



**ActivityInfo**

# **From Silos to Systems**

Data Lifecycle for Post-Distribution Monitoring

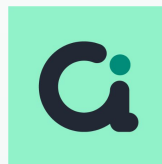
**Starting shortly, please wait!**

# BeDataDriven Mission



Provide the UN and NGOs with a standard, easy-to-use and comprehensive data management platform so that as many organizations as possible can become data-driven to achieve better outcomes for rights holders worldwide.

BeDataDriven pursues this mission by building and helping organizations implement ActivityInfo.



**ActivityInfo**

# ActivityInfo

An end-to-end solution for M&E data management

## Data collection

Easily collect the data you need from anywhere

The screenshot shows a mobile app interface for data collection. It features a form with several input fields, each with a 'YES' button next to it. The fields are labeled: 'Division Name' (with a dropdown menu), 'District Name' (with a dropdown menu), 'Upazila Name' (with a dropdown menu), and 'Union Name' (with a dropdown menu). Below the form, there are 'Previous' and 'Next' buttons. The app is running on a smartphone, and the interface is clean and user-friendly.

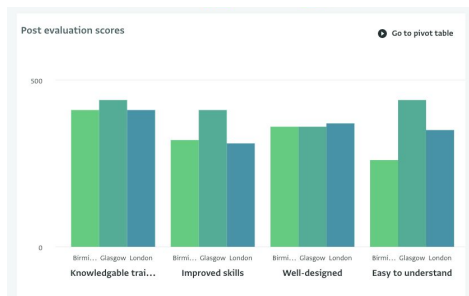
## Data management

Organize your information according to your workflow

The screenshot shows a web interface for data management. It displays a hierarchical folder structure on the left side, with folders like 'Czech Republic', 'Côte D'Ivoire', 'Democratic People's Republic of Korea', 'Democratic Republic of Congo', 'Denmark', 'Djibouti', and 'Provisional'. On the right side, there are forms for 'Aire de Sante (2015)', 'Aire de Santé', 'District', 'Groupement', 'Province', 'Province (2015)', and 'Secteur'. The interface is designed to help users organize their data according to their workflow.

## Data analysis

Generate actionable insights in real-time



ActivityInfo is your **integrated** solution for managing your data across the data lifecycle.

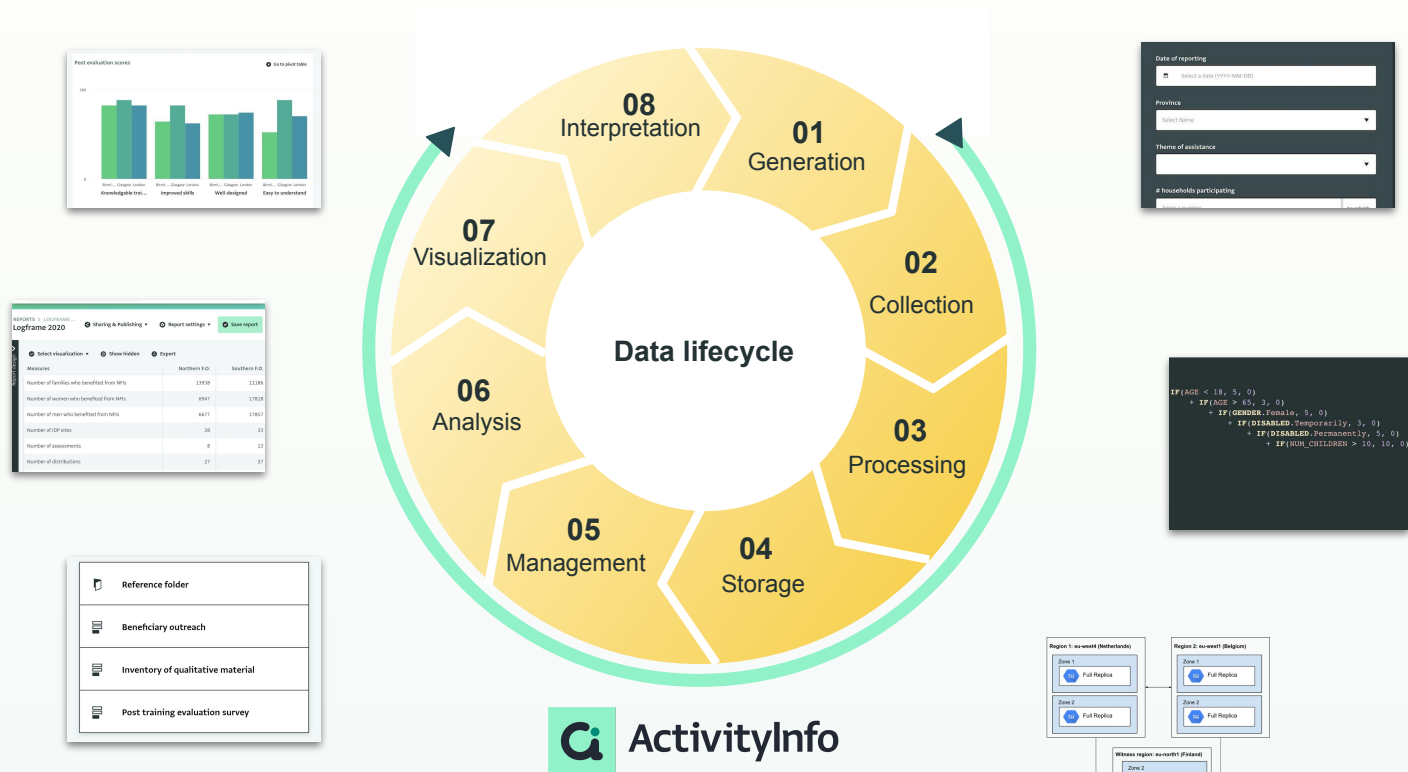


Diagram adapted from Harvard Business Review

# ActivityInfo Users



Aga Khan Agency for Habitat



# Self-paced course



## Self-paced course

### Designing Information Management Systems with ActivityInfo

- ✓ 10 in-depth modules
- ✓ Certificate of Completion
- ✓ Free of charge

Register now



Eliza Avgeropoulou,  
Senior M&E Implementation  
Specialist- ActivityInfo

# Meet your presenter

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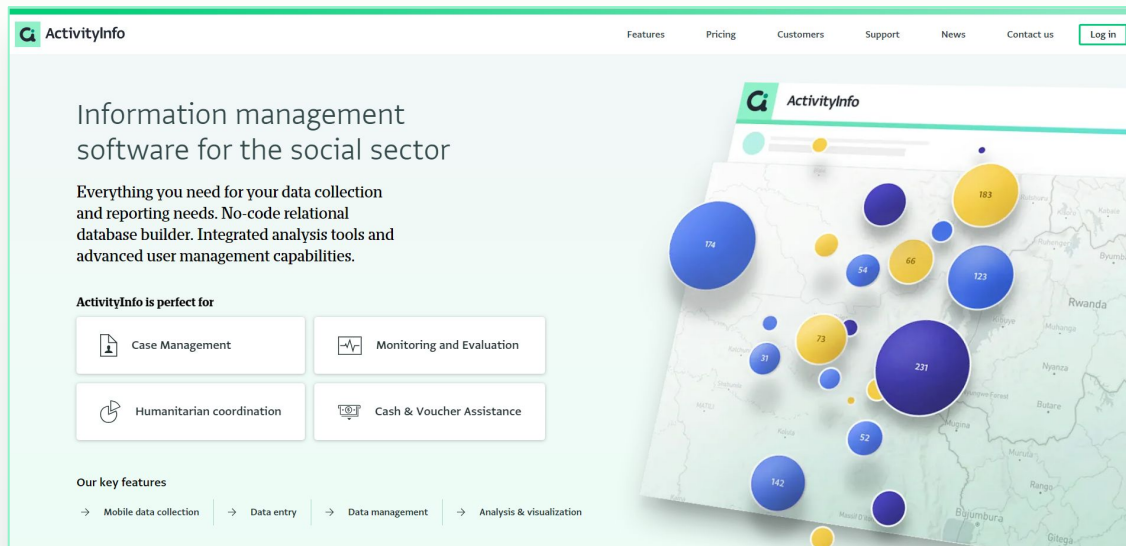


**Firas El Kurdi**  
Implementation Specialist

# Presented by the ActivityInfo Team

All in one information management software for humanitarian and development operations.

- Track activities, outcomes
- Beneficiary management
- Surveys
- Work offline/online





# Outline

- What is the data lifecycle for PDM?
- Why is it critical to move from "siloes" surveys to a relational model?
- Steps to design PDM indicators that close the feedback loop.
- How to set up linked forms, validation rules, and real-time PDM analysis in ActivityInfo.



# Foundations of PDM

# What is PDM?

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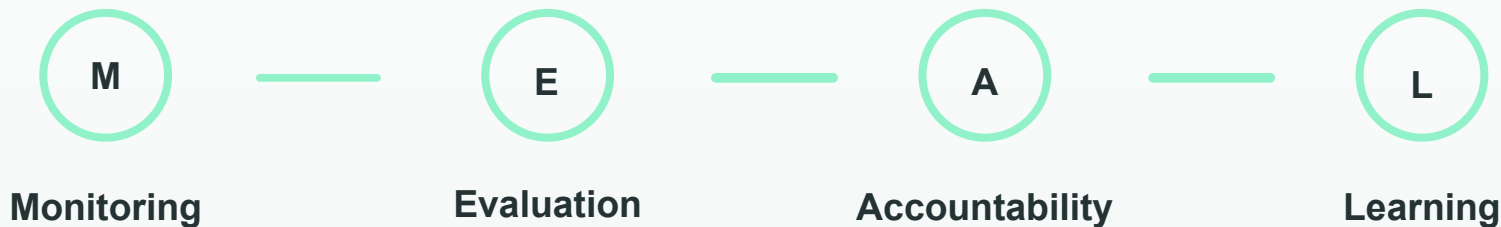
## Post Distribution Monitoring

- **Post:** (The timing): It happens after the intervention
- **Distribution:** (The event): The transfer of a commodity, cash, or service from the organization to the beneficiary
- **Monitoring:** (the Process): a systematic, repeatable, and consistent process designed to provide the right information to manage a program effectively

# Post Distribution Monitoring

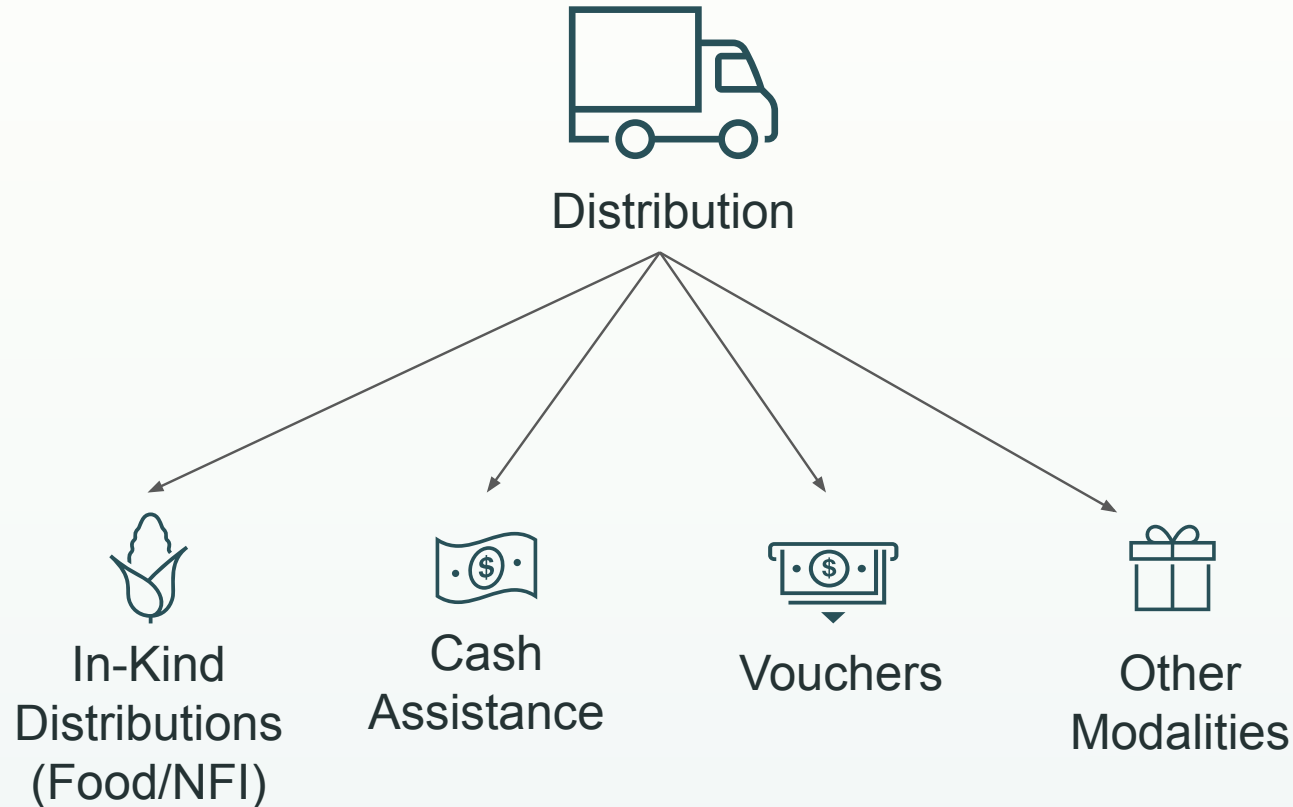
**Definition:** PDM is a structured, repeatable process of collecting information **after assistance is delivered** to understand **use, satisfaction, outcomes, and risks**, and to improve current and future distributions.

It is our systematic way of asking: **'Did we do what we said we would do, and did it have the impact we intended?'**



# PDM Across Distribution Types

# Types of distribution monitored through PDM



# In-kind distributions (Food & NFIs)

Monitoring physical goods is primarily about **Logistics**, **Quality**, and **Use**.



1. **Quantity:** "Did you receive the full 50kg of flour and 5L of oil as promised?"
2. **Quality/Utility:** "Were the hygiene items (e.g., soap) of acceptable quality and familiar"
3. **Duration:** "How many days did the food basket last your household before you ran out?"
4. **Usage/Suitability:** "Did you use the shelter materials for your home, or did you sell/exchange them for other needs like medicine?"

# Cash assistance

Monitoring cash is about **dignity, choice, and market access**

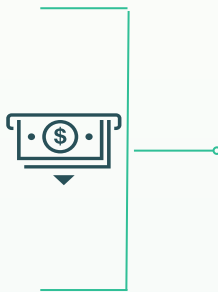


1. **Spending patterns:** "What were your top three expenditures with this cash? (e.g., rent, food, health)."
2. **Sufficiency:** "Was the cash amount enough to cover your household's basic needs for the month?"
3. **Security:** "Did you feel safe traveling to the withdrawal point and carrying the cash home?"
4. **Impact:** "Has this assistance improved your living conditions or reduced your need to borrow money?"



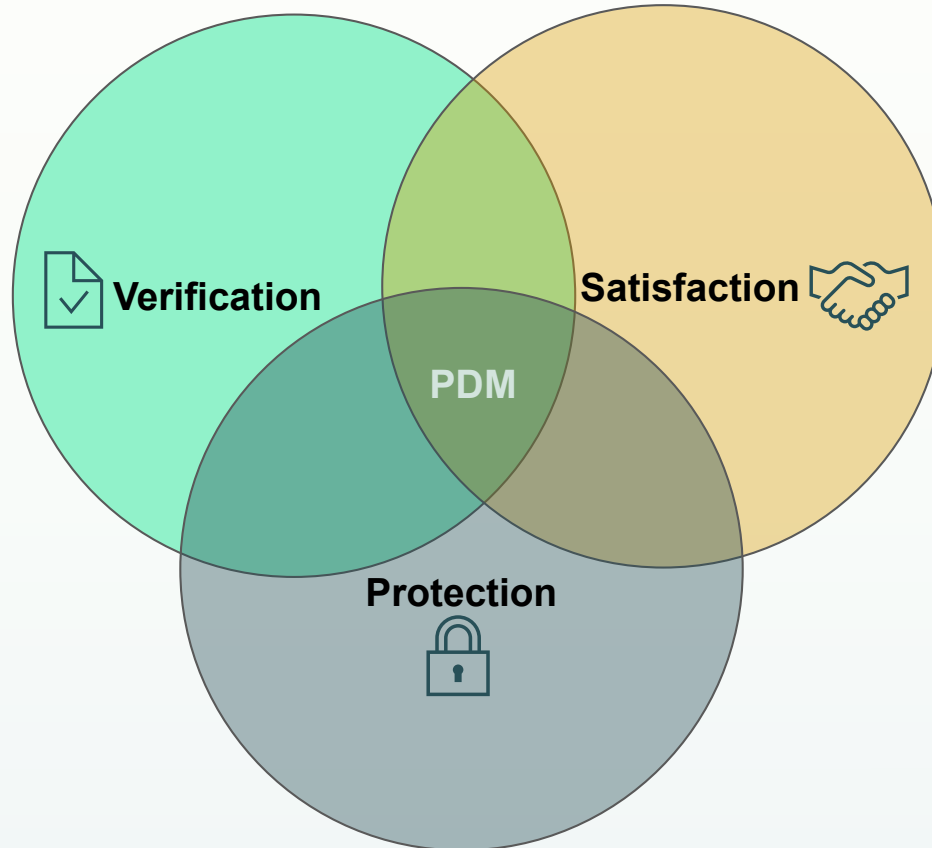
# Vouchers

Vouchers sit between cash and in-kind, focusing on **redemption** and **vendor behavior**



1. **Redemption experience:** "Was the vendor respectful, and did they allow you to choose the items you wanted?"
2. **Availability:** "Were the items listed on your voucher actually in stock at the store?"
3. **Convenience:** "How long did you have to wait at the shop to redeem your voucher?"
4. **Fairness:** "Did you feel the prices charged by the vendor were the same as those charged to cash-paying customers?"

# The three pillars of PDM



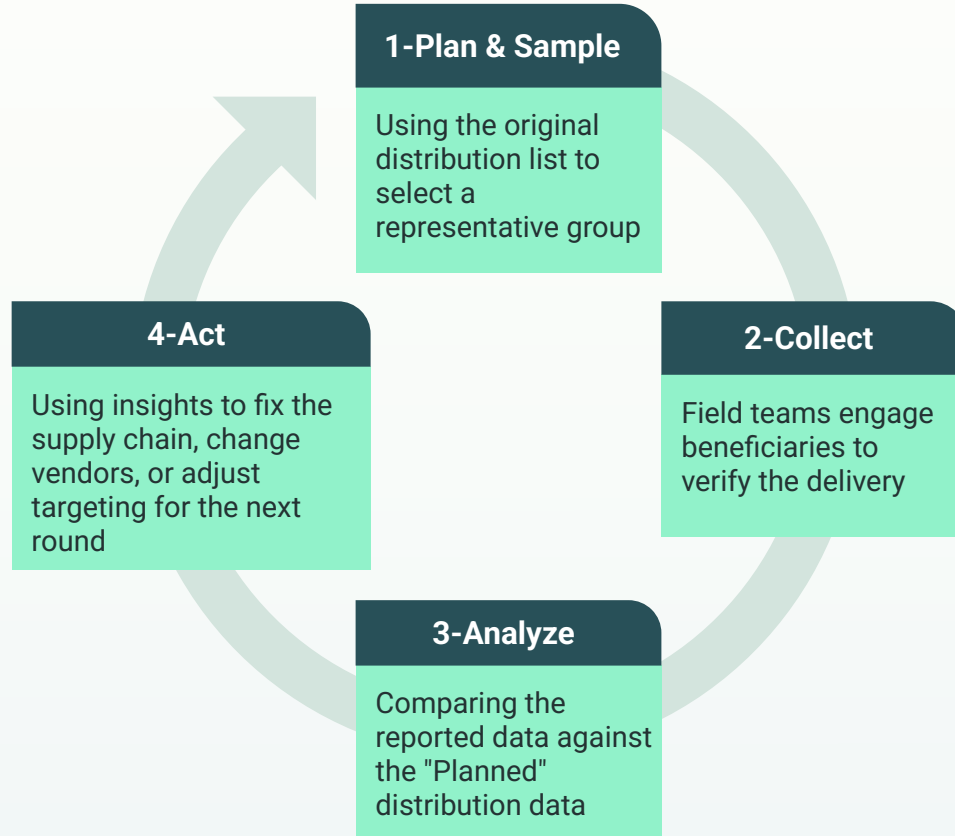
PDM Pillar	Most common questions (what we ask)	Standard indicators (what we measure)
<b>Verification</b> (The 'What')	<ul style="list-style-type: none"> <li>• Did you receive the full amount/items promised?</li> <li>• Did the cash amount match the announcement?</li> </ul>	<ul style="list-style-type: none"> <li>• % of HHs confirming receipt of full entitlements.</li> <li>• % accuracy of distributed vs. planned aid.</li> </ul>
<b>Satisfaction</b> (The 'How')	<ul style="list-style-type: none"> <li>• Overall, how satisfied are you with the aid?</li> <li>• Were the time and location convenient for you?</li> <li>• Was the selection process fair and transparent?</li> </ul>	<ul style="list-style-type: none"> <li>• % of beneficiaries reporting high satisfaction.</li> <li>• % finding distribution logistics convenient.</li> <li>• % of HHs perceiving selection criteria as fair.</li> </ul>
<b>Protection</b> (The 'Safety')	<ul style="list-style-type: none"> <li>• Did you feel safe traveling to and from the site?</li> <li>• Were you asked for any "fee" or favor for the aid?</li> <li>• Do you know how to file a complaint if needed?</li> </ul>	<ul style="list-style-type: none"> <li>• % feeling safe during all stages of delivery.</li> <li>• % reporting zero incidents of harassment.</li> <li>• % awareness of Complaints &amp; Feedback Mechanisms (CFM).</li> </ul>



What is the data lifecycle for PDM?

# The 4 Stages of the PDM Lifecycle

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# Stage 1: Plan & Sample

**01** Define methodology (ToR)

**02** Budget & timing

**03** Sampling strategy

**04** Inclusion checks

**05** Collaborative design

## Stage 2: Collect

**01** Quantitative scope

**02** Qualitative depth

**03** Digital efficiency

**04** Ethical protocols

**05** Recall optimization

# Stage 3: Analyze

**01** Comparative analysis

**02** Standardized indicators

**03** Usage & Outcomes

**04** Satisfaction metrics

**05** Accountability audit



# Stage 4: Act

**01** Evidence-based adjustments

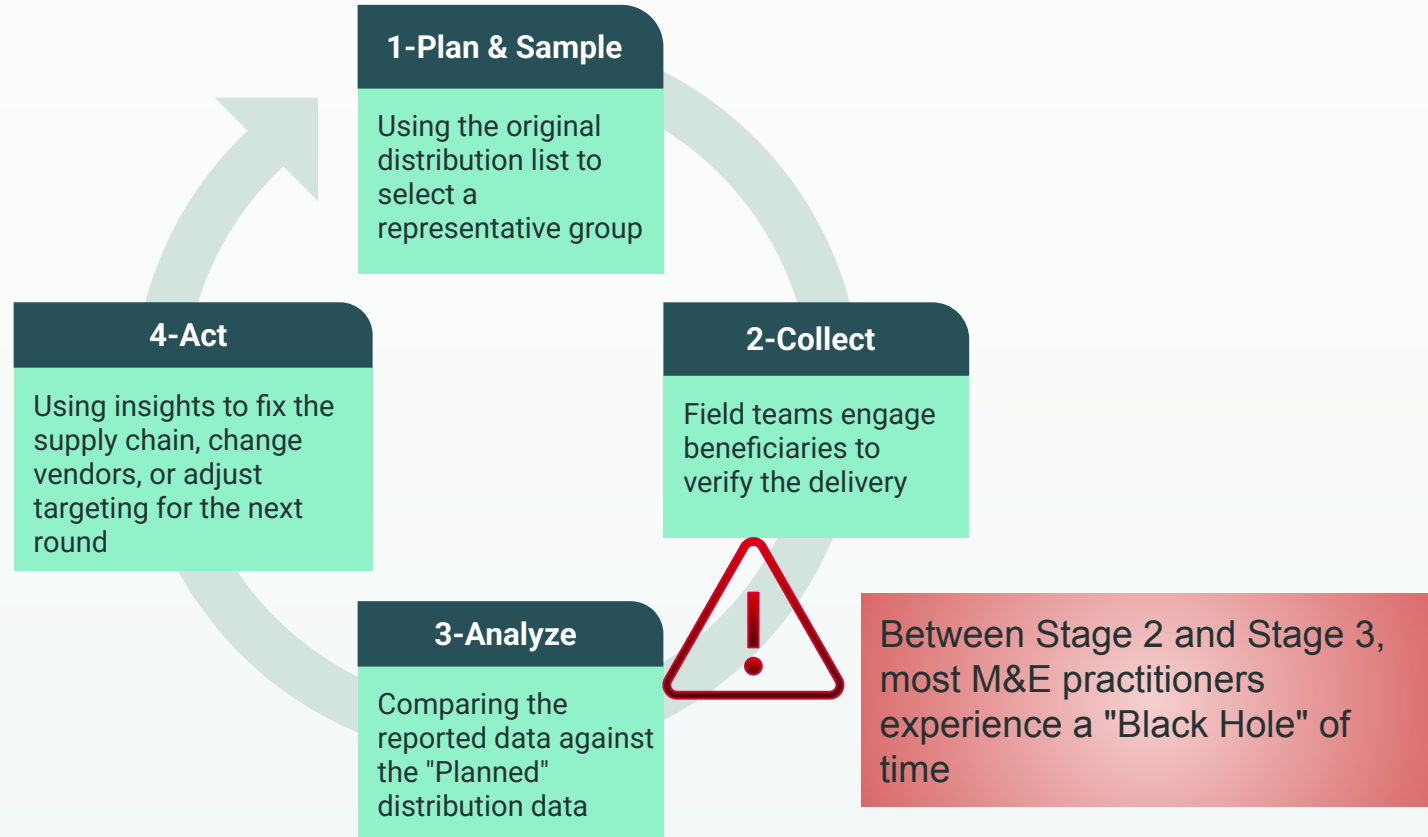
**02** Supply chain fixes

**03** Targeting refinement

**04** Safety & protection

**05** Learning & dissemination

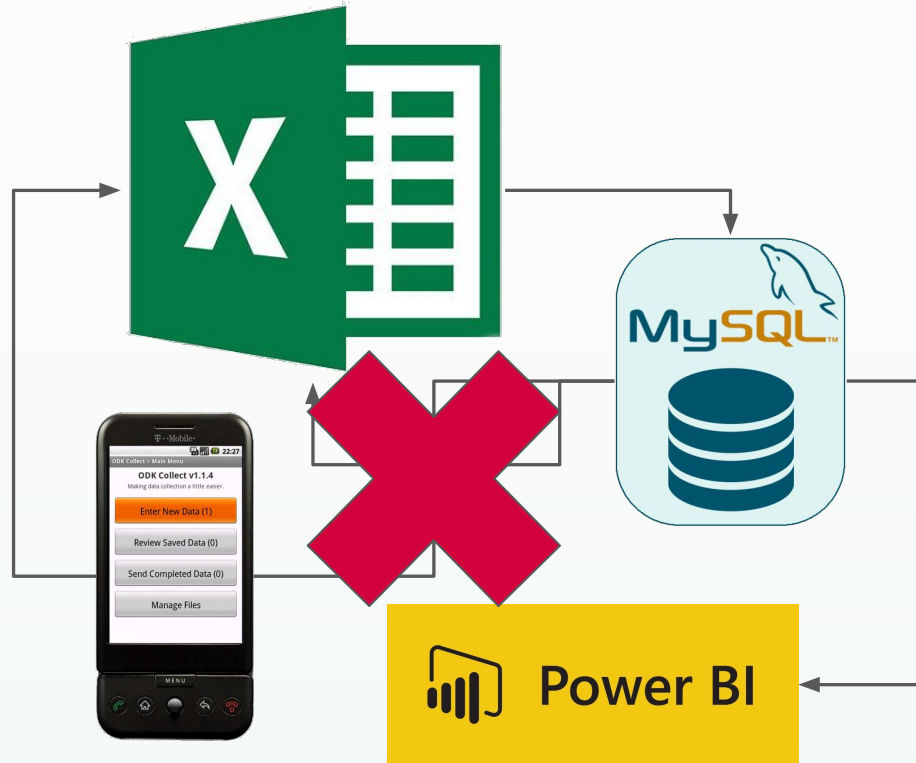
# The 4 Stages of the PDM Lifecycle





# “Siloed” surveys vs Relational Model

# Data Silos



# Top 5 Challenges of the Silo System

**01** Data overload & Analysis paralysis

**02** Biased or inaccurate responses

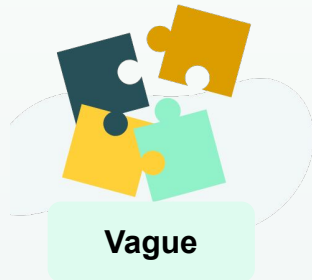
**03** The "Recall" reliability gap

**04** Inconsistent quality control

**05** Broken accountability loops

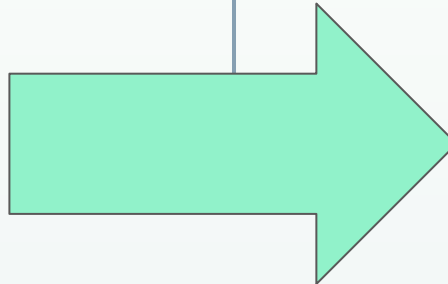
# Siloed Question

Did you receive assistance?



# Relational Question

Our records show you received 50 USD on Oct 12. Did you receive **exactly** this amount?



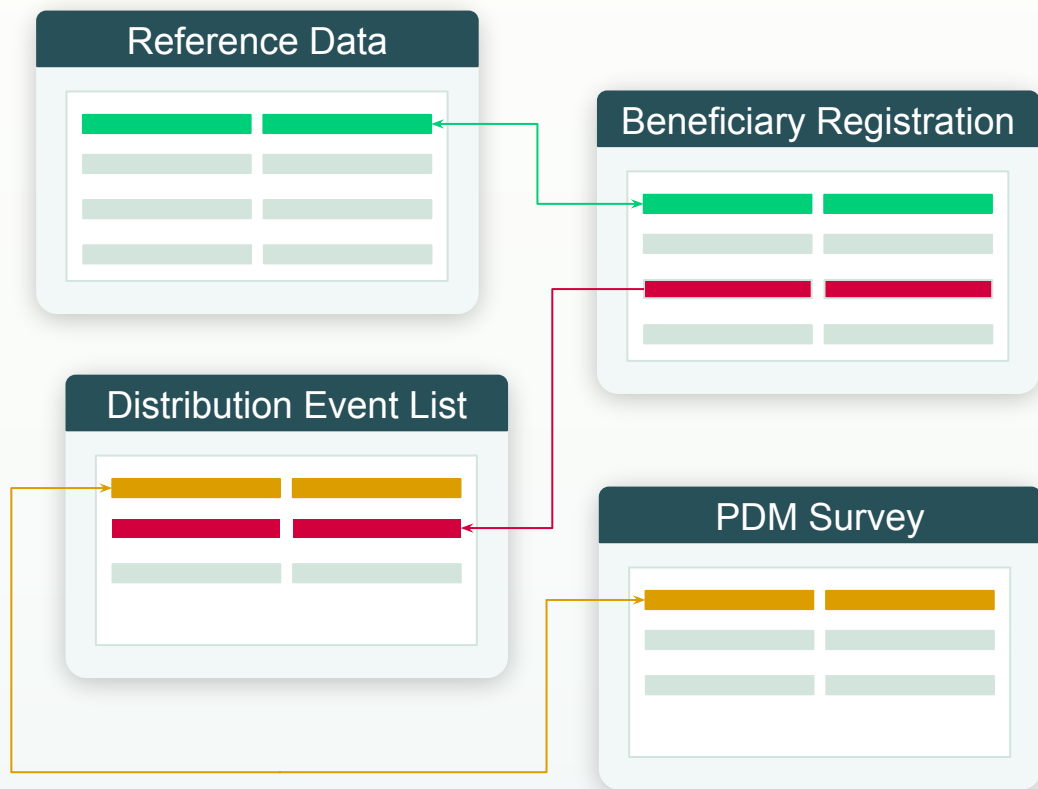
**Precise**



Distributions			
Distribution Date	Name of Beneficiary	Type of Aid	Quantity / Amount
28/07/2025	Mohmed	Hygiene	2 items
28/07/2025	Sarah	Cash	50 USD

PDM				
Conset	First Name	Age	Sex	Displacement Status
Yes	Mohammad	32	Male	IDP
Yes	Sara	24	Female	Refugee

The shift to a Relational Model changes the architecture.





# Silos vs. Relational



## Silos

**Data Cleaning:** Manual & time-intensive; requires extensive matching (e.g., VLOOKUPs) after collection to link surveys to distribution lists.

**Verification:** Relies entirely on respondent memory (e.g., "What did you get last month?"), which can be unreliable.

**Respondent Fatigue:** Longer, repetitive surveys; respondents are often re-asked for profile details already in the registry.

**Accountability:** Delayed analysis; findings often arrive weeks later, once the next distribution cycle has already begun.



## Relational

**Data Cleaning:** Zero matching required; data is linked at the point of entry, eliminating the "matching" phase entirely.

**Verification:** Real-time verification; survey forms "lookup" exactly what was distributed to confirm against feedback..

**Respondent Fatigue:** Shorter, focused interviews; profile and distribution data auto-populate, respecting the beneficiary's time.

**Accountability:** results feed directly into dashboards, allowing for "course correction" while the project is active.



Steps to design PDM indicators that  
close the feedback loop

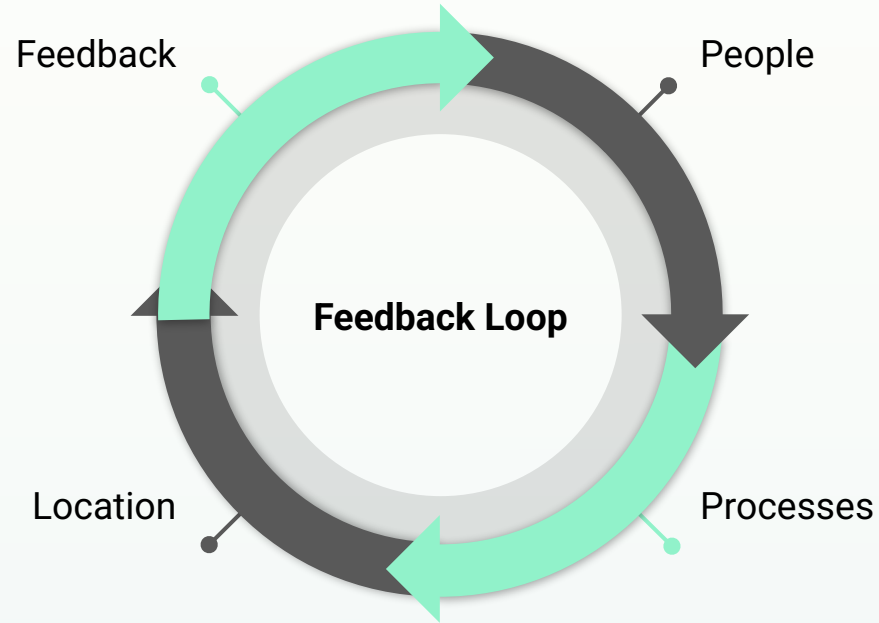
# Closing the loop

**Definition:** It is the institutional process of ensuring that data collection triggers a documented management action or a formal response to the community.

**The Strategy:** Moving from **Descriptive Monitoring** (Reporting what happened) to **Diagnostic Monitoring** (Identifying why it happened and triggering the fix).

# Closing the loop

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# Designing for transparency and fairness

## Step 1: Information, awareness, and targeting fairness:

- **Information & awareness:** Gauging the effectiveness of communication.
  - Indicator: % of beneficiaries who received clear instructions and understood selection criteria.
- **Targeting and fairness:** Ensuring aid reached the right people.
  - Indicator: % of respondents who say the selection process was fair and based on need.
- **Closing the loop:** Low scores here flag a serious accountability issue, triggering a mandatory review of community mobilization and registration protocols.

# Monitoring process, quality, and quantity

## Step 2: distribution Logistics, quantity, and quality:

- **Distribution process & timeliness:** Capturing efficiency and professionalism.
  - Indicator: % of beneficiaries reporting the distribution was timely, orderly, and respectful.
- **Quantity/Quality of aid:** Verifying entitlements and condition.
  - Indicator: % of households confirming receipt of full entitlements in good condition.
- **Closing the loop:** Negative feedback regarding chaos, long waits, or damaged goods triggers immediate logistics improvements or vendor investigations.

# Tracking usage, outcomes, and well-being

## Step 3: Use of Assistance and Short-term Outcomes **Content:**

- **Use of assistance:** Understanding appropriateness and monetization.
  - Indicator: % of items used as intended vs. sold/exchanged to meet other urgent needs.
- **Outcomes and well-being:** Measuring the tangible difference made.
  - Indicator: % of households reporting improved food consumption or reduced harmful coping strategies.
- **Closing the Loop:** High monetization or low well-being scores serve as the evidence base to adjust the aid modality (e.g., switching to cash) or increase ration sufficiency.

# Safety, satisfaction, and accountability

## Step 4: Protection, satisfaction, and feedback loops:

- **Safety and protection:** Identifying risks and exploitation.
  - Indicator: % of respondents feeling safe and reporting zero harassment or coercion.
- **Satisfaction and accountability:** Measuring the perceived success of the intervention.
  - Indicator: % awareness of the Complaints and feedback mechanism (CFM).
- **Closing the Loop:** Reports of safety risks trigger immediate site relocation or security changes; low CFM awareness triggers an urgent communication campaign.



# Questions?

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