

Illuminating data for social change



DATA



INSIGHT



INTERVENE

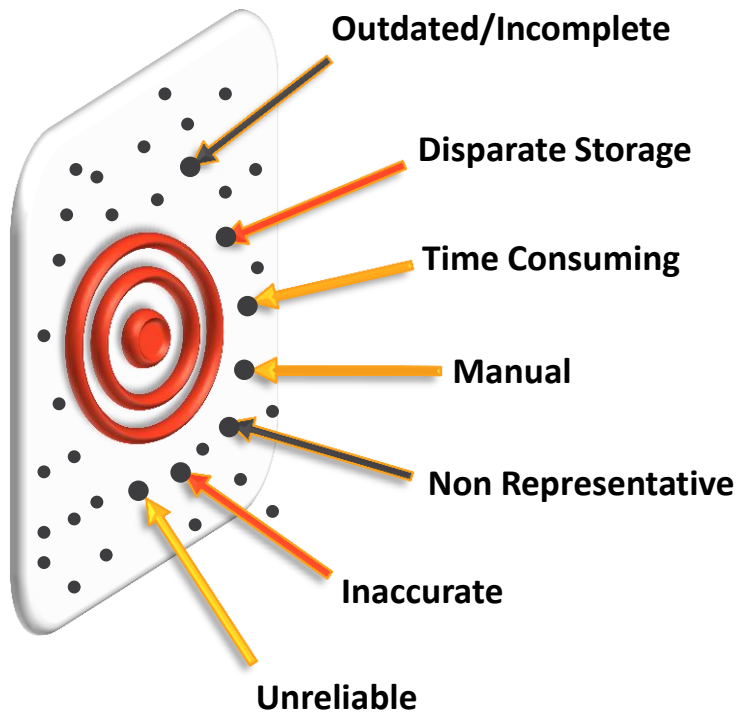


IMPACT

The Problem



Social Programs miss target with lack of relevant data & analytics



- Working with data brings about challenges both in terms of structure and quality.
- Data is often unreliable, inaccurate and not representative.
- Especially with respect to public big data, there is lot of effort spent on wafting through noise.
- Though machine learning and powerful algorithms are helping in prompting anomalies, it is important to start with a good, reliable data set if insights have to be meaningful
- CSOs collecting data in traditional methods through paper and manual data entry lose lot of quality during transformation and transport.
- Disparate storage forms and formats make it untenable and unreliable for use. It gets into silos and restricts CSOs in sharing data among common interest groups.
- It is often difficult to synthesize or find last-mile data that is of high quality.
- Government data, especially in developing nations are often out-dated and incomplete.
- Citizen sector organizations need data that is in-context. Data with reliability and quality that can help in long term value creation.

The Need



Data Sources

- Government Statistics
- Macroeconomic Surveys
- Census
- Transaction
- Market Research
- Citizen Sector Surveys



Diagnosis

The Missing Link

- Technology to collect real time data
- Combination of Structured and Unstructured data
- Collaboration of organizations



Optimize

Development Sector

- Social Programs
- Funding
- Subsidies
- Access to Market Strategies
- Impact Assessment



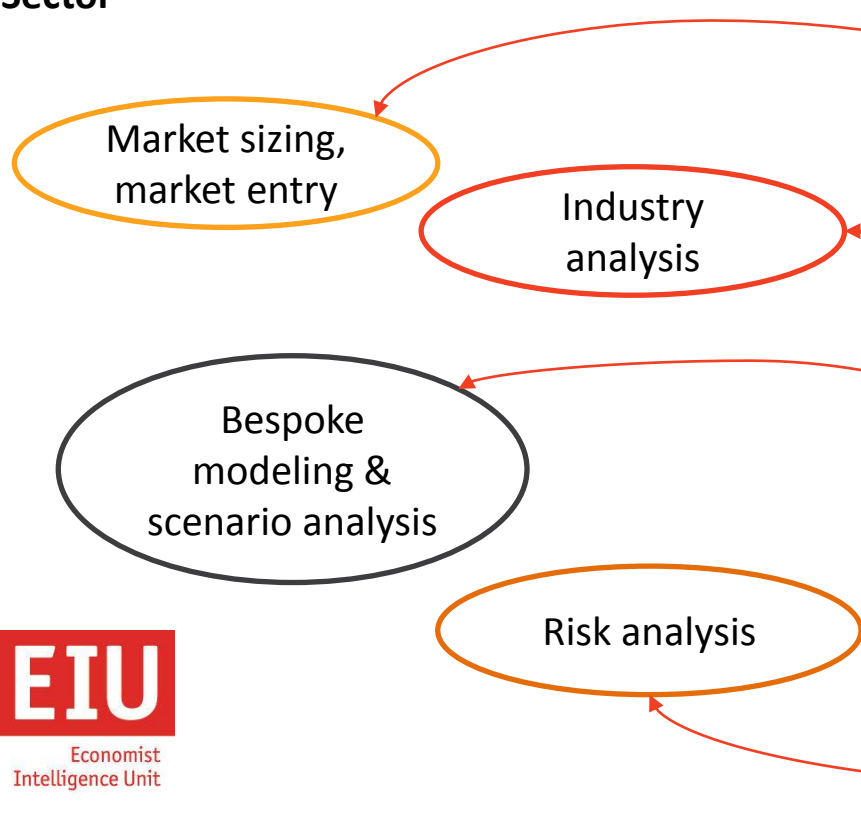
Transform

Analogy from Corporate World

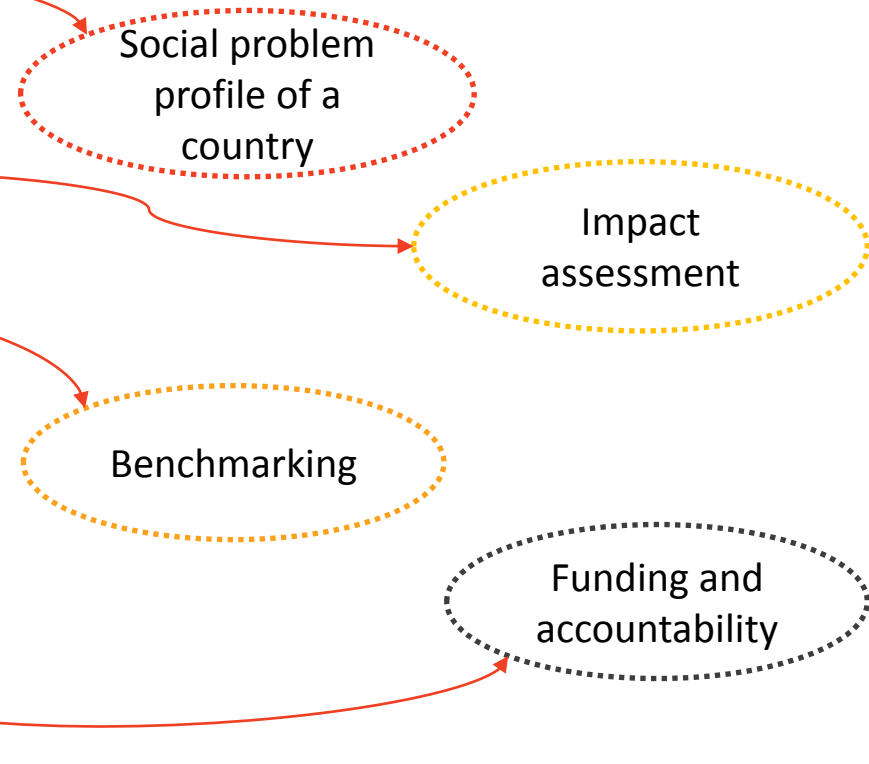


The Economist Intelligence Unit is classic example of how data and analytics can optimize and transform ideas in corporate world

EIU's offering for the Corporate Sector



Can something similar be created for the Social Sector?

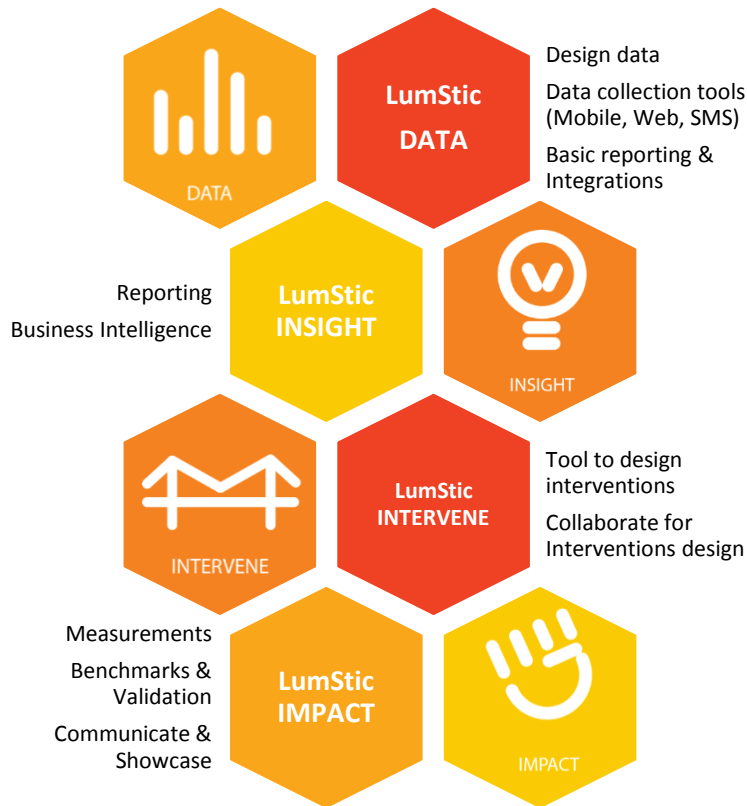


Various Data Needs



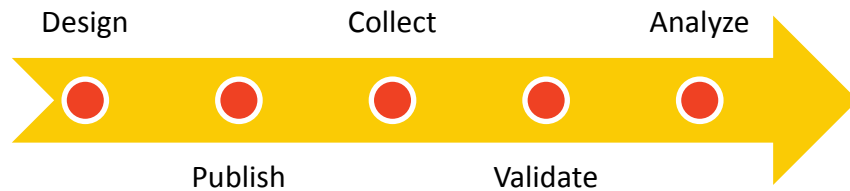
- As part of Ashoka's commitment to building infrastructure for the citizen sector, we are innovating solutions that provide opportunities for initiatives in social space to leverage "data".
- Useful metrics will help organizations /Governments get insights and help them fund raise, implement social impact programs and measure its impact.
- Ashoka has envisioned "LumStic", a product suite that help organisations/Governments enable positive societal change in a methodical way through a "data ecosystem".
- The need for such a product suite has evolved based on Ashoka's deep expertise in the citizen sector.

The LumStic suite is envisioned to have 4 products that flow naturally into one another



- Ashoka's LumStic Suite looks to enable organizations use 'Data As Infrastructure' (DAI).
- Social surveys, data collection drives and demand aggregation are fundamental to operations of many citizen sector organizations and Governments.
- Now citizen sector organizations / Governments can solicit quality and variety of data through crowd sourcing, organized surveys and market research using LumStic infrastructure.
- Through 'DAI', we aim to help citizen sector organizations/Governments in strategic decision making, and to achieve the right Insights, Interventions & Impact.

Enables organizations/Governments to source data and provides basic reporting

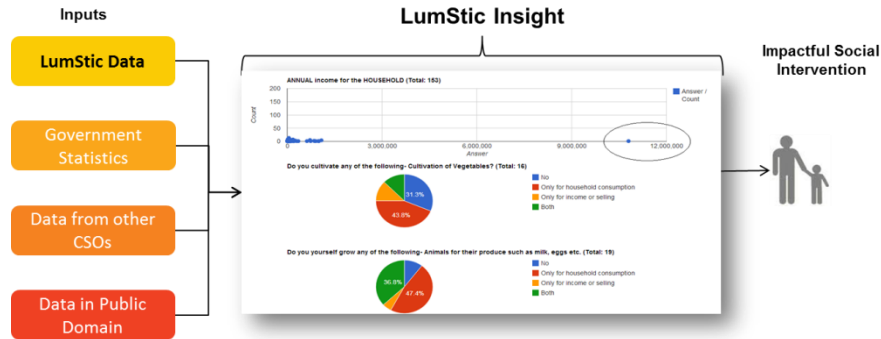


- Ashoka has converted its learning, experience and ideas to LumStic platform that serves the social sector.
- This experience has enabled features like partial save, offline data collection, management of validation at source, and multi-channel data collection.
- LumStic DATA enables sourcing and reporting of social data ensuring integrity and quality.
- The tool is built ground-up to support multiple languages.
- Geo-spatial information provides the necessary authentication for data automatically.



DATA

Provides advanced business analytics and intelligence

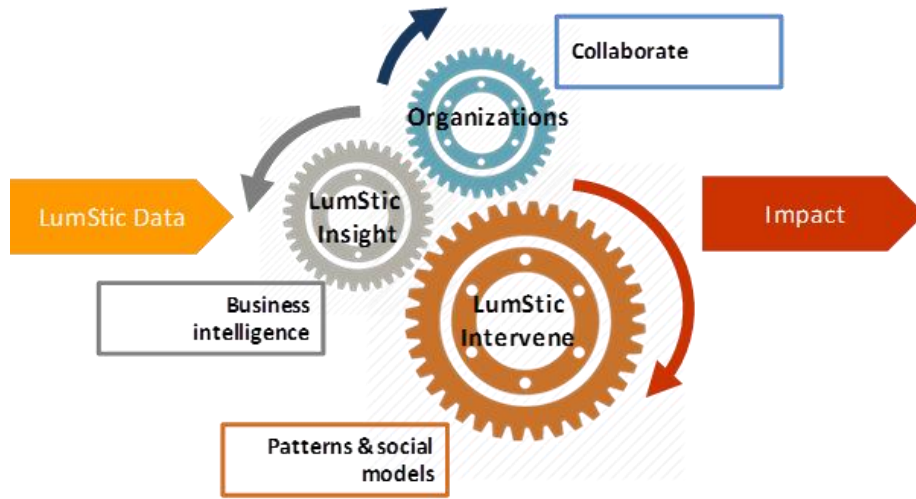


- The data from the field is very powerful and insights from the last mile bring in lot of context to data.
- With LumStic INSIGHT organisations/Governments will have a flexibility of filtering charts and graphs for slicing and dicing the data.
- It will help mark outliers and enable statistical analysis for data point.



INSIGHT

Helps design intervention based on available experience in the domain and innovative solutions



- LumStic INTERVENE product will enable collaborative problem solving using the insights derived.
- INTERVENE will have models of commonly used solutions to typing social problems, its variations and dependency on demographics etc. and will provide intelligent cues for organisations to discuss data in context of their work.



INTERVENE

Help define approaches to measuring social performance over a period of time

LumStic IMPACT

- Evaluate Identifiers
- Performance of Lead Indicators
- Performance of Trailing Indicators
- Use of Tags
- Classification of Data
- Measure against Benchmarks
- Measure against Industry Standards

- What should be measured is contingent on what the program is trying to achieve.
- LumStic IMPACT will help define approaches to measuring social performance over a period of time.
- IMPACT will have a measurement framework containing a set of metrics, measurement criteria, threshold values, frequency, methodology for measurement, and reporting mechanisms.

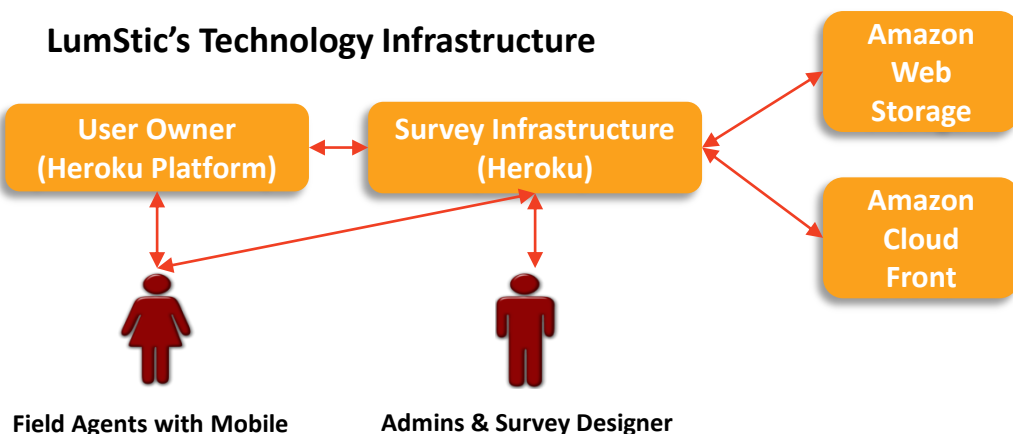


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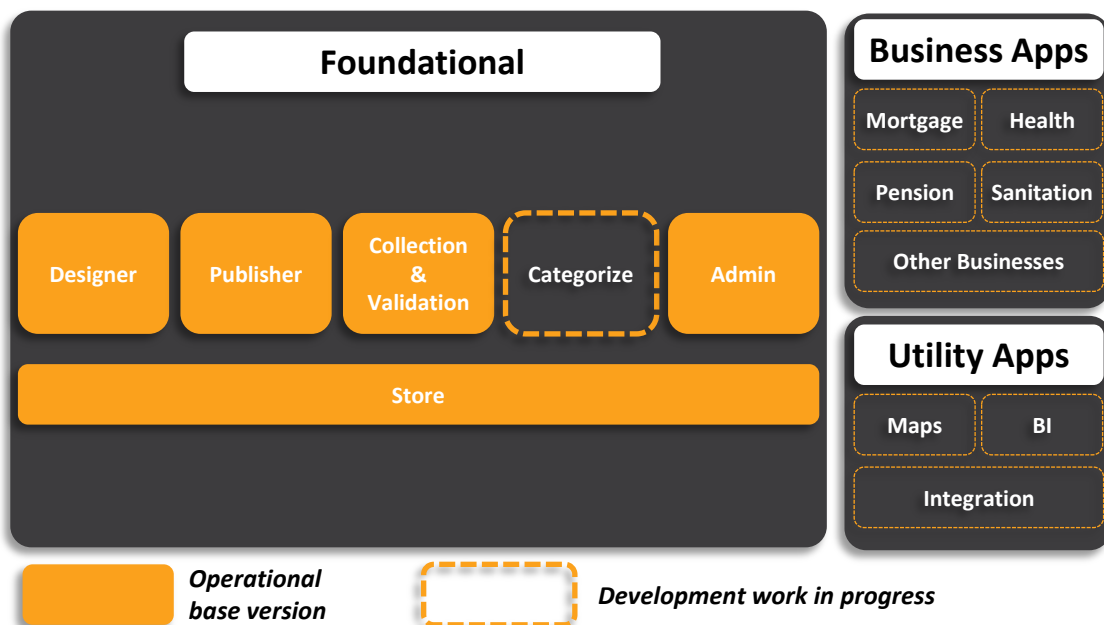
LumStic Technology Backbone



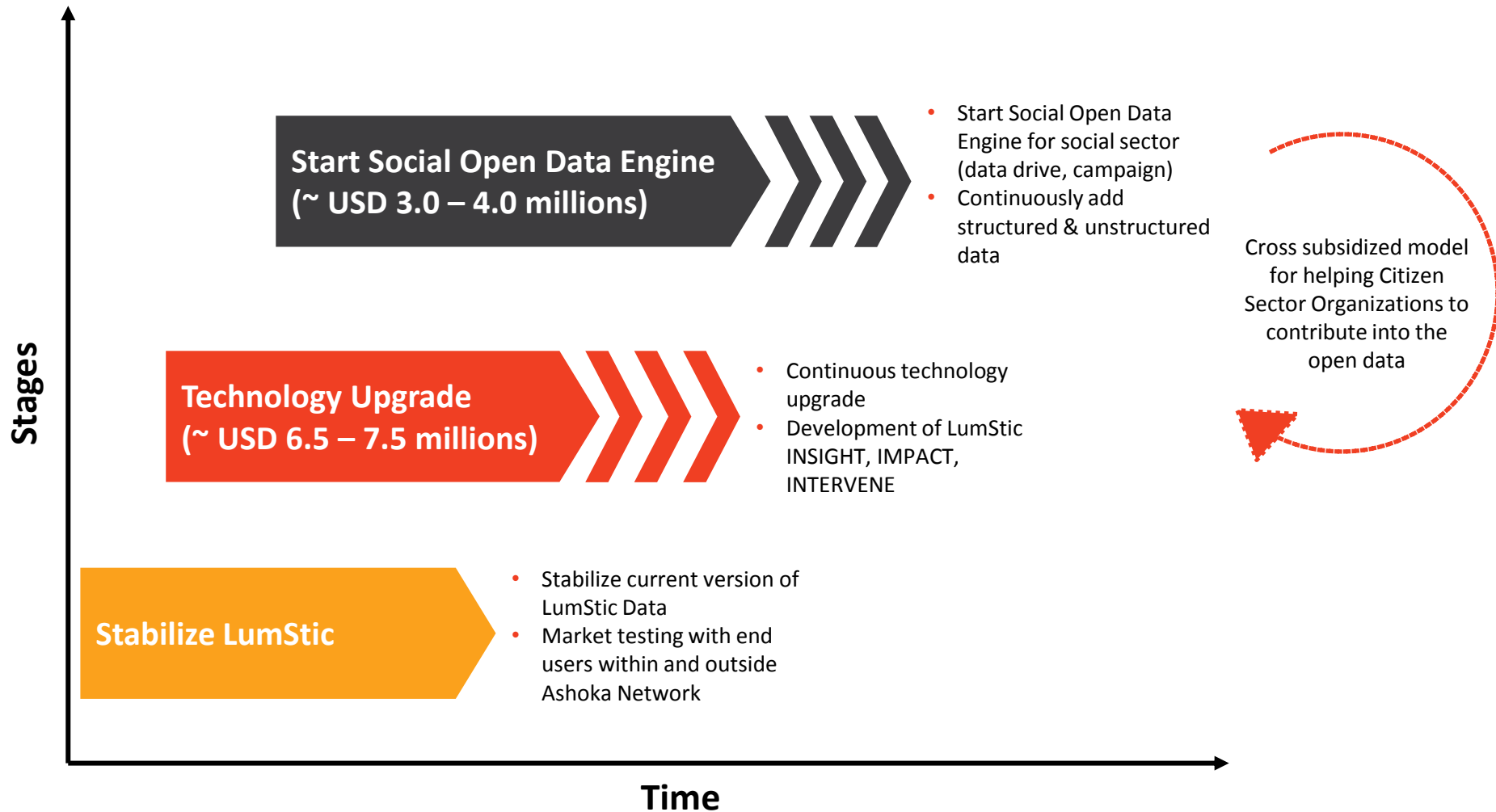
LumStic's Technology Infrastructure



- The solution is built with open source technologies as an application framework working on the cloud.
- It is scalable vertically and horizontally through simple configuration.
- The distributed architecture on the cloud enables cost advantage through metered management. Well suited to easily facilitate big data architecture when necessary.
- The mobile framework is created through open source cross platform technology.
- LumStic infrastructure in itself is open-source for both mobile and server platforms, providing freedom for citizen sector organizations to host their own infrastructure if required.
- The app framework has been designed keeping in mind the need to encourage community driven development and support.
- The strategy is to provide 'LumStic DATA' open source and other products like Insight, Intervention and Impact as value added solutions.



Roadmap and Funding Requirement





About Ashoka

Ashoka is the one of the largest networks of social entrepreneurs worldwide, with over 3,000 Ashoka Fellows in 70 countries creating large-scale impact through new innovations. Founded by Bill Drayton in 1980, Ashoka is an international network that is driving the social sector and offering a platform for people dedicated to changing the world. Ashoka pioneered the field of social entrepreneurship and has built multi-level stakeholders across the world who increasingly look to entrepreneurial talent and new ideas to solve social problems.

In India, Ashoka has a vibrant fellowship of over 350 fellows and elects a new cohort of Fellows every year. Going forward Ashoka India will also select and elect new Fellows from Nepal, Bangladesh and Sri Lanka and play a unique role in integrating the emerging social sector in South Asia

Vision

To advance an Everyone a Changemaker world, where anyone can apply the skills of changemaking to solve complex social problems.

Contact

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