

# ROI and IMPACT ASSESSMENT of SINA TRAINING FRAMEWORK

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## INTRODUCTION

### 1. PURPOSE OF SURVEY

This survey was conducted to understand SINA's return on investment per scholar, what has worked well, and what changes need to be made.

### 2. OBJECTIVES AND GOALS OF THE SURVEY

- a. Ascertain the program's effect on individual income
- b. Assess scholar satisfaction
- c. Identify impactful sessions
- d. Assess scholars' professional and personal development
- e. Assess Impact

## METHODOLOGY

Information was collected through an online survey, calls, and one-on-one meetings. The target number of participants for this survey was 200 (100 former SINA scholars, 100 from a control group of applicants not received into the program).

## SURVEY LIMITATIONS

1. Gender was not recorded for the first few participants, therefore an accurate analysis cannot be done for this area
2. Some participants did not feel comfortable sharing their age, therefore an accurate analysis cannot be done for this area
3. Most participants were not comfortable sharing exact salary or earning figures, so only estimation could be done for this area

## **Final Report: Empirical Analysis and Insights**

### **1. Control Group:**

#### First Phase Observations:

- The majority of participants did not experience significant changes in income over time, with a substantial portion remaining in lower income brackets.
- A significant percentage, 70%, did not initiate any business ventures, contributing to limited financial growth.
- The average income was considerably low, ranging from 0-300,000 UGX monthly.

#### Second Phase Results:

- 72% of the remaining participants did not experience significant changes in income.
- The percentage of participants not initiating business ventures remained high, with 68% not engaging in entrepreneurial activities.
- The average income for the remaining participants continued to stay within the 0-300,000 UGX monthly range.

### **2. SINA Scholars:**

#### First Phase Observations:

- SINA Scholars demonstrated substantial income improvement post-program, with a majority experiencing increased income levels.
- Half of the scholars initiated businesses, and a significant majority (76%) sustained their ventures.
- The average income showed significant improvement, ranging from 200,000-500,000 UGX monthly.

#### Second Phase Results:

- 78% of the remaining SINA Scholars experienced increased income levels post-program.
- The rate of business initiation and sustainability among SINA Scholars remained high, with approximately 50% initiating businesses, and 74% sustaining their ventures.
- The average income for the remaining participants continued to stay within the 200,000-500,000 UGX monthly range, the highest income reported being 3.5 million UGX.

### **3. Comparative Insights:**

#### Differential Impact on Income Growth:

- The observed results indicated a marked difference in income growth, with around 26% more scholars experiencing increased income levels compared to the control group.

#### Effect of Entrepreneurship Initiatives:

- The rate of business initiation and sustainability among SINA Scholars remained higher than in the control group, with approximately 18% more scholars engaging in entrepreneurial activities.

#### Educational Stage and Employment Status:

- Differences in employment status continued to influence economic growth, with approximately 17% more senior students experiencing positive financial outcomes compared to other groups.

#### Financial Impact of the Program:

- The observed results reinforced the program's positive impact on income and entrepreneurial endeavors, with approximately 28% more SINA Scholars experiencing improved economic outcomes compared to the control group.

### **Conclusion:**

The empirical results align with both the initial observations and predictions, highlighting the sustained impact of the SINA Scholars program on participants' economic progress. The control group's limited changes in income and entrepreneurship activities underscore the ongoing challenges faced by this demographic, as well as the value of empowerment through intervention and training. Continuous monitoring and evaluation are essential to refine strategies and ensure the sustained effectiveness of the program over time.

### **Comprehensive Return on Investment (ROI) Analysis: SINA Scholars Program**

#### **Program Overview:**

The ROI analysis integrates findings from the comprehensive survey of SINA Scholars, focusing on financial metrics, employment outcomes, and business initiatives.

### **Financial Metrics:**

- Average Income Increase: 150,000 UGX per month
- Cost of Investment: 320,000 UGX per month

### **Monthly ROI Calculation:**

The Monthly Return on Investment (ROI) reveals the financial efficiency of the SINA Scholars program on a month-to-month basis.

Monthly ROI  $\approx$  46.875%

Insight:

- The positive monthly ROI indicates a consistent ability to generate income surpassing the cost of investment, providing a sustainable financial model.

Annualized ROI  $\approx$  4.03%

Insight:

- The annualized ROI reinforces positive financial performance, suggesting sustained positive returns over the course of a year.

6 years after training: ROI further increases to around 26.4%.

After 10 years (projected, as data was not calculated for this): 49.7%

Scholars are expected to earn an average 523,950 UGX monthly within 10 years.

### **Entrepreneurship Initiatives:**

- Percentage of Scholars Starting Businesses: 50%
- Percentage of Operating Businesses Among Starters: 76%

The comprehensive survey of the SINA Scholars program yields several key learnings:

Positive Economic Impact:

- The program demonstrates a positive economic impact on participants, as evidenced by a substantial average income increase. This suggests that the program effectively contributes to enhancing the economic well-being of scholars.

Entrepreneurship Promotion:

- The survey reveals a significant percentage (50%) of scholars initiating businesses, with a remarkable 76% of these businesses still operating. This emphasizes the program's success in fostering entrepreneurship and sustaining these ventures.

#### Educational Stage Influence:

- Differences in employment status, particularly the higher proportion of senior students among scholars, suggest that the program's impact may vary based on educational stage. Senior students might be better positioned for economic growth post-program compared to other groups.

#### Financial Viability and Sustainability:

- The positive monthly Return on Investment (ROI) and the annualized ROI of 4.03% affirm the financial viability of the program. This indicates that the program not only covers its costs but generates additional income, emphasizing its sustainability.

#### Continuous Monitoring and Evaluation Importance:

- The learnings highlight the importance of continuous monitoring and evaluation to refine strategies and ensure sustained positive outcomes. Regular assessments are crucial to adapting the program to evolving needs and challenges.

#### Tailored Support for Various Participant Groups:

- Consideration of participant groups, such as senior students, in program design and support mechanisms may enhance the overall impact. Tailored support for different educational stages and employment statuses could optimize outcomes for all participants.

#### Holistic Evaluation of Program Impact:

- Combining insights from different survey phases provides a more holistic understanding of the program's impact. The integration of financial, employment, and entrepreneurship data enriches the evaluation and informs more comprehensive decision-making.

These learnings collectively contribute to a nuanced understanding of the SINA Scholars program, offering insights for program refinement and potential expansion. Continuous refinement, adaptability, and a focus on individual needs are crucial elements for maximizing the positive impact of the initiative.