



CIRCADIAN  NNECT

Making Context Count!

10, Swastik Chambers Owners Co-operative Society Ltd., CST Road,
Off Sion-Trombay Road, Chembur, Mumbai - 400071, Maharashtra,
India. Tel: +91 (0) 9870238999
www.circadianconnect.com

ABOUT US

What's in the name?

Circadian Connect, is inspired by the 'Circadian Rhythm'

- an invisible rhythm of nature, a natural law following the Sun that governs humans and societies.

Circadian Connect LLP is a for-profit, interdisciplinary research solutions company.

Estd. in 2022; in Mumbai; by a Woman founder

Specializes in curating design & methodology solutions at the interface of science, society, and AI.

Our belief

“sustainable and inclusive solutions can only be achieved when ‘social institutions’ and ‘actors’ are consulted, in Science and Technology innovations”

- Dr. Jaya Goyal (PhD)
Founder



CIRCADIAN CONNECT

The need for Science-Society Connect

- **Industry 5.0 & AI** - is here - technology can be for commons, ethical & responsible, keeping pace with society, people, and the environment & viceversa.
- **Conducive Policy** - **The Anusandhan National Research Foundation Act 2023** integrates social sciences & humanities in all Science and Technology Research.
- **Demand and Projected Growth** - Environment & Social Governance (ESG) & Impact measurement market to cross \$30 billion by 2030. Agile professionals & companies will be in demand, in addition to the Big 5 Consulting Firms, to fill this gap.
- **Lack of Common Frameworks for Dialogue & Collaboration** - Need for frameworks that integrate science and society; in values of Collective Commons - IAD framework, by Nobel Laureate Elinor Ostrom.
- **Need Skilled Professionals & Solutions Providers** - Sustainability through SDGs, Gender in STEM research, ESG and Impact Measurement will need skilled professionals who can work on both Science & Society.



CIRCADIAN CONNECT

Project with Google, USA

Data Collected

Captured **finer-grained** as well as **intersectional** identities

Jatt, Sikhs, ...
Dalit Women
Kashmiri Pandits

Uncovered **new & complementary** stereotypes to LLM-based approach

Biharis → criminal, illiterate, kaalu
Jaat → violent, aggressive, drunkard
Brahmins → respected

Complements the **Western Gaze** that is prevalent in the LLM-based data

Indians → vegetarian (LLM-based)
Brahmin → vegetarian (SPICE)
Bengali, Punjabis → non vegetarian (SPICE)

Building Stereotype Repositories with LLMs and Community Engagement for Scale and Depth



Sunipa Dev



Akshita Jha



Jaya Goyal



Dinesh Tewari



Shachi Dave

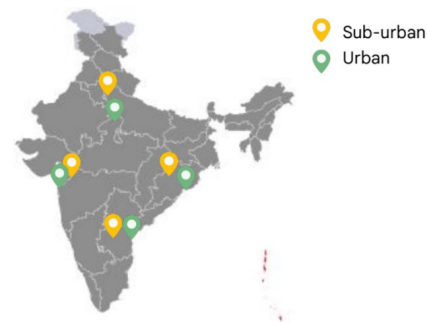


Vinodkumar Prabhakaran

Google Research



Stereotype Pooling in India through Community Engagement



Survey based data collection
8 * 100 responses

OUR WORK & CLIENTS

- Inception Year - Partnered with Google Alphabet LLC, USA on a 'Responsible AI' project, SPICE and BiNDI in 2022. Research methodology was co-created with Google researchers, to create a social stereotypes repository that can be applied to any other language or geographical context.
- Began operations in November 2022, and in the first year completed the above study.
- Published two international journal papers with Google Researchers in 2023.
- Methodology is copyrighted, opening up multi-million dollars of product development on NLP and 'Responsible AI' for Google.
- The project's geography was pan-India, through a representative sample including 4 Indian States in North, West, South and East, involving 800 respondents.



CIRCADIAN CONNECT



Journal Papers in Science-Society-Policy

- **Journal Article:** Building Stereotype Repositories with Complementary Approaches by Sunipa Dev, Akshita Jha, **Jaya Goyal**, Dinesh Tewari, Shachi Dave, Vinodkumar Prabhakaran. 2023. Paper presented at C3NLP workshop at EACL in 2023.
- **Journal Article:** Dev, Sunipa & **Goyal, Jaya** & Tewari, Dinesh & Dave, Shachi & Prabhakaran, Vinodkumar. 2023. Building Socio-culturally Inclusive Stereotype Resources with Community Engagement presented as a Poster ID 73438 at NeurIPS 2023.
- **Journal Article:** **Goyal, Jaya**. 2021. Science Diplomacy & Gender: A Case Study of the British Council. Science Diplomacy: A New Chapter in IISF 2020. January-March 2021. 4(3). 9-12.
- **Conference Paper:** **Goyal, Jaya** and Shrikant Wad. 2022. Can unequal partners succeed with “matched efforts”? Invited paper, on part-scholarship, presented at the British Association for International Comparative Education (BAICE 2022) at the University of Edinburgh, Scotland, UK.



Our Offer



CIRCADIAN CONNECT

Why us, Our USP?



CIRCADIAN CONNECT

Science
Communication and
Science Policy -
certified by Dialogue
Matters, UK!

Team of Professionals
- Social Sciences,
Engineering,
Technology, Data
Science, and Project
Management

Offering international quality
services, at competitive
prices.
Mentored by seasoned
professionals from industry
and government.

Interdisciplinary
framework (IAD) -
Science+Society &
Environment

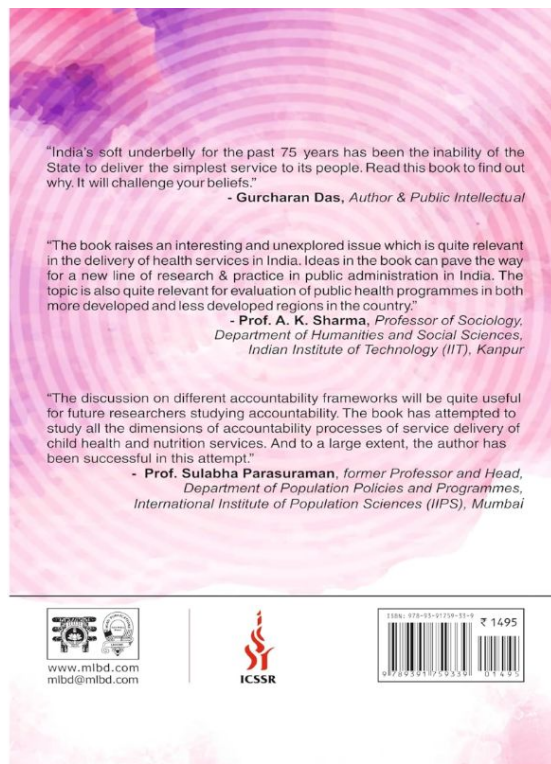
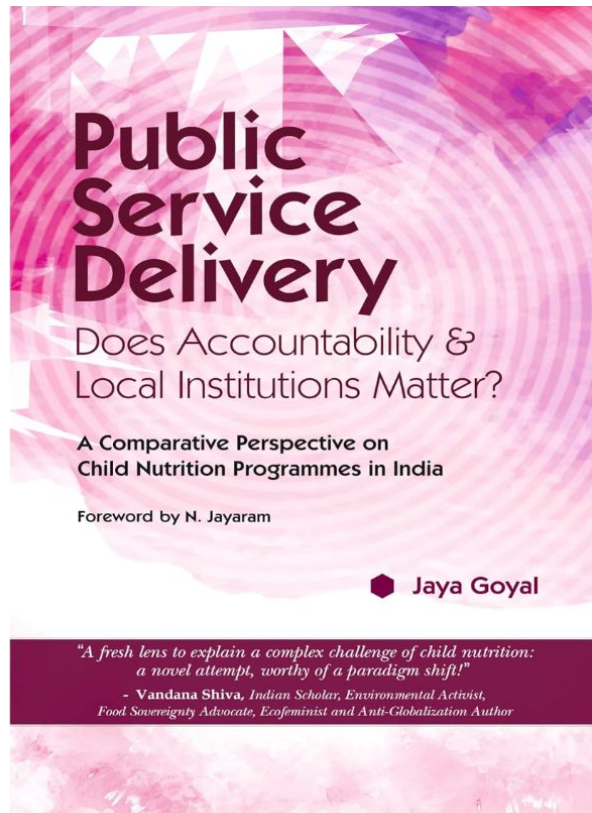
Social Science tools,
access to global
eResources, Quantitative
and Qualitative data
analysis & SNA (Social
Network Analysis)

Advanced Project
Management tools
for Auto-Pilot of
Operations

Book on Public Governance: **Jaya Goyal**, 2024



CIRCADIAN CONNECT



"A fresh lens to explain a complex challenge of child nutrition: a novel attempt, worthy of a paradigm shift!"

- Vandana Shiva

Indian Scholar, Environmental Activist, Food Sovereignty Advocate, Ecofeminist and Anti-Globalization Author

"India's soft underbelly for the past 75 years has been the inability of the State to deliver the simplest service to its people. Read this book to find out why. It will challenge your beliefs."

- Gurcharan Das

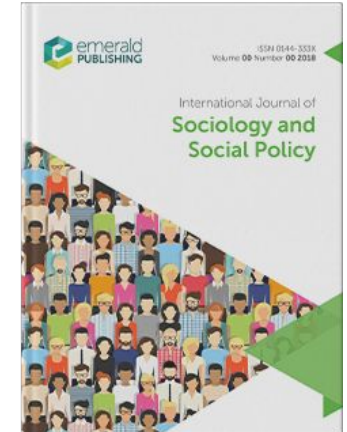
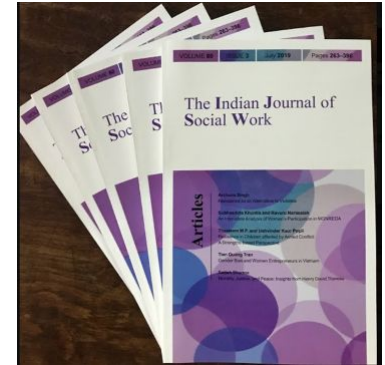
Author & Public Intellectual

Publications in Nutrition Governance

- **Journal Paper:** Goyal, Jaya & Madhushree Sekher. (2015). Accountability, Nutrition and Local Institutions in India. Development. Rethinking Democracy, Society for International Development, 58(1), United Kingdom: Palgrave McMillan.
- **Journal Paper:** Goyal, Jaya. (2014). Centrally sponsored schemes in Andaman and Nicobar Islands: a governance paradox. International Journal of Sociology and Social Policy, 34(3/4), 196-213.
- **Journal Paper:** Goyal, Jaya. (2011). Social Audits in Outcome Budgeting: An experiment of accountability in Maharashtra. The Indian Journal of Social Work. 72 (4), 537-562.
- **Journal Paper:** Datta, Vrinda & Jaya Goyal. (2011). Reaching the Unreached: The Integrated Child Development Scheme in Maharashtra. The Indian Journal of Social Work. 72 (4), 589-604.
- **Book Chapter:** Goyal, Jaya. 2015. Role of State in Public Private Partnerships in Reproductive and Child Health Services in B V Sharma (Ed.), Medical Anthropology, New Delhi: Concept Publishers.



CIRCADIAN CONNECT



Client's Journey



Initial Query / Tender
/ Bid

Potential clients: CSR
Trusts, Foundations, Think
Tanks, NGOs, UN Bodies,
Startups, Universities,
Companies / Corporates.

Needs assessment
and proposal
submission

- Understanding client's requirements, goals and outcomes.
- Drafting a detailed proposal.

Preparing the
Tender

- Preparing well drafted bid/tender documents.
- Aligning our approach with client's objectives

Proposal
Evaluation
and Award

- Client evaluates our proposal
- Circadian engages in discussions or clarifications if required by client.

Contract
Negotiation
& Signing MoU

- Negotiation between Circadian and client.
- Mutual agreement, contract is signed

Use of Technology: AI tools, AI agents, Intranet, MIS, Operations Autopilot - - Risk Managed and On-Time Delivery

Client's Journey

Use of Technology: AI tools, AI Agents, Intranet, MIS, Operations Autopilot - Risk Managed and On-Time Delivery



Project Initiation

- Onboarding process: introductions, clarifications and alignment of expectations.
- Establishing a regular communication and catch-ups with Client

Execution & Reporting

- Executing the research project, employing expertise in desired fields.
- Ensuring transparency with regular updates and progress reports

Client Collaboration

- Active collaboration with client.
- Seeking feedback and making necessary adjustments.

Final Deliverables & Presentation

- Delivering research findings and recommendations upon completion.
- Comprehensive presentation (insights and actionable outcomes)

Post-Project Pro-Bono Collaboration

- Post-project collaboration - including research paper writing.
- Scope for Future collaboration/ long-term partnership.

About The Founder



Dr. Jaya Goyal, Ph.D
Founder, Circadian Connect LLP

A Social Scientist with seasoned experience and technical skills in Monitoring and Evaluation research, Science Diplomacy, Science communication and Research Management as a Service.
Highlights:

- [Science Diplomacy \(Page 9\)](#) & [Women in Science](#) @British Council, managed research partnerships portfolio with Indian [Government agencies](#) like DST, DBT, UGC and ICSSR.
- Public Policy with 6 co-authored institutional reports on critical national & social issues like [OBC Reservations](#), [Narmada Sardar Sarovar Dam \(page v\)](#), [Outcome Budgets & Social Audits](#), [Public Private Partnerships in Health, etc.](#)
- Publications, include edited books, book chapters, and articles in international journals like Development, and India's top journal, Economic & Political Weekly (EPW).

About The Founder

- Awarded research scholarships value worth approx. Rs. 1 crore, from some of the finest world-class universities like the London School of Economics and Political Science (LSE) UK, Hiroshima University, Japan (2023), University of Edinburgh, Scotland UK (2022), Institute of Social Studies, Erasmus University, The Hague Netherlands.
- Invited to speak at 20+ prestigious platforms including IIT Bombay, National Centre for Biological Sciences Bangalore (NCBS), Department of Science & Technology (DST), World Trade Centre Mumbai & British Council New Delhi.
- Ph.D. in Social Sciences (Political Sociology) from TISS, Mumbai with an award of a doctoral fellowship from the London School of Economics and Political Science, LSE UK; M.Sc (Human Ecology) from Lady Iriwn College, Delhi University; students exchange at Michigan State University, USA.



Jaya's Associations



Logos & Trademarks are used for illustrative purposes to indicate Jaya's affiliations with these brands in the course of her career.

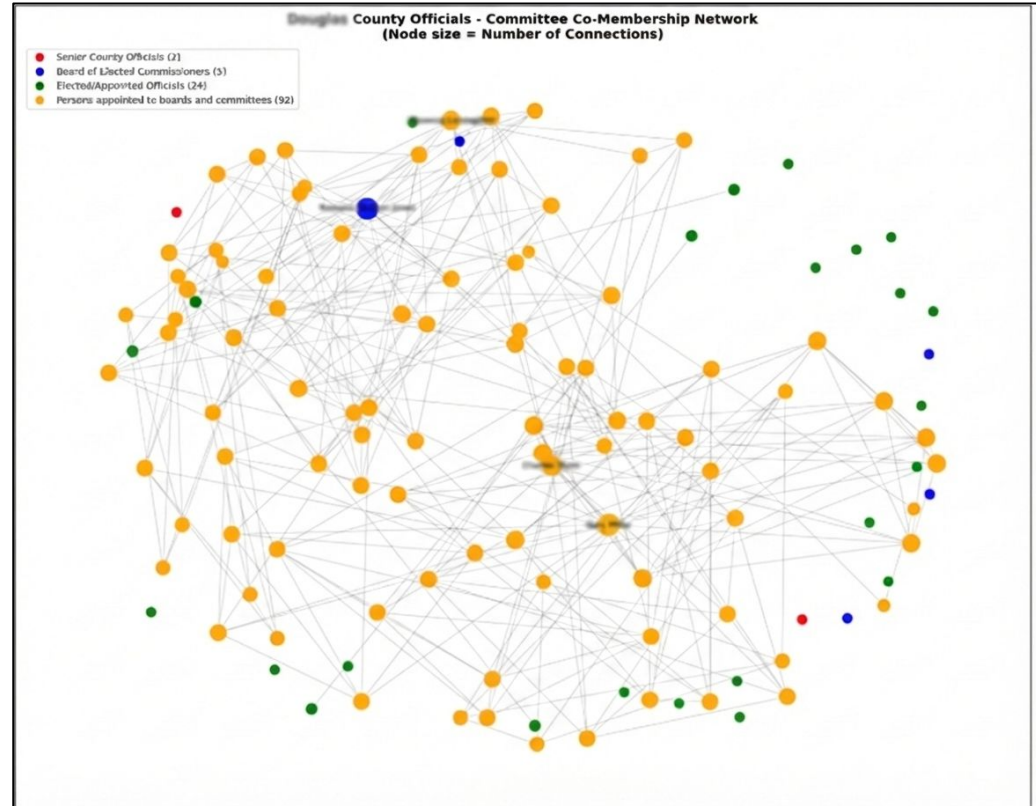
Recent Projects in AI

Social Network Analysis of People associated with US County Government - Canadian Client.

At the intersection of **public governance, data science and AI.**

Social Network Analysis (SNA) to map how power, information and coordination really flow through government institutions & people managing them for service delivery.

- Who are the true “bridges” holding the system together?
- Where communication bottlenecks exist?
- How over-dependence on a few people creates silent risk for capture of power or sustainability?



Recent Projects in AI

Validate an ethical AI governance framework developed through Design Science Research Methodology - UAE client

Validation of an AI governance framework designed for municipal operations in **three UAE cities**.

This collaboration was a perfect opportunity to blend Governance & AI + Research Methodology to ensure future AI deployments are ethical, transparent, and sustainable.



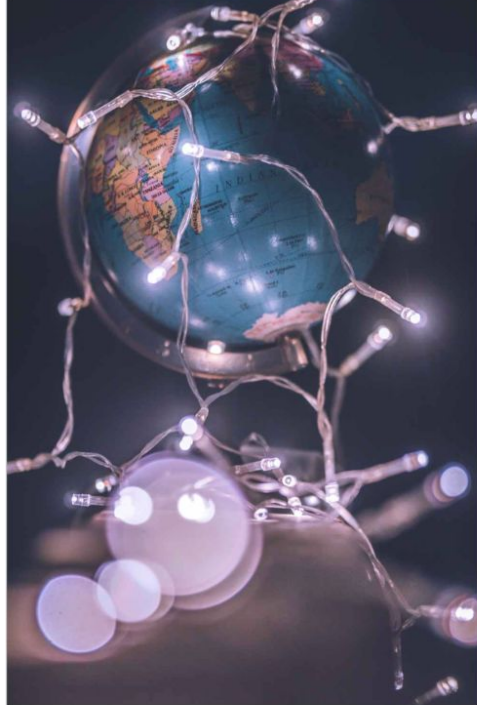
Recent Projects on AI

Formalize Hybrid GeoAI Workflow as Constrained Optimization Model - USA Client

OversightML is a hybrid GeoAI system that optimizes the integration of Computer Vision and Large Language Models to resolve the geospatial data bottleneck through a rigorous mathematical framework.

This scalable workflow balances processing speed, cost, and analytical quality to provide context-aware intelligence while maintaining essential human oversight for large-scale remote sensing analysis.

Recent Project on AI



The International Relations Affairs & Strategy Improvement Development Department (IRD) A Strategic Imperative for Sustainable Growth

Securing Future Investment and Global Leadership

Date: 28th October, 2025 **Presented by:** Dr. Amal, XYX Research Hospital, Saudi Arabia

Made with **GANAMA**

Strategic International
Relations for a Hospital.

Client from Saudi Arabia