



180Degrees  
CONSULTING  
— SRI VENKATESWARA —

## 180DC SVC X PACT

### Assessment and Evaluation Report

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## 1. Introduction

### 1.1. Introduction to organisations working for the welfare of autistic individuals

Autism is becoming more prevalent in India, with an estimated 1 in 68 children suffering from this developmental disease. Families with autistic individuals often encounter multifaceted challenges revolving around social, educational, and vocational aspects. However, awareness about autism remains relatively low. This is where organizations offering residential facilities, educational programs, vocational training, and vital support services tailored to the unique needs of autistic children play a pivotal role. These organizations provide a lifeline, offering a structured environment where individuals receive essential care, specialized education, and skill development opportunities, empowering them to lead more independent and fulfilling lives. Moreover, they contribute significantly to raising awareness about autism in India thereby fostering a more inclusive and supportive environment for individuals with autism and their families.

Organizations dedicated to the well-being of autistic children in India have a clear and profound mission which is to enhance the quality of life for both the children and their families. Their primary objectives revolve around providing a safe and supportive residential environment that fosters the holistic development of autistic children. These organizations aim to offer comprehensive educational/training programs customized to the needs of each child, enabling them to acquire essential life skills and achieve their highest potential. There's often special emphasis on vocational training to empower autistic individuals to gain independence and contribute to society. They also aim to provide emotional and practical support to families, helping them navigate the challenges of autism and promoting a more inclusive and understanding society. The ultimate goal of these organizations is to promote autism awareness, reduce stigma, and create a more inclusive and accepting environment for individuals on the autism spectrum in India.

### 1.2. Acquisition strategies and importance

Finding and reaching out to their beneficiaries can be a challenge for these organizations due to their limited funds and the general lack of awareness about autism amongst most people. Hence, acquisition strategies, within the context of such non-governmental organizations encompass a range of methods and approaches employed to effectively reach and serve beneficiaries. These strategies are vital for expanding an organization's outreach and impact within the domain. They enable these organizations to extend their reach, bringing vital services to a broader audience of families affected by autism.

By tailoring their programmes to meet the unaddressed needs of autistic individuals, these organizations can create a more substantial and lasting positive impact on the communities they serve. Such strategies can include community outreach, awareness campaigns, partnerships with schools and healthcare providers, and leveraging digital platforms for information dissemination. They are instrumental in bridging gaps in support services and education, ensuring that a larger number of families have access to such specialized care.

### 1.3. Purpose of the report

An assessment and evaluation project encompasses the in depth analysis of the various parameters in a particular sector of focus for a particular client. In the case of PACT, the project focuses on evaluating and assessing the various governmental/non governmental organisations providing residential care for people with autism, especially concentrating on their beneficiary acquisition strategies. The end goal is to develop a robust beneficiary acquisition strategy tailored to the needs of PACT, to ensure that the PACT can effectively reach and enroll beneficiaries who require its services, aligning its mission and capacity with the needs of the people it seeks to serve. This report serves as the foundation to base this strategy.

The purpose of the report is to thus perform an in depth analysis of the aforementioned residential care units spread across the length and breadth of India, through an analysis of the below mentioned parameters. We examine the correlations between these parameters, and how different independent variables ultimately affect the beneficiary acquisition processes of various other organisations. The report lays the groundwork for the subsequent beneficiary acquisition project, where our consultants will use our report findings in to craft a beneficiary acquisition strategy specifically designed for PACT. Additionally, the report offers the client insight into the dynamics of its sector by studying the performance of other organizations and their key analytics metrics.

Consequently, PACT can continuously adapt its beneficiary acquisition approach by analyzing the performance of other organizations in the sector.

## 2. Methodology

### 2.1. Criteria for choosing organisations

In order to shortlist organisations for assessment, the factors taken into account are illustrated in Figure 2.1. Explanation of the same is as follows:

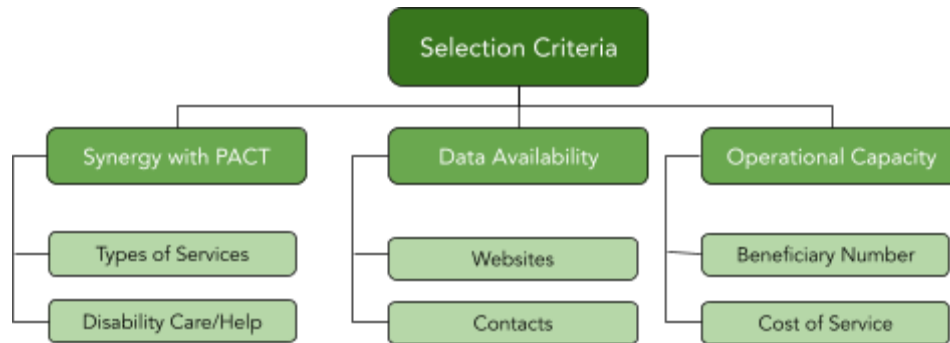


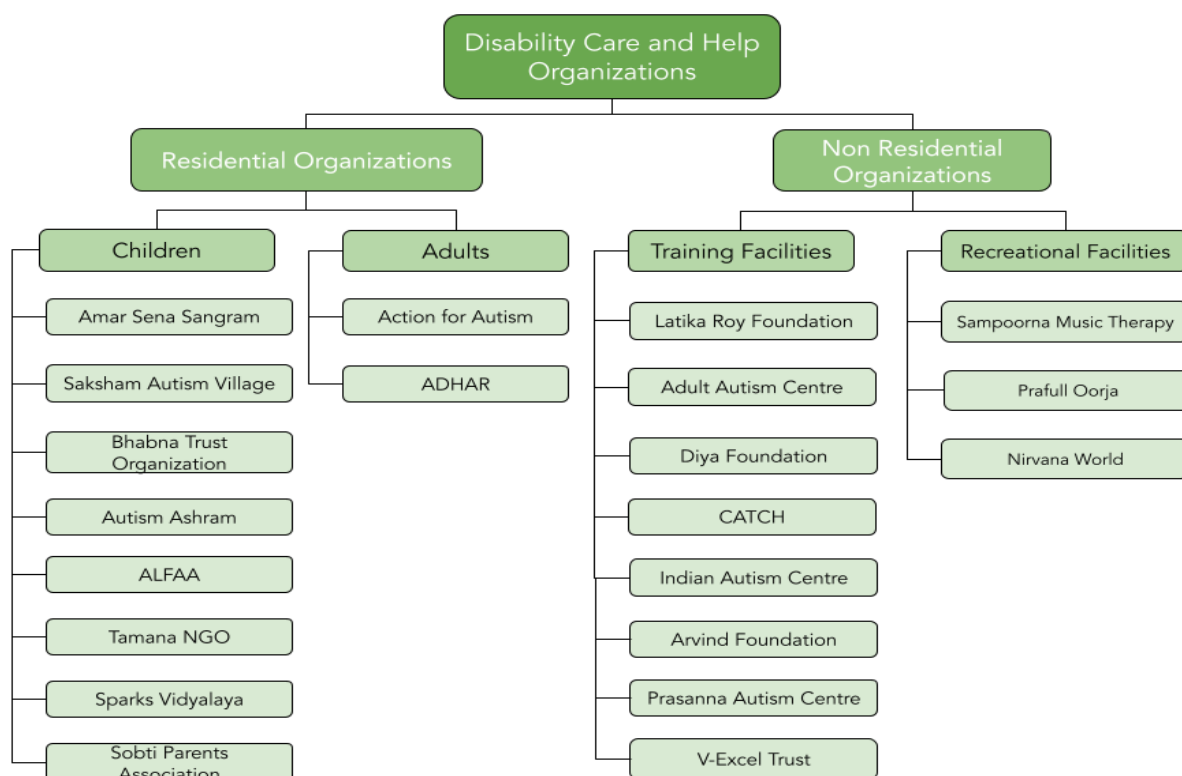
FIG 2.1

- **Synergy with PACT:** Organization in the field of disability care and help which had offered similar services to PACT including but not limited to residential facilities, educational services, therapy services, healthcare services, vocational services and recreational services were shortlisted.
- **Data Availability:** Organisations with lack of website, social media presence and contacts were rejected due to lack of available data.
- **Operational Capacity:** In order to cover a wide demographic, organisations with high and low beneficiary numbers as well high and low cost of service were shortlisted

### 2.2. Identification of organisations

A total of 21 organisations were identified, out of which 10 were residential and 11 were non residential organisations. The data sources for the organisations were Linkedin, Instagram and individual websites. Categorization of the organisations

illustrated in figure 2.2.



**Fig 2.2**

### 2.3. Residential vs Non- residential

Differences between residential and non residential organisations are described as follows:

Residential Organisations	Non Residential Organisations
These organisations provide 24/7 care and support to people with autism and their families offering a range of services such as accommodation, education, vocational training, and recreational activities.	These organisations provide day-time services to people with autism and their families offering a variety of programs, such as early intervention, social skills training, and vocational training for employment opportunities.

These organisations provide more specialised care as the number of beneficiaries are generally lesser.	These organisations have higher number of beneficiaries and hence provide their services in groups and communities without one on one attention
These organisations are a one time investment as they charge before admission.	These organisations charge per session and hence can be availed multiple times.
These organisations are most suitable for individuals who require constant support and are suffering with societal integration as their biggest benefit is a community to live in.	These organisations are suitable for individuals who can stay independently and are seeking help in specific areas like vocational ability, therapy etc.

Both residential and non residential organisations offer different kinds of benefits and hence the decision of choosing between them is contingent on the needs of the beneficiary

## 2.4. Identification of parameters

In order to compare the organisations, the following parameters were identified:

S. No.	Filters	Description	Rationale
1	Scale of Operation		
1.1	Services Offered		
1.1.1	Educational Services	The filter describes the educational facilities including but not limited to special schools, teachers and curriculum provided by the organisations.	The rationale behind this filter to evaluate the kind of services beneficiaries have availed in similar organisations.

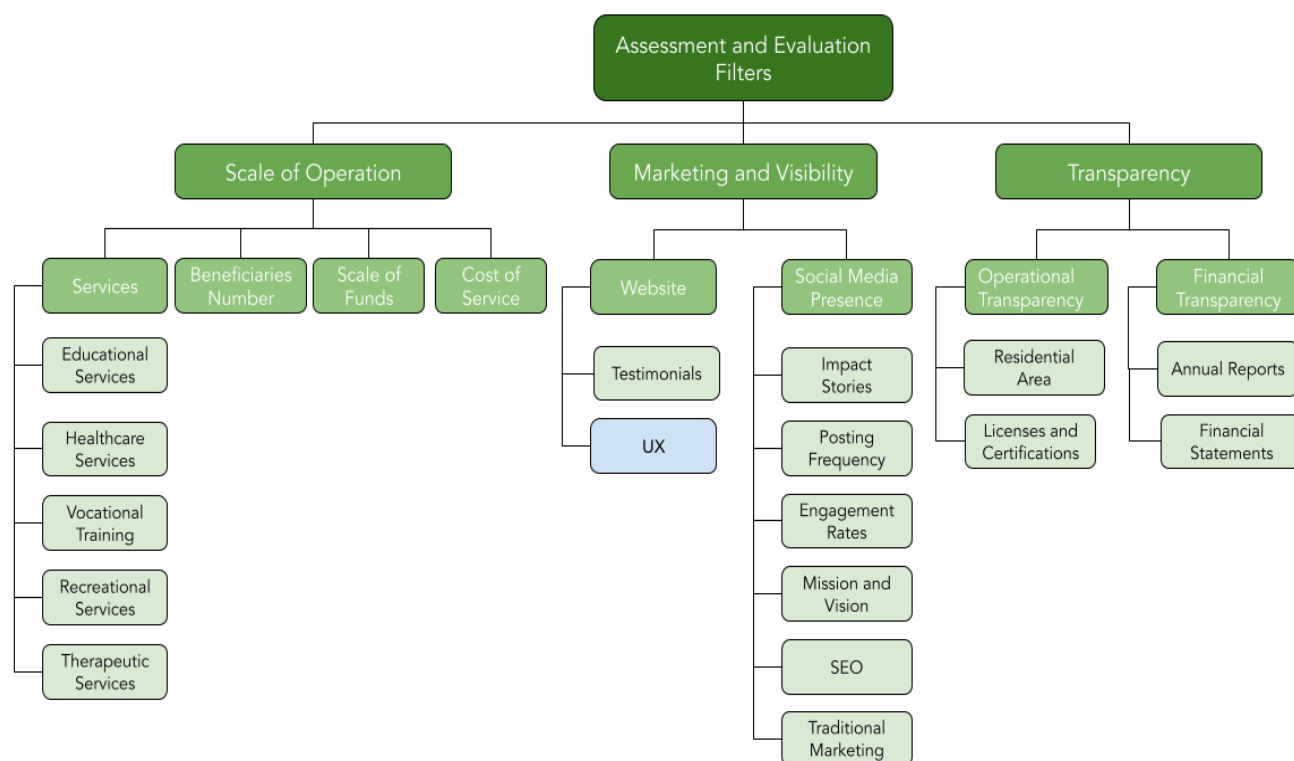
1.1.2	Healthcare Services	The filter describes the healthcare facilities including but not limited to nursing care, first aid care and other forms of medical help provided by the organisations.	The rationale behind this filter to evaluate the kind of services beneficiaries have availed in similar organisations.
1.1.3	Vocational Training Services	The filter describes the training facilities, including but not limited to skill building sessions for employment opportunities, provided by the organisations.	The rationale behind this filter to evaluate the kind of services beneficiaries have availed in similar organisations.
1.1.4	Recreational Services	The filter describes the recreation facilities, including but not limited to music, dance and yoga, provided by the organisations.	The rationale behind this filter to evaluate the kind of services beneficiaries have availed in similar organisations.
1.1.5	Therapeutic services	The filter describes the therapy facilities, including but not limited to speech therapy, occupational therapy and physiotherapy, provided by the organisation.	The rationale behind this filter to evaluate the kind of services beneficiaries have availed in similar organisations.
1.2	Beneficiaries	The filter measures the number of beneficiaries impacted by the organisations. Data for the same was obtained through cold calling.	The rationale behind this filter was to evaluate the scale at which an organisation is acquiring beneficiaries.

1.3	Scale of Funds	The filter measures the funds which the organisations have successfully secured.	The rationale behind this filter was to understand how high funds allow more beneficiaries.
1.4	Cost of Service	The filter measures the price charged by the organisations for their service.	The rationale behind this filter was to understand if lower costs of service allow more beneficiaries.
2	Marketing and Visibility		
2.1	Website		
2.1.1	Testimonials	The filter measures the testimonial ratings secured by the organisation.	The rationale behind this filter was to understand how more testimonials affect beneficiary acquisition.
2.1.2	UX	The filter measures the User Experience of the organisation's website.	The rationale behind this filter was to find a correlation between the UX of websites and beneficiaries.
2.2	Social Media Presence		
2.2.1	Impact and Success Stories	The filter indicates the availability of impact stories of the organisations' beneficiaries on their website.	The rationale behind this filter was to evaluate the role played by transparent success stories in beneficiary acquisition.
2.2.2	Posting Frequency	The filter measures the activeness of an organisation on their social media accounts.	The rationale behind this filter was to evaluate how posting frequency affects the accessibility of an organisation.



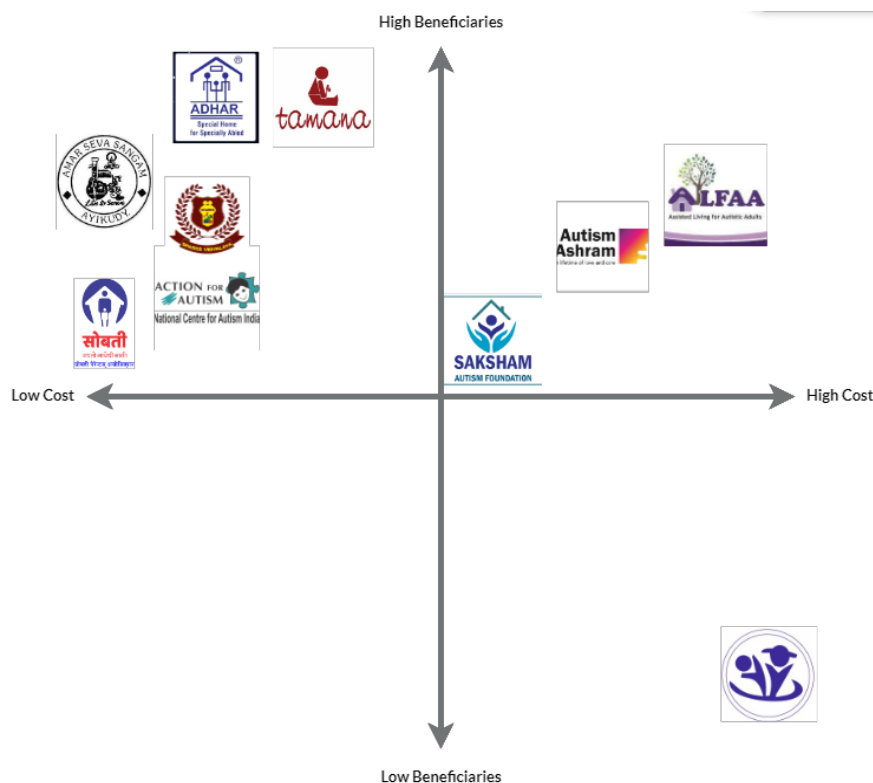
2.2.3	Engagement Rates	The filter measures how frequently the audience engages with the social media content of an organisation.	The rationale behind this filter was to evaluate if active engagement rates imply higher beneficiary acquisition/retention.
2.2.4	Mission and Vision	The filter indicates if an organisation has explicitly mentioned their mission and vision on their websites.	The rationale behind this filter was to evaluate how such transparency affects beneficiary engagement.
3	Transparency		
3.1	Operational Transparency		
3.1.1	Residential Area	This filter indicates if an organisation has mentioned the details of the residential area, including but not limited to a layout map of the same, that the beneficiaries will use.	The rationale behind this filter was that higher transparency of residential area facilities would affect beneficiary acquisition positively.
3.1.2	Exit and Refund Policies.	The filter indicates if an organisation has mentioned their exit and refund policies on their websites and brochures.	The rationale behind this filter was that more transparent exit policies would affect beneficiary acquisition positively.

3.2	Financial Transparency		
3.2.1	Annual Reports	This filter indicates if an organisation has uploaded their annual reports summarising their finances and activities throughout.	The rationale behind this filter was that more transparent annual reports would have a positive effect on beneficiary engagement.
3.2.2	Audit Reports (Financial Reports)	This filter indicates if an organisation has uploaded their audit reports on their websites/ brochures.	The rationale behind this filter was that more transparent financial reports will increase chances of funding, hence having a positive effect on beneficiaries.



### 3. Graphs and Inferences

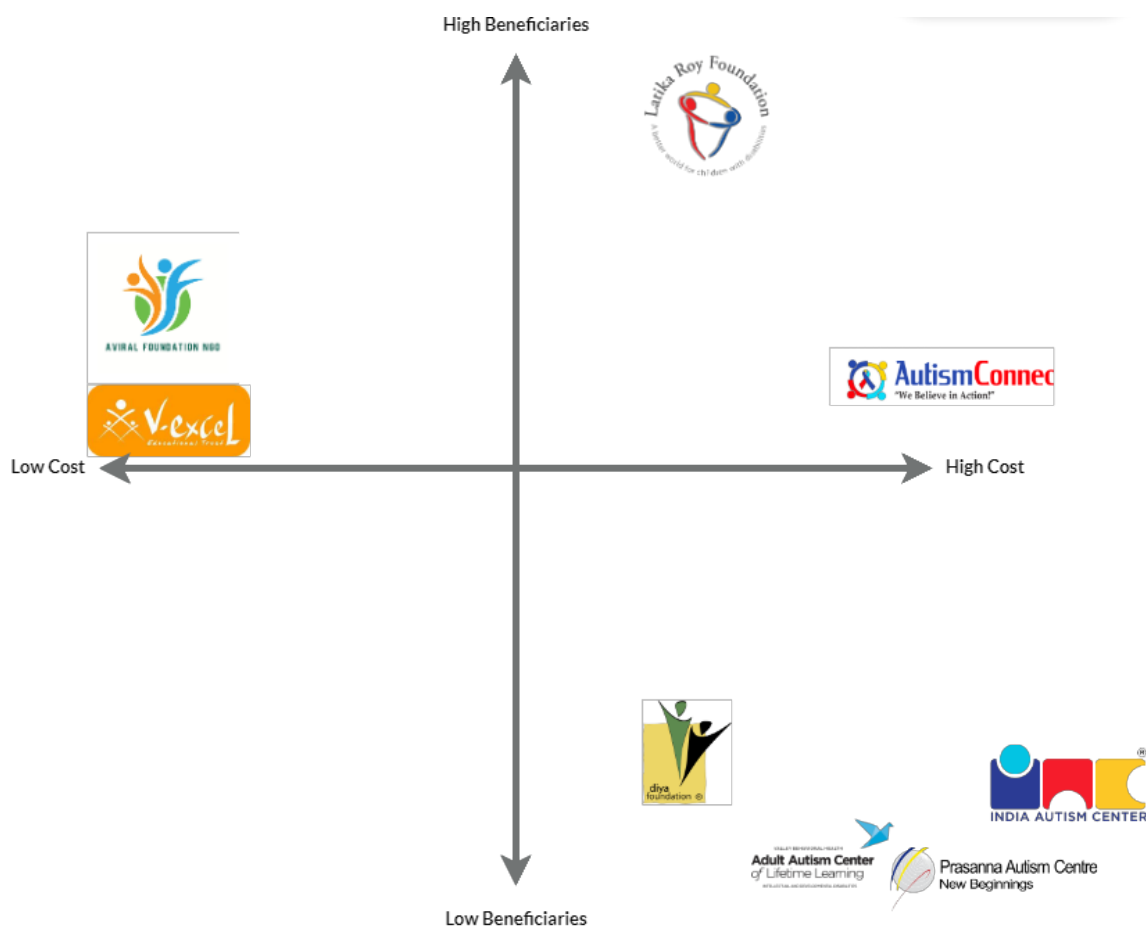
#### 3.1. Beneficiaries & Cost



#### RESIDENTIAL ORGANISATIONS: COST AND BENEFICIARIES

##### Observations and Inferences:

- The vast majority of residential organisations are operating with high beneficiaries and lower costs, which implies that a lower cost of service attracts more beneficiaries. Hence this establishes that there is a clear correlation between cost of service and number of beneficiaries.
- Since the vast majority of residential organisations are operating with a lower cost of service, the possibility of funds and partnerships is high in this sector and hence a fundraising strategy can be prioritised.
- Amar Seva Sangam (Bottom Right) is lacking beneficiaries due to extremely high cost of service and hence is the worst performing organisation of the lot.



### NON RESIDENTIAL ORGANISATIONS: BENEFICIARIES AND COST

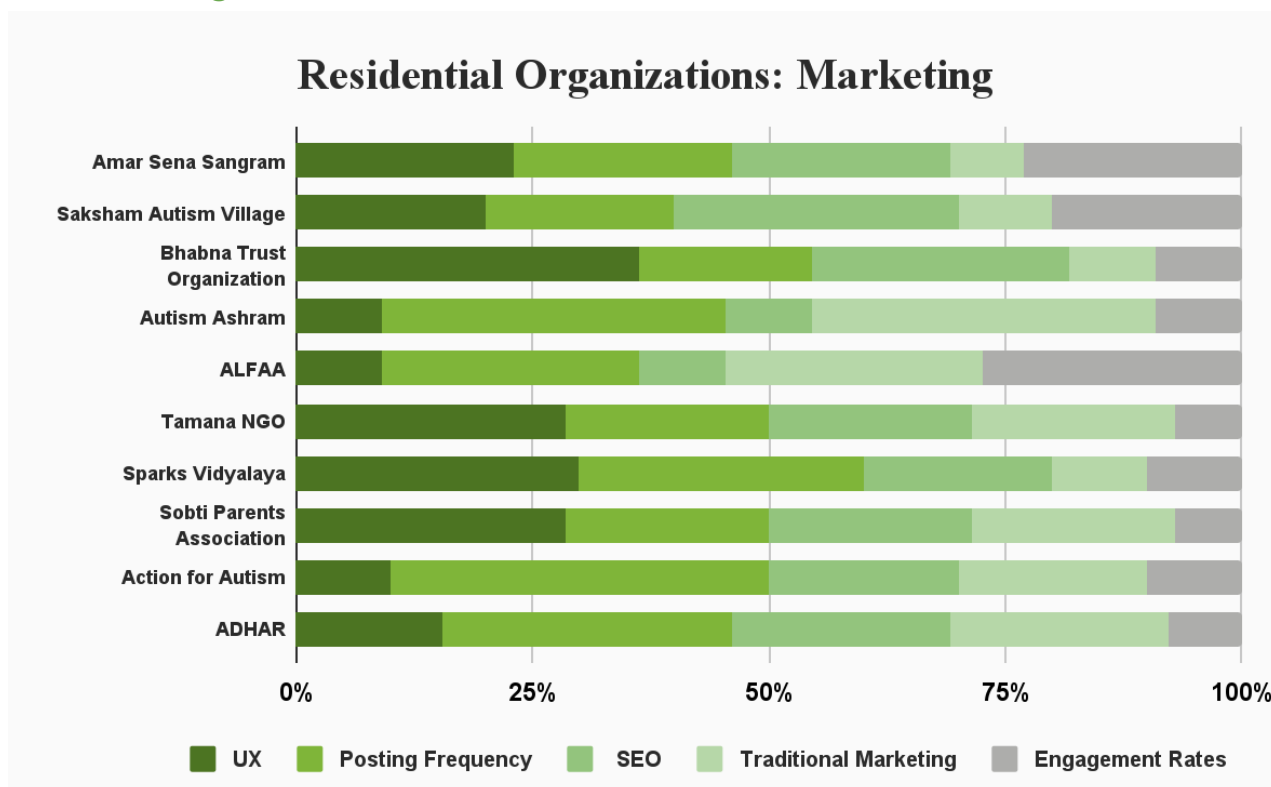
#### Observations and Inferences:

- Contrary to residential organisations, the vast majority of non residential organisations are operating with a high cost. Possible reasoning for this can be that beneficiaries might be willing to spend high on one time services compared to lifetime services.
- Unlike residential organisations, even with a high cost, high beneficiary acquisition is possible in case of non residential organisations. This is best illustrated by Latika Roy Foundation and CATCH as they operate with highest costs.

#### Conclusion:

- If PACT wants to operate as a residential facility primarily, then it should prioritise lower costs and increasing funds to increase beneficiary acquisition .
- If PACT wants to operate as a non residential facility primarily, then it should prioritise quality of service even if it comes at a high cost.

## 3.2. Marketing



### RESIDENTIAL ORGANISATIONS: MARKETING

This graph is a bar chart that compares the marketing efforts of various residential organisations and shows the percentage of success in different marketing strategies for different residential organisations for autistic children. The categories are the names of the organisations. The values are the percentage of marketing efforts that each organisation has achieved.

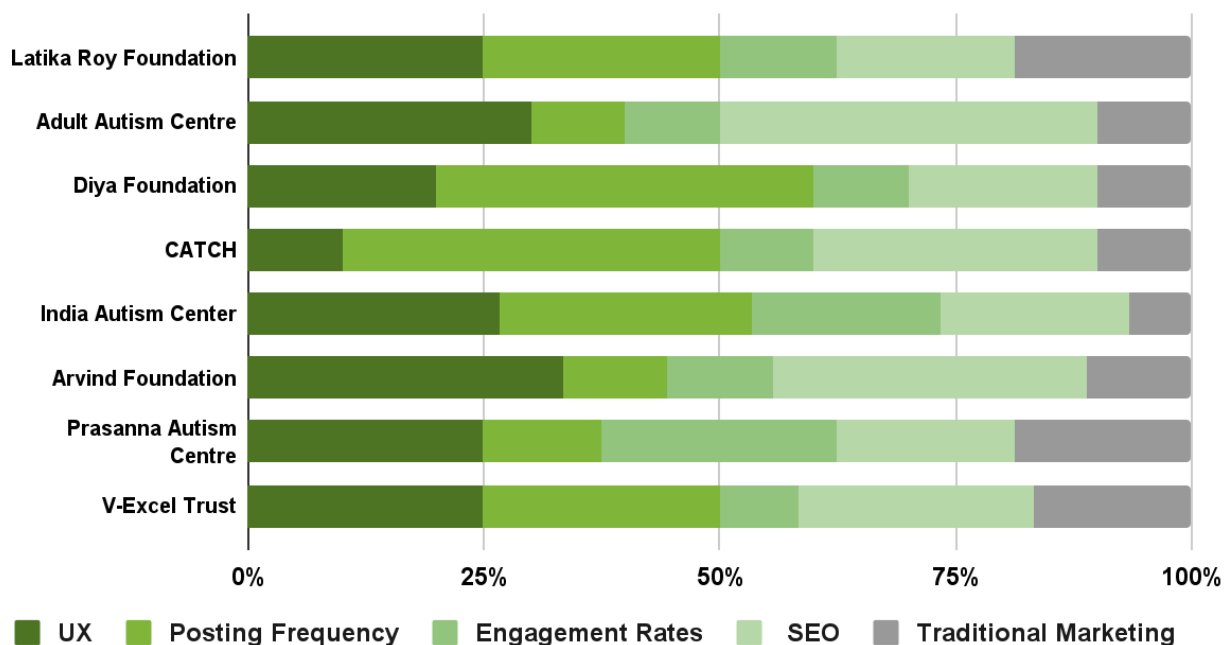
#### Observations and Inferences:

- Bhabna Trust Organisation, Tamana NGO, Sobti Parent's Association have the highest score for UX
- Autism Ashram, Action for Autism and ADHAR have the highest posting frequencies
- Amar Sena Sangram, Saksham Autism Village, Bhabna Trust Organisation, Tamana NGO, Sobti Parents Association, ADHAR all have the most optimised websites
- Autism Ashram has the highest exposure through traditional means of marketing
- Amar Sena Sangram and ALFAA have the highest engagement rates

- Almost all of the organisations have a high percentage in terms of posting frequency, followed by UX and SEO
- Most of the organisations have very poor engagement rates and very little traditional marketing visibility
- Even the top 4 organisations in terms of beneficiary numbers, namely, Tamana NGO, ADHAR, Amar Sena Sangram and Sparks Vidyalyaya have put the most efforts into these three parameters than the other two parameters

**Conclusion:** Even though an ideal balance between various aspects of marketing and visibility is most effective to achieve higher number of beneficiaries, in our client's case it is more appropriate to concentrate on the UX, posting frequency and SEO of the organisation

### Non Residential Organizations: Marketing



### NON-RESIDENTIAL ORGANISATIONS: MARKETING

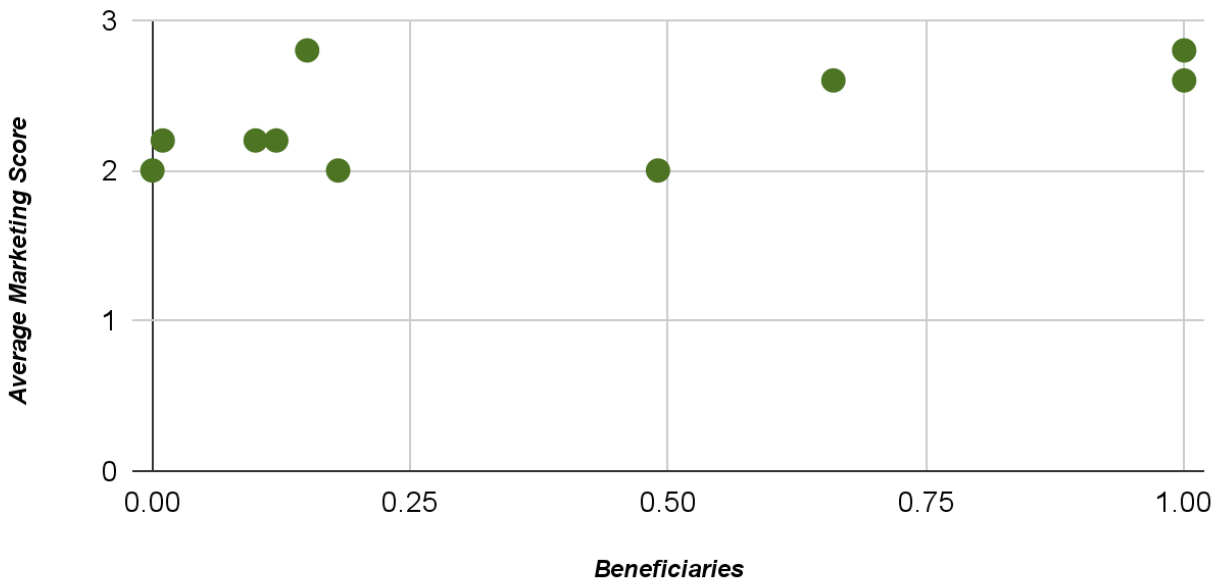
A similar graph to the previous which compares the marketing efforts of non-residential organisations providing services to autistic children

Observations and Inferences:

- Latika Roy Foundation, Indian Autism centre and Prasanna Autism centre have the highest score for UX
- Latika Roy Foundation, Diya Foundation, CATCH and Indian Autism Centre have the highest posting frequencies
- Adult Autism Centre has the most optimised websites
- Latika Roy Foundation and Prasanna Autism Centre have the highest exposure through traditional means of marketing
- Prasanna Autism Centre followed by Indian Autism Centre have the highest engagement rates
- Similar to residential organisations, almost all of the organisations have a high percentage in terms of UX and SEO, followed by posting frequency
- Most organisations have very poor engagement rates and very little traditional marketing visibility
- The organisations with the most beneficiaries, Latika Roy Foundation has also concentrated most of its marketing efforts into UX, SEO and posting frequency

Conclusion: Even though an ideal balance between various aspects of marketing and visibility is most effective to achieve a higher number of beneficiaries, in our client's case it is more appropriate to concentrate on the UX, posting frequency and SEO of the organisation if they decide to launch any non-residential services.

## Residential Organisations: Avg Marketing Score and Beneficiaries



### RESIDENTIAL ORGANISATIONS: AVERAGE MARKETING SCORE

This is a scatter plot chart showing the relationship between beneficiaries of the organisation and their average marketing score.

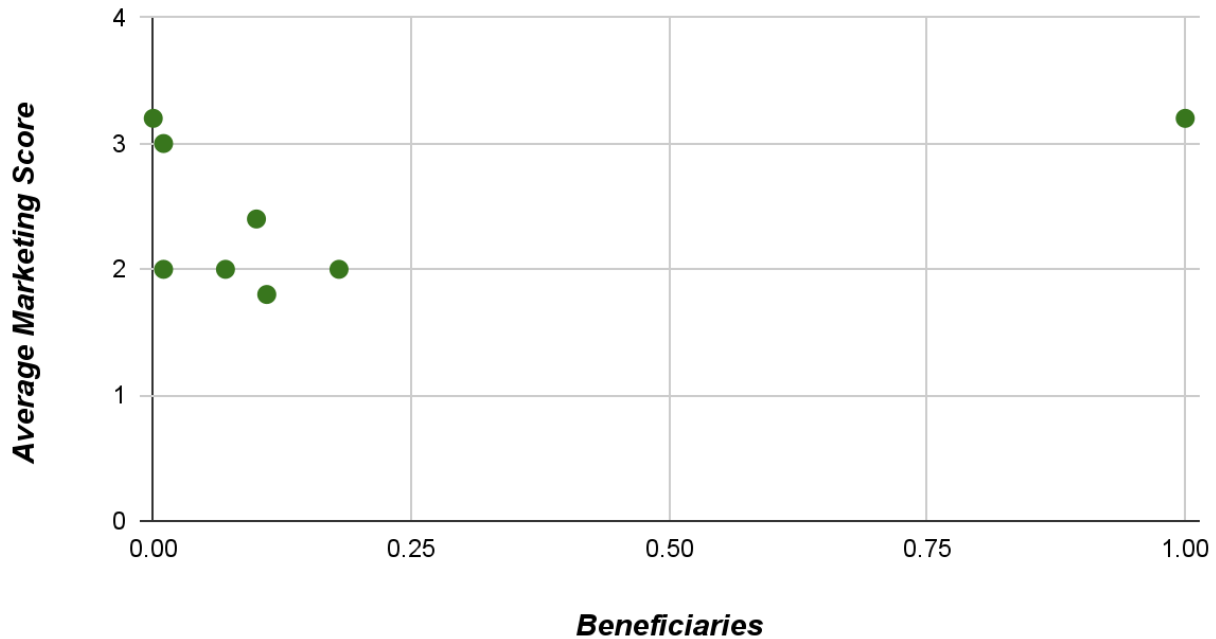
#### Observations and Inferences:

- From the graph we can see a positive correlation between the two variables
- As the Average Marketing Score increase, the number of Beneficiaries also increases
- However there are a few outliers who have higher number of beneficiaries even with low marketing scores
- This may be due to lack of capacity to host more beneficiaries due to lack of funds or poor performance on other fronts

Conclusion: PACT must focus on marketing itself effectively to the right audience in order to increase its beneficiaries.



### Non- residential Organisations: Avg Marketing Score and Beneficiaries



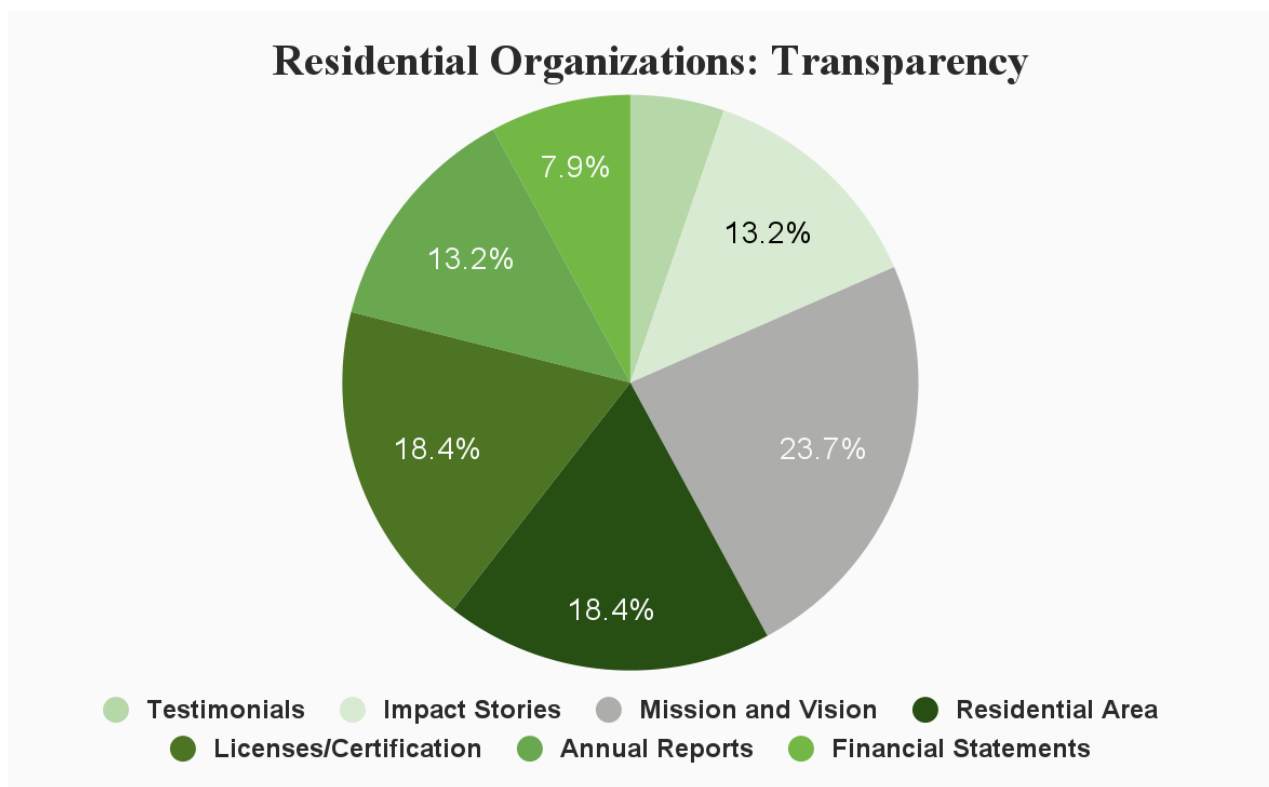
### NON-RESIDENTIAL ORGANISATIONS: AVERAGE MARKETING SCORE

#### Observation and Inferences:

- It is clear from this graph that organisations with low marketing scores have lesser number of beneficiaries
- There are a few outliers who don't have a high number of beneficiaries despite having a good marketing score
- This may be due to poor internal operations or failure to perform well in other aspect

Conclusion: PACT should market its services effectively across various platforms to acquire more beneficiaries if they were to start non-residential services.

### 3.3. Transparency



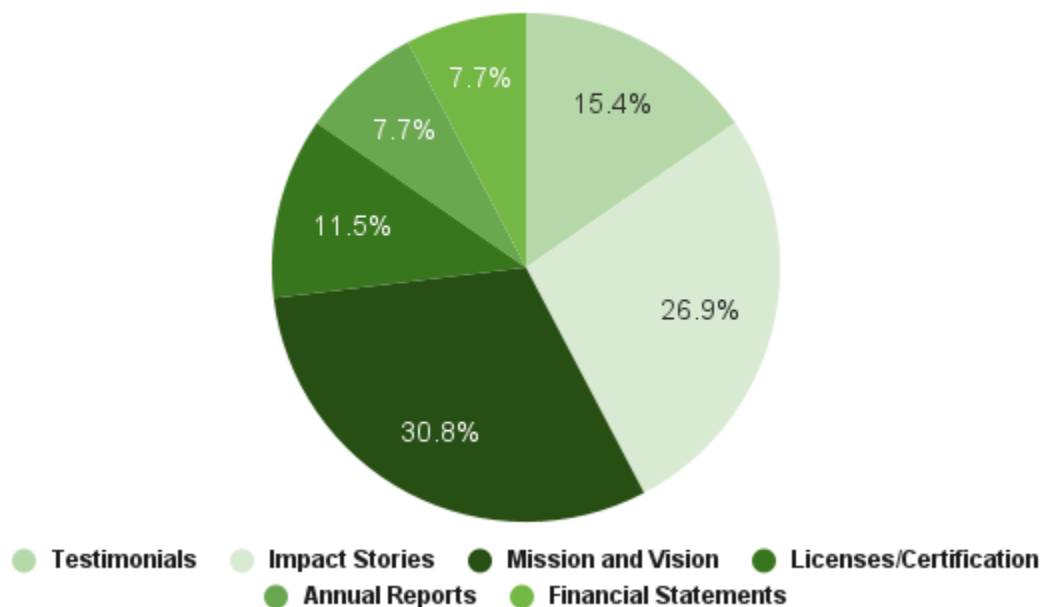
This pie chart shows the various indicators of transparency within a residential organisation for autistic people.

#### Observations and Inferences:

1. From the above pie chart it is clear that Mission and Vision has been a popular indicator of transparency with almost all organisations choosing to mention their Mission and Vision on the website
2. This is followed by details about the Residential area and Licences and certifications with most of the organisations displaying both the details on their website
3. Some of the organisations in addition to mission and vision, residential area details and licences and certifications have also provided other information like Annual reports, Financial statements, Impact stories and Beneficiary testimonials

Conclusion: Transparency is quite important for such organisations especially for acquiring beneficiaries and raising funds, hence, PACT should also make sure to mention such information on their website in order to maintain transparency.

### Non Residential Organizations: Transparency



#### NON-RESIDENTIAL ORGANISATIONS: TRANSPARENCY

This pie chart shows the various indicators of transparency within a non-residential organisation providing services to autistic people.

#### Observations and Inferences:

1. Similar to residential organisations, all of the the non-residential organisations in our analysis have mentioned their mission and vision on their website
2. Contrary to the residential organisations, this is followed by Impact stories
3. In addition to these two, few of the organisations have also provided other information like testimonials, licences and certifications, annual reports and financial statements

Conclusion: In case PACT decides to provide non-residential services as well, they need to make sure to provide information about their mission and vision, impact stories and other details to ensure transparency.

### 3.4. Scale of funds

## Residential Organizations: Scale of Funds

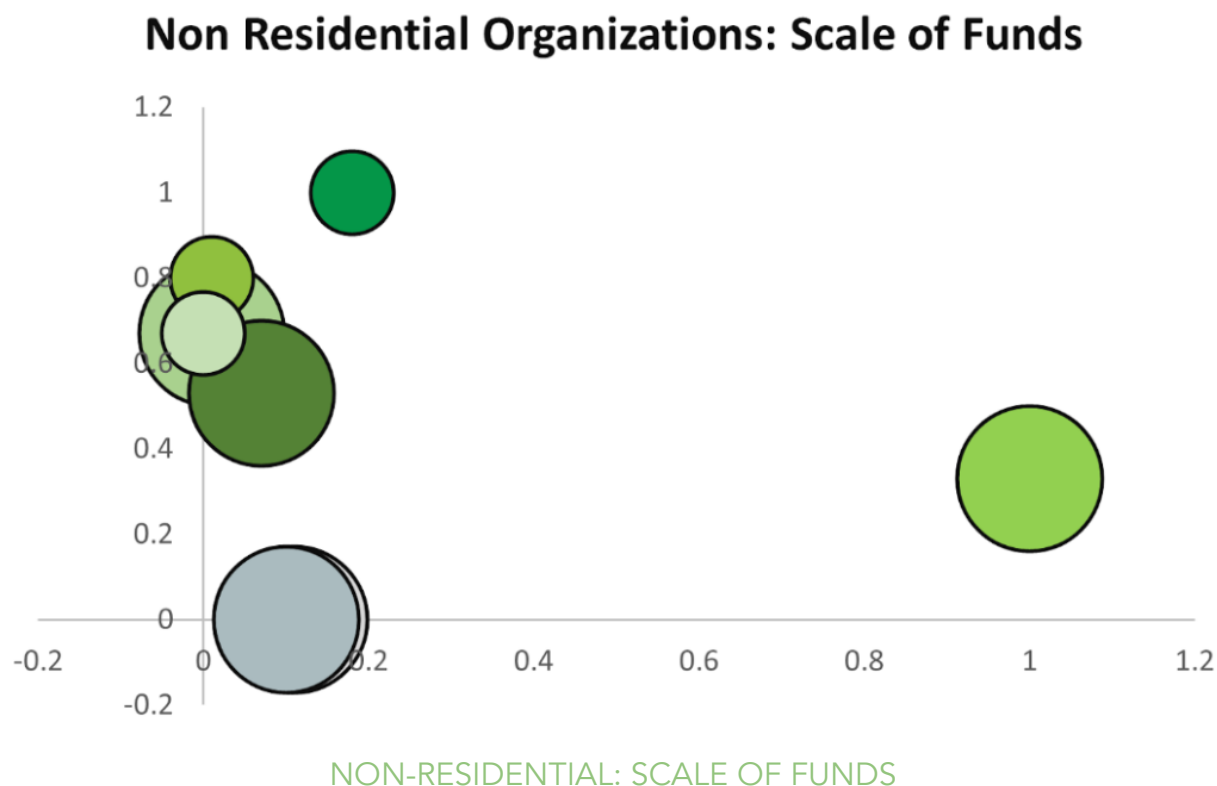


This is a bubble chart showing the relationship between number of beneficiaries (x-axis), cost of service (y-axis) and the scale of funds (size of the bubble).

### Observations and Inferences:

1. As we can see in the graph, the bigger bubbles i.e the organisations with a larger scale of funds, lie lower on the chart and a few of them are towards the left side of the x-axis
2. And the smaller bubbles lie higher on the chart and towards the right side
3. This means that, the organisations with higher scale of fund have lower costs of service compared to the organisations with smaller scale of funds.
4. And a lower cost of service tends to attract more beneficiaries to the organisation

Conclusion: PACT needs to raise higher funds in order to reduce their cost of service. Once their cost of service is lower, they can attract a higher number of beneficiaries.



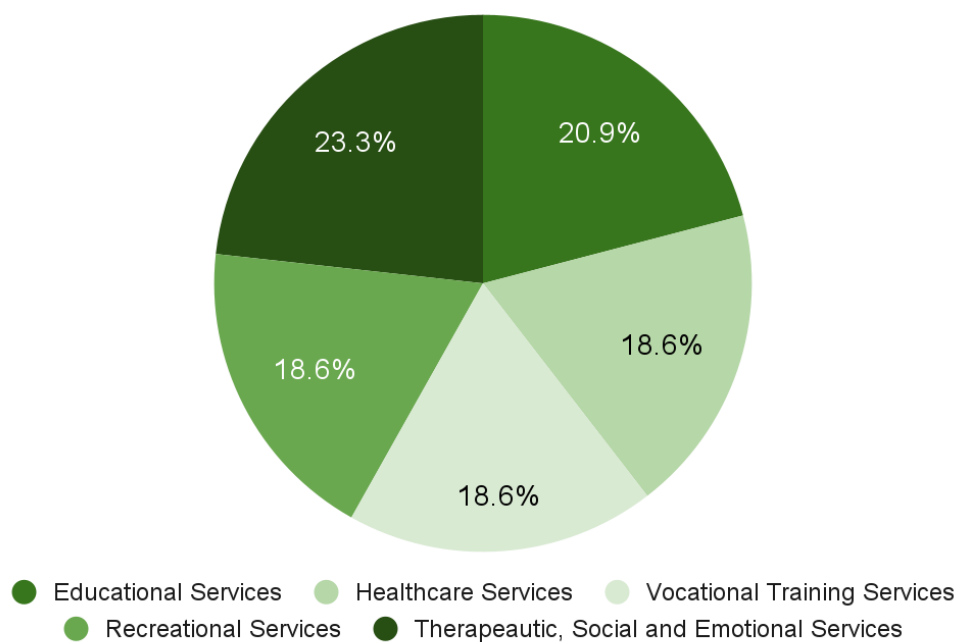
#### Observations and Inferences:

1. In the case of non-residential organisations, most of the them, despite a high scale of funds have a high cost of service and a low beneficiary count
2. There a few outliers who have a low cost of service and high scale of funds and one even with high beneficiary count, but this maybe due to factors like their internal policies to have a low cost, or in case of high beneficiaries it may be due to effective marketing etc

Conclusion: If PACT was to start providing non-residential services they need to price it fairly so as to not burden the beneficiaries with an unbearable cost but also maintain quality standards in the service.

### 3.5. Services

#### Residential Organisation: Services



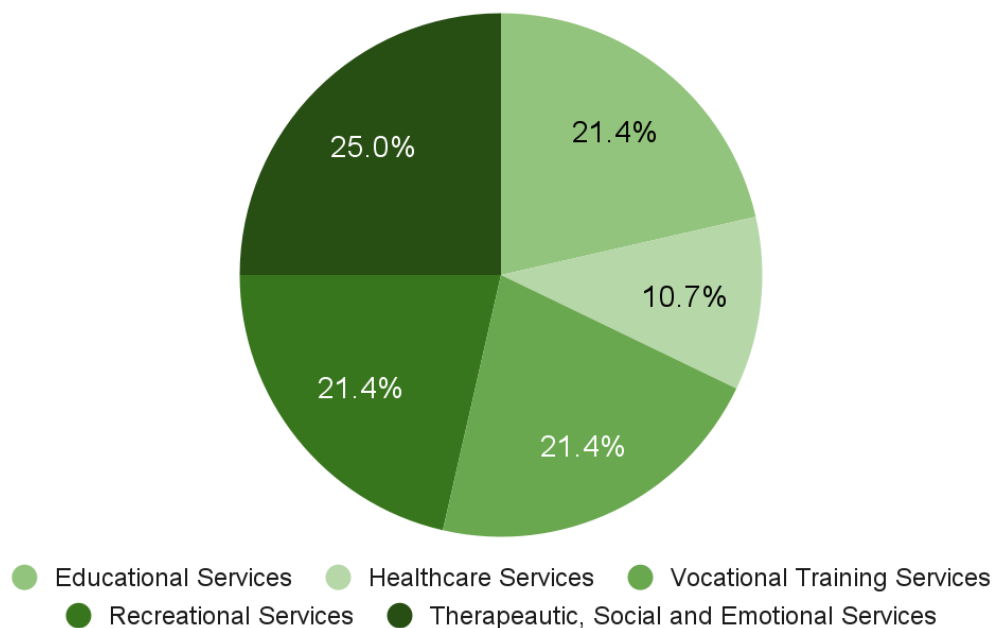
#### RESIDENTIAL ORGANISATIONS: SERVICES

##### Observations and Inferences:

1. Most organisations provided Therapeutic, social and emotional services followed by Educational services
2. It can be noted that almost all the organisations provide most of the services

Conclusion: It is ideal for PACT to offer a diverse set of services to attract beneficiaries. They should especially focus on providing Therapeutic, social and emotional services and Educational services in order to stay at par with the other organisations.

### Non-Residential: Services



### NON-RESIDENTIAL ORGANISATIONS

#### Observations and Inferences:

1. Most of the organisations offer therapeutic, social and emotional services followed by recreational, vocational training and Educational services.
2. Only a few organisations offer healthcare services

Conclusions: In case of non-residential services, almost all the services are equally important to offer, especially Therapeutic, social and emotional services. But it can be noted that non-residential organisations do not prioritise providing healthcare services.

## 4. SWOC ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Most organisations have received support from the government and private organisations which has helped them grow tremendously</li> <li>• PACT's model is quite new and innovative which works in its advantage during beneficiary acquisition</li> <li>• The personal experience of raising a child with ASD of the Founders of PACT adds up to their strength.</li> <li>• High Scale of Funds allows a lower cost of service which invites beneficiaries. Hence the industry doesn't require a lot of cost of service.</li> <li>• Very few players in the sector and these are spread out throughout locations. Hence, PACT enters as a lone player in its location.</li> </ul>	<ul style="list-style-type: none"> <li>• Weak social media presence makes it difficult to reach out to prospective beneficiaries</li> <li>• Since PACT is a very new organisation, it is going to take some time for it to gain credibility, trust and publicity which are very important for acquiring beneficiaries</li> <li>• Lack of Awareness is a weakness which leads to low engagement and retention rate.</li> <li>• Lack of Transparency makes beneficiary acquisition tougher.</li> <li>• Absence of a supportive community makes it harder to attract beneficiaries.</li> </ul>
OPPORTUNITIES	CHALLENGES
<ul style="list-style-type: none"> <li>• Many organisations have a volunteer model. PACT could also use such a model to not only gain more word of mouth publicity but also educate the volunteers about ASD.</li> <li>• Additionally, the location of PACT in Rajasthan could be an advantage, as our research suggests there aren't many similar active organisations in this particular region, especially NorthWest and West India.</li> <li>• Collaborations between other mental health organisations, schools are an opportunity to increase accessibility.</li> </ul>	<ul style="list-style-type: none"> <li>• Converting beneficiaries, onboarding them and the initial days of their stay would be challenging and might lead to problems in beneficiary retention</li> <li>• Scaling the organisation is also a major challenge due to lack of funds and beneficiaries</li> <li>• Another challenge is to onboard well-trained practitioners.</li> <li>• Convincing parents and guardians for lifetime residential support with a low beneficiary number requires huge transparency which is a challenge.</li> <li>• Managing children with a low beneficiary count will be a challenge initially due to lack of a proper confraternity</li> </ul>



## 4. Unique Acquisition Strategies

Through an overall analysis, we have curated a set of unique strategies for beneficiary acquisition. These are further divided into short term and long term strategies as follows :-

### I. Short Term Strategies :

- Comprehensive Organisational Brochure:  
 Craft a detailed brochure to provide transparent information about the institution.  
 Foster trust by ensuring key details reach the intended beneficiaries.  
 Establish the brochure as a reliable source of information for stakeholders.
- Transparency in Staff Information:  
 Highlight essential details about the facility's staff members in the brochure.  
 Encompass qualifications, certifications, and professional backgrounds to showcase expertise.  
 Deepen understanding of the team's capabilities and reinforce organisational credibility
- Active Collaboration Seeking:  
 Foster local partnerships with educational institutions, including schools and colleges.  
 Explore corporate collaborations for CSR funding to diversify financial support.  
 Engage students as interns and volunteers, involving them in tasks like marketing and content design.  
 Forge partnerships with hospitals, pharmaceutical companies, mental health communities, and media outlets.  
 Establish collaborations with local logistical partners to ensure a holistic and diversified network.
- Diverse Internship and Volunteer Opportunities:  
 Involve interns and volunteers in various tasks, such as the preparation of annual reports.  
 Provide hands-on experience in different facets of organisational functioning.  
 Cultivate a dynamic and engaged pool of talent for ongoing support.
- Strong Media Presence:

Build a robust media strategy and if possible a dedicated marketing and outreach Robust Communication Links

Ensure seamless personalised communication linkages between the families of beneficiaries, caregivers, and the administration at PACT.

Build communication platforms (Whatsapp groups, Facebook communities) for families of beneficiaries to interact amongst themselves.

Residence facilities for families

PACT must also curate a list of lodgings and residence facilities nearby its facility to provide temporary residence to families willing to visit their children.

## II. Long Term Strategies :

- Annual Report Emphasis:

Produce annual reports summarising activities and achievements throughout the calendar year.

Include not only accomplishments but also financial reports for stakeholder awareness.

Enhance transparency and accountability through comprehensive reporting.

- Mobile Application:

PACT can look forward to building a mobile application as a unified repository of all information, increasing accessibility and effective communication.

- Housing facilities for parents:

In the long run, PACT can look forward to providing housing facilities for parents who wish to live in the vicinity of the facility.

- Community Engagement:

Communities can be engaged through various activities including crowdfunding, sponsoring birthday celebrations of particular beneficiaries, volunteering to assist in celebrating festivities, etc.

By implementing these unique strategies, the organization can not only distinguish itself in the market but also foster a robust foundation for sustained growth and mission fulfilment.

## 5. Conclusion

The landscape of autism diagnosis in India reveals a pressing need for residential care facilities, given the staggering statistics of approximately 18 million individuals diagnosed with autism and a notable increase of 178% in prevalence over the past two decades. Despite these alarming figures, our research indicates a substantial gap in the market for residential care facilities, especially in the geographical regions of north and northwest India. PACT, positioned to address this void, stands on a solid foundation fueled by its unique model and the credibility of its founders. It has great opportunities in terms of partnerships with local institutions, and engaging volunteers contributing to its word of mouth publicity.

In the initial days, beneficiary acquisition and onboarding would prove challenging, as would the scaling of the organisation. Through focused research, we've identified key strategies to navigate these challenges, with a primary focus on the formulation of a clear mission and vision. Acquiring government licences and certifications adds a layer of credibility, further fortifying PACT's standing. A robust marketing strategy and strategic partnerships will play pivotal roles in establishing a strong presence and enhancing the organisation's impact.

PACT's journey, backed by careful planning and strategic initiatives, holds the promise of making a significant and lasting impact on the lives of those affected by ASD in the region.