

**‘Public Event on Outcome Mapping’**  
(Jointly organized by CUTS & ODI)

**Hotel Jaipur Palace, Jaipur, Rajasthan, India**  
*Friday, February 18, 2011*

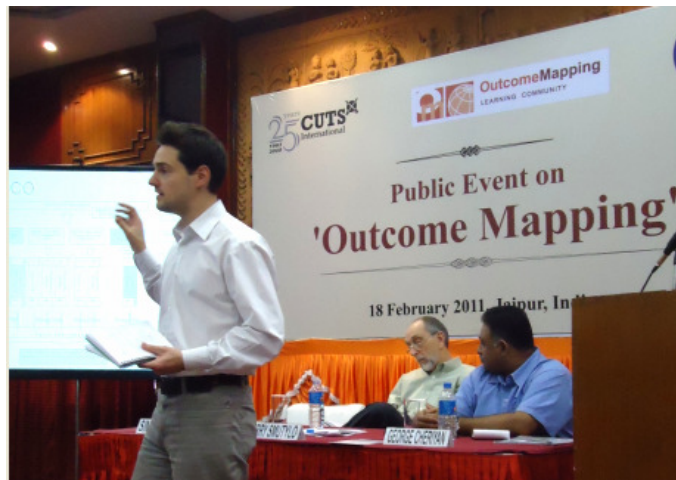
**Event Report**

CUTS Centre for Consumer Action, Research & Training (CUTS CART)  
D-222, Bhaskar Marg, Bani Park  
Jaipur 302 016, India  
Ph: 91.141.5133259, 2282 823/2282 482  
Cell: 099280 39210  
Fx: 91.141.2282 039  
Em: [cart@cuts.org](mailto:cart@cuts.org)  
Web: [www.cuts-international.org](http://www.cuts-international.org)

Social scientists and the whole world of development agencies always struggle to map the outcomes of the resources utilized for bringing change in the lives of people and its impact. Adopting various tools and techniques, they try to measure the value for the money utilized and to make evident that their activities make significant and lasting contributions to the welfare of intended beneficiaries. But sometimes they may be trying to measure results those are beyond their reach. The impacts they cite as evidence are often the result of a confluence of events for which they cannot be solely attributed

CUTS International jointly with the Overseas Development Institute (ODI), London organized a public event on Outcome Mapping (OM) on February 18, 2011 at Jaipur Palace Hotel. Mr. Terry Smutylo, founder and former director, Evaluation Unit, International development Research Centre (IDRC), Canada and one of the principal authors of the OM methodology and Mr. Simon Hearn, Research Officer, ODI and George Cheryan, Director, CUTS international were the main speakers of the event

The participants gathered from various civil society organizations and research institutions, mainly from Rajasthan were provided an opportunity to reflect on how OM could benefit them. Mr. Terry described about few major concept of outcome mapping and provided the space to the participants to come out with their reflections. Answering to the questions of the participants, he said that OM can be introduced at any point of time in a project and can be utilized for better planning, monitoring and evaluation. Simon presented few cases, where OM was introduced at various levels of the project and utilized for better results



According to the speakers, OM puts people and learning first and expects unexpected changes at the source of invasion. OM is being used as tool as development professionals around the world because it helps them to systematically and realistically capture the richness of what is occurring in there project and bring stake holder into the planning monitoring and evaluation process. Participants found the concept extremely useful and provided the resource persons a positive feedback.

Geroge Cheryian, Director, CUTS International, said in his introductory remark that OM is an integrated participatory methodology for planning, monitoring and evaluation for bringing behavioural changes. He said that the tool is extremely flexible and adaptable and the component of OM can be easily exported in any other methodology or vice versa.

Om Prakash Arya, Project Coordinator, CUTS, summed up the deliberations in the public event and proposed a vote of thanks to the participants, resource persons and organizers.