

# SRDC Profile

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**Social Research and Development Center (SRDC)**

[www.srdcyemen.org](http://www.srdcyemen.org)

**Address:**

3<sup>rd</sup> Floor, Al-Shami's Building

Al-Dairi Street, Off Sana'a University (Old Campus)

Telephone: +967 1 576 245

Fax: +967 1 576 246

Mobile: +967 737 307 307

E-mail: [contact@srdcyemen.org](mailto:contact@srdcyemen.org)

Website: [www.srdcyemen.org](http://www.srdcyemen.org)



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## About SRDC

The Social Research and Development Center (SRDC) is an independent, non-governmental and non-profit research and development organization. SRDC offers social science research services with most stringent and highest quality. SRDC obtained its registration certificate No. 536 from the Ministry of Social Affairs & Labor back in July 2011. However, the center started its operations in late 2012 due to the extraordinary security situation in the country saw in 2011 and early 2012.

SRDC aims to contribute to Yemen's social and sustainable development, investigate and research political, social and economic problems and challenges facing the country at the moment together with helping strengthen local NGOs and raising awareness about the problems that needs immediate attention.

SRDC's mission is to work with international and national organizations as well as local communities to resolve development challenges, build sound development models and contribute to the country's overall sustainable development. It also seeks to meet all research needs of international development organizations, local NGOs and government institutions.

We, at SRDC, offers a wide range of services for international, local, development organizations and donors community, government institutions and private sector, including all sorts of quantitative and qualitative research, monitoring and evaluation, among several others. The quantitative services include public opinion polls, demographic, household and economic. In-depth interviews, focus groups, among several others, are the key qualitative services offered by SRDC. It also offers management, marketing and strategy consulting for small and medium businesses and NGOs.

Although it has been recently established, SRDC has a professional, dedicated and team enjoying track-record experience in managing qualitative and quantitative research projects. These projects were conducted nationwide and covered a wide range of issues, be that economic, political, social or cultural.

SRDC has a dedicated, highly experienced and qualified team. In addition, the Center cooperates with numerous experts, consultants and university professors inside and outside Yemen, when the need be.

In addition our own in-house research capabilities, SRDC has also a strategic partnership with some local organizations and this would allow for conducting large

scale surveys and research projects.

SRDC's team has also wide experience in managing, implementing and supervising internationally-funded projects. The team has managed and supervised dozens of development and awareness raising projects sponsored by numerous international institutions including the World Bank, United Nations Development Program (UNDP), National Democratic Institute for International Affairs (NDI), National Endowment for Democracy (NED), Pan-Arab Research Center (PARC), and the Ministry of Local Administration, to name but a few.

## Services

- *Public Opinion Surveys*
- *Instrument Design and Development*
- *Data Collection and Analysis*
- *Business Studies*
- *Focus Groups*
- *In-Depth Interviews*
- *Communication Studies*
- *Market Research*
- *Needs Assessment*
- *Impact Assessment*
- *Monitoring and Evaluation*

## Focus Areas

- *Research*
- *Capacity Building*
- *Management and Marketing Consulting*
- *Online Surveys*
- *Community Development*
- *Business and SMEs Development*
- *Empowerment of Women, Children and Youth*
- *NGOs Strengthening*

## Key Staff Members

The Social Research and Development Center's team comprises a group of specialists and experts in the field of public opinion surveys, quantitative and qualitative research as well as management of NGOs. The team has long standing experience in planning and implementing public opinion polls and field studies, with samples ranging between 1000 and 12000 respondents. They also have wide experience in implementing internationally funded projects. The team also comprises media professionals and technical staff who are capable to skillfully adapt and develop applications and use data processing packages and programs like Excel, SAS and SPSS.

1. ***MONA AL-OMARI (PRESIDENT)***: Al-Omari holds an MBA in International Business from the Maastricht School of Management, the Netherlands, and an MA in Applied Linguistics (English Stylistics) from Sana'a University's Faculty of Languages. Al-Omari has had wide experience in project management, strategic planning, and managing qualitative and quantitative research projects. He had been the Executive Director of the Yemen Polling Center during the last four years where he managed and supervised the implementation of dozens of successful quantitative and qualitative research projects in field like democracy, human rights, women's rights, corporate governance, corruption, bribery, HIV, media and telecommunication. He, a member of the Yemeni Journalists Syndicate and the International Federation for Journalists (IFJ), has long standing experience in reporting, writing features, conducting interviews out of his previous work in the field of print journalism at the Yemen Times English Newspaper and Yemen Post Newspaper respectively.
2. ***AHMED HASSAN AL-JALAL (EXECUTIVE DIRECTOR)***: Ahmed holds an MBA in General Business Management. He also holds a BA in English Language and Literature from IBB University, Yemen. Ahmed, in charge of SRDC's market research and management and marketing consulting unit, has had wide experience in business and marketing consulting. He has assumed several leading positions in several leading oil companies.
3. ***ABDULRAHIM AL-SHOWTHABI (PROJECTS COORDINATOR)***: Abdulrahim holds a BA in English Language from Dhamar University and he is now pursuing his postgraduate studies at Sana'a University, Faculty of Education. He has also the TOEFL from the US State Department run Yemen American Language



Institute (YALI). He worked for a couple of years as EFL teacher and later turned to work for some local, Arab and international NGOs. Abdulrahim has excellent experience in qualitative and quantitative research. He was a team leader in several assessment assignments undertaken by the Social Funds for Development (SFD).

4. ***ENGINEER SAMEER AL-HAJ (IT OFFICER & WEB MASTER)***: Sameer is a programmer by profession and qualification. He has provided technical solutions for several companies and corporations. He has experience in developing multi-purpose applications, designing and programming websites. He holds a B.Sc. in Information Technology from Sana'a University. Sameer has worked in several public opinion research projects for several organizations. He was an interviewer, supervisor and team leader in these projects.
5. ***SHAWQI MANSOUR AL-MULIKI (PROJECT OFFICER)***: Shawqi is a mathematician by education. He holds a B.Sc. in Mathematics and Statistics. He has good experience in data collection and processing. He is currently the Projects Officers at the SRDC.

## **SRDC's Projects**

### **1. Media Assessment**

SRDC was subcontracted by the PERCENT Corporation for Polling Research to undertake a comprehensive assessment of Yemeni media. The project, which is currently being finalized, was commissioned by the United Nations Children's Funds (UNICEF).

### **2. National Dialogue Survey (Baseline)**

In partnership with the National Dialogue Secretariat, SRDC conducted a survey last April and targeted 500 respondents in four Yemeni provinces (Sana'a, Taiz, Al-Hodeidah, Ammran). The survey, commissioned by the Save the Children International, was the first to gauge public perceptions and opinions about the national dialogue and issues that needs to be addressed.

### **3. National Dialogue Survey (Endline)**

SRDC is currently preparing to conduct the endline survey. The survey is to target the same province targeted in the baseline survey and it seeks to measure their satisfaction with the national dialogue conference and whether it was up to their expectations.

### **4. Empowerment of Youth and Women and Economic Development**

Commissioned by the British Foreign and Commonwealth Office (FCO) and Save the Children International, SRDC conducted a series of focus groups on the perceptions of young people towards youth and women empowerment as well as social development. These focus groups were conducted in Sana'a, Al-Hodeidah and Amran provinces.

### **5. Health and Children's Rights**

SRDC is currently working on both qualitative and quantitative research assignments on health and children's rights. The project is commissioned by Save the Children International as one component of its Local to Global Project. The qualitative assignments require conducting 100 interviews with adults and 50 interviews with children aged 12-17 in Al-Hodeidah's Al-Hali and Bajel Districts. The qualitative parts involve organizing focus groups with officials and workers of health sector in both districts.

### **6. Executive Body of the State Index**

Last April, SRDC conducted a short survey into the perceptions of people towards the performance of the state's executive body including the performance of the

President, the Prime Minister and Transitional Government. The Center intends to make it an annual index.

## **7. Water Security Project**

SRDC is currently working on a self-funded research project on water security in Yemen. The findings of this study are expected to be released soon. The study is to include a special chapter comprising the findings of a public opinion survey undertaken by the Center early this year.

### **Internet Surveys**

In addition to F2F data collection tools, SRDC is currently working in developing its online data collection platform. This platform would allow the center to conduct online surveys and target internet users throughout Yemen.

#### **1. Internet Usage Surveys**

SRDC has just finalized a survey on internet usage habits in Yemen. This short survey, undertaken at the request of a local business organization, collected data on habits of internet usage, the devices used, frequency and best time for internet use and purposes behind using the internet.

#### **2. Effectiveness of the Corporate Websites of Telecom Companies**

As part of its promotional and outreach activities to telecom companies, SRDC is currently working on online survey that seek to measure the effectiveness of corporate websites of telecom companies from the viewpoint of users. The study is to be finalized and released soon.

## Partners

- Save the Children International
- Foreign and Commonwealth Office (FCO)
- National Dialogue Conference (NDC)
- Ministry of Human Rights (MHR)