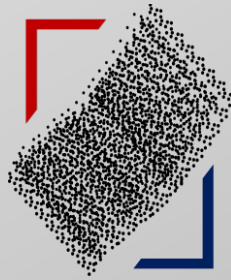


# The Bookmark Agency



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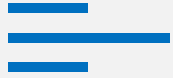
# **The Bookmark Agency**

**Delivering data, catalyzing development**

# INTRODUCTION

At The Bookmark Agency, we provide inexpensive solutions for your research and data needs. We are constantly innovating techniques, systems and mechanisms of social research. We aim to empower data driven decision making and policy changes through scientific data collection, robust data analysis, and socially significant insights.

# OUR VISION



To enable the creation of a world where development is holistic in nature and is founded upon knowledge generated from credible data.

**TO PROMOTE THE CULTURE OF  
DATA BASED DECISION MAKING**

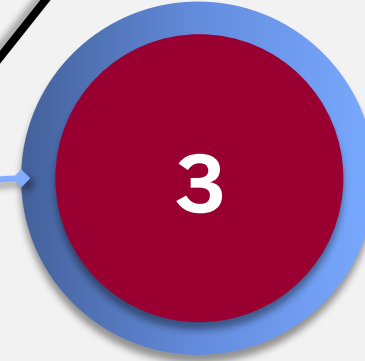
*Data has the  
capacity to amplify  
the impact of  
development efforts.*

*The Bookmark Agency*

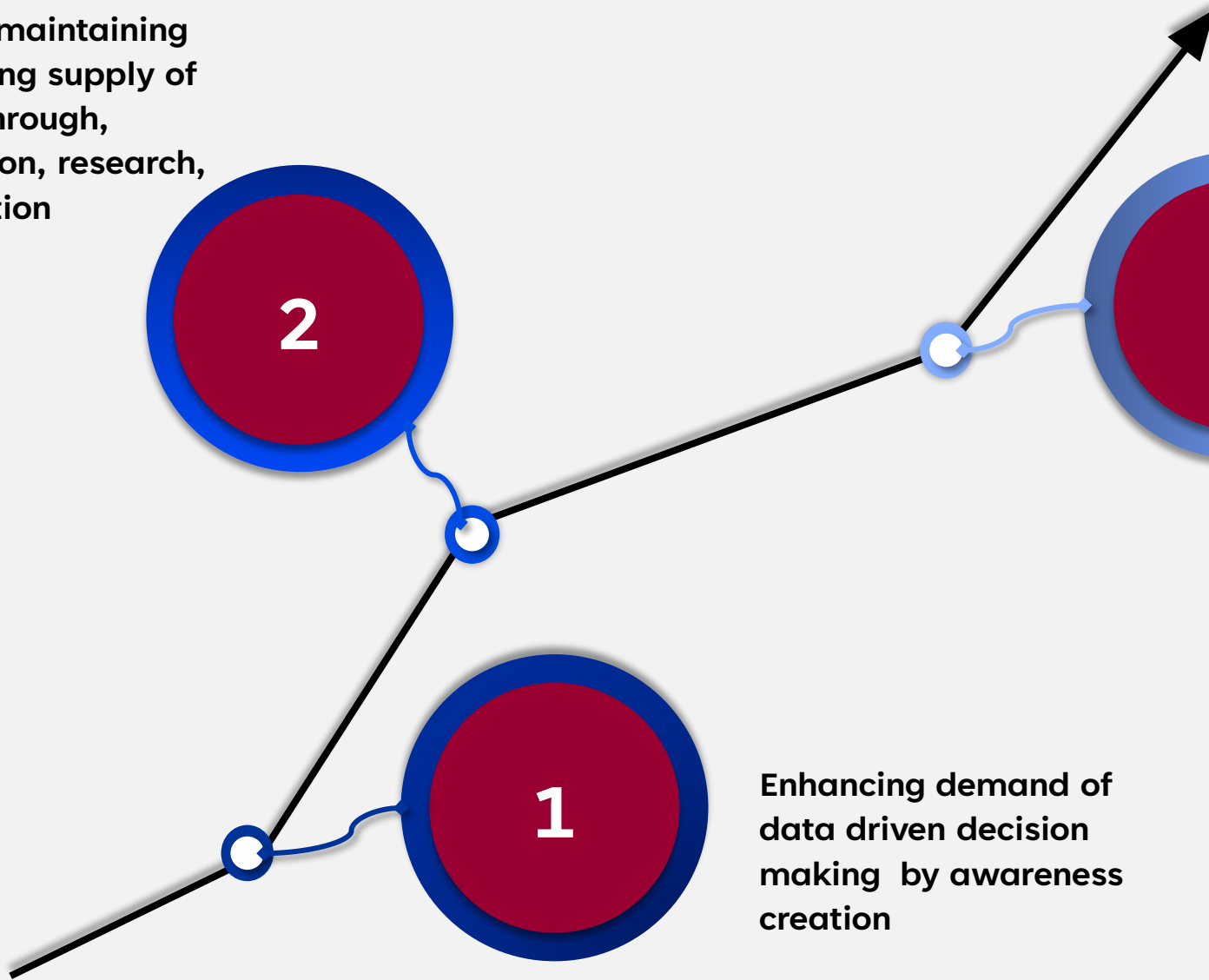
Managing, maintaining and subsidizing supply of resources through, customization, research, and innovation



Enhancing demand of data driven decision making by awareness creation



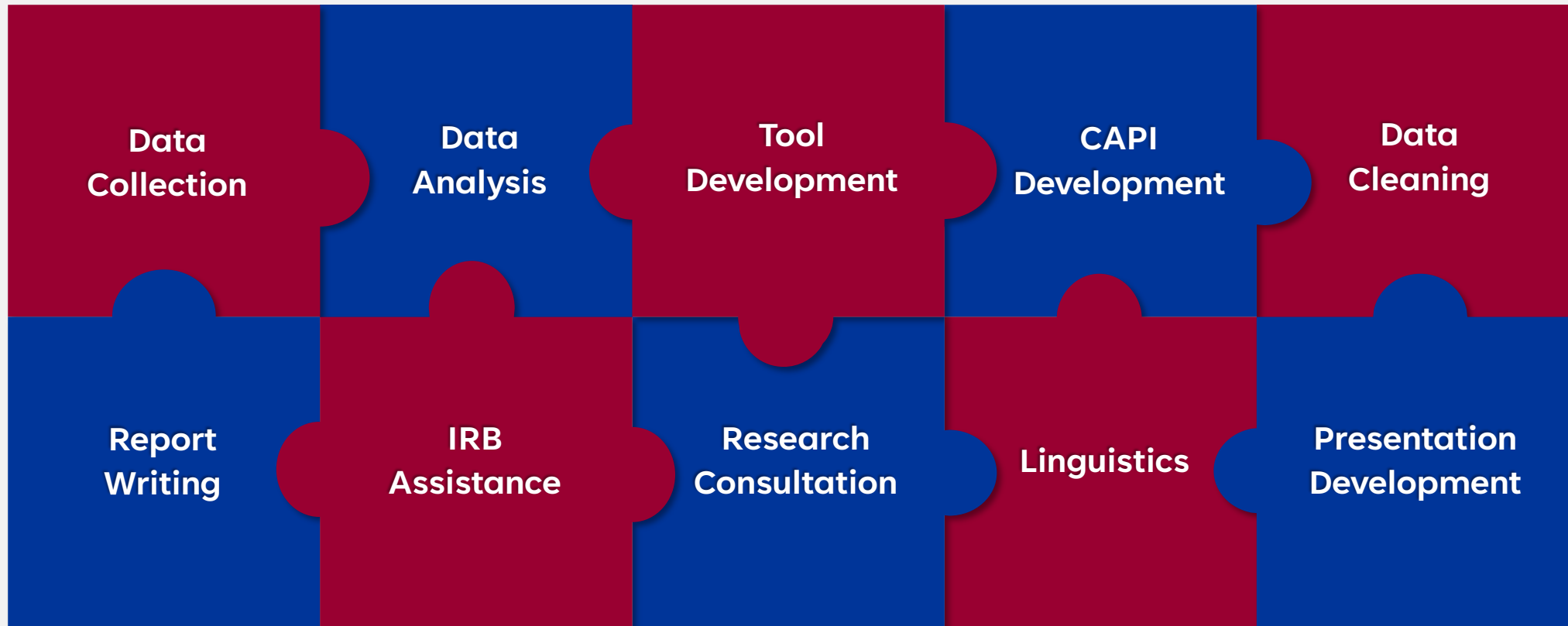
Developing data consumption capacity through training and education in data science



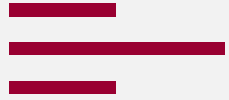
# OFFERINGS

Guided by our theory of change, we at The Bookmark Agency, offer two categories of services, namely 'Research Assistance Services' and the 'Sector Development Services'. Collectively, these services help us move towards the realization of our vision.

# RESEARCH ASSISTANCE SERVICES

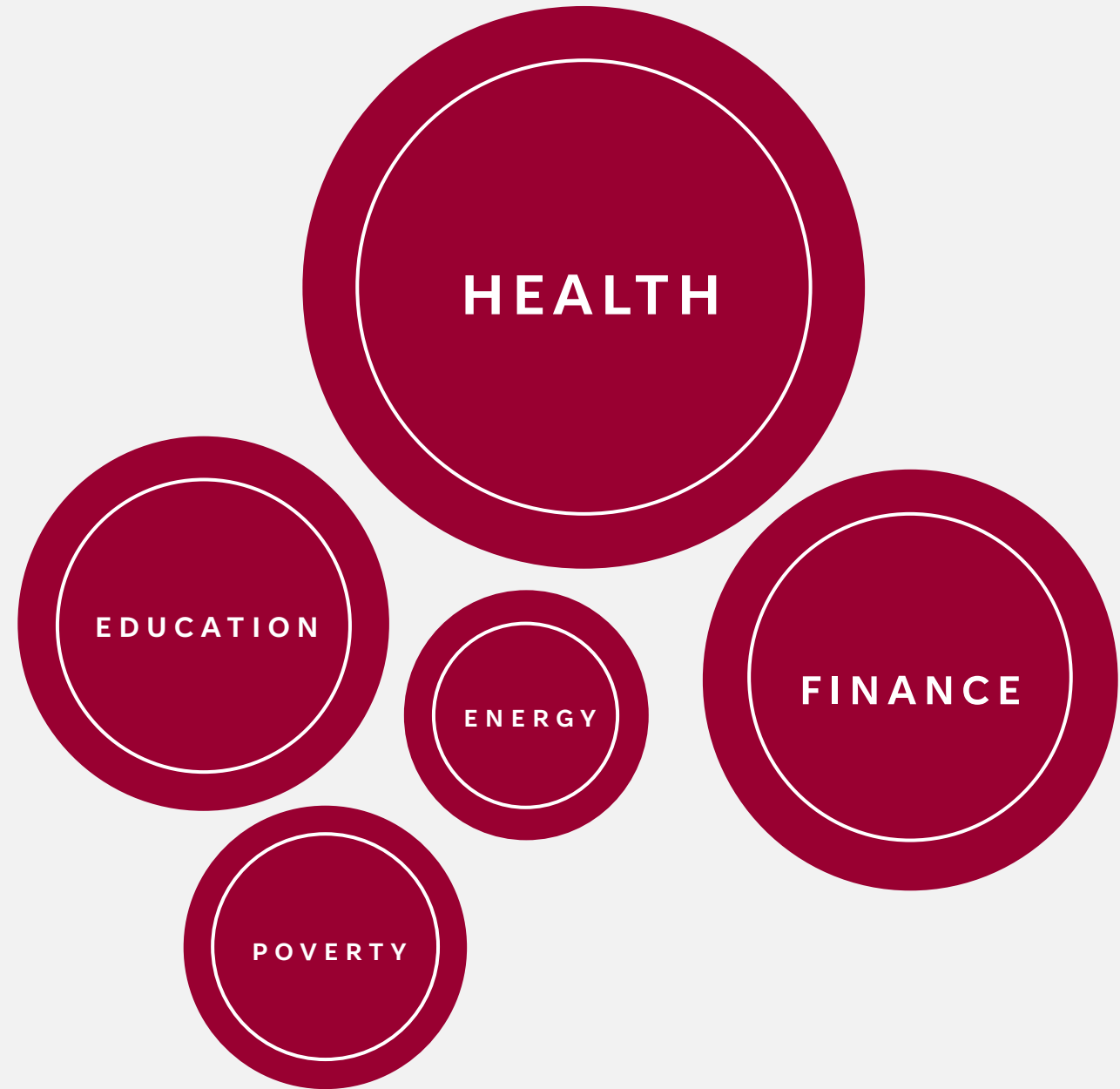


# SECTORS COVERED



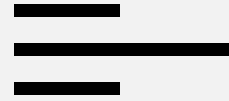
Over the years, through our work we have impacted a variety of development domains. These include health and nutrition, energy and climate change, banking and finance, poverty alleviation, education, and agriculture.

Consequently, the staff at The Bookmark Agency, has experience in collecting, managing, cleaning, analyzing, and presenting data from a wide variety of domains.

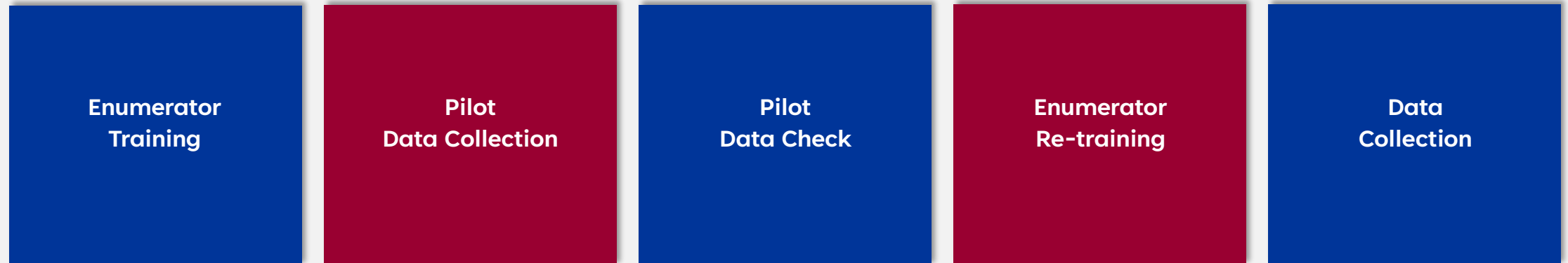




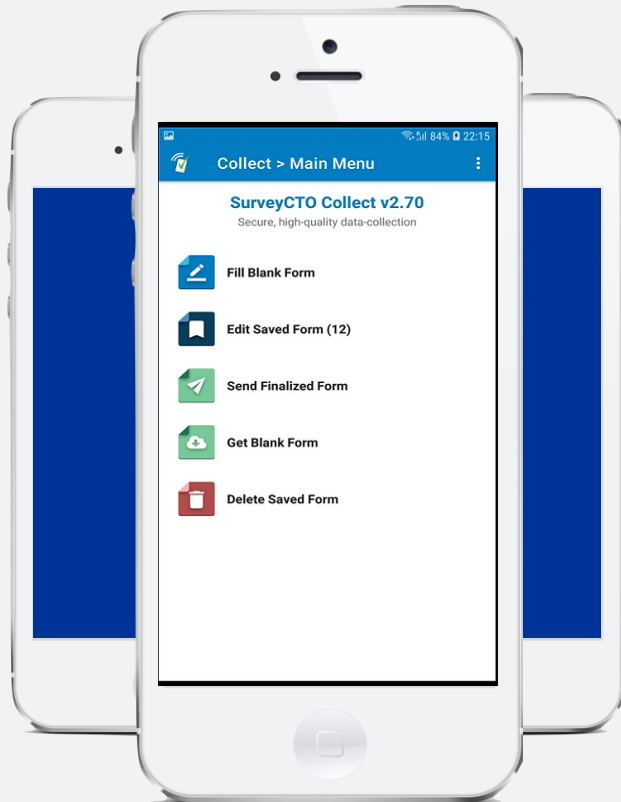
# DATA COLLECTION



Our core service is data collection and we collect quantitative and qualitative data. At The Bookmark Agency, every project goes through a well-knit system of multiple stages. Every stage, beginning with bidding for a contract till submitting the final deliverables, is closely monitored by experts at The Bookmark Agency to ensure that there is no stone unturned in quality maintenance.



# DATA COLLECTION AIDS



We leverage technology to collect high quality qualitative and quantitative data.

Each qualitative interview is recorded using Dictaphones. The device helps us collect high quality audios of the interviews which is extremely helpful in transcribing in interviews, for analysis.

For quantitative interviews, we have moved beyond collecting data on paper based. We recommend digitizing questionnaires. This process is essential in collecting high quality data. At The Bookmark Agency, we possess these capabilities in house.

**RECORDS HIGH  
QUALITY AUDIO**

**RECORDS LONGER  
INTERVIEWS**

**MINIMISES  
RISK OF AUDIO  
LOSS**



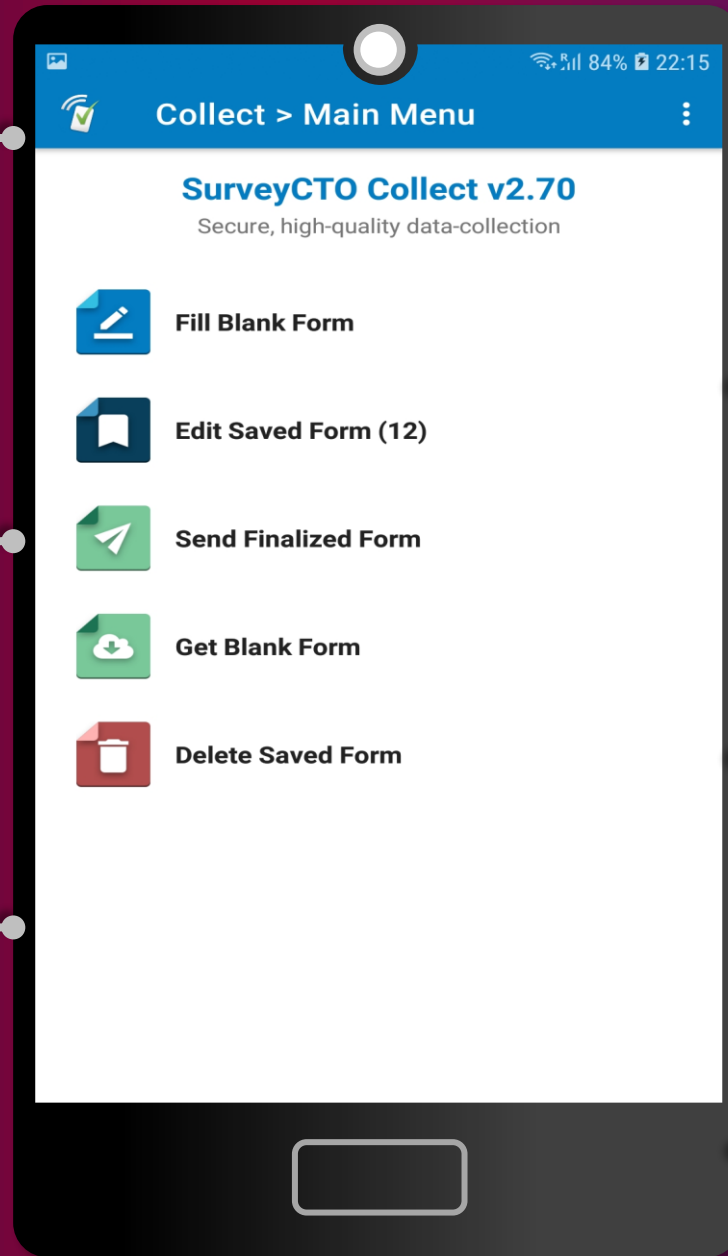
**IN APP  
MONITORING  
MECHANISMS**

**CANCELS  
NOISE**

**WORKS  
OFFLINE**

**INSTANT DATA  
UPLOAD AND  
SHARING**

**IN APP  
MONITORING  
MECHANISMS**

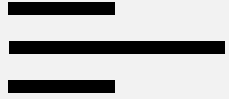


**INSTANT  
FORM UPDATE**

**PERMITS  
COLLECTION OF  
PHOTOS &  
AUDIOS**

**INCORPORATE  
SKIPS AND  
PROMPTS**

# DELIVERING QUALITY DATA



The Bookmark Agency specializes in the qualitative and quantitative data collection.

## PREVENT

- Localization of the data collection tool
- Rigorous enumerator training
- Coding checks in the android application
- Recruiting skilled and experienced enumerators
- Basic Qualification Tests for project staff
- Regular data audits
- Regular interview audio audits
- Strict enumerator supervision

## LIMIT

- Rigorous training of all project staff
- Pre-pilot and pilot data collection identify and revise errors in the data collection tool
- Coding prompts and limits in android application
- Recruiting experienced and skilled enumerators and supervisors
- Pre-pilot and pilot of identify and rectify errors in data collection tool
- Field visits

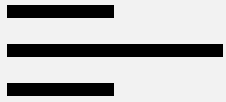
## IDENTIFY

- Regular data audits for inconsistencies and errors in the data collected
- Regular interview audio audits
- Enumerator performance review by supervisors
- Regular data sharing with client and client's feedback on data quality
- Field visits by project manager
- Random data verification with the respondent
- Geo-coordinates verification.

## CORRECT

Re-interviews in case of major errors.

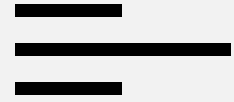
# TOOL DEVELOPMENT



We believe that the data collection tool is the most essential element of a research study. Developing questionnaires is an art that demands a unique cocktail of domain expertise and data collection experience. With several years of experience in collecting data on diverse research domains, associates at The Bookmark Agency have mastered the art of developing questionnaires that optimize the data collection exercise and help capture high quality analysis relevant data.

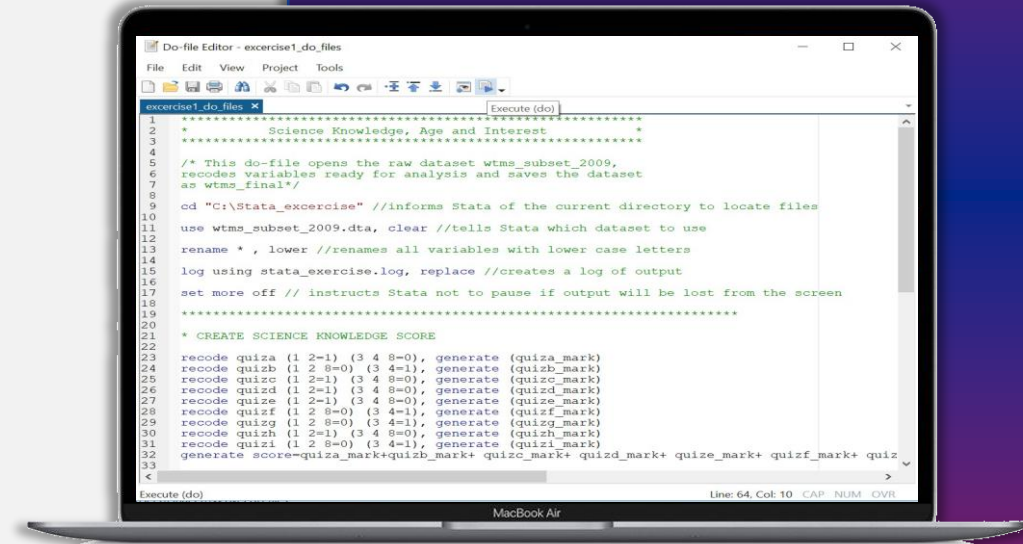


# DATA ANALYSIS



The Bookmark Agency has experts who are trained in analyzing qualitative and quantitative data. For analysis, we use STATA, R , and Nvivo.

Experts at the organization also use these packages to monitor data quality on a day-to-day basis, and to clean the final set of data collected from the field.



# REPORT WRITING & PRESENTATION



Accurate interpretation of the results and Effective dissemination of research findings is crucial to initiating dialogues around policy shifts. At The Bookmark Agency, we upscale reports and presentations, we develop policy briefs, and we help you take it to the audience that matters by organizing engagements with research relevant stakeholders.

**BRIEF**

## Evaluation of Ujjwal Programme

Unpacking findings from the evaluation of the Ujjwal programme

### Overview

The Ujjwal programme is a unique initiative of CBM and Naman Seva Samiti for bringing about community based inclusive development. This inclusive nature of the programme demonstrated the successful model of disability inclusive sustainable livelihood with persons with disabilities and inculcates leadership qualities among persons with disabilities. This brief presents the findings of an evaluation of the Ujjwal program which was undertaken by Naman Seva Samiti and partner organizations to understand, assess and demonstrate the achievements of the same.

### Introduction



Persons with disabilities often cannot exercise basic rights like the right to healthcare, education and employment opportunities to the fullest. A vast body of literature suggests that persons with disabilities experience worse socioeconomic outcomes and poverty than persons without disabilities. With this reality in mind the Ujjwal programme works with more than 12000 persons with disabilities and 24000 marginalized and poor households to strengthen existing government systems for access to basic rights and entitlements. The project has supported in developing persons with disabilities as a Role Models in the community. It aims to strengthen community-based institutions through developing and strengthening inclusive value chains of organic farming and agriculture related activities.

### UJJWAL PROGRAMME

The Ujjwal programme works directly with persons with disabilities, and the marginalized and poor and their family members for 'Farm' and 'Non-Farm' initiatives. It is aimed at mainstreaming disability based government schemes and programmes; health, education, livelihood, and social empowerment programmes; convergence with government development programmes for inclusion of persons with disabilities; inclusion of women and marginalized communities through strengthening of community-based institutions; balancing the gap between rural India and technical advancement; and shifting gender relations and attitudes by empowering Women.

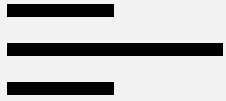
The intervention has been implemented in 9 blocks of 5 districts of the state of Madhya Pradesh, India.

1. Harda: Khirkia
2. Hoshangabad: Kesla
3. Chhindwara: Pandurna
4. Betul: Ghoda Dongri, Shahpur, Athner, and Prabhhat Pattan
5. Khandwa: Khalwa, Harsood

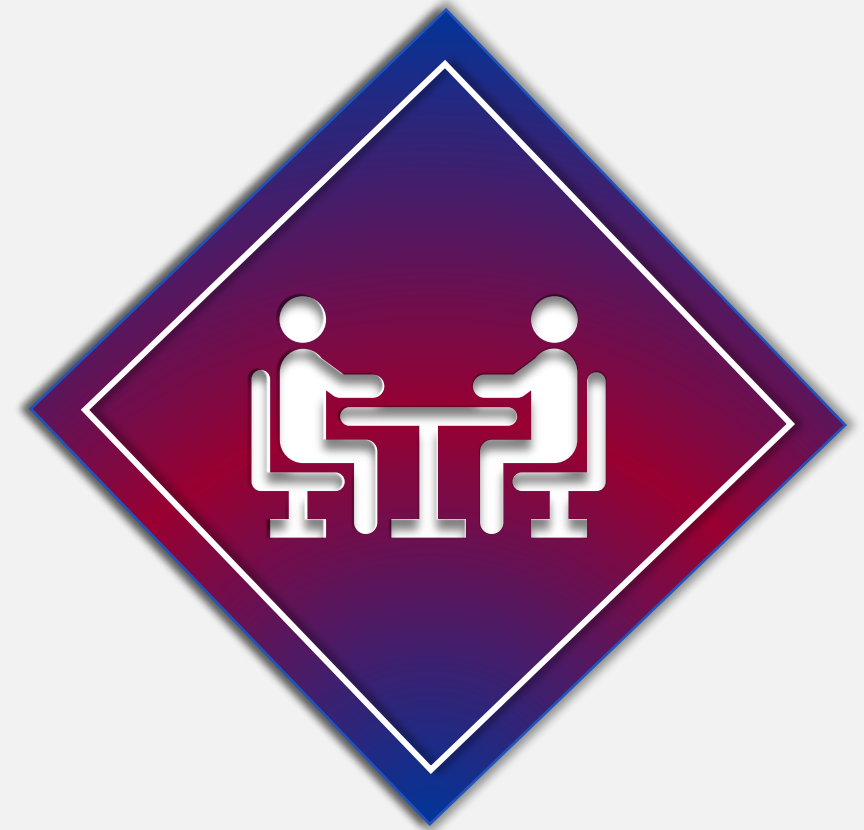


# RESEARCH CONSULTATION

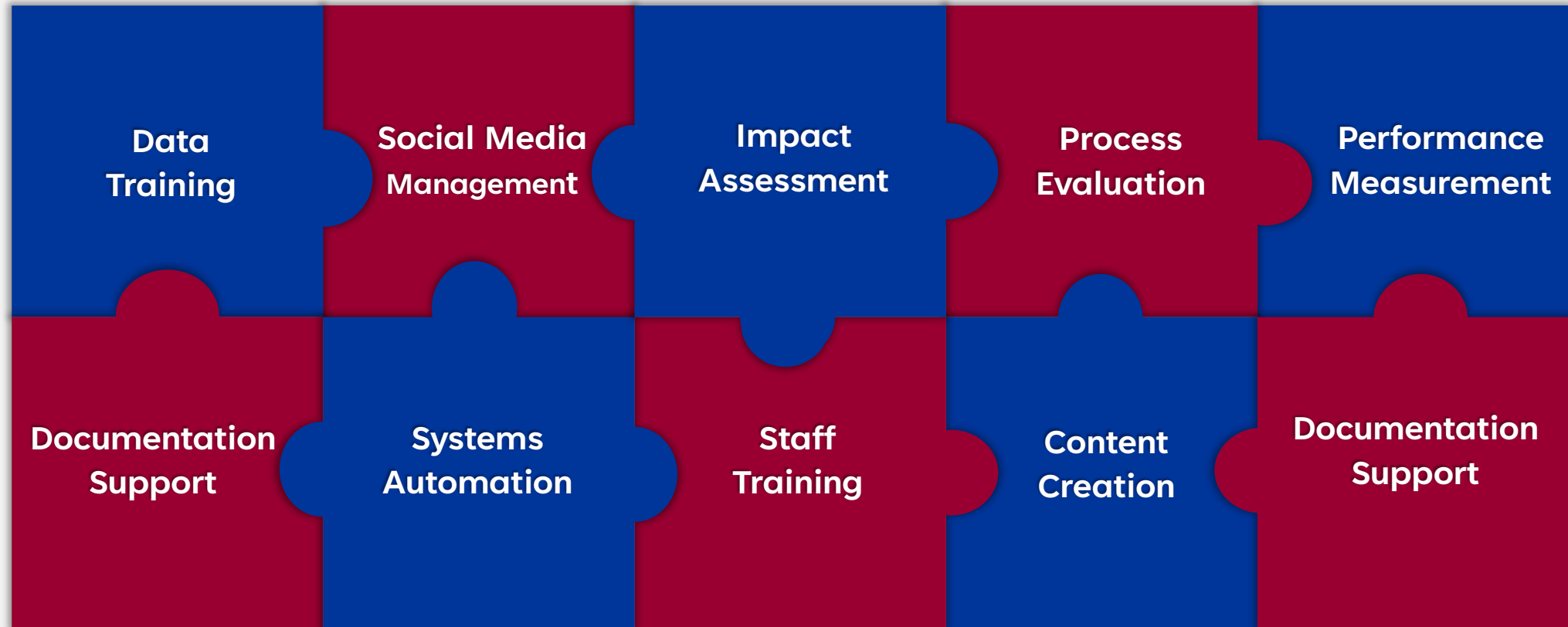


The Bookmark agency is proudly associated with domain experts from a wide range of fields. Since the successful administration of a data collection exercise is directly dependent upon an understanding of the local realities, we provide our clients the platform to connect with our experts, to discuss the project at hand and to fine tune it.

These services can also be availed by young researchers , to enhance the quality of research.



# SECTOR DEVELOPMENT SERVICES

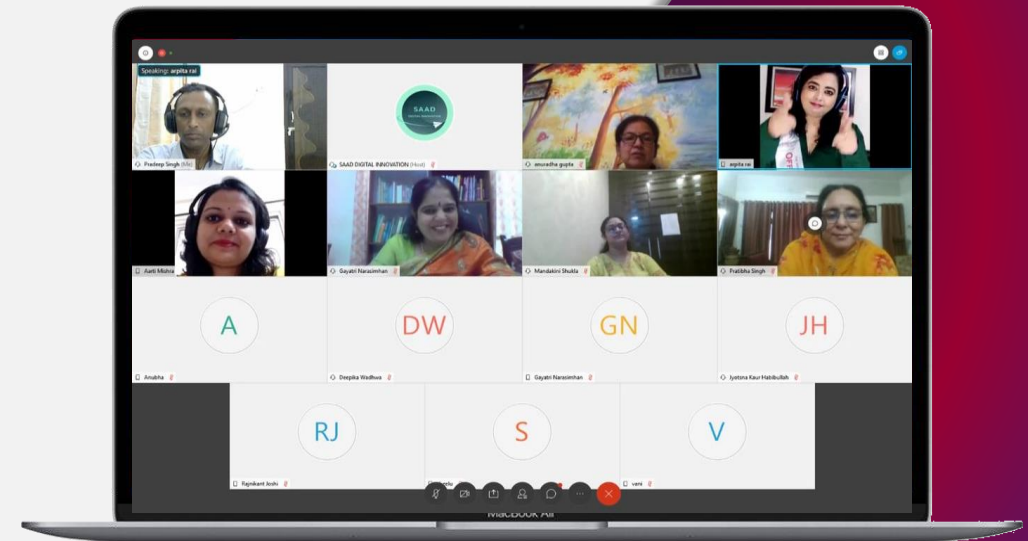


# DATA TRAINING

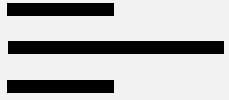


At The Bookmark agency we believe that the culture of evidence-based decision making can not truly evolve till the statistical know how is limited to a handful of development practitioners.

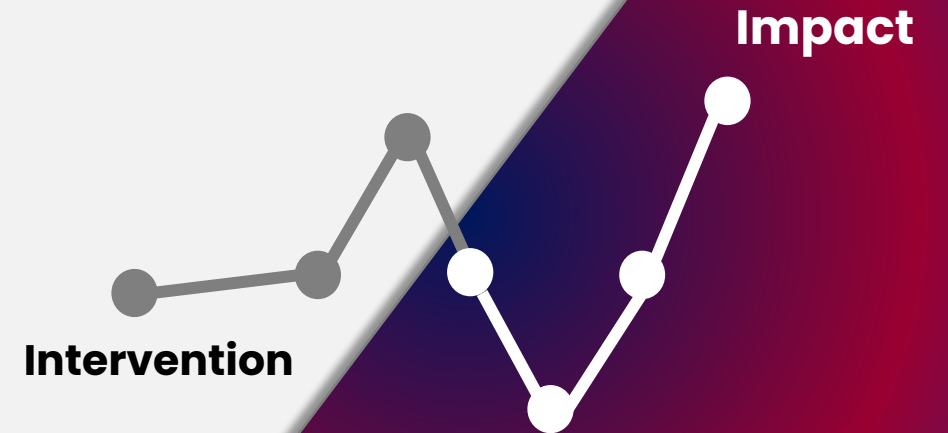
We provide paid online sessions on research methods and methodologies. These sessions touch upon all development sector relevant aspects of research methods and methodologies.



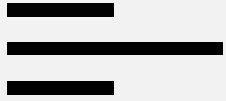
# PROCESS EVALUATION



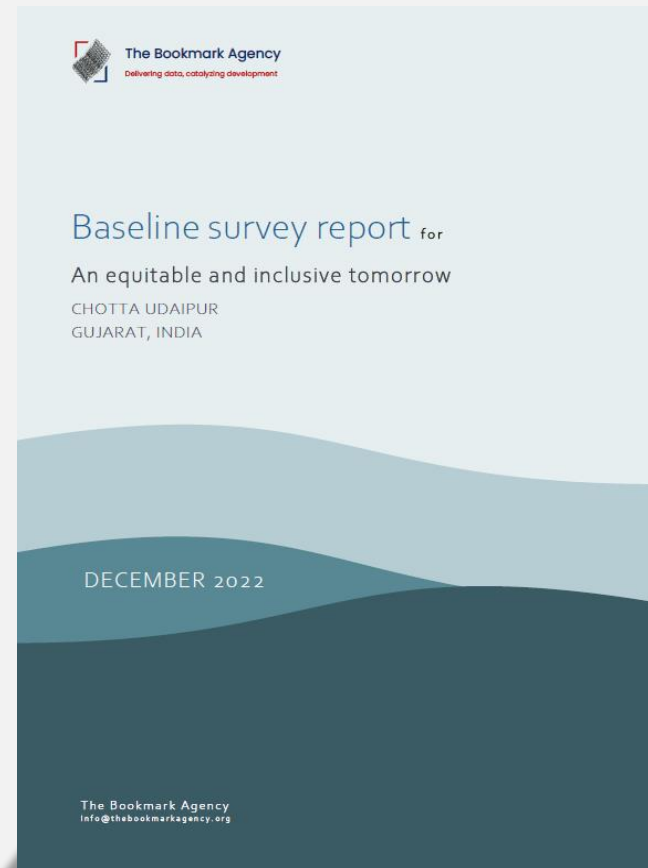
Any effort to facilitate social change essentially involve muddling through complex pathways to change. Despite a promising theory of change, social change remains unachieved due to improper implementation of the intervention. It is therefore essential that the processes are closely monitored and assessed. We use mixed methods to evaluate process and to identify pathways to enhance intervention impact.



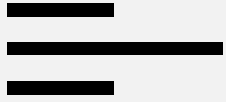
# PROCESS DOCUMENTATION



We assist young impact agents with proper documentation of their processes. This primarily involves generation of project reports, development and fine tuning of projects, and drafting of evaluation reports, technical proposals, and financial proposals.

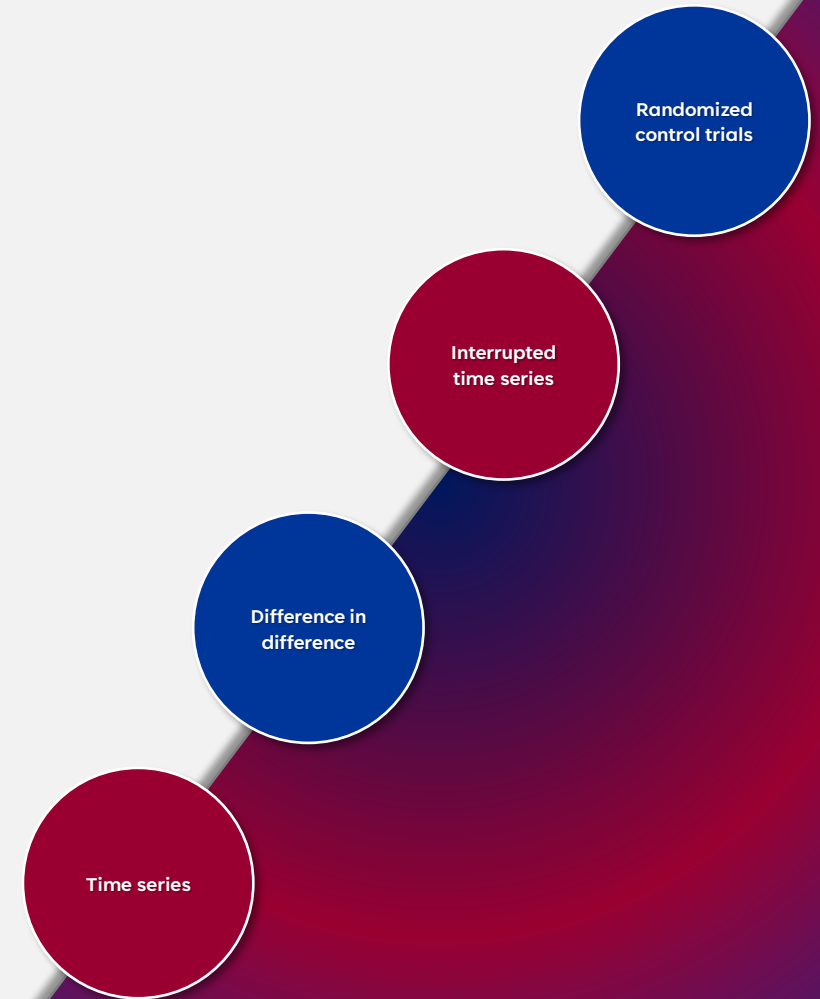


# IMPACT EVALUATION



Social transformation is the objective of any social intervention. However, not all interventions necessarily cause a significant impact.

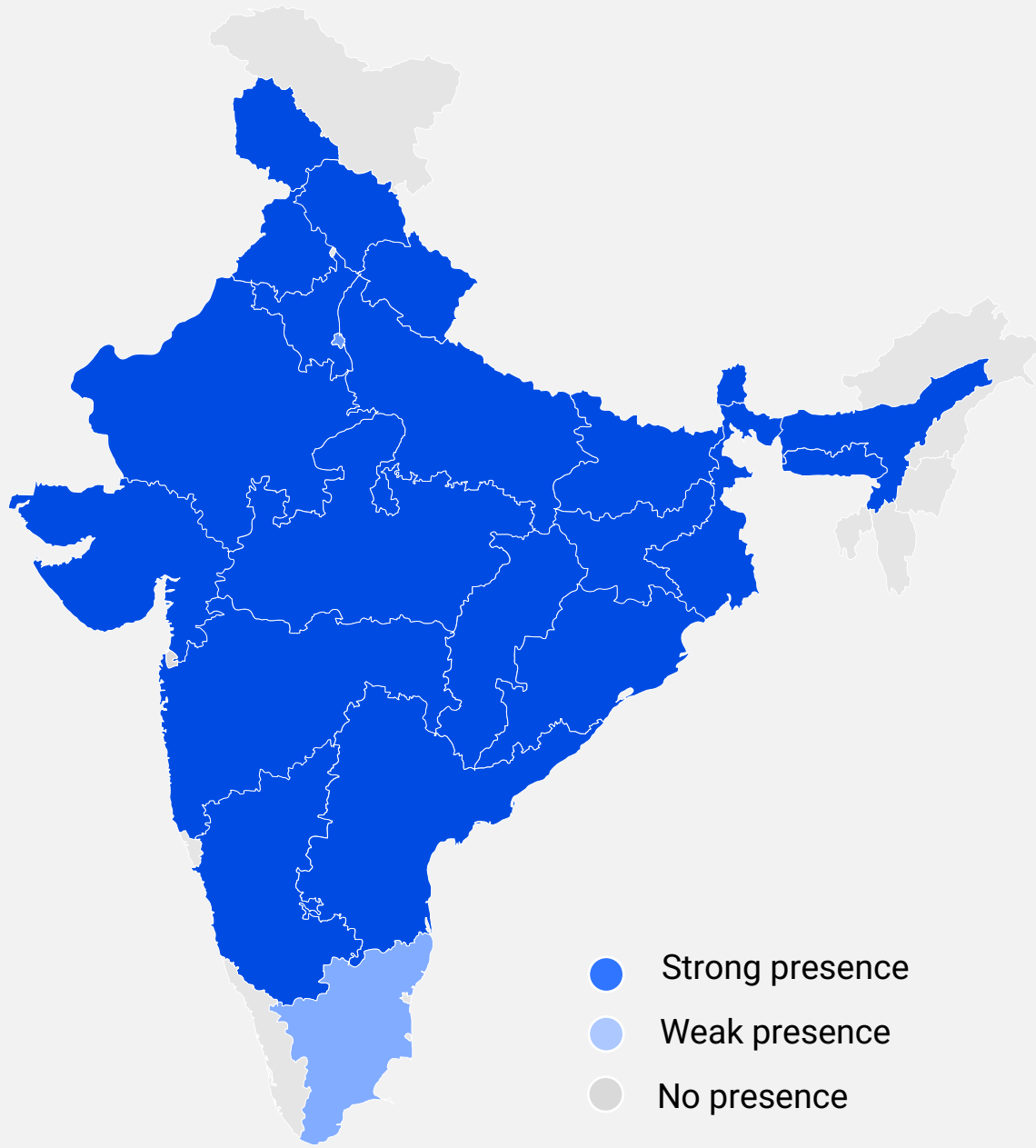
Measurement of the scale of impact is essential in order to streamline development effort, to optimize resource allocation, and to maximize impact. We design and implement robust impact evaluations for development interventions, at highly subsidized rates.



# PRESENCE

The Bookmark Agency has the capacity to work across the length and breadth of the country.

Till date, we have worked across 11 states of India



The Bookmark Agency has a very strong presence in most of the parts of the country. We are continuously trying to stretch our presence to regions where our presence remains limited still. To this end, we are reaching out to local organizations for support.

We also have the capacity to collect data from select parts of Afghanistan. However, due to political developments in the country, our capacity in the region remains extremely limited.

Note: this is not an accurate representation of India's geographical limits



# PARTNERS

The Bookmark Agency is a young organization, and we are constantly working to evolve beyond our current state. Over the years, the organization and the associates have partnered with a diverse set of individuals and organizations. Association with development agencies has been the most crucial input in the evolution of the organization. Consequently, we have come to prioritize partnership value over and above any other outcome of an engagement.

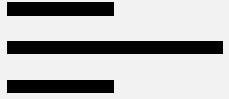
# OUR ASSOCIATIONS INCLUDE



# CONTACT US



# GET IN TOUCH



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