



MAHATMA GANDHI INSTITUTE OF MEDICAL SCIENCES, SEVAGRAM

IAPSM National Youth Conclave March 2021

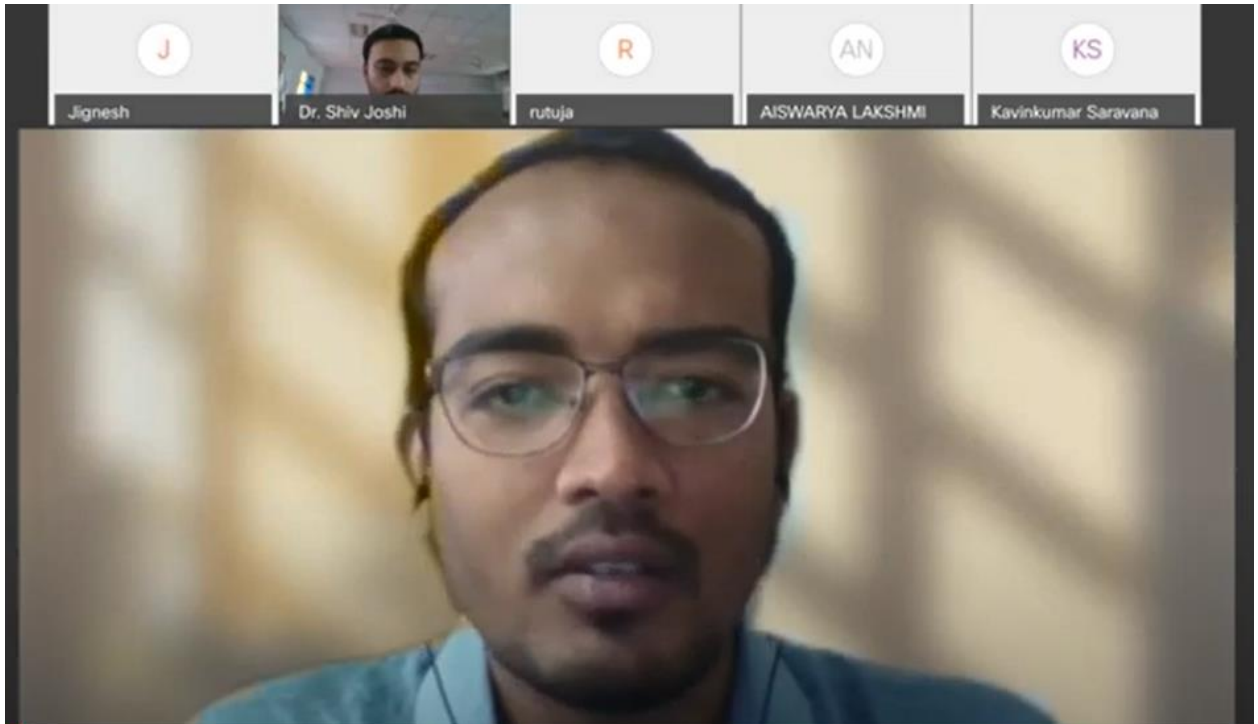
Report of Pre-conclave Workshop

Social Return on investment (SRoI)

Resource person : Mr. Jignesh Thakkar,

Associate Director, KPMG in India and First Accredited SROI Social value trainer, Practitioner in India

The session started with the framework of Social Return on Investment (SRoI). It was a framework that helps organizations measure and account for much broader concepts of value. SRoI is a tool for measuring the total value generated for every rupee invested in development sector interventions. The SRoI framework helps measure change in ways that are relevant to the people or organizations that experience or contribute to it. It told the story of how change is being created by measuring social, environmental and economic outcomes, and used monetary values to represent them. This story enabled organizations to calculate a cost-benefit ratio. Mr. Jignesh Thakkar elaborated about the two types of Social return on investment. Evaluative SRoI was conducted retrospectively and based on actual outcomes that have already taken place. Evaluative SRoI was useful post implementation of projects. Forecasted SRoI predicted how much social value will be created if the activities meet their intended outcomes. Forecasted SRoI was useful during the project planning stage.



Mr. Jignesh Thakkar emphasis on stages of SROI Establishing scope and identifying key stakeholders, mapping outcomes, evidencing outcomes and giving them a value, Establishing impact, Calculating the SROI, Reporting, using and embedding results were the six stages of SROI Analysis. SROI helped to improve the services by Providing guidance for strategic discussions and help you to assess and increase the social value a CSR activity creates or the potential to create a social value. Demonstrating the importance of working with other organizations and people contributing to creating change.