# Leap 300 RCT: Impact Results Summary

Treatment vs control household income, Mar-24 to Jan-26

Reference: Impact Study by BITS Pilani (Prof. Mridula Goel), Aug 2024 · October 2026

## Summary

Leap 300 households sustained materially higher incomes than control households through 22 months from launch (~600 days). **Treatment household income rose 3.5x from ₹6,586 to ₹23,378 a month, against 1.8x for control over the 22 months.** At sustenance, treatment households earn 2.5x control income, ₹14,048 more a month. The Jul-24 treatment-control difference is statistically significant (BITS Pilani Impact Study, Aug 2024), and the gap has widened at every measurement point since. Treatment income was also steadier in year one, never falling below its starting level.

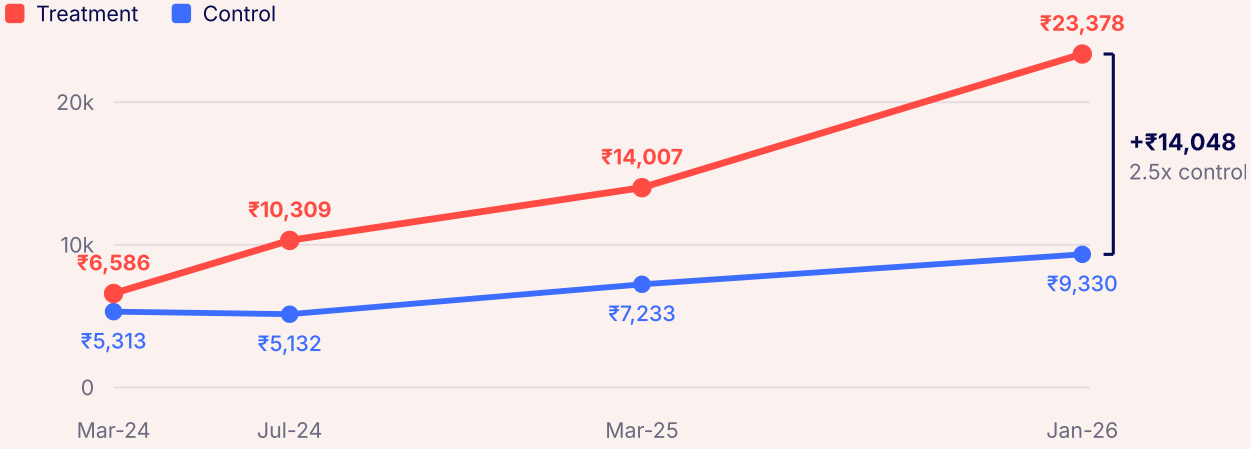
**3.5x**
Treatment income vs Mar-24 baseline

**1.8x**
Control income vs Mar-24 baseline

**₹14,048**
Monthly premium over control at Jan-26

### Treatment income reached ₹23,378 a month by Jan-26, 2.5x control

Average monthly household income (₹); horizontal axis in months since the Mar-24 launch




Data collected via periodic on-ground surveys of beneficiaries by a program-independent team.

**Income stability.** Treatment households held a higher and more resilient income floor than control households. In the first twelve months (Mar-24 to Mar-25), average treatment income varied less from month to month than control income (coefficient of variation 0.22 against 0.32), and it did not fall below its Mar-24 starting level of ₹6,586 in any post-launch survey. Control income fell below its starting level of ₹5,313 in three of eight post-launch surveys. A steadier income allows households to commit to recurring spending on children's schooling and household needs, consistent with the beneficiary accounts in the BITS Pilani Impact Study, where treatment households report moving children to private school, eating regular meals and being free of loans.

## Study basis

The analysis extends the BITS Pilani Impact Study (Prof. Mridula Goel, Aug 2024), a randomised controlled trial in Chandauli district, Uttar Pradesh. The study compares 31 treatment households (Katauri and Sarane villages) with 20 control households (Basani village). Treatment households received the Leap 300 program, which combined a ₹60,000 Unconditional Micro-Entrepreneurship Grant, voice-based business training and sustenance support over 300 days.

**Baseline**
Mar-24, program launch

**Midline**
Jul-24, month 4, as published by BITS Pilani

**Endline**
Mar-25, month 12

**Sustenance**
Jan-26, month 22

## Results

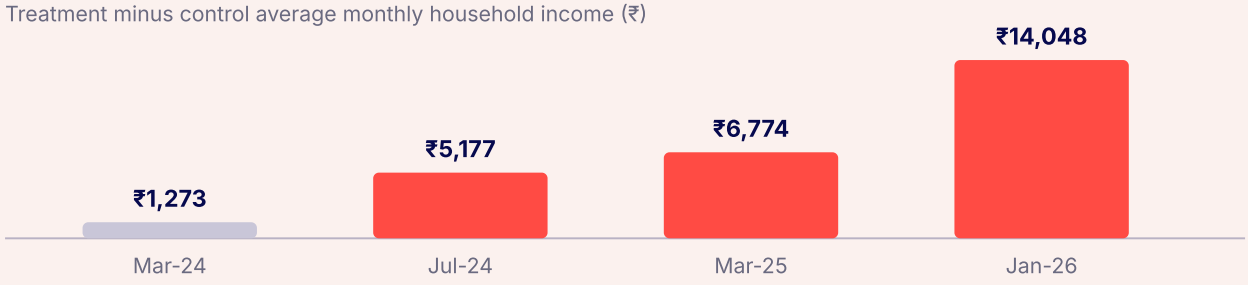
Treatment household income exceeds control at every measurement point after baseline. Income is ₹ per household per month.

| Group | Mar-24 | Jul-24 | Mar-25 | Jan-26 | Multiple of baseline (Jul-24 / Mar-25 / Jan-26) | Growth (Jul-24 / Mar-25 / Jan-26) |
|---|---|---|---|---|---|---|
| Treatment | 6,586 | 10,309 | 14,007 | 23,378 | 1.57x / 2.13x / 3.55x | +56.5% / +113% / +255% |
| Control | 5,313 | 5,132 | 7,233 | 9,330 | 0.97x / 1.36x / 1.76x | −3.4% / +36% / +76% |

Source: BITS Pilani Impact Study

**The treatment premium widened at every measurement point, to ₹14,048 a month**

Treatment minus control average monthly household income (₹)




## Analysis

**Income.** Treatment income grew 56.5% by Jul-24 while control income declined 3.4%, a 60 percentage-point gap, as reported by BITS Pilani. Treatment income reached 2.13x baseline by Mar-25 and 3.55x by Jan-26, a gain of ₹16,792 a month against ₹4,017 for control. The relative growth gap widens from 60 points at Jul-24 to 77 points at Mar-25 and 179 points at Jan-26. The absolute treatment premium is ₹5,177 at Jul-24, ₹6,774 at Mar-25 and ₹14,048 at Jan-26; at sustenance treatment households earn 2.5x control income.

## Statistical significance

The Jul-24 treatment-control difference in income growth is statistically significant on a t-test, as reported in the BITS Pilani Impact Study (Aug 2024). Later measurement points show the same direction at larger magnitude.

| Metric | Period | Treatment growth | Control growth | Difference | Result |
|---|---|---|---|---|---|
| Income | Jul-24 | +56.5% | −3.4% | +60 points | Significant (BITS Pilani t-test) |

## Conclusion

1. Leap 300 raised household income 3.5x within 22 months of launch, a gain of ₹16,792 a month, against 1.8x and ₹4,017 for control.
2. The treatment premium widens at every measurement point: ₹5,177 at Jul-24, ₹6,774 at Mar-25 and ₹14,048 at Jan-26, when treatment income is 2.5x control.
3. These results confirm the direction of the early findings in the BITS Pilani Impact Study and extend them from month 4 to month 22.

# Why this evidence matters, and what we changed

Learnings and importance of the Chandauli RCT results

## Why this evidence matters

This report extends the BITS Pilani findings from the first four months to 22 months from launch, covering the full 300-day program and the sustenance phase that follows. Outcomes were collected through periodic on-ground surveys of beneficiaries by a program-independent team, with a control group of 20 households alongside 31 treatment households. The results show that an unconditional grant combined with training and sustained follow-up raises household income and that the gain is retained after the program ends. This gives funders and government partners a tested design to scale.

**22 months**
of evidence from launch, against 4 months in the BITS Pilani report

**31 vs 20**
treatment and control households

**Independent**
on-ground surveys by a program-independent team

## Learnings since the BITS Pilani study

Since the BITS Pilani study, we have learnt from the findings and made significant changes to the program. Four key changes made after the study have strengthened the program:

1

### Milestone-based payments

The grant is now released across five milestones instead of two, improving program adherence while lowering follow-up cost.

2

### Stronger Super Sabhas 3 to 5

These sessions now focus on problem solving, product addition and income diversification, so households broaden what they sell and build more than one source of income.

3

### Monitoring surveys as standard

Periodic monitoring surveys are now standard across all programs, so every cohort produces comparable outcome data.

4

### Accounting tool and AI Vyapar Mitra

Households now have an accounting tool and the AI Vyapar Mitra business assistant to track income and expenses and get business guidance 24×7.