Preeti Asthana

Social Impact Consultant | Development Economist

My Contact

✉ asthana.preeti95@gmail.com

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📍 Mumbai

🌐 https://www.linkedin.com/in/preeti-asthana-715203110

Hard Skill

- Development of data collection tools
- Data analysis with R, SPSS, Stata, excel
- Econometrics for social sciences
- Research and Evaluation
- Strategic Planning
- Financial Analysis

Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking

Education Background

- **MSc Economics, NMIMS University**
  Completed in 2018
  Thesis Topic: Cost of Living in Notified and Non-notified slums- A comparative analysis

- **BA Economics, Mithibai college**
  Completed in 2016

Other Certifications

- **MIT MicroMasters, Data Economics and Development Policy**
  Completed in 2021
  Relevant modules on Designing and Running Randomized and Impact Evaluations, data analysis and fundamentals of development economics, probability, and statistics.

- **HarvardX PH125.2x: Data Science: Visualization in R**
  Completed in 2020

About Me

Passionate social impact consultant with **5 years of experience** in the **development sector** across various thematic areas. Skilled in **needs assessments, impact studies, SROI and program design.** Committed to evidence-based and sustainable solutions. Collaborative and driven to create positive change for marginalized communities.

Professional Experience

CRISIL Private Ltd. | Social Impact Analyst
September 2021 – Present

- Execution and delivery of **end-to-end impact assessment projects** for multiple CSR organizations simultaneously with focus on **program design** (RCT, Quasi quantitative, cross section, qualitative etc.), **stakeholder identification, development of survey instruments, implementation on data collection software** (mWater, SurveyCTO), **training and management of field staff, cleaning and processing of data, analysis based on several statistical tools** (IV, DID, RDD, etc.) and **report writing**
- Discussion with program stakeholders for KIIs and FGDs

List of some projects led and executed

- **Quasi quantitative study** across India for 8 thematic areas of CSR, such as climate smart agriculture, water stewardship, social forestry, women empowerment, primary education, solid waste management, vocational training and WASH in 3 months
- **Randomized Control Trial (RCT)** study for Impact Evaluation on farmers' capacity building and training program
- Assessed 8 Farmer Producer Organisation (FPO) in Odisha to answer relevant questions around business and operation development to assist the client in developing programs
- Conducted a **needs assessment** of 20 villages to undertake a village adoption program by CSR
- **Social Return on Investment (SROI)** of financial literacy and women entrepreneurship program by mapping true stakeholders and valuing material outcomes.

Key Skills for Execution

- Identifying evaluation purpose through client discussions and requirements
- Focus on identification of correct stakeholders
- Ensure reduction in bias
- Ensure quality data collection
- Be true to findings and impact
- Client satisfaction

NABARD | Strategic Planning Research Associate
August 2020- August 2021

- Designed innovative financial products via primary and secresearch
- Ideated platform to connect Agritechs with FPOs to test the new ideas and innovations.

MAVIM, Govt of Maharashtra | CM Fellow
Sept 2019- March 2020

- Develop partnership between private stakeholders and SHGs
- Spearheaded and launched SHG products on e-commerce platforms

Reserve Bank of India | Research Intern
August 2018- April 2019

- ·Co-authored a paper on, "Labour Cost Efficiency of Indian Banks: A Non-Parametric Analysis"

Consulting Experience

- **Lead Consultant, Analysis of Foundational Literacy and Numeracy in Jharkhand, Central Square Foundation**
  July 2022- August 2022

  - **Analysis of learning baseline assessment data** collected by the Government of Jharkhand in 5 tribal languages for the role out of NIPUN mission.
  - Prepared **reports and factsheets on each district in Jharkhand with critical findings and recommendations**.

- **Lead Consultant, Utilization of vacant government land for health infrastructure, Policy Wing**
  July 2021- August 2022

  - **Exploring gaps in the health care infrastructure and mapping out the disease burden of India** through In-Depth Interviews with myriads of government intermediaries.
  - **Preparing an Advocacy document** for the utilization of vacant govt land for health infrastructure.

- **Lead Consultant, Perception on Menstrual Hygiene Management, Youth Ki Awaaz**
  September 2019- March 2020

  - Designed **key outcome indicators to monitor responses** received on the survey from time to time.
  - Conducted **statistical analysis of data** from 11,000 surveyors using software's such as **R, SPSS and Tableau.**
  - **Prepared robust analytical report** based on the findings to map current perspectives and help inform potential areas of intervention.

Publications

Snehal S. Herwadkar, K. M. Neelima, Radheshyam Verma and Preeti Asthana, **Labour Cost Efficiency of Indian Banks: A Non-Parametric Analysis, Reserve Bank of India Bulletin**, April 2019

- The paper estimates the labour cost efficiencies of Indian Banks for the period of 2005-2018 using Data Envelopment Analysis (DEA). Further, Kernel Density Plots are used to observe the change in efficiencies across the years.

Achievements

- **Guest Speaker at NMIMS College** on, "Non-academic research methodologies to answer pressing questions in the development sector," August 2022
- **Alumni Speaker at Mithibai College** on "Potential Careers in Economics," April 2020.
- **Delegate at Harvard US-India Initiative and presented a policy idea** on 'Supply side reforms for menstrual hygiene in India,' New Delhi, January 2018.
- **Published Article in The Hindu Newspaper** "The commute across life and Death," January 29, 2020.

Award

- **CLAP award at CRISIL** in 2022 for high accountability and timely execution of projects