

Roots Impact Study 2026

About the Study

In 2025–26, Phicus conducted a rigorous mixed-methods impact study across 11 organizations and 132 respondents to evaluate Roots' effectiveness since its launch in April 2024. The research design employed mixed methods, with triangulated analyses. We achieved a 98% response rate.

Program	Key Finding	Financial Value*
Sahuri (Field Staff audio training)	100% confidence gain; 95% application rate	₹2.5L+ saved per organization by replacing in-person training
Excelerate (Mid-Level Leaders program)	89% skill improvement; managers save 15+ mins/week oversight	₹10–15k/month recovered manager time
Roots Live (Learning for all staff)	93% relevance; 3+ sessions lift confidence 3.4→4.4	Enables scale: 2,500+ learners, 500+ CSOs in 21 months
Future Ready (Org Diagnostic)	100% strategic clarity; enables new organizational narratives	₹1Cr+ estimated fundraising potential

What the Study Found

The evidence is unequivocal: Roots delivers measurable individual transformation at scale.

**Financial estimates are self-reported, not audited.*

Return on Investment

Roots delivers two complementary forms of financial value:

Immediate efficiency gains

- Sahuri replaces in-person training at ₹2.5L+ saved per organization
- Excelerate saves managers 15+ mins/week, valued at ₹10–15k/month

Long-term strategic value

- Excelerate capstones positioned for \$300k+ fundraising potential
- Future Ready clarity translates to ₹1Cr+ estimated fundraising potential
- Network coordination valued at ₹6–10L per secretariat

Scale economics: At ~₹1,500 per learner, Roots is 10–30x more cost-effective than traditional programs. Across 11 study organizations, documented value exceeds ₹1.4Cr—before accounting for unquantified gains in confidence and dignity across 2,500+ learners.

What Limits Impact — Evidence-Based Constraints

Three organizational barriers prevent individual capability from becoming systemic change:

Barrier	Finding	Root Cause
Absorption	45% neutral on organizational absorption	Org processes don't adapt to new capability
Validation	Manager validation ranges 40–94%	Expectations exceed 6-month development timelines
Execution	Future Ready: 100% clarity, 0% decisions	Insight requires implementation support

These are specified constraints—each addressable through targeted enhancements.

The Road Ahead

By 2030, Roots aims to equip 100,000+ changemakers across 1,000+ CSOs — building the learning infrastructure that turns individual capability into ecosystem-wide change. The model works; the barriers to systemic impact are now precisely diagnosed and actionable—the next phase requires not proof of concept, but commitment to scale.



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A Phicus Solution



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Catalysing Resilience and Impact

Full 65-page study releases April 2026. Advance summary available.

