India poses a key challenge for standardization and improvement in quality and quantity of evaluations of government schemes and programmes. DMEO has sought to leverage its capacity constraints by adopting an approach of partnering with international development organizations, academic institutions and data technology companies in the public sector space, to grow into its role as the apex M&E institution of Government of India. This session will outline DMEO's current approach and bring forward perspectives from a leading international organization and a premier knowledge institution, to understand incentives of various partners and challenges faced with a view to arrive at a systemic approach to create win-win partnerships in monitoring and evaluation.	1. DG, DMEO 2. Prof. Ashwini Chhatre, ISB 3. Maaike Bijker, UNICEF India 4. Shagun Sabharwal, J-PAL **Moderator:** Alok Mishra, DMEO	*Panel Discussion with Moderator* - 3-5 min opening remarks per speaker - 15 min questions by moderator - 15 min audience questions
2	M&E in Government:	When considering data for monitoring and evaluation in government, quality	1. Anand Trivedi,	*Panel Discussion*

	Data Quality in Theory and Practice **3rd June, Wednesday** **4:30 pm**	comes up consistently as a challenge, whether we are considering administrative and survey data sources. What practices or standards can be introduced and institutionalized to improve the relevance reliability, accuracy, timeliness etc. of data collection? How can data collection architecture be designed to reduce perverse incentives and encourage learning, towards better outcomes? What experiences do we have to learn from? What cultural, normative or capacity shifts are required across government to ensure sustainability of such systems and practices? This session will explore these questions and attempt to arrive at feasible, actionable suggestions from which other developing and under-developed countries venturing into evaluation of their large development programmes could learn. .	DMEO 2. Shweta Sharma, DMEO 3. Venugopal Mothkoor, DMEO **Moderator:** Sanjana Manaktala, DMEO	*with Moderator* - 3-5 min opening remarks per speaker - 15 min questions by moderator - 15 min audience questions
3	M&E in Government: Institutionalization, Demand Generation and Points of Entry **5th June, Friday** **4:30 pm**	Government tends to be a large, complex and opaque system, understood best by those within it. In order to institutionalize M&E practices, the process of scheme/policy/programme design must be thoroughly understood, to identify entry or leverage points where the system looks for feedback. These can be targeted by those with evidence or M&E expertise to improve systemic outcomes, for capacity building, advocacy and demand generation for better evidence. This session will aim to identify some of the many ways in which these approaches, methodologies and tools can be used to improve M&E for strengthening governance.	1. Ashutosh Jain, DMEO 2. Dr. Navaljit Kapoor, JS, Ministry of Tribal Affairs 3. Romil Ravi, DMEO 4. Abhay Kumar, WFP **Moderator:** Shivangi Saxena, DMEO	*Panel Discussion with Moderator* - 3-5 min opening remarks per speaker - 15 min questions by moderator - 15 min audience questions

ABOUT THIS DOCUMENT

The purpose of the Event Report series is to provide documentation, review and insight into various events conducted by DMEO, on awareness-raising, capacity-building, information dissemination and other M&E related topics.

ABOUT DMEO, NITI AAYOG

The Development Monitoring and Evaluation Office (DMEO), attached to NITI Aayog, is the apex monitoring & evaluation (M&E) office in the country, with a mandate to drive evidence-based policy making through M&E of government policies and programmes. Since its inception in 2015, the Office aims to shift the discourse of public policy towards rigorous, data-driven, citizen-centric, and decentralized policymaking, to improve governance and facilitate the formation of a New India.

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