



Socio-Economic Impact Measurement

Background to the Project

The Client¹ is a \$600Mn Indian Multinational software company that makes web-based software tools. Known for their unconventional approach in the industry, they have made large investments towards education and providing opportunities to uplift rural areas to reverse the brain drain. The Client was keen to assess the socio-economic impact of their largest rural office set up in the heartland of South India.

ECG was engaged to conduct a **Socio-Economic Impact Measurement** to assess the socio-economic footprint of the Client's operations in a town in Tamil Nadu.

ECG Approach

While modelling the Methodology on the Measuring Impact framework, we had designed our Approach using "**stakeholder consultations**" as the central, holistic theme with our **360° framework** to measuring impacts, that are both relevant and contextually significant. A mixture of **quantitative indicators, qualitative observations and respondent quotations** were used to evaluate the contributions of the organisation to "each distinct group" of stakeholders. This was throughout supported by significant **secondary research** to meaningfully evaluate the survey results. Gradients based on availability and validity of evidence were then used to rank the outcomes in order of their impact on the social environment in which the business operates and the organisation's ability to sustain its socio-economic footprint.

ECG conducted the study with around 7300 minutes of interactions with ~300 stakeholders including leadership staff, employees, vendors and suppliers, customers, students, alumni, bankers, elected and administrative officials and general populace of the town. The interactions were a combination of telephonic interviews, virtual focus group discussions, and field in-person surveys.

Key Insights

Quantitatively, the Socio-Economic Impact of the Client @ the town and its surrounding areas was POSITIVE at varying degrees for those who are a part of the ecosystem.

As regards the Qualitative impact, the Client's initiatives were found to have had a POSITIVE impact on multiple areas including Education and Women Empowerment.

Project Outcomes

Based on the interactions, analyses and findings, ECG provided recommendations for furthering each initiative of the Client and creating a greater socio-economic impact in the region.

Project Timelines

The project commenced in December 2020 and was completed in **~10 weeks**.