



**OutcomeMapping**  
LEARNING COMMUNITY



**Invitation for a Public Event on ‘Outcome Mapping’ (OM)  
February 18, 2011 (from 1400 to 1700 hrs) at Hotel Jaipur Palace, Jaipur**

Greetings from CUTS International & ODI!

As you are aware that development is about people and it is about how they relate to one another and their environment, and how they learn in doing so. You also know that development agencies must show that their activities make significant and lasting contributions to the welfare of intended beneficiaries. But they may well be trying to measure results that are beyond their reach: the impacts they cite as evidence are often the result of a confluence of events for which they cannot realistically get full credit. Outcome mapping exposes myths about measuring impacts and helps to answer the above cited concerns.

OM puts people and learning first and accepts unexpected change as a source of innovation. OM is being used as tool by development professionals around the world because it helps them to systematically and realistically capture the richness of what is occurring in their projects and bring stakeholders into the planning, monitoring & evaluation processes.

CUTS International with the Outcome Mapping Learning Community and the Overseas Development Institute (ODI), London is jointly organising a public event on OM. The purpose of the meeting is to introduce the principles of Outcome Mapping and demonstrate its application and also to provide the opportunity for people to reflect on how OM could benefit them. Mr. Terry Smutylo, founder and former director, Evaluation Unit, IDRC and one of the principle authors of the OM methodology will deliver the keynote address.

We cordially invite you to join with us in the public event at **Hotel Jaipur Palace** (Shakar Marg Jaipur-302015; Tel: 91-141-2743161-64) on Friday, February 18, 2011 scheduled from 2.00 to 5.00 pm, which will start with registration (at 12.30 pm) and lunch (1.00-2.00 pm). Hope you will kindly accept our invitation.

Please send a word of confirmation at the earliest (before Feb. 10) to CUTS (277, Sindhi Colony, Bhaskar Marg, Bani Park, Jaipur- 302 016; Tel: 0141-5133259/2282062; Email: [cart@cuts.org](mailto:cart@cuts.org)). Also please let us know, whether you will be joining with us for lunch, which will help us to make necessary arrangements. Look forward for your positive response.

With regards

Yours Sincerely

George Cheriyan  
Director  
CUTS International, Jaipur

Simon Hearn  
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