

# M31

# Research

## Company Profile



# Company Summary

M31 Research provides a world class customer experience in research services. We understand the unique challenges of conducting research in Zambia allowing us to offer seamless continuity of research activities. From the initial proposal to data collection and reporting, M31 is there through every step to ensure a high level of research and quality data. Our services include data collection and survey logistics, managing language and local context barriers, ethical clearance, and compliance with government requirements. M31 has designed and implemented surveys in various sectors including Water Sanitation and Hygiene; Nutrition; Health, Financial services, and Education. Our team is well equipped to manage surveys of any magnitude and complexity in any part of Zambia.

# Mission, Vision, and Values



**Mission** - To deliver a world class customer experience through the effective use of technology and management principles



**Vision** - A world where all decisions are informed by evidence



**Values** - Integrity and Hard work

The effective  
combination of people,  
technology and standard  
processes are the 3  
Pillars of our Approach

People

Technology

Processes

# People

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- People are at the heart of our operations. We are constantly seeking to work with and retain the best human capital in the industry. That is why we actively maintain a large database of highly experienced survey personnel from which we hire suitably qualified staff for each assignment. Our experts unique combination of technical skills, experience, and passion enables us to effectively undertake surveys of any complexity in any part of Zambia.





# ArcGIS

We use modern **technology** for survey planning , data collection, data analysis, and presentation to deliver an unmatched customer experience.

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Our standard operating **processes** form the foundation of all our success and help streamline individual activities, making sure that resources are put to optimal use.



Client onboarding and relationship Management



Supervision and Standard Operating Procedures



Data Management, Analysis and Reporting



Client Feedback and Performance Review



# Research Project Lifecycle



1. Stakeholder Engagement and Project Planning



2. Survey Design and Refinement



3. Data Collection and Analysis



4. Reporting and Communication



# Quality Assurance System



Effective Training of Staff



Automated Data Quality Checks



Backchecking

# Quality Assurance System



Respondent Tracking Protocols



Geographical Information Systems



Frequent Reporting

# Selected Assignments by M31 Research



**Baseline Evaluation of the INSURED Project in Zambia** – Insurance for Rural Resilience and Economic Development (INSURED), a five-year technical assistance programme implemented by IFAD and financed by Sida, aims at promoting climate insurance as a crosscutting tool in rural development initiatives. M31 Research conducted the Quantitative and Qualitative baseline data collection using CATI of 600 and 30 respondents, respectively.

(Client: Busara Centre for Behavioural Economics)

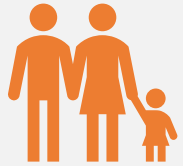
# Selected Assignments by M31 Research



**Baseline Evaluation for the Strong Bodies, Strong Minds Project**—The aim of this baseline evaluation on the integration of mental health within its sexual and reproductive health and rights (SRHR) programming and its contribution to adherence outcomes among young people living with HIV (YLWHIV) is to establish the baseline values that will guide measurement of progress being made by the project against set milestones and indicators as well form a basis for ascertaining the effectiveness, efficiency, relevance and impact of the project, which in turn will inform scaling decisions

(Client: Grassroot Soccer)

# Selected Assignments by M31 Research



**End of Project Evaluation of the Catholic Care for Children Project**– Zambia Association of Sisterhoods was implementing the CCCZ project whose overall goal was “To improve the wellbeing of Children in Zambia by providing and promoting long term and positive family and family like-care and protection”. CCCZ was a 39-month (January 2019 to March 2022) project that was working with 36 Catholic Affiliated Residential Child Care Facilities (CARCFs) in Zambia. The end of project evaluation aimed at assessing the extent to which project activities and objectives were attained. M31 Research designed and executed all aspects of the evaluation and collected data in Lufwanyama and Livingstone Districts.

(Client: Zambia Association of Sisterhoods)

# Selected Assignments by M31 Research



**Local Government Revenue Initiative (LoGRI) Pilot in Zambia**— LoGRI supports local government revenue mobilisation by developing policy-relevant research, knowledge, expertise, and tools to enable governments to raise more revenue, more equitably and fairly, and in ways that promote trust, transparency, and accountability. Data collection for the study was conducted in Mansa district of the Luapula Province in Zambia where properties will be surveyed by a team of enumerators. The enumerators visited 2,160 properties in Mansa city stratified by neighbourhoods, and collect external property characteristics, such as the number of floors, the type of wall material, and its condition.

(Client: University of Toronto)





**Save the Children**



**BUSARA**  
CENTER FOR  
BEHAVIORAL  
ECONOMICS

**GRASSROOTSOCCER**



UNIVERSITY OF  
**TORONTO**

Selected Organisations M31  
Research has worked with

# Registrations, Permissions and Geographic Coverage

M Thirty One Research Limited is registered with the Patents and Companies Registration Agency (Reg No. 120200005879) and the Zambia Revenue Authority (TPIN 2093942611). All our research activities are authorised by the National Health Research Authority (NHRA) and Approved by an Institutional Review Board (IRB) such as ERES Converge (Private IRB) and The University of Zambia.

M31 actively maintains a large database of experienced survey personnel, who are fluent in all the seven (7) officially recognised regional languages spoken across Zambia. This makes it possible to undertake surveys of any size and in any part of the country.

**We operate in all the 10 provinces of Zambia**

<input checked="" type="checkbox"/> Central	<input checked="" type="checkbox"/> Copperbelt	<input checked="" type="checkbox"/> Eastern	<input checked="" type="checkbox"/> Luapula	<input checked="" type="checkbox"/> Lusaka
<input checked="" type="checkbox"/> Northern	<input checked="" type="checkbox"/> Muchinga	<input checked="" type="checkbox"/> North-Western	<input checked="" type="checkbox"/> Southern	<input checked="" type="checkbox"/> Western

# THANK YOU

For Reading Our Company Profile

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