

# VIDYA-Mali Women's Center Process and Implementation Evaluation

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## 1 Background

VIDYA-Mali Women's Center serves underprivileged women and girls by providing training in conversational English, computer literacy, vocational skills, and personal development initiatives in Bangalore, India.

Bangalore, the capital city of Karnataka, has a population of about 8.5 million people. The majority of the population is Hindu.

VIDYA partnered with Mary O'Brien and the University of Michigan School of Social Work to carry out an evaluation designed to:

1. Document existing program components and processes for the purpose of program development and possible expansion;
2. Assess the implementation of programming as compared to organizational mission and specific programmatic goals;
3. Identify measurable outcome indicators and recommend tools to track identified participant outcomes; and
4. Develop VIDYA-Mali staff understanding of evaluation.

## 2 Methods

All elements of a process and implementation evaluation were carried out by Mary O'Brien, MSW Candidate. The details of the evaluation were disseminated as a report to key stakeholders and presented to program participants, local staff, and other regional staff and volunteers. An evaluation tool-kit and programmatic forms / tools were developed for VIDYA.

Qualitative and Quantitative data collection methods were employed in the evaluation, including:

- Semi-Structured Key Informant Interviews
- Focus Group
- Surveys
- Observations
- Document Review
- Literature Review



## 3 Outcomes

A collaborative approach was used to conduct an evaluation of VIDYA-Mali in Bangalore, India. The evaluation was developed with an understanding of the key components of VIDYA-Mali Women's Center and utilized a culturally responsive framework throughout the evaluation, including in identification of key evaluation questions, data collection methods, reporting, the development of recommendations, and the dissemination of findings.

VIDYA-Mali Summary Recommendations:

1. Support entrepreneurship opportunities;
2. Measure self-efficacy and demonstrate program impact;
3. Offer mentorship and increased personal support to participants;
4. Provide ongoing training to VIDYA-Mali staff and volunteers;
5. Formalize program interventions, processes, and goals;
6. Further engage volunteers and leverage CSR opportunities;
7. Create an employment resource/ career services desk; and
8. Understand the life cycle of a program and conduct strategic planning for program growth.

## 4 Connections, Skills, and Lessons Learned

*Classroom preparation for this placement included:*

- International focused courses: SW 648 and SW 823
- Evaluation courses: SW 683 and SW 685

*Skills utilized:*

- Evaluation design and implementation
- Project management and planning
- Creating a culturally relevant report and dissemination plan

*Lessons Learned:*

- Strategies to address sustainability concerns
- Social and cultural context in Bangalore, India

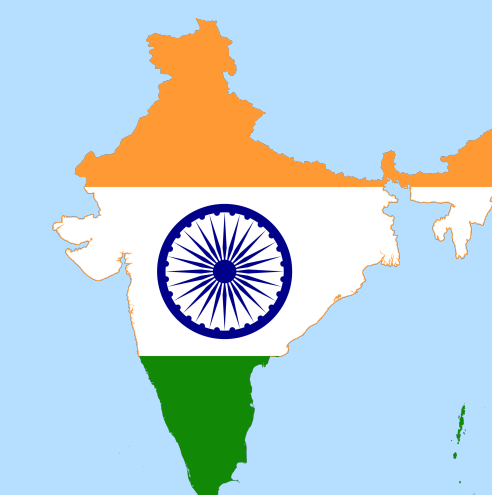
## 5 Career Connections and Advice

*Career*

- Gained experience as lead evaluator of cross-cultural evaluation project
- Plan to continue working on program evaluation with diverse populations

*Advice*

- Spend the time developing relationships and building rapport with program staff and participants
- Utilize your local counterpart
- Focus on the needs of your local community / organization
- Have some fun, too!



Thank you!!  
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