

CSR Impact Assessment Report

Summary Report 2021-22



Research Methodology



Application of Quantitative Techniques

The quantitative study was used to assess the impact of divergent CSR Activities through Structured tool of Interview Schedule. This helped in getting quantifiable information.



Application of Qualitative Techniques

Qualitative Techniques of Interviews with Key Project Stakeholders, Interviews with Community People were adopted for a better understanding.



Thematic Area

- Health
- Sports
- Skill Development and Education
- Covid Relief



Sample Technique

Purposive & Stratified Random Sampling



Direct Beneficiaries Covered

840 Direct Beneficiaries

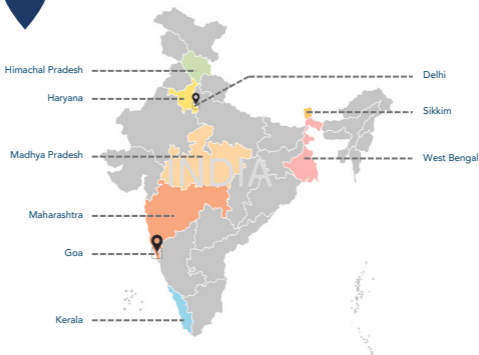


Key Stakeholders

- Trainers, Anganwadi
- ASHA and Project Team
- Panchayat members
- Coaches
- Ground Staff and Project Management Team
- Skill Vendors Agency
- Government Hospital Doctors
- Hospital staff, and Authorities
- University Department Officials



Geography Covered (States)



Map is for representational purpose only. Depiction of boundaries is not authoritative.



OECD-DAC Framework for Evaluation

The Organisation for Economic Co-operation and Development (OECD) is an international organization working on building better policies. They have made a set of guidelines, to ensure a pattern of research observations and also keep in line with universally acceptable criteria. This study uses the OECD-DAC framework for evaluation.



Project 1: Mother and Child

Implementing Partner: Glenmark Foundation

Research Methodology



Sub-Projects



Sample Size



Project Location

Sub-Projects	Sample Size	Project Location
Kavach-MMU & RCH	200	Himachal Pradesh
Health on Wheel	100	Sikkim
Nutrition Garden Project	100	Madhya Pradesh
mMitra	100	Maharashtra
Smokeless Chulha	20	Madhya Pradesh



SDG Goals



The OECD-DAC Evaluation Framework



RELEVANCE



The project is highly relevant in addressing crucial health issues associated with lowering maternal and child mortality rates while empowering communities and contributing to long-term community development. The project initiatives play a pivotal role in promoting health equity and securing a healthier future for mothers, children, and the entire community.



EFFICIENCY



Programs were aligned & working in close collaboration with public health infrastructure, thereby strengthening existing services and minimizing the gaps.



COHERENCE



The project is in line with Government's Poshan Abhiyan/ mother and child wellbeing and also with the SDG goals - 1 - No poverty, 2-Zero Hunger, 3-Good Health and Well-being.



IMPACT



The project has created multiple impacts to increase the total numbers of ANC registration, vaccination, institutional delivery and PNC checkups, and overall health improvement of mother & child.



EFFECTIVENESS



The project has created better perspective towards good health practices like, on-time ANC registration, timely vaccination and health checkup, change in food habits, safe motherhood practices both during pregnancy & after childbirth, reduction in household work and a sustainable approach to food security for the MAM and SAM children.



SUSTAINABILITY



The project activities increased the awareness level among the mothers and their families. The project helps in changing behaviour pattern toward the overall well-being of the mother and child through a sustainable approach. In addition, the understanding of the health awareness has increased in the community.

Key Findings

Nutrition Garden



All the beneficiaries (100%), have received various types of seeds for seasonal crops, predominantly vegetables. As part of the program, fertilizer, training, marketing, and regular follow-ups are provided to support them.

Smokeless Chulha



All the beneficiaries (100%) reported receiving smokeless chulha along with 2-3 days of hand-holding training. Regular follow-up by the project staff is also reported by all the beneficiaries.

Kavach-MMU



The beneficiaries are being provided with services such as free medicine (including iron and folic acid tablets, etc.), hemoglobin tests, guidance on breastfeeding, regular health check-ups for children, reminders for ANC dates, sonography dates, and vaccination dates, as well as the provision of dietary plans.

mMitra



97% of the mothers reported receiving calls related to post-ANC check-ups and ultrasounds. 92.5% of Lactating mothers reported reminder calls related to the vaccination of their children.

Health on Wheels



All the mothers reported receiving the services viz. free medicines, hemoglobin tests, and health check-ups of the children. The beneficiaries reported receiving guidance on nutrition, as well as information on the intake of iron and folic acid tablets.

Kavach-RCH



Services like free medicine (iron and folic acid tablets etc.), hemoglobin tests, guidance on breastfeeding, regular health check-ups of children, reminders for ANC date, sonography date, and vaccination date, and providing dietary plans are being reported by the beneficiaries.

Key Impact Created

Nutrition Garden



99% of the beneficiaries consistently use vegetables from their kitchen garden and shared that there was a substantial change in their food pattern to the inclusion of seasonal vegetables and grains. 99% observed overall improvement in the health condition of the children and other family members.

Smokeless Chulha



All the beneficiaries (100%) reported multiple improvements at the household level viz. decrease in cooking time, reduction in work-load, improved air quality with reduced smoke, improved health conditions, and reduced fuel cost due to usage of smokeless chulha.

Kavach-MMU



98% of beneficiaries reported a reduction in the occurrence of seasonal diseases and 90% reported a decrease in chronic diseases due to regular intervention and easy access to MMU health care services.

mMitra



Every beneficiary confirmed experiencing benefits as a direct result of modifying their behavior and adhering to crucial steps during pregnancy. These positive outcomes were achieved through regular follow-up and reminder calls.

Health on Wheels



100% of beneficiaries reported registering their pregnancy on time at different governmental health institutions, completing all ANC check-ups, and vaccinating their children.

Kavach-RCH



92% of respondents confirmed ANC registration at the government hospitals/sub-centers while 8% chose RCH Centers. 98% of the mothers reported the timely vaccination for their children.

Project 2: Skill Development & Education

Implementing Partner: Glenmark Foundation, Ashoka University & VVP Foundation

Research Methodology



Year of Implementation

2021-2022



Project Locations

Maharashtra, Himachal Pradesh, Madhya Pradesh, Haryana



Sample Size

200+ Stakeholders



SDG Goals



Skill Development: The OECD-DAC Evaluation Framework



RELEVANCE



The project has the vision to provide livelihood opportunities to individuals and reduce poverty by providing them required skills by the industries and ease the way to get employment.



EFFICIENCY



The program provides all the required support theoretically with practical requirements in the field. Also, additional support has been received by the beneficiaries in terms of behavioural and attitude changes.



COHERENCE



The project is aligned with the Govt Skill Development initiative. Also, the project is aligned with SDG Goals 4: Quality Education, 8: Decent Work & Economic Growth, and 10: Reduced Inequality.



IMPACT



Post-intervention, Beneficiaries are able to contribute financially to their families. Improved lifestyle followed by savings is the other benefit reported by the beneficiaries.



EFFECTIVENESS



The project is providing relevant skills based on industry expectations offering practical experience, skill development, and industry-specific knowledge. Through the training program, candidates can bridge the gap between theory and practice, making them better prepared for their careers.



SUSTAINABILITY



The project's sustainability is very high because it focuses on providing individuals with relevant skills that are in demand in the job market. By acquiring these skills, individuals are better equipped to secure sustained livelihood opportunities.

Index : 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low



Education: The OECD-DAC Evaluation Framework



RELEVANCE



The project provides education to needed candidates with better infrastructure, and nominal fees. The project also is relevant by supporting higher education for job-based opportunities.



EFFICIENCY



The program is multi-donor funded and feasible due to multiple stakeholders.



COHERENCE



The project is in line with SDGs Goal 4: Quality Education and Goal 8: Decent Work & Economic Growth.



IMPACT



Students are moving ahead in their respective courses/degrees and are confident of contributing to society through their knowledge.



EFFECTIVENESS



The project helped to increase learning opportunities and further exposure to career guidance for the students.



SUSTAINABILITY



The project is operationally self-sustainable in nature based on the fees charged to the students. The impact is sustainable from a long-term point of view as the university is going to serve the academic ecosystem for multiple decades

Index : 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low

Key Impact Created



83% of the trainees are capable of providing financial support to their families.



During 2021, Dr. VVP Foundation's medical college intake (UG) increased from 150 seats to 200 seats, and PG students' intake has increased from 29 to 92.



74% that have completed their course got full-time jobs and 3% are engaged in business and 62% of them have been earning between Rs.10,000/- to Rs.20,000/-.



The number of student intake has increased to 2600 at Ashoka University, hence providing better education infrastructure for more students.

Key Findings



72% of trainees receive more than Rs.10,000 as a monthly stipend and 28% receive an amount from Rs.5,000/- to Rs.10,000/- as a stipend.



91% are supporting their families financially through the stipend amount, while 21% of the trainees can save from the stipend.



100% of the trainees expressed that the Internship program helps them to get a better job upon completion.



The primary occupation of most of the families of beneficiaries is either farming (24%) or a private job (24%) followed by daily wage- workers (20%).



The overall retention level of the program was moderate; 68% of the interns either continued or completed the internship program.



55 lower-income diversity and foundation-led schools are targeted across India so the deserving candidates are selected.



Centres of Excellence – Along with academics, Ashoka has created several Centres of Excellence in key areas, to foster thought leadership, create new knowledge, and institute best practices.



The number of student enrolment has increased from around 2,200 in 2020-21, 2600 in 2021-22.



Students representing over 229 towns and cities – from 28 states in India are studying in the university.



VVP foundation project is on the creation of a better education environment for medical students.

Project 3: Creating Champions through Swimming

Implementing Partner: Glenmark Aquatic Foundation(GAF)

Research Methodology



Year of Implementation

2021-2022



Project Locations

Delhi
Kerala



Sample Size

20+ Stakeholders



SDG Goals



The OECD-DAC Evaluation Framework



RELEVANCE



The Glenmark Aquatic Foundation(GAF) gives a platform to the deserving swimmers selected through the Khelo India program with the best facilities and world-class coaches to participate and win in international tournaments.



EFFICIENCY



The prime motive of the project is to create good quality swimmers for which they require world-class levels of training infrastructure which is made available by GAF hence it can be stated that the project has delivered with high levels of efficiency.



COHERENCE



Initiatives were well received and delivered to the beneficiaries. The project goal is coherent with the sustainable goals - Goal 4: Quality Education.



IMPACT



The project has created an impact at different levels right from providing quality access to coaching and other facilities to the swimmers to participate in international championships. Several swimmers have won international medals, and they are eagerly anticipating upcoming events to add more medals to their achievements.



EFFECTIVENESS



A visible improvement in swimmer performance occurred. Participation in international events has increased. The program is successful in achieving its objectives. All of the respondents' swimmers are happy with the facilities and provisions at their centres.



SUSTAINABILITY



The program is sustainable as it has been implemented in collaboration with the Sports Authority of India (SAI). GAF provides expert coaches within the facilities of SAI.

Key Findings



95% of the interviewed swimmers have participated in National events.



95% of the beneficiaries mentioned that the time given for training is adequate for them.



The majority of the swimmers (80%) have been receiving training under GAF for more than 2 years.



All the swimmers are satisfied with the coaching given to them.

Key Impact Created



85% of the interviewed swimmers acknowledged experiencing improved lap completion timings.



58% of the interviewed beneficiaries mentioned that the coaching given to them is very effective and all the coaches are experienced in international events.



75% of the interviewed beneficiaries mentioned that GAF has provided them with guidelines for national and international events.



All of the interviewed beneficiaries mentioned that they have learned new techniques through the training at GAF which would help to acquire medals at national and international levels.

Project 4: COVID Relief

Implementing Partner: Glenmark Foundation

Research Methodology



Year of Implementation

2021-2022



Project Locations

Maharashtra



Sample Size

100



SDG Goals



The OECD-DAC Evaluation Framework



RELEVANCE



The Covid Relief activities are relevant & need-based as this provided much needed support during the pandemic.



EFFICIENCY



As all the projects were aligned with different Government facilities the program avoided duplication with effective execution.



COHERENCE



The project is in line with Covid Support and SDGs Goals 2- Zero Hunger; Goal 3 - Good Health & Wellbeing.



IMPACT



The impact was of immediate nature, at the most needed time. The impact had been effective for the selected vulnerable beneficiaries either the ration kits distribution, the financial support, or the livelihood training of making Covid masks.



EFFECTIVENESS



The project's effectiveness lies in its ability to address the crucial needs of vulnerable communities during the pandemic. It has demonstrated effectiveness in mitigating the adverse effects of the pandemic.



SUSTAINABILITY



All project activities offered immediate support in addressing nutrition, livelihood, and education needs during the pandemic. When the project focuses on meeting the communities' immediate needs, sustainability becomes less of a concern.

Key Findings



100% of respondents mentioned they had benefitted through the mask-making program.



Ration kits had helped in the immediate nutrition addressed, during the Covid period.



Financial support to orphaned children during the covid pandemic for a total of 500 orphan children in Maharashtra, with the objective to continue and improve their education.

Key Impact Created



The provided ration kit was enough to address the nutrition need for about 30-45 days.



The mask-making program helped in the increase in income of women groups, during the COVID.



The orphaned children had immediate support during the pandemic time, which helped address their expenses for education and nutrition.