

## 2014 Qualitative study of scale-up – outline of proposed field work in Uttar Pradesh

### Overview

#### Aim

The aim of the 2014 qualitative study of scale-up in Uttar Pradesh is to identify and understand in detail the factors enabling and inhibiting scale-up and the activities required to catalyse scale-up of a case-study MNH innovation. Research questions include:

- How did scale-up of the case study innovation take place (description of what happened)?
- What actions were taken by the grantee to catalyse scale-up of case study innovations?
- Which activities were essential/most important?
- In which order were different activities undertaken?
- What other actors were involved?
- What resources were needed?
- What were the main barriers and how were these overcome to catalyse scale-up?

#### Case study

Manthan's *mSakhi* mobile phone app was selected since this is a concrete example of an innovation developed by a BMGF grantee that is being scaled up by the government of UP beyond the original grantee districts.

### Methods

#### Data collection

- A maximum of 20 in-depth semi-structured stakeholder interviews.
- Stakeholders – primarily based in Lucknow and Delhi - sampled purposively and through snowballing based on being directly connected with and/or having detailed knowledge of the innovation and its scale-up including: relevant implementation grantee and sub-grantee staff from Manthan and others; select government officials at state and possibly district levels; relevant BMGF program officers; relevant TSU officers; relevant development partner organisations; other experts and informants. Additionally we would like to interviewee at least two frontline implementers of *mSakhi* – namely ASHAs.

#### Data capture and analysis

- Interviews to be digitally sound recorded subject to interviewee agreement.
- Detailed analytic field notes to be made within 24 hours of each interview using a similar approach to the 2012 qualitative study of scale-up.
- Thematic analysis using the framework approach.

## Timeline of activities

### August 2014

- Contact key stakeholders from Manthan and Neil to visit India (week of 25<sup>th</sup> August) to discuss and agree mSakhi as a case study.
- Meet with country researchers in Delhi (/Lucknow?).
- With country researchers develop and finalise the interview topic guide and identify a 'first wave' of interviewees.

### October 2014

- Neil and Deepthi to make a one-week visit (week of 13<sup>th</sup> October) to participate in interviewing as many of the first wave interviewees as possible in Delhi and Lucknow plus a district visit to interview one or two ASHAs, and to identify additional interviewees.

### October - December 2014

- Remaining interviews to be conducted and written up by country researchers.
- A number of 'international' stakeholders will be interviewed by Deepthi and Neil via phone/Skype from London or in person in Seattle in October.
- Possible second visit from London team to participate in further interviews.

### End December 2014

- All interviews and analytic notes completed.

### December 2014/January 2015

- Undertake rapid thematic analysis of the 20 interviews led by LSHTM with inputs from country researchers.
- Draft study output led by LSHTM.

## Sambodhi researcher – roles and inputs include -

- Work with LSHTM team to draft topic guide and identify first wave interviewees.
- Prepare for and support London team visits including scheduling interviews.
- Participate in fieldwork during LSHTM team visit including reflection after each interview.
- Work with LSHTM team to identify and agree additional interviewees.
- Carry out remaining interviews in agreement with LSHTM.
- Write approximately 15 sets of analytic field notes based on an agreed template.
- Contribute to thematic analysis and contribute to/comment on study outputs.