MARKET & CONSUMER RESEARCH / CUSTOMER LOYALTY

Datamation (ISO 27001 ISO 9001:2008)

Business Intelligence & Consumer Insights in the Customer Economy

Chetan Sharma – CEO, Datamation Group

www.datamationinternational.com
Datamation Vision

- Market Research & Analytical center of excellence for well-informed & well-calibrated cutting edge business decisions.
- Leverage on ICTS for complete back end data management and online digital media solutions.
Serving for over 25 years.
Pragmatic business model.
Investments in technology, people and community.
Decentralized National operations.
Internal organic growth.
International affiliate offices in the US, Japan, China, Hong Kong, Germany, France, UK, Ireland, Korea, Malaysia.
Member of the MRA, CASRO (Council of American Survey Research Organization-CASRO, Insights Association.
Existing fruitful relationship with IOCL – Southern & Eastern Pipelines Division.
- Customer Relationship Marketing (CRM) Services
- Database Marketing
- Image Processing
- Market Research
- Logistics and Fulfillment
- Business Advisory Services
- Rural ICT initiatives
Involved client servicing

Competitiveness integral to business strategy.

Client retention-90%.

Projected turnover US $ 300 million in FY 2017-18

Projected jobs at Datamation by FY 2017-2018 → 3000+

Statutory compliant.

3600 employees spread over 30 locations.
Our People & Roles

- Dedicated full-time team of MBA (MR), Researchers, Economists, Field Managers, Field Coordinators & Investigators. Total strength of MR Division 350+
- Brig. Y.R. Maindiratta - MBA
- Terence D’souza- MBA
- Anubhava Gupta-MBA
- Ali Hassan – MBA
- Ravi Kumar – MBE
- Lalit Mehra / Ramesh Piha;l – Field Manager
- Sarita Sharma – Analyst
- Dr. Monika Sharma - Analyst
- Dr. Tara Shankar Chaudhary – Analyst
- Dr. Sukumari N. Nair-Analyst
- Rajesh Gupta – FCA
- Raveesh Singhal – FCA
Our Clientele
Customer Ownership of Brand - our process for relationship management

Defining brand & customer
Creating brand awareness
Profile drive new customer acquisition

Targeting the right customer for sales- Acquisition Process
Right Solution, Right Person, Right Time, Right Communication

Developing acquisition strategies, information, tools and programs to aid conversion
Sales Process

Retirement - Happy Customer
Datamation services around 6Cs Model for Marketing Strategy
A MARKETING-ORIENTED APPROACH BY DATAMATION FOR STRATEGY FORMULATION AND EVALUATION

A - ANALYSIS OF MARKET OPPORTUNITIES AND THREATS

B - ANALYSIS OF BUSINESS STRENGTHS AND WEAKNESS

C - SEGMENT BY POSITIONING ANALYSIS

D - OPPORTUNITIES/STRENGTHS OF EACH OF THE SEGMENTS/POSITIONINGS

E - SYNERGY ANALYSIS

F - FUNCTIONAL REQUIREMENT ANALYSIS

G - PORTFOLIO ANALYSIS

H - OBJECTIVE AND SYNERGY GENERATION INCLUDING MARKETING PROGRAM,

J - PLANNING THE IMPLEMENTATION AND CONTROL PROGRAM,

OBJECTIVES AND STRATEGY GENERATION AND EVALUATION PROCESS

THE ADDED STRATEGIC MARKETING DIMENSION
Datamation Brand Research & Insights, Brand Affinity & Loyalty services

- Brand Research: Pre-launch, Post-launch, Continuing tracking
- Brand audit
- Benchmarking
- Mystery shopping
- Customer Satisfaction Surveys
- Customer Insights
- Channel audit & research
- Audience Research
- Impact evaluation of the Publicity (IEC) Campaigns
Major customer services and products were mapped and a list of branches were identified to run the customer satisfaction survey.

Each product and attribute was further studied to identify areas where customers could build opinions and perceptions.

The respondents were distributed across Metro, Urban, rural and semi urban branches.

All efforts were taken to ensure that the demographic spectrum of the individuals be broad based to eliminate any specific bias in the data.
Methodology of calculating the Satisfaction Levels

- **Qualitative and Quantitative Scores:** A data collection tool was designed to gather the perception driven qualitative ratings.

- **Five Point Likert Scale:** To identify clear strengths, the bank’s top 2 ratings of Excellent and Very Good were taken and the weaknesses were rendered to the ratings of Average or Poor.

- **Median Rate:** The median rate or the rating of Good was considered to be satisfactory but not enough to create a customer delight and not irrelevant that it can be ignored.
The customers enjoy the convenience offered by the OBC branch operating hours across the universe and nearly **77%** of the respondents rate the same as excellent or very good to this attribute. This attribute has only got **6%** respondents rating it as average or poor which means nearly **94%** of the respondents acknowledge this to be a valuable banking experience enabler.

<table>
<thead>
<tr>
<th>Sections</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branch Timings</td>
<td>45.10%</td>
<td>31.48%</td>
<td>16.69%</td>
<td>4.34%</td>
<td>2.38%</td>
</tr>
<tr>
<td>Branch Branding &amp; Direction</td>
<td>31.68%</td>
<td>41.05%</td>
<td>20.01%</td>
<td>4.71%</td>
<td>1.86%</td>
</tr>
<tr>
<td>Wait Time &amp; Seating Space</td>
<td>38.48%</td>
<td>36.82%</td>
<td>16.87%</td>
<td>4.36%</td>
<td>1.78%</td>
</tr>
<tr>
<td>Availability of Stationary</td>
<td>35.23%</td>
<td>41.69%</td>
<td>16.04%</td>
<td>3.50%</td>
<td>1.70%</td>
</tr>
</tbody>
</table>
The customers are overall very positive about their Bank. Nearly 90% customers have willingly agreed to recommend OBC to friends and family thus clearly indicating the confidence OBC enjoys with its customers.

<table>
<thead>
<tr>
<th>Sections</th>
<th>Extremely Likely</th>
<th>Most Likely</th>
<th>Not Very Likely</th>
<th>Not At All</th>
<th>Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommend OBC</td>
<td>30.08%</td>
<td>22.38%</td>
<td>18.78%</td>
<td>20.77%</td>
<td>20.77%</td>
</tr>
<tr>
<td>Expand Portfolio with OBC</td>
<td>21.68%</td>
<td>26.49%</td>
<td>32.12%</td>
<td>19.65%</td>
<td>19.65%</td>
</tr>
<tr>
<td>Continue Relationship</td>
<td>26.08%</td>
<td>24.31%</td>
<td>26.15%</td>
<td>16.10%</td>
<td>16.10%</td>
</tr>
<tr>
<td>Potential Of OBC</td>
<td>22.16%</td>
<td>26.81%</td>
<td>22.96%</td>
<td>43.48%</td>
<td>43.48%</td>
</tr>
<tr>
<td>Total</td>
<td>100.00%</td>
<td>100.00%</td>
<td>100.00%</td>
<td>100.00%</td>
<td>100.00%</td>
</tr>
</tbody>
</table>
Objectives of the Study

The survey has been conducted to obtain the following month-wise information for State.

- Estimated number of visits
- Total number of tourists (over-night)
- Total number of same-day visitors
- Total number of tourists staying with friends/relatives
- Expenditure incurred by tourists(overnight)/same day visitors
Visitor: A Visitor is a traveler taking a trip to a destination outside his/her usual environment for any main purpose (Business, leisure or other personal purpose) other than to be employed at the place visited.
Categories of Visitors

Visitor

Same Day
- Leisure
- Non Leisure

Overnight
- Leisure
- Non Leisure

Leisure
- Staying in Hotels
- Staying with Friends and relatives

Non Leisure
- Staying elsewhere
<table>
<thead>
<tr>
<th>EAST SIKKIM</th>
<th>WEST SIKKIM</th>
<th>NORTH SIKKIM</th>
<th>SOUTH SIKKIM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enchey Monastery</td>
<td>Yumthang</td>
<td>Phodong Monastery</td>
<td>Namchi</td>
</tr>
<tr>
<td>Permanent Flower Show</td>
<td>Pemayangtse Monastery</td>
<td>Phensang Monastery</td>
<td>Temi Tea Garden</td>
</tr>
<tr>
<td>Do-Drul Chorten (Stupa)</td>
<td>Rabdentse Ruins</td>
<td>Singhik</td>
<td>Ravangla</td>
</tr>
<tr>
<td>Saramsa Garden</td>
<td>Sanga-Choling Monastery</td>
<td>Chungthang</td>
<td>Menam Hill</td>
</tr>
<tr>
<td>Rumtek Dharma Chakra Centre</td>
<td>Khecheopalri Lake</td>
<td>Lachung</td>
<td>Borong</td>
</tr>
<tr>
<td>Jawaharlal Nehru Botanical Garden</td>
<td>Yuksam</td>
<td>Lachen</td>
<td></td>
</tr>
<tr>
<td>Water Garden</td>
<td>Tashiding Monastery</td>
<td>Guru-Dongmar Lake</td>
<td></td>
</tr>
<tr>
<td>Tsomgo Lake</td>
<td>Varsey</td>
<td>Yumthang</td>
<td></td>
</tr>
<tr>
<td>Nathula</td>
<td>Soreng</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tashi View Point</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ganesh Tok</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sa-Ngor-Chotshog Centre</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Total No. of visits to tourist destinations

<table>
<thead>
<tr>
<th>Name of the Month</th>
<th>No. of Visits by Domestic Tourists/Same Day Visitors</th>
<th>No. of Visits by Foreigner Tourists/Same Day Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Overnight tour</td>
<td>Same day Visitors</td>
</tr>
<tr>
<td>June</td>
<td>72056</td>
<td>17241</td>
</tr>
<tr>
<td>July</td>
<td>84796</td>
<td>20822</td>
</tr>
<tr>
<td>August</td>
<td>45923</td>
<td>3539</td>
</tr>
<tr>
<td>September</td>
<td>42319</td>
<td>12841</td>
</tr>
<tr>
<td>October</td>
<td>46139</td>
<td>14028</td>
</tr>
<tr>
<td>November</td>
<td>47164</td>
<td>14802</td>
</tr>
<tr>
<td>December</td>
<td>28429</td>
<td>8766</td>
</tr>
<tr>
<td>January</td>
<td>40453</td>
<td>16238</td>
</tr>
<tr>
<td>February</td>
<td>25773</td>
<td>19108</td>
</tr>
<tr>
<td>March</td>
<td>67147</td>
<td>20224</td>
</tr>
<tr>
<td>April</td>
<td>68891</td>
<td>20357</td>
</tr>
<tr>
<td>May</td>
<td>138986</td>
<td>29788</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>708076</strong></td>
<td><strong>197753</strong></td>
</tr>
</tbody>
</table>
Domestic Tourists visits

• Peak months for overnight and same day tourist visits were May (138,986 Overnight visits and 29,788 Same day Visits)
• Lowest visits of domestic tourists were measured during the months of December and February
<table>
<thead>
<tr>
<th>Zone</th>
<th>Coffee- instant</th>
<th>Coffee- filter</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>6441</td>
<td>1048</td>
<td>7489</td>
</tr>
<tr>
<td>East</td>
<td>6188</td>
<td>189</td>
<td>6377</td>
</tr>
<tr>
<td>West</td>
<td>7035</td>
<td>657</td>
<td>7692</td>
</tr>
<tr>
<td>South</td>
<td>25487</td>
<td>27334</td>
<td>52821</td>
</tr>
<tr>
<td>South (Rural)</td>
<td>12680</td>
<td>15037</td>
<td>27717</td>
</tr>
<tr>
<td>Total</td>
<td>57831</td>
<td>44265</td>
<td>102096</td>
</tr>
</tbody>
</table>
The Design of the Brand Loyalty Concept
Strategic Roadmap for Brand Loyalty: Surprising the Customer

- Transparency in Charges
- Ease of Availability of Range of Products/Designs
- Wide Range of Services
- Easy Accessibility of the Brand
- Speedy Service
- Customer Empathy
- Resolution of Query the First Time
- Understanding Customer’s Needs
- Staffs Knowledge for Product, Processes & Service
- Staffs Knowledge for Preferential Offers
- Recording contact details and email ids of the prospect.
Surprise Customer with the Brand

Inspire Customer for the Brand

Satisfy Customer with the Brand

Recommend Brand to others

Repeat Purchase of the Brand

Increased Brand Loyalty
Inspiring the Customer for Brand

- Inspirational value
  - Brand Image

- Flash Value
  - Sales Promotions
Deployment Plan:
Inspiring the Customer to shop for Brand

<table>
<thead>
<tr>
<th>Function</th>
<th>Driver / Execution</th>
<th>Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness creation for the Brand</td>
<td>Campaign Management Tools</td>
<td>• Online Campaign</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Offline Campaign</td>
</tr>
</tbody>
</table>

Online Digital campaign in conjunction with traditional channels
Exploded view of the Brand Loyalty Management

- Social Media Management Tool
  - Press
  - Radio
  - Cinema
  - YouTube
  - Yellow Pages

- Database Marketing
- Channel
- Sales
- Call Center

- DATA WAREHOUSE
  - Ad Recall Data
  - WEB Analysis Tool
  - Mining Tool
  - GIS
  - Statistic Tool
  - Internet
  - POP

- Pinterest
- Twitter
- Google
Online Campaign framework... Online Digital & Social Media Platforms

More targeted Promotions for Brand
Customise Message for Different Target Segment
Customer Engagement

Digital Print
Online Distribution of Promotional Offers and Coupons for Brand

Digital TV
Online Contests, Sweepstakes and Gifts
Online Product Demonstration

Digital Radio
Offline Campaign framework... Create excitement and generate interest among the target audience for the Brand

Contests: Consumers compete for prizes

Sweepstakes: Winners determined purely by chance.

Events and Road Shows
Product Demonstration
Celebrity, to engage
Customer Management and Demographic Relation of the Brand Loyalty

Managing the Database of customer of the Brand based on Demographic Relationship

Household income
Household size
Age
Employment
Store accessibility
Personality
Culture, local environment

Brand Loyalty
Trip expenditure
Time pressure
Attitude to store
Beliefs about store
Shopping frequency

Brand loyalty
Satisfied Customer

- Recommend Brand to Others
- Repeat Purchase from the Brand
Loyalty Redemption Deployment: Point Based System

Point Based System on Purchase of products from Brand
› X no. of points on first Purchase
› 2 X no. of points on the Repeat Purchase
› 0.5 X no. of points on Referral Purchase
› Points can be Redeem on Any Stage in the form of Gifts/Product Accessories

Customer 1

Purchase

Customer 2

Customer 1

Purchase

Customer 3

X No. of Points

.5 X No. of Points for Referral

Repeat Purchase

Customer 1

2 X No. of Points

Customer 1

X No. of Points
KPA and KPIs-IMPACT METRIC

- Foot fall – increase in the stores by 25%
- Conversion from prospect to customer-10-15% minimum
- Retention of Customer for cross-sales and other offers-50%
- Overall targeted membership of Brand Loyalty Program in th1st year – 10,500 customers
Research & Outreach in key verticals of Shell Interest.
- CNC Machine
- Builders
- EPC Contractors
- Heavy Transporters
- Power Generation
- Plastics Injection Moulding

Quantitative Research for prospecting segmentation, market sizing and penetration strategies.
Heavy transporters get rewards for Ramola purchase.

Design of the Loyalty Strategy.

Implementation of the Programme.

Benchmarking and Implementation
Datamation : All India Study of Balmer Lawrie Lubricants Customer Satisfaction

- Bamerol and other products covered.
- All India Major Balmer Lawrie Customers mapped through All India survey
- CSS Index on Point 10 scale.
Evaluation and Impact Assessment of Mass Media Campaign of Petroleum Conservation Research Association for the year 2012 - 2013

C/s Datamation Research Services
Plot No 361, 1st Floor Patparganj Industrial Area
Delhi - 110 092 (India)
Region and Segment Wise Awareness of PCRA:

**Rural Areas**

- **Domestic**
  - North Region: 58%
  - North East Region: 51%
  - Eastern Region: 53%
  - South Region: 48%
  - West Region: 52%

- **Transport**
  - North Region: 47%
  - North East Region: 41%
  - Eastern Region: 48%
  - South Region: 39%
  - West Region: 43%

- **Industrial**
  - North Region: 43%
  - North East Region: 9%
  - Eastern Region: 34%
  - South Region: 41%
  - West Region: 51%

- **Agricultural**
  - North Region: 33%
  - North East Region: 29%
  - Eastern Region: 36%
  - South Region: 41%
  - West Region: 43%

**Urban Areas**

- **Domestic**
  - North Region: 71%
  - North East Region: 63%
  - Eastern Region: 61%
  - South Region: 68%
  - West Region: 73%

- **Transport**
  - North Region: 52%
  - North East Region: 55%
  - Eastern Region: 57%
  - South Region: 59%
  - West Region: 59%

- **Industrial**
  - North Region: 68%
  - North East Region: 72%
  - Eastern Region: 71%
  - South Region: 77%
  - West Region: 77%

- **Agricultural**
  - North Region: 43%
  - North East Region: 54%
  - Eastern Region: 58%
  - South Region: 56%
  - West Region: 59%
Region Wise Reach of Radio, TV and Print Media in Individual Segments

**Domestic Segment**

<table>
<thead>
<tr>
<th>Region</th>
<th>Rural</th>
<th>Urban</th>
<th>Rural</th>
<th>Urban</th>
<th>Rural</th>
<th>Urban</th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Region</td>
<td>70%</td>
<td>74%</td>
<td>69%</td>
<td>67%</td>
<td>69%</td>
<td>73%</td>
<td>75%</td>
<td>83%</td>
</tr>
<tr>
<td>North East Region</td>
<td>24%</td>
<td>18%</td>
<td>16%</td>
<td>20%</td>
<td>18%</td>
<td>20%</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td>East Region</td>
<td>22%</td>
<td>26%</td>
<td>28%</td>
<td>20%</td>
<td>26%</td>
<td>20%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>South Region</td>
<td>71%</td>
<td>75%</td>
<td>69%</td>
<td>67%</td>
<td>69%</td>
<td>73%</td>
<td>75%</td>
<td>73%</td>
</tr>
<tr>
<td>West Region</td>
<td>24%</td>
<td>28%</td>
<td>20%</td>
<td>26%</td>
<td>22%</td>
<td>20%</td>
<td>24%</td>
<td>28%</td>
</tr>
</tbody>
</table>

**Transport Segment**

<table>
<thead>
<tr>
<th>Region</th>
<th>Rural</th>
<th>Urban</th>
<th>Rural</th>
<th>Urban</th>
<th>Rural</th>
<th>Urban</th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Region</td>
<td>65%</td>
<td>89%</td>
<td>58%</td>
<td>70%</td>
<td>69%</td>
<td>79%</td>
<td>67%</td>
<td>87%</td>
</tr>
<tr>
<td>North East Region</td>
<td>22%</td>
<td>26%</td>
<td>25%</td>
<td>23%</td>
<td>20%</td>
<td>25%</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>East Region</td>
<td>25%</td>
<td>23%</td>
<td>26%</td>
<td>27%</td>
<td>26%</td>
<td>27%</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>South Region</td>
<td>67%</td>
<td>84%</td>
<td>67%</td>
<td>87%</td>
<td>67%</td>
<td>84%</td>
<td>67%</td>
<td>87%</td>
</tr>
<tr>
<td>West Region</td>
<td>26%</td>
<td>30%</td>
<td>26%</td>
<td>30%</td>
<td>22%</td>
<td>20%</td>
<td>22%</td>
<td>20%</td>
</tr>
</tbody>
</table>

- Reach of Radio Spots
- Reach of TV Spots
- Reach of Print Media Advertisements
Region Wise Penetration of PCRA Radio Spots, TV Spots and Print Media Advertisements on a National Basis

Overall Across Regions

Overall on a National Basis

Penetration of Radio Spots
Penetration of TV Spots
Penetration of Print Media Advertisements
### Perceived savings for all the sub segments

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Sample Savings</th>
<th>Population Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>LPG Segment</td>
<td>1077951</td>
<td>15,463,072,920.45</td>
</tr>
<tr>
<td>Petrol Passenger Segment</td>
<td>1,115,270</td>
<td>12,357,492,873.36</td>
</tr>
<tr>
<td>Diesel Passenger Segment</td>
<td>1,048,985.11</td>
<td>10,765,450,823.25</td>
</tr>
<tr>
<td>2/3 Wheeler Segment</td>
<td>1,348,521.64</td>
<td>94,480,981,280.84</td>
</tr>
<tr>
<td>Taxi Operative Segment</td>
<td>1,603,125</td>
<td>18,288,743,120.16</td>
</tr>
<tr>
<td>Fleet Operative Segment</td>
<td>3,278,244</td>
<td>20,550,988,349.38</td>
</tr>
<tr>
<td>Agricultural Segment</td>
<td>2,538,316.80</td>
<td>13,834,729,456.06</td>
</tr>
<tr>
<td>Industrial Segment</td>
<td>71,739,048.00</td>
<td>9,162,885,356.67</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>83749461.55</strong></td>
<td><strong>194904344180.17</strong></td>
</tr>
</tbody>
</table>
Sample & Population Savings for sub segments

Sample Savings

- LPG Segment
- Petrol Passenger Segment
- Diesel Passenger Segment
- 2/3 Wheeler Segment
- Taxi Operative Segment
- Fleet Operative Segment
- Agricultural Segment
- Industrial Segment

Population Savings

- LPG Segment
- Petrol Passenger Segment
- Diesel Passenger Segment
- 2/3 Wheeler Segment
- Taxi Operative Segment
- Fleet Operative Segment
- Agricultural Segment
- Industrial Segment
Perceived Savings of the LPG Segment cont…

Sample Perceived Savings in Kg.

East  West  North  South  North East
3383   6331  21161  6248   1493

Annual Perceived Savings of Population in Metric Tonnes

East  West  North  South  North East
46382  86504  289865  110757  20408

Annual Perceived Savings of Population in Rupees

East  West  North  South  North East
1,303,273,347  2,473,285,785  8,022,323,510  3,096,504,765  567,685,514
Perceived Savings of the Petrol Car Owner Segment cont....

Total Annual Perceived Savings of The Population in liters

- South: 12195902.19
- North East: 36811715.91
- North: 68039096.81
- South: 62331272.4
- North East: 12244432.97

Total Annual Perceived Savings of The Population in Metric Tonnes

- South: 11708.07
- North East: 35339.25
- North: 65317.53
- South: 65317.53
- North East: 11754.66

Total Annual Perceived Savings of The Population in Rupees

- East: 785050223.9
- West: 2312511993
- North: 4438190285
- South: 4060259084
- North East: 761481286.6
Total Annual Perceived Savings of The Population in Rs.- Taxi Operators

- East: 823,205,645.71
- West: 2,409,715,900.49
- North: 3,393,733,840.09
- South: 1,965,398,450.17
- North East: 570,831,520.00

Total Annual Perceived Savings of The Population in Rs. - Taxi Operators

823,205,645.71 + 2,409,715,900.49 + 3,393,733,840.09 + 1,965,398,450.17 + 570,831,520.00 = 8,164,682,356.58
Total Annual Perceived Savings of The Population (Rs.)

<table>
<thead>
<tr>
<th>Region</th>
<th>Total Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>West</td>
<td>26,146,250,656.2</td>
</tr>
<tr>
<td>East</td>
<td>22,423,842,004.3</td>
</tr>
<tr>
<td>North</td>
<td>20,817,470,999.6</td>
</tr>
<tr>
<td>South</td>
<td>15,871,283,435</td>
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<tr>
<td>North East</td>
<td>9,222,134,185.66</td>
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</tbody>
</table>

Total Annual Perceived Savings of The Population in liters

<table>
<thead>
<tr>
<th>Region</th>
<th>Total Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>West</td>
<td>416,209,020.32</td>
</tr>
<tr>
<td>East</td>
<td>348,358,583.26</td>
</tr>
<tr>
<td>North</td>
<td>319,139,521.69</td>
</tr>
<tr>
<td>South</td>
<td>243,648,809.26</td>
</tr>
<tr>
<td>North East</td>
<td>148,289,663.70</td>
</tr>
</tbody>
</table>

Total Annual Perceived Savings of The Population in Metric Tonnes

<table>
<thead>
<tr>
<th>Region</th>
<th>Total Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>West</td>
<td>399,560.66</td>
</tr>
<tr>
<td>East</td>
<td>334,424.24</td>
</tr>
<tr>
<td>North</td>
<td>306,373.94</td>
</tr>
<tr>
<td>South</td>
<td>233,902.86</td>
</tr>
<tr>
<td>North East</td>
<td>142,358.08</td>
</tr>
</tbody>
</table>
Quantitative & Qualitative Primary data collection.

Deployment of m-app & tablet data collection

Bi-lingual tools

Qualitative tools using recording & videography

Secondary data collection & Desk Research stakeholders.

-Focus group discussion (FGD) involving various stakeholders.

-FGD of control group
Work Plan

- Desk Research
- Development, field testing and approval of tools
- Discussion of Inception Report & approval.
- Manpower Identification, Recruitment, Training and deployment
- Mapping with the identified sources & stakeholders as per protocol approved.
- Survey using m-app in identified states and project areas.
- Coordination, Supervision and Monitoring
- Validation of data, quality check
- Analysis and first draft report
- Finalization of report after review
Coordination and Supervision

Datamation (Delhi) → Client

State Coordinator → Nodal Stakeholders

Datamation Dist. Supervisors → Enumerators (Field – HH Stakeholders)

Enumerators (Field – Institutional) → Nodal Stakeholders

Client → States Coordinator
Monitoring Mechanism: Wunderlist & Geo-tagging

Flow chart showing Monitoring Process

Central Office (Project Manager) → Regional Coordinator

State Coordinators → District Supervisor

State Coordinator → District Supervisor

State Coordinator → District Supervisor

District Supervisor → Field investigators

District Supervisor → Field investigators

District Supervisor → Field investigators

District Supervisor → Field investigators
Database of pregnant New mothers gets Established through Field survey by Health Volunteers in 560 villages. *Customized messages on immunization, child care, maternal care, immunization, pre & post-natal care are delivered on Entry level handsets.
Datamation Social Responsibility Initiatives: Capacity Building of Rural Communities in Water & Natural Resources Management
Datamation Social Responsibility Initiatives: Restoration of Water Bodies and Watershed
Datamation Social Responsibility Initiatives: M-Information for Dairy Management
Thank you