Impact Assessment FY 23-24

In compliance with Rule 8(3) (a) of the Companies Rules(Corporate Social Responsibility Policy),2014 ('Rules'),following projects were proposed for mandatory impact assessment in FY 23-24.

A CSR Impact Assessment Report

Enhancing Livelihood of Rural Youth through Skill Training and Enterprise Support

Version - 2.3.1
Release Date: 12 March 2024

Third Party Assessor

Opash
Socio-Commercials Pvt. Ltd.

Implementation Partner

aajeevika bureau

Acknowledgement

It has been a wonderful experience working with team Bajaj Auto Ltd. under their CSR initiative. We thank the Management of Bajaj Auto Ltd. for their generous financial contribution. We thank our well-wishers and guides for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work.

We are happy to have the CSR team of Bajaj Auto Ltd., coordinating with us and thank them for the time, efforts and outstanding work they have put in. And also, we thank all the staff members of Aajeevika Bureau Trust for their unconditional support throughout the impact analysis report.

Disclaimer

Opash Socio-Commercials Pvt. Ltd. recently conducted an independent advisory service on behalf of Bajaj Auto Ltd. to evaluate the impact of their CSR projects. It's important to note that Opash's responsibilities are limited solely to this purpose and do not extend to any other use or party.

Any third party choosing to rely on this report does so entirely at their own discretion and risk. Opash's conclusions are drawn from our on-site visits, interviews, and research conducted up to the date of the interviews.

None of the members of our advisory team have any ongoing business relationships with the Bajaj Auto Ltd. beyond what was necessary for this specific assignment. Our advisory service was conducted independently, ensuring there were no conflicts of interest involved.

Users of this report are encouraged to make their own independent business decisions, bearing in mind the associated risks, without placing undue reliance on this report. It's essential to understand that this report does not constitute professional advice, and no guarantees, either explicit or implicit, are provided regarding the completeness and accuracy of its contents.

Lastly, please be aware that the views expressed in this report do not necessarily reflect the opinions or policies of Opash Socio-Commercials Pvt. Ltd.

Abbreviations

BAL - Bajaj Auto Ltd.

CSR - Corporate Social Responsibility

MOU - Memorandum of Understanding

NGO - Non Government Organization

SDG - Sustainable Development Goals

FGD - Focused Group Discussion

Table of Content

1. Executive Summary

Bajaj Auto Ltd. had identified Aajeevika Bureau Trust, to implement the project in Rajasthan.

To understand the impact of the project and implementation process of the project, Bajaj Auto Ltd. empanelled Opash Socio-commercials Pvt. Ltd. to undertake the third-party impact assessment.

For the purpose of this study, Opash reviewed documents, MoU and data provided by the Aajeevika Bureau Trust' to understand the objective and the impact created by the program. Third party team comprising of 4 members conducted field visit to 2 villages - Salumbar and Gogunda, villages in Udaipur district, Rajasthan where Aajeevika was active. They also interacted with the direct stakeholders like, the project co-ordinator, NGO field staff members and beneficiaries in both the villages.

Below are the key findings based on the locations visited, namely - Salumbar & Gogunda:

1. There was a clear strategy in place and the project was implemented according to the same.

2. Detailed data collection was done giving before/after scenarios for the beneficiaries.

3. Beneficiaries have received appropriate training in their interest areas after which they have started their own business or had improved wage earnings due to skill up-gradation.

4. Higher percentage of beneficiaries had chosen motorcycle repairing and maintenance as a choice of skill as motorcycles were the chief mode of local transport - and that was a highly visible observation by the team.

5. There was no gender disparity when it came to choosing tailoring skill and there was equal participation from male beneficiaries in this traditionally women dominated skill.

6. Seeing the direct impact on livelihood, there was considerable faith displayed in the program and the word-of-mouth publicity amongst peers of the beneficiaries was a testament to the success of the program.

7. This success indicates the sustainability of the program. The program can be replicated in other states in India with the support of Aajeevika Bureau Trust.

2. Overview of the Project

2.1 About Bajaj Auto Ltd.

Bajaj Auto Ltd., (BAL), is a renowned conglomerate that has played a significant role in shaping India's industrial landscape for over nine decades.

Beyond business, BAL has a strong commitment to social responsibility and philanthropy.

With a legacy of entrepreneurship, focus on innovation, and a deep-rooted commitment to social welfare, Bajaj Auto Ltd. continues to be a symbol of excellence in India and an influential player in the global business arena.

With BAL's network of over 200+ NGO partners, IT has supported a number of projects so that desired assistance and support could be provided to those who need it most

In recent years, the BAL has embraced sustainability and eco-friendliness in its operations, aligning with global efforts to combat climate change and reduce environmental impact. Their initiatives towards electric mobility and clean energy solutions demonstrate their dedication to a greener future.

2.2 About the Project

In response to the growing realisation that labour migration had become vital for rural communities' livelihood, particularly in areas like Rajasthan, Aajeevika Bureau was established in 2004.

Due to hardship, adivasi youth from southern Rajasthan were required to relocate to labour markets in Gujarat, Maharashtra, and other states, because of which they were exposed to grim urban realities.

Aajeevika Bureau's work is focussed on supporting vulnerable segments within migration dependent communities across the western Indian migration corridor.

As the Aajeevika ideology took hold, their main concern was, how to make labour mobility more equitable and manageable in a developing economy. At the rural end of this migration corridor, Aajeevika's work spans multiple districts in the tribal belt of south Rajasthan (populated by Bhil, Garasiya and Meena tribe), which serve as key source regions from where workers, predominantly men; but increasingly women and families as well, migrate to seek employment in the informal economy of cities.

This migration is seasonal and circular in nature, triggered by factors like marginal landholding, seasonality of agriculture, and the local economy's inability to meet demands for non-farm employment.

At the urban end, Aajeevika's work is spread in the cities of Ahmedabad, Surat, Mumbai, Pune and Bangalore - all massive recipients of migrant workers from Rajasthan and elsewhere in the country.

At each location, Aajeevika operates through Worker Facilitation Centres that are located within industrial hubs and major source regions with significant worker outflow.

In addition to these locations where Aajeevika has direct presence, partnerships with organisations like Kotda Adivasi Sansthan (KAS), Gramin Evam Samajik Vikas Sansthan (GSVS) and Safe in India, allow them to engage in aligned work in other parts of the country.

Unique Feature of the NGO

The STEP Academy has incorporated field-based activities and life skill workshops into its curriculum as it understands that skill training alone will not prepare rural youth for success in the labour markets. The programmes also help in developing self-worth, confidence, and decision-making skills.

Training Courses

These training courses are offered to unskilled individuals and former employees at the STEP Academy and satellite locations.

The On-the-Job Training (OJT) programme gives unskilled employees meaningful work experience and the chance to earn money while also acknowledging their obligations to their families. Unnati Training program is for those who want to improve their current skills.

2.3 Objectives

Merely offering skill training does not help rural youth to be successful in the labour markets.

There is a serious requirement to instil confidence, build their aspirations for success and create a stronger sense of self-worth and decision making.

Keeping this in mind, STEP academy conducted life skill sessions and several field-based activities for rural youth.

Execute the following training programmes

Hunar: This training is for those who would have otherwise migrated in unskilled and hazardous work or are returnees. This is a one month residential training conducted at the STEP academy and satellite centres.

On Job Training (OJT): For the unskilled workers its quite difficult to take a break for upskilling and so OJT helps them to earn while learning.

Unnati: As per the importance of skill up - gradation and skill certification, STEP academy conducts the Unnati programme.

Post Training Support

Tool kit to trainees to support them to start the professional work.

Provided visiting cards.

Link trainees with job placement opportunities in the market and support them with technical support to start their own enterprise.

Alumni meets - Here trainees get a chance to network and explore opportunities to expand their work and discover placement opportunities.

Placement Day meet-ups are arranged at the STEP academy and at field centres.

2.4 Outreach of the Program

The stakeholders' interaction took place at multiple locations, including the NGO office in Udaipur and the villages of Salumbar and Gogunda, providing a holistic perspective of the project's scope
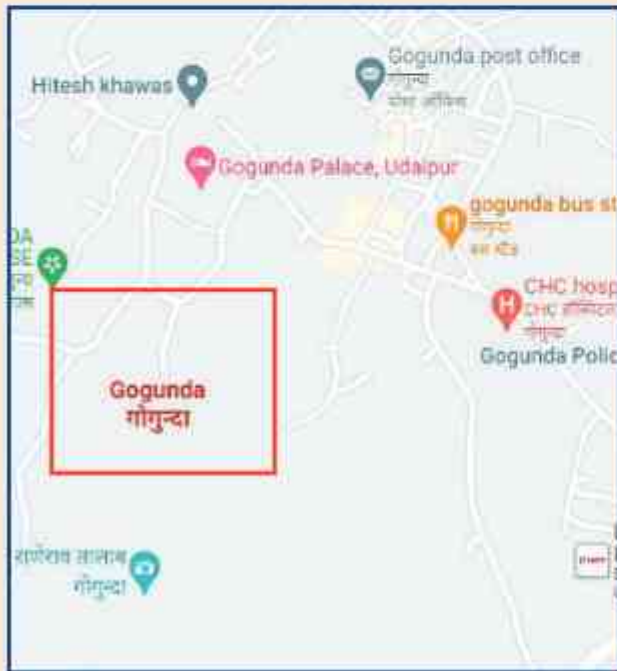
Gogunda

Salumbar

Project Locations for Assessment of Aajeevika Bureau Trust

Partner NGO → Rajasthan
Partner NGO → Gujarat

2 villages in Udaipur

No. of Beneficiaries
Salumbar | Gogunda
42   45

3. Opash's Approach & Methodology

3.1 Our Understanding & Definitions

Impact assessment refers to an evaluation of how, and to what extent, development intervention causes sustainable changes in living conditions and behavior of beneficiaries and the differential effects of these changes on women and men.

It involves understanding the perspectives and expectations of different stakeholders and it takes into account the social-economics and environmental context in which the development interventions take place. (Hopkins 1995)

Participatory Impact assessment (PIA) is a process of evaluation of the impact of development interventions which is carried out under the full or joint control of local communities in partnership with professional practitioners or NGOs.

Point of Measurement	What is Measured	Indicators
Output	Effort	Implementation of activities
Outcome	Effectiveness	Use of output & sustained production of benefits
Impact	Change	Extent of difference from the original problem situation

3.2 Sample Size & Coverage Area

Out of 2 project locations - Rajasthan and Gujarat, 2 villages in Udaipur were visited to assess the impact of the project. These villages were selected on the basis of the availability of the target beneficiary. The area coverage and sample size are as follows:

Udaipur, Rajasthan

Villages	Sample Size		Date of Assessment
	Target	Achieved	
Gogunda	30 to 40	32	10/08/2023
Salumbar		26	11/08/2023

3.3 Analytical Framework

The assessment was conducted using a multi-pronged analytical framework focussing on the quality aspect of impact, which included:

Analytical Framework

Completeness & accuracy of the data

CREDIBILITY

ANALYZABILITY

Accuracy of the analysis & interpretations

TRANSPARENCY

Ability to do something of value with the outcomes

USEFULNESS

Roller, M. R., & Lavrakas, P. J. (2015).
Applied qualitative research design:
A total quality framework approach. New York: Guilford Press

Based on the framework the following criteria were studied

1

Documentation Analysis:
Covering the project plan, closure reports, annual reports, utilization certificates,etc

2

Outcome Analysis:
Assessing the project outcome as against the commitment in the agreement (MoU).

3

Impact Analysis:
Assessing the outputs and impact created by project and its sustainability.
1. Program effectiveness
2. Strategic implementation
3. Increasing count of beneficiaries.
4. Increasing demand of the training program.
5. Effective women empowerment through increasing count of women beneficiaries
6. Developing entrepreneurs

4

Community involvement Analysis:
Involvement of the stakeholders in the project planning, execution, training, exposure visits, post project support, etc.

3.4 Stakeholders

Designation	Number of people	Responsibilities
Project Head	1	Who is responsible for the decision making of the project
Project Coordinators	2	Staff responsible for day-to-day project management and coordination.
Project Documenting Person	1	Who maintained records and documentation related to the project.
Staff Person	1	Member of the project team involved in the implementation of project activities.

3.5 Objectives of the Assessment

The objectives of the assessment encompass an integrated approach to evaluating the project. This multifaceted approach helps assessors provide a comprehensive assessment report that not only identifies strengths and successes but also highlights areas for improvement and potential areas of concern within the project.

STEP 1 — VISIT

It involves observing project's physical infrastructure, surrounding environment, and any specific features or challenges associated with the location. By being on-site, assessor can see the context, crucial for providing a well-informed evaluation

STEP 2 — INTERACT

Conversations with key stakeholders, including NGO staff and their beneficiaries, play a pivotal role.to get firsthand information, insights and feedback about the project's impact, operation and outcomes. This gives a qualitative dimension offering valuable opinions from those directly affected.

STEP 3 — DOCUMENTATION

The entire research process from idea, planning to results and conclusions, is described sufficiently clearly and in detail for the research to be traceable, interpretable and reproducible. All data collected, measured or created within a research project is counted as research data. Data can be numeric, text, images, video or audio recordings.

STEP 4 — FUND UTILIZATION

This step enables advice on transparent financial management and helps detect any mis-allocations, or financial difficulties that may have occurred throughout the project's execution.

3.6 Methodology - Impact Assessment Study

Pre Field Visit

1. Background research on NGO.
2. Understanding the objectives with the Donor Agency.
3. Preparation of questionnaire.
4. Scheduling and coordinating with NGO for field visit.
5. Consent of beneficiary prior to interviews.

On Field

1. Visit to the field was done on 10th & 11th August, 2023.
2. One-on-one interviews with NGO office bearers and beneficiaries were conducted.
3. Reviewed NGO monitoring system
   - Beneficiary FGD and interviews
   - Photo and video documentation

Post Field Visit

1. Visual records sorting and categorization.
2. Reviewing the recommendations and observations.
   with Donor to aid them in determining future course of action.
3. Draft report submission to Donor for review.
4. Iteration and incorporation of suggestions where needed.

3.7 Methods of Data Collection

OPASH used a common methodology and tools of data collection for both the identified villages. The team interviewed 87 beneficiaries over 2 days in Udaipur, Rajasthan.

It included discussion with NGO staff, project coordinators, beneficiaries in each village. Interviews and group discussion were conducted with following stakeholders:

1. Representatives of the NGO
2. On-field staff members (Yuva Mitra) respectively
3. Project coordinators
4. Beneficiaries in Salumbar and Gogunda

Resource Mobilization

The impact assessment study in 2 villages in Udaipur, Rajasthan was completed by a team of 3 people including 1 subject matter expert.

Following pre-designed tools were used for data collection from these stakeholders:

Tool 1: Primary & Secondary data.

Tool 2: Visits to beneficiary's shops in Salumbar and Gogunda.

Tool 3: Group Discussion with NGO staff on the status of program with reference to key development in training, post training support and measurement of improved livelihood of the beneficiaries.

Tool 4: One-on-one interviews as well as Focussed Group Discussion with the beneficiaries.

4. Findings

4.1 Relevance of the Program

According to the report published by Aajeevika Bureau Trust in 2003 titled *'Aajeevika Study on Livelihoods in Rajasthan'*, the highlighting point was, the migration for wage labour in tribal dominated South Rajasthan is now established as a firm and sustainable strategy for rural poor to survive and escape rural poverty. In current scenario also, rural youth migrate to nearby states, cities for employment. They often start with the most risky, low paying jobs and tend to stagnate at low wages for their inability to access vocational skills.

The Ajeevika Bureau was established with the aim of reshaping the experience of migration into a more favorable prospect for marginalized sections of the migrant workforce. This involves enhancing their earnings, safety, and overall stability, not only within the labor markets but also within their rural communities.

To overcome this challenge and to create employment within the village for rural youth Aajeevika started the **'Skill Training Program.'** Implementing such projects enables vital growth of youth in rural areas. Educating rural youth with the basic skills required to work on their own with a small unit of business can improve their overall life and give fixed earning source.

4.2 Effectiveness of the Program

Education and acquiring skills play a major role in shaping lives. Educating oneself opens doors to multiple opportunities at the same time. Initiative taken by Aajeevika Bureau Trust in skilling area provides opportunity to build income source. People living in rural part of the states could acquire skills of their interests which will help them to earn efficiently.

The project - 'Enhancing Livelihood of Rural youth through Skill Training and Enterprise Support' can be benefit in following areas

- Life up gradation with skill enhancement

- Setting up own business

- Reduced migration rate

- Increased income source

- Confidence building

4.3 Impact of the Program

Overview of the program

1. People from the community are socially disadvantaged and had very poor financial background.

2. Migrant workers are predominantly absorbed in construction work, textile industry, domestic work, home-based work, and the hotel & restaurant industry.

3. As part of data collection information was collected through one-on-one interviews, FGD's and review of documents.

4. These interactions not only provided a comprehensive understanding of the project but also offered valuable perspectives from the individuals directly involved in its planning and execution.

5. The respondents' interaction took place at multiple locations, including the NGO office in Udaipur and the villages of Salumbar and Gogunda, providing a holistic perspective of the project's scope.

6. Stakeholders provided an overview of the Aajeevika Bureau Trust, its mission, and its broader objectives in the community.

7. Information was shared regarding the range of initiatives and programs offered to benefit the project's intended beneficiaries.

8. Stakeholders provided context by detailing the inception and historical background of the 'Enhancing Livelihood of Rural Youth Through Skill Training and Enterprise Support' project.

9. An assessment of the project's current status, progress, and activities in the field was discussed.

10. Stakeholders highlighted the initial challenges encountered during the launch and initial stages of the program's implementation.

4.4 Acquisition Process Flow

The infographic below depicts the process of acquisition to enrollment and and hand-holding offered by Ajeevika to beneficiaries as observed by OPASH team.

ADVISING
Placement and business setup guidance.

GUIDANCE
For information on various available courses

2

4

6

ALUMNI MEET
Networking and knowledge sharing

1

3

5

FOLLOW-UP
Resolving on going challenges if any.

AWARENESS
Through village level meeting, Haat Bazar, Yuva Mela

ADMISSION
Providing theoretical and practical knowledge

As the process of project implementation was same in both the villages, some common findings were identified in Impact Assessment Study. Following are the common findings for both the villages.

Percentage of beneficiaries interviewed for both villages

Beneficiaries Interviewed

45%

55%

Total beneficiaries interviewed – 58

FGD+Individual – 58

Beneficiaries started business – 17
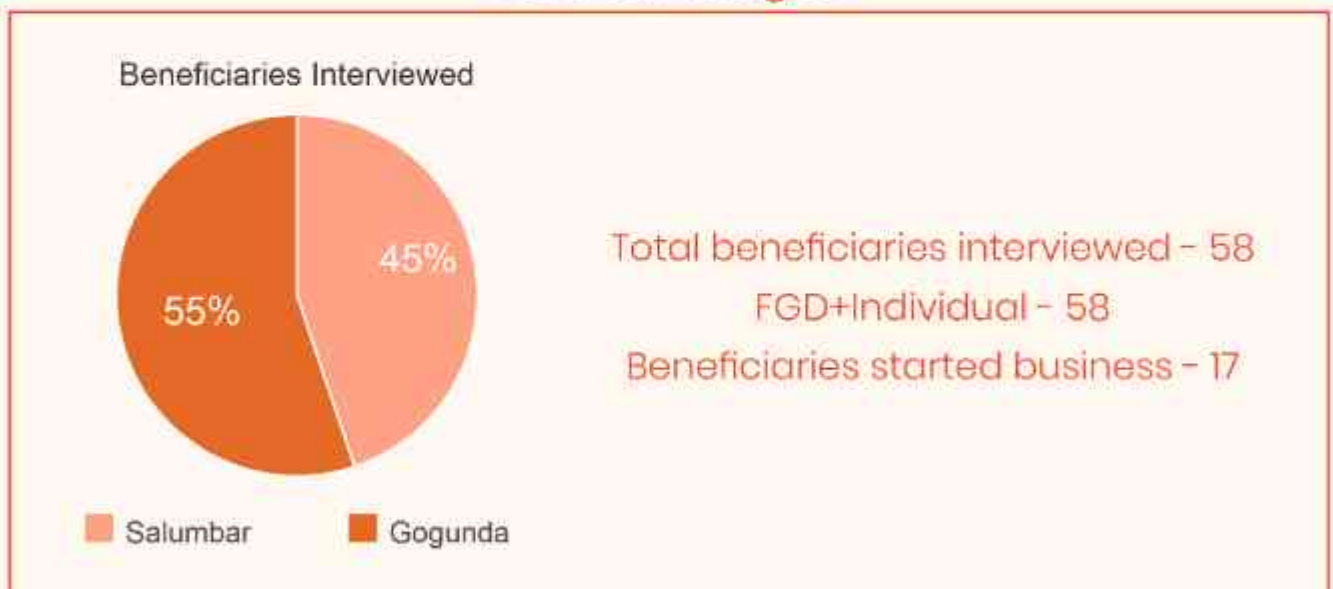
Salumbar ■ Gogunda

A summary of our notes from FGDs in Salumbar and Gogunda

- Households of Gogunda and Salumbar have at least one member migrating in search of work. There are 500-600 migrants from every panchayat

- The migration is almost entirely by male members of the family

- Occupations in which migrants are engaged in vary from self-owned businesses to unskilled labour.

- Shop workers, cooks or helpers in restaurants/hotels, manual labour of different kind, factory workers and sculptors make up most of the migrants.

- People engaged in salaried employment are few

- Migration is largely from rural to urban areas such as Surat, Mumbai, Udaipur and Ahmedabad.

- Other major destinations include Kelwa and Palghar in Maharashtra

- The absence of any identity, payment irregularities, lack of skill or opportunity are the main obstacles faced by migrants here.

Reasons why people gave preference to training over migrating in other states/cities for work.

- People are culturally attached to their hometowns and families.

- Finding work within the village/city/state is more convenient by living at your own house than working in another city/state.

- People can address family emergencies due to the work production nearby.

- Some people have their own farms to work in, which is also one of the major reasons for choosing/receiving training.

- It is less expensive if people get a job within the village/city/state and savings can be done.

Qualitative Findings

- Stone mining was causing grave health issues and was the only source of employment. This was also the main reason my people migrated in search of other work. The intervention provided an opportunity alternative source of income generation.

- Received hands-on training as practical knowledge, especially in automobile repair, followed by advanced training generated earning source locally which reduced the migration rate

- The concept of Yuva Mela / Yuva Mitra canvassing through Haat Bazaar – worked well for identifying beneficiaries in the villages

- Breaking gender stereotypes – it was observed that some women had also taken up mason work after being helpers to masons. For tailoring it was observed that men had also opted for the course.

- Women got empowered by acquiring skills – masonry and tailoring vocation.

- Minimum dependency on the family for income and self-image building with increased self-confidence

- Auto Repairing had outstanding results and provided for opportunity to expansion of services and employment generation

- Beneficiary motivated others to participate in the program

- Awareness on financial literacy – importance of saving – utilization of profits for expansion of the business.

Following are the common findings based on the questionnaire referred for individual interviews conducted with beneficiaries in both the villages:

Types of work beneficiaries were engaged in before receiving the training:

- Marble work
- Working in Hotels
- Security guard
- Kitchen Helper
- Construction sites

Approach towards the training program:

- The primary need was to do some kind of work by upgrading oneself with some skills.
- Finding an income source to fulfil basic needs.
- Finding additional supporting income to agriculture

Awareness:

- Through Panchayat meetings.
- Through friends who were earlier beneficiaries of the program.
- Information from people who were aware about the program.
- Through school meetings in villages.

Beneficiaries' family approach towards training program:

- Believe that migration is the only source of earning.
- Beneficiaries convinced their families by explaining to them the benefits of the training program.

Skill programs in Training:

- Tailoring
- Plumbing
- Motor winding
- Motorcycle repairing
- Plastering work
- AC-fridge repairing
- Mobile Repairing
- E-Mitra operator

Monthly income (Approx.):

Starting from Rs. 5000/- to Rs.20-25,000/- after training.

Utilisation of Money:

- Household expenses
- House repairs
- Livestock
- Education
- Mobile, Bike
- Land Purchase

Changes observed in self:

- Found out a fixed earning source.
- Earning source within the village/city.
- No need to migrate for work.
- Convenience of living with family.
- Earning source nearby house or by starting one's own business in the house.
- Convenience of doing work according to personal requirements.
- Sufficient monthly income.

Earnability Generated - 6564

- Hunnar — 2303
- Unnati — 644
- OJT — 1601
- Self Employeed — 2016

Village specific findings: Salumbar

Total beneficiaries interviewed - 26

FGD+Individual - 26

Beneficiaries started business - 09

Break up by Profession Male

Legend	
Motor Rewinding	Motorcyc e Repairing
Mobile Repairing	Ac-Fridge Repairing
Hand Pump Repairing	Mason
Tailoring	
House Wiring	**Female**
Plumbing	2 - Tailoring
	1 - Mason

Findings

1. All the 26 beneficiaries interviewed were initially engaged in low paying jobs and were migrating to other cities or states.

2. All the 26 beneficiaries interviewed, provided feedback that they found the overall program effective.

3. Out of all the beneficiaries interviewed, 80% beneficiaries started their own business after 6 months of training received.

4. All the 26 beneficiaries interviewed, provided feedback that their monthly income has increased satisfactorily and they can manage their own as well as family expenses.

5. Out of total beneficiaries interviewed, 30% were female beneficiaries who provided feedback, that the training they received helped them working on their own terms by breaking stereotypes.

Village specific findings: Gogunda

Total beneficiaries interviewed - 32

FGD+Individual - 32

Beneficiaries started business - 08

Profession	Male	Female
Tailoring	1	2
Bike Repairing	5	0
Mason	0	1
Hand pump repairs	1	0

Findings

1. All the 32 beneficiaries interviewed were initially engaged in low paying jobs and were migrating to other cities or states.

2. All the 32 beneficiaries interviewed, provided feedback that they found the overall program effective

3. Out of 32 beneficiaries, 90% beneficiaries started their own business after receiving the training

4. All the 32 beneficiaries interviewed, provided feedback that they have started earning in a satisfactory way.

5. Greater number of motorcycles in the village encouraged 50% of beneficiaries out of total beneficiaries to receive bike repairing training.

.6. Also, increasing demand for stitched clothes encouraged both male & female beneficiaries to receive training of tailoring.

Following graph showing the Skill wise monthly income of beneficiaries from all professions

SKILL WISE MONTHLY INCOME

Income in Rupees

■ Monthly Income

5000, 25000, 9000, 10000, 12000, 9000, 12000, 7000, 4000

TAILORING, MOTOR REWINDING, MOTOR CYCLE-, HOUSE WIRING, MOBILE REPAIRING, AC-FRIDGE REAPIRING, PLUMBING, HAND PUMP-, MASON

(Skills)

Following is the progress data of the beneficiaries before and after training received from all the villages covered (For October 2018 to November 2021)

For all Villages - Income growth graph

— Income Before Training   — Income After Training

% Increase in Income Post Training

% Increase in Income
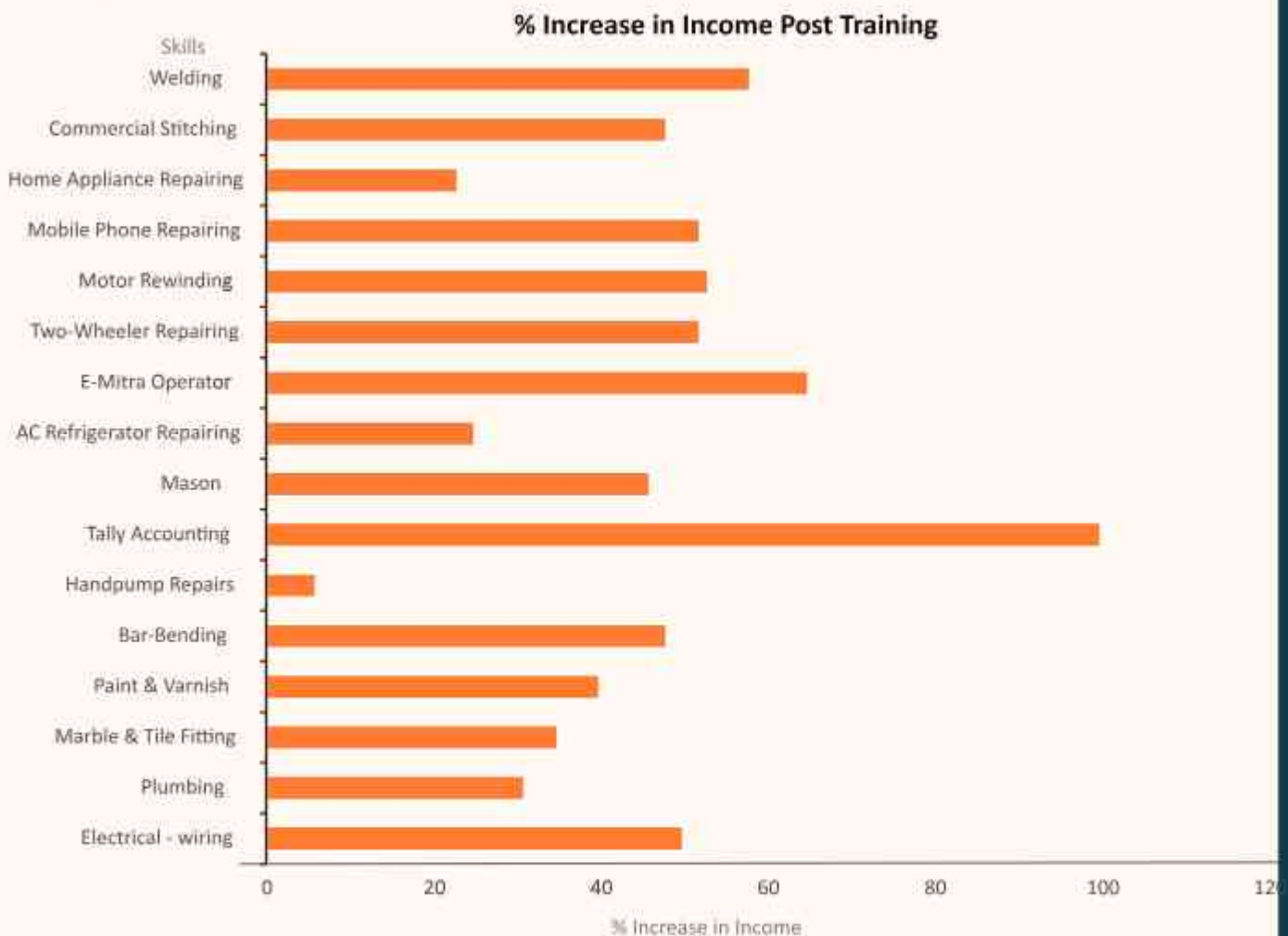
5. Recommendations

Following are some recommendations about the program OPASH observed to be implemented,

- Need for enhancing use of social media platforms to reach out to the community.

- Being a successful model, it needs to be replicated, however that requires funds and networking with other NGO.

- Connecting with government schemes / banks / financial institutions and entrepreneurs for seed capital schemes / expansion funding

6. Sustainability

Establishing employment opportunities to make positive life changes as well as to boost entrepreneurship in rural areas of all states automatically helps to uplift the social, cultural as well as economical level of the nation. Initiatives like skilling program can be reach every corner of the nation which will help building the nation more effectively.

Aajeevika's project 'Enhancing livelihood of rural youth through skill training and enterprise support' is an ideal model to implement nation wide for rural development.

- However this initiative needs continuous funding to run the project in future.

- More number of staff members to execute the project at different places at the same time.

- Authorised NGO can decentralise the project.

- Need more local NGOs to be connected to execute the project in their nearby areas.

Mobile Repairing Training
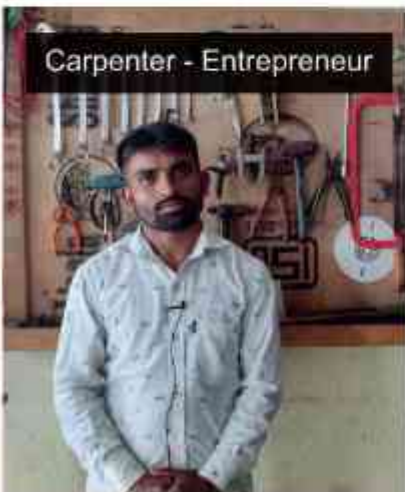
Carpenter - Entrepreneur

Auto Garage - Entrepreneur

Tailor - Entrepreneur

Tailor - Entrepreneur

Auto Mechanic - Training

One-on-one Interview

Focus Group Discussion

One-on-one Interview

One-on-one Interview

Auto Mechanic - Training

One-on-one Interview

One-on-one Interview

References

https://www.aajeevika.org/

https://censusindia.gov.in/

*The Perils of being poor in the age of COVID19 ; A report on the situation of South Rajasthan Migrant workers after the lock down December 2020

Migration and Labour Profile of Gogunda Block (Udaipur District, Rajasthan) September 2008 , Aajeevika Bureau Block Office

"*You make a living by what you get; you make a life by what you give*". When we engage with the community, it is not simply money that we give, but direction and integrity of purpose. We should harness private initiative and money for public purposes."

Late Shri Rahul Bajaj
Businessmen in Public Life - Speech, 28 Aug 2012

A CSR Impact Assessment Report

Reviving Springs of Uttarakhand

Version - 2.3.1

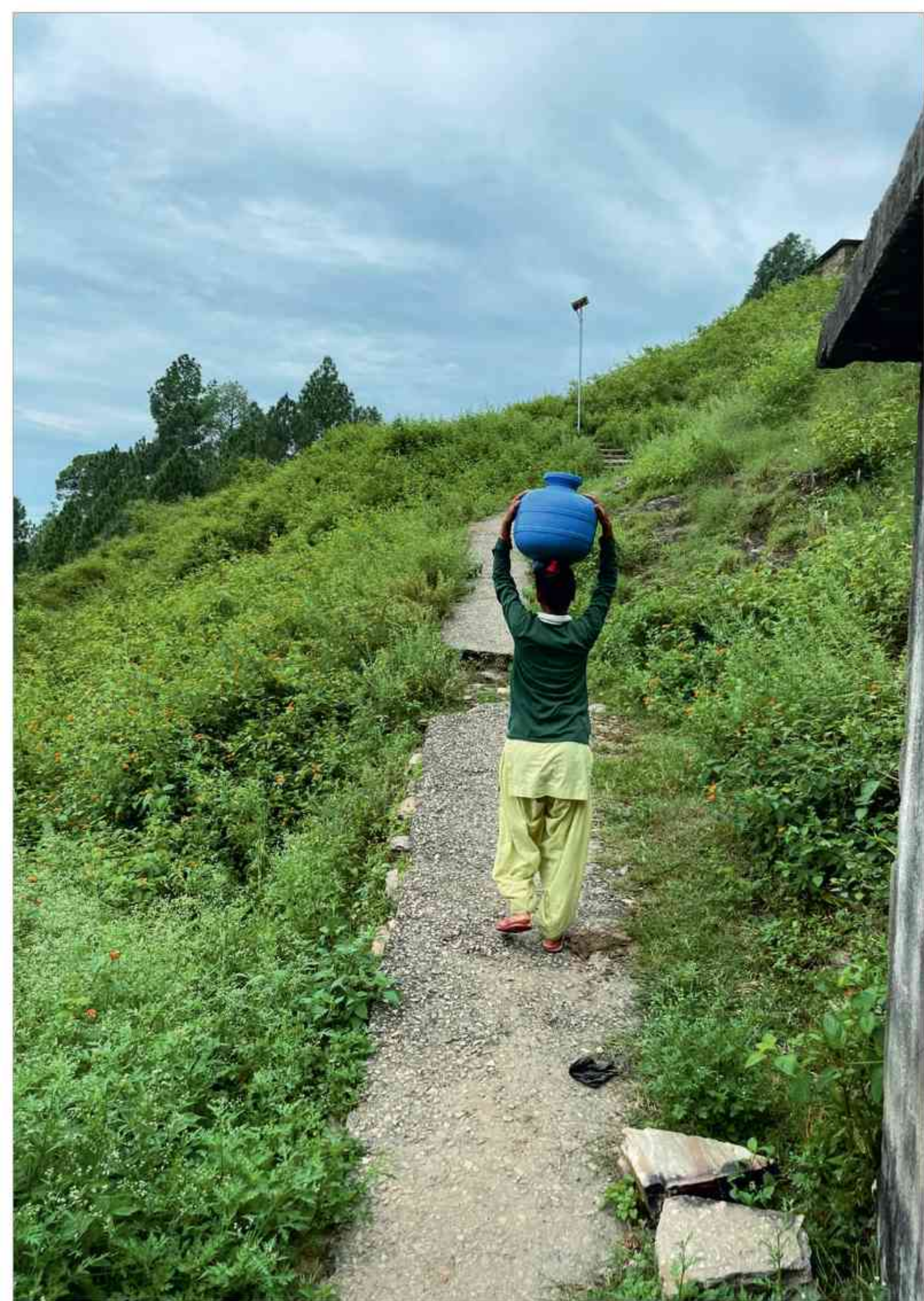Release Date - 12 March 2024

Opash
Socio-Commercials Pvt. Ltd.

Third Party Impact Assessor

Implementation Partner

Acknowledgement

We would like to express our heartfelt gratitude for the exceptional collaboration we've had with team Bajaj Auto Ltd. within the scope of their CSR initiative. We extend our thanks to our mentors who provided us with their inspiring guidance, invaluable constructive feedback, and friendly counsel throughout the project.

We are happy to have the CSR team of Bajaj Auto Ltd., coordinating with us and thank them for the time, efforts and outstanding work they have put in. Their commitment, hard work, and outstanding contributions have been crucial to the project's achievements.

Additionally, we would like to acknowledge the unwavering support of all the members of Peoples Science Institute. Your steadfast assistance throughout the impact analysis report has been truly invaluable. We are grateful for the collaborative spirit that has made this project a success.

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MoU - Memorandum of Understanding

NGO - Non Government Organisation

PIA - Participatory Impact Assessment

PSI - People's Science Institute

WUG - Water User Group

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1. Executive Summary

Springs, rivulets, and ponds serve as the lifeline of the Himalayan water system, playing a crucial role in sustaining livelihoods and supporting the cultural heritage and overall well-being of mountain communities. In remote mountain villages of Uttarakhand, that are distant from rivers, natural springs often represent the sole source of water. But, over the years, these water sources observed neglected by community people for various reasons and even the lands were sold out for commercial purpose which resulted into shortage of water in respected areas. The project, 'Reviving Springs in Uttarakhand' focuses on spring rejuvenation in the state of Uttarakhand to restore ground water level of natural springs.

People's Science Institute has played a crucial role as the technical partner in the restoration of natural springs, while also collaborating with local NGOs that engage with communities. The primary aim was to ensure active involvement and ownership of the people who rely on these springs. Financial support is provided to pay a minimum daily wage to those involved in the spring rejuvenation work. However, the emphasis is on transitioning the responsibility for management to the local villagers once the spring is revitalised.

To understand the impact of the project, Bajaj Auto Ltd. empanelled Opash Socio-commercials Pvt. Ltd. (OPASH) to undertake the study. For the purpose of this study, OPASH reviewed documents and data provided by PSI to understand the objective and the impact created by the program. Third party team comprising of 4 members conducted field visit in Ghaneli, Palna, Barsimi, and Anariyakot in Almora District of Uttarakhand and interacted with the stakeholders such as, project coordinators, para workers, staff working at the project location and Water User Group members. The objective was to understand their perspective and views as well as future requirements about the program.

The process of spring rejuvenation begins with the identification of a recharge area. This area is where water can naturally seep into the ground, typically located on hill slopes. Importantly, the slope gradient should not be too steep. Once the recharge area is pinpointed, the restoration work involves digging trenches measuring seven feet in length, 1.5 feet in width, and 1.5 feet in depth. Additionally, the project includes planting vegetation and laying grass on the bunds surrounding the trenches. These measures help prevent soil erosion and runoff into the structures, safeguarding the integrity of the spring.

Another effective technique employed is the pruning of trees and the removal of invasive weeds in the recharge areas. This practice not only contributes to the preservation of existing vegetation but also creates space for planting more trees. The branches trimmed during this process can be utilised by local households for various purposes, further enhancing the sustainability of the initiative.

This methodology has been tested on over 400 springs in the lower Himalayan Kumaon region and has proven to be both effective and replicable across a diverse range of natural settings.

The information gathered through FGDs and personal interviews comprised of record of springs revived in Uttarakhand, photos of springs revived, and briefing about the training provided to the beneficiaries.

Opash's Impact Assessment findings for this project are positive in case of project implementation as well as outcomes of the program. Following were the key findings based on the visited locations Ghaneli, Palna, Barsimi, and Anariyakot.

- Need assessment of the project was strategically done by PSI Team for the better execution of the program.

- Spring identification was done systematically in every district of Uttarakhand.

- Pre-assessment of each spring was done by the team of Hydrogeologists of PSI to understand the status as well as to decide the line of treatment for the spring.

- Project execution was done systematically by well-trained team of PSI in villages of every district of Uttarakhand.

- The systematic chain was formed by the PSI to collect timely on-field data in each village.

- Considering the status of the springs, PSI formed Water User Groups in the villages by engaging villagers in the implementation of the project.

- Decreased water shortage in visited villages.

- Increased water level of the spring.

- Decreased water fetching time as well as water fetching at night time has completely stopped.

2. Overview of the Project

2.1 About Bajaj Auto Ltd. and its CSR

Bajaj Auto Ltd., (BAL) is a renowned conglomerate that has played a significant role in shaping India's industrial landscape for over nine decades.

Bajaj Auto Ltd. operates across a diverse range of commercial vehicles and personal two wheelers along with financial services, and more.

Beyond business, BAL has a strong commitment to social responsibility and philanthropy.

With a legacy of entrepreneurship, a focus on innovation, and a deep-rooted commitment to social welfare, Bajaj Auto Ltd. continues to be a symbol of excellence in India and an influential player in the global business arena.

With BAL's network of over 200+ NGO partners, it has supported a number of projects so that desired assistance and support could be provided to those who need it the most.

In recent years, the Bajaj Group has embraced sustainability and eco-friendliness in its operations, aligning with global efforts to combat climate change and reduce environmental impact. Their initiatives towards electric mobility and clean energy solutions demonstrate their dedication to a greener future.

2.2 About the Project

Ninety percent of drinking water supply in rural villages of Uttarakhand is derived from springs. However, a vast majority of these springs are becoming seasonal or have dried up to the impacts of climate change, changes in land use patterns, deforestation, etc. Due to low retention of rainwater, around 37 percent of springs in Uttarakhand, which directly contribute to the Ganga River system, are drying.

Many people face acute water shortages during summers and the major burden falls on mountain women who have to walk 3-4 km daily on steep slopes to fetch water. Contamination of spring water due to infiltration of pathogens from drains, garbage heaps and open defecation is also an emerging concern. Spring shed development can help enhance rainfall infiltration, recharge springs and enhance stream flows.

It comprises hydrogeological and water quality studies, community mobilisation, formation and capacity building of village level institutions, identification and treatment of recharge areas and development of protocols for operation and maintenance of treated springs.

The projects main objective was of revitalising and safeguarding 50 vital springs in five districts of Uttarakhand that are facing water scarcity. By taking into account a minimum of 20 households relying on each spring, the program is expected to bring benefits to approximately 1000 households, encompassing a population of approximately 5000 individuals. .

The aim of the project is to develop a sustainable and climate-resilient strategy that addresses the issue of drinking water scarcity in Uttarakhand. This will be achieved by reviving 50 springs across five districts. A key aspect of this project is ensuring active participation from the local communities in a socially just manner.

The project was initiated in September 2017 and ended in December 2021.

The entire 4 years and 3 months witnessed different activities in all the five selected districts (Almora, Pauri Garhwal, Dehradun, Nainital and Pithoragarh) considered under the program as PSI adopted and changed their strategies in the field. Recce visits, community mobilisation, Water User Groups formation, preparation of spring shed development plans, seasonal water quality analysis, implementation work & review, hands-on training of para-workers were conducted. Around 24 para workers were appointed and trained during the 4 years span, who helped in formation and capacity building of 81 WUGs.

New springs had been identified in all the five districts and implementation works included, trenching, recharge pits, gabions, ponds, plantation of tree saplings, grass saplings and fencing of the recharge area. During the final year, desilting of trenches and replantation activities were also undertaken. Training the WUGs and para workers were given utmost importance throughout the project period, with regular training workshops being conducted. The communities were also trained during the visits by PSI's research team.

By the end of the project, women (excluding para workers) were trained in discharge data collection and water quality monitoring throughout the five districts.

2.3 About NGO

People's Science Institute (PSI), officially registered as a society under the Societies Act (1860) in New Delhi, operates across India, with a particular focus on the central-western Himalayan states of Uttarakhand and Himachal Pradesh, as well as poverty-stricken districts in western Orissa. Its central operational hub is situated in Dehradun, Uttarakhand.

Founded in 1988 by a group of professionals educated at the Indian Institute of Technology (IIT), some of whom possess decades of experience in the field of development, People's Science Institute (PSI) stands as a nonprofit research and development organisation. Its overarching mission is to combat poverty by empowering both the impoverished and the productive, while promoting the sustainable and equitable utilisation of human and natural resources. PSI lends technical and managerial support to communities and organisations collaborating with them, implements development programs, and conducts research in the public interest.

In India's voluntary sector, PSI is renowned for its groundbreaking work in community-driven watershed-based livelihoods development, environmental quality monitoring, construction of disaster-resistant housing, and the dissemination of appropriate technologies.

PSI's activities are categorised into five units:

1. Natural Resource Management

2. Environmental Quality Monitoring

3. Disaster Mitigation and Response

4. Innovative Projects

5. River Conservation

Each unit not only executes development projects but also conducts research and offers training and professional assistance to fellow voluntary organisations and government agencies. PSI is staffed by a capable team of socially conscious engineers, scientists, and social workers, all dedicated to fulfilling these objectives.

2.4 Need assessment of the project

More than 75 million people live in the Indian Himalayan Region (IHR), whose lives and livelihoods are mostly dependent on groundwater in the form of springs and streams rather than on big rivers.

Drinking water availability issues in the region are rapidly assuming alarming proportions. Under the prevailing circumstances, the IHR will end up facing more water uncertainties (longer dry spells) in the near future. Besides, several micro-studies indicate problems of groundwater quality in the Himalayan region. The slope and space constructions in mountain regions heightens the risk of pathogens infiltrating from drains, soak pits, garbage heaps and open defecation grounds.

The problem is further exacerbated by years of community neglect and mismanagement. In some villages, people have built structures on top of these springs, while in other places, they have sold the recharge lands for commercial purposes, resulting in the loss of access to these vital water sources.

The discharge of springs depends on both the rainfall pattern in an area and the characteristics of the recharge zone. In mountainous terrain, less than 15% of rainwater percolates down, which is insufficient to replenish springs. Consequently, organisations are assisting villagers in digging trenches to prevent runoff and enhance percolation.

Hill women have a unique and culturally nurtured connection to forests and water, making them natural stewards and custodians of these resources. This necessitates their involvement beyond a passive "beneficiary" approach, acknowledging their accumulated knowledge and their resilience and adaptability in the ongoing discourse on spring shed development and governance in the Indian Himalayan Region (IHR).

A specific way forward to this is to work more directly with natural processes to secure the regeneration of groundwater sources at the local level to revive the springs. The proposed project therefore proposes to implement spring shed development at 50 (later revised to 100) sites in Uttarakhand and recommended practices for sustained and safe water supply through community-based actions. Empowering the local people especially the women with the understanding of hydrogeology, recharge area demarcation, spring discharge measurement, water

quality testing and building appropriate village level institutions can help them become more resilient to climate change.

2.5 Objectives of the Project

- Preparation of spring inventory of 300 springs in 5 districts (Almora, Dehradun, Nainital, Pithoragarh and Garhwal) of Uttarakhand.

- Formation and capacity building of treating and further maintaining springs through development of protocols for operations, including sharing of spring water in a more equitable manner.

- Development of para hydro-geologists from communities for monitoring of spring discharge and water quality, and upscaling the impact of the program and ensuring sustainability.

- Regeneration of 50 springs through engineering, vegetative and social measures based on hydrogeological studies to build the resilience of local communities to climate change.

- Knowledge dissemination and communication through research publications and organising stakeholders' workshops at state level for policy advocacy.

2.6 Outreach of the Project

For the Impact analysis Opash Team visited the Ghaneli, Palna, Barsimi, Anariyakot villages in Almora district, of Uttarakhand covering required sample size.

3. Opash's Approach & Methodology

3.1 Our Understanding and Definitions

Here we would like to clarify some terms and understanding of our approach to the impact assessment.

It involves understanding perspectives and expectations of different stakeholders and it takes into account the social-economics and environmental context in which the development interventions take place. (Hopkins 1995)

Participatory Impact assessment (PIA) is a process of evaluation of the impact of development interventions which is carried out under the full or joint control of local communities in partnership with professional practitioners or NGOs. There is a difference in output, outcome and results and the differentiation is shown in the table below:

Point of Measurement	What is Measured	Indicators
Output	Effort	Implementation of activities
Outcome	Effectiveness	Use of outputs and sustained production of benefits
Impact	Change	Difference from the original problem situation

3.2 Sample Size & Coverage Area

4 villages, Ghaneli, Palna, Barsimi, Anariyakot in Almora district were visited to assess the impact of the project.

These villages were selected on the basis of the work done in the region. The target was to visit 4 villages and interact with total 30 beneficiaries covering the 4 villages.

Village	No. Of Beneficiaries	Date of Visit
Barsimi	11	06/09/2023
Ghaneli	10	07/09/2023
Palna	11	08/09/2023
Anariyakot	12	09/09/2023
TOTAL	44	

3.3 Analytical Framework

Measuring direct causes and effects can be quite difficult, therefore, the choice of methods and designs for impact evaluation of interventions is not straightforward, and comes with a unique set of challenges. There is no one right way to undertake an impact evaluation, discussing all the potential options and using a combination of different methods and designs that suit a particular situation must be considered.

Generally, the evaluation methodology is designed on the basis of how the key descriptive, causal and evaluative

evaluation questions will be answered, how data will be collected and analysed, the nature of the intervention being evaluated, the available resources and constraints and the intended use of the evaluation.

In most cases, mixed-method approaches are recommended as they build on qualitative and quantitative data and make use of several methodologies for analysis. In all types of evaluations, it is important to dedicate sufficient time to develop a sound evaluation design before any data collection or analysis begins.

Relation Between Objectives & Indicators

NGO and Donor — Objectives — Indicators — Donor and Assessing Agency
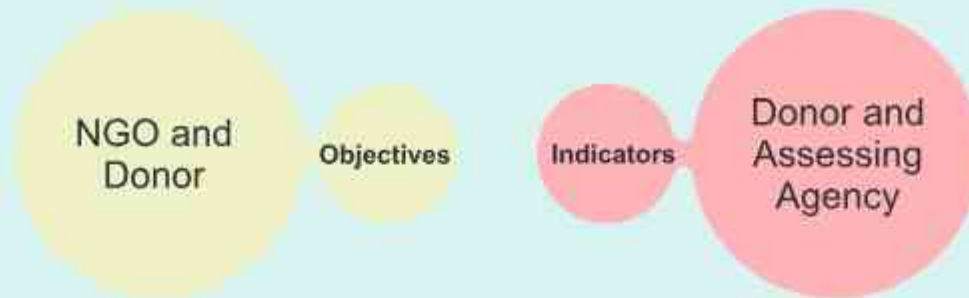
How to Identify Inputs & Resources

Input	Resources
Activity indicators ⟷	Output (Effort)
Result indicators (What we will deliver) ⟷	Outcome (Effectiveness)
Project Purpose indicators (Why is it needed) ⟷	Effect (Change)
Overall objective indicators (Why it is important) ⟷	Impact

(Source: Participation in Development workshop, IDS, 1998)

The assessment was conducted using a multi-pronged analytical framework focussing on the quality aspect of impact assessment.

Completeness & accuracy of the data

CREDIBILITY

ANALYZABILITY

Accuracy of the analysis & interpretations

TRANSPARENCY

Ability to do something of value with the outcomes

USEFULNESS

Analytical Framework
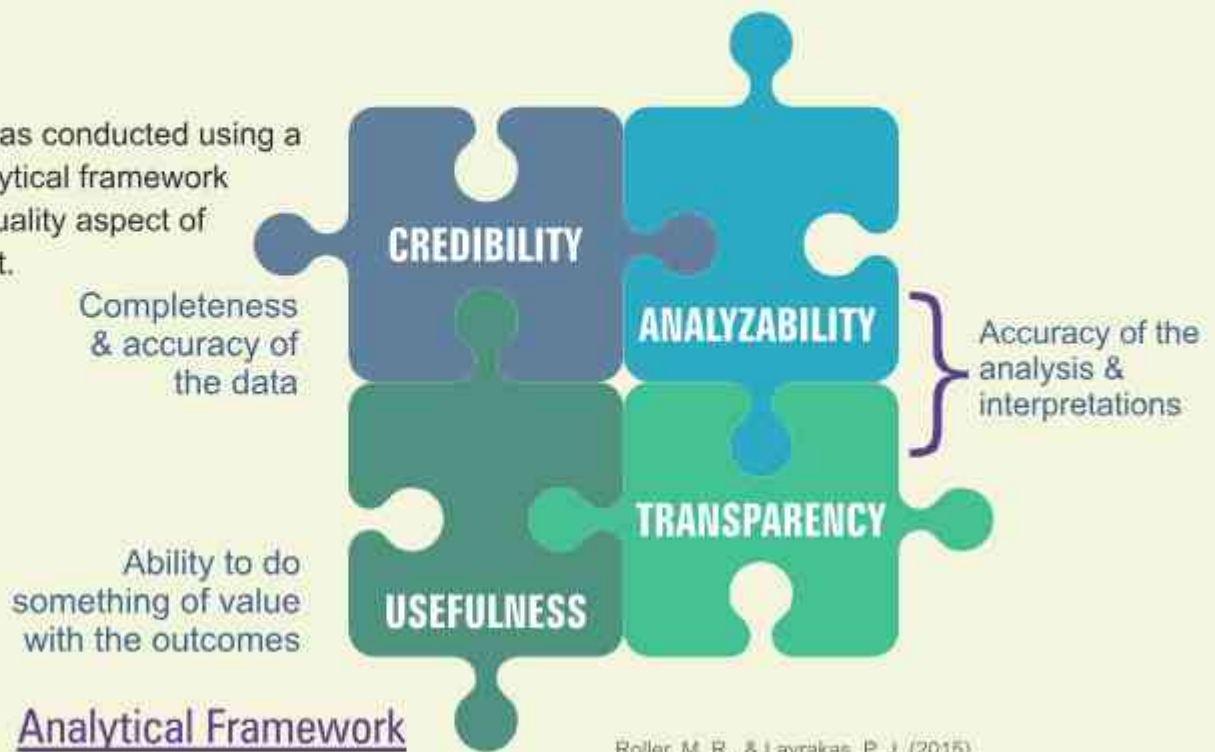
Roller, M. R., & Lavrakas, P. J. (2015). Applied qualitative research design: A total quality framework approach. New York: Guilford Press

3.4 Objectives of the Assessment

01

Visit

1. The visit allows the assessors to gain in depth understanding of the project.
2. It involves observing physical surrounding, the infrastructure, its environment, and any specific features or challenges associated with the location.
3. By being on-site, assessor can see the project's context which is crucial for providing a well-informed evaluation.

02

Interact

1. Conversations with key stakeholders, including staff from the NGO and their beneficiaries, play a pivotal role.
2. Here the assessors can gather firsthand information, insights and feedback about the project's impact, operation & outcomes.
3. These meets give a qualitative dimension to the assessment, offering valuable opinions from those directly affected by the project.

03

Documentation

1. It is important that the entire research process from planning to results and conclusions, is described sufficiently clearly and in detail for the research to be traceable, and reproducible.
2. All data collected, measured or created within a research project is counted as research data.
3. Data can be numeric, text, images, video or audio recordings.

04

Fund Utilization

1. To make sure that funds have been spent effectively and in line with the project goals, assessors will look over financial records, budgets, and expenditure reports.
2. This enables advice on transparent financial management and helps detect any mis-allocations, or difficulties that may have occurred through the project execution.

3.4 Resource Mobilization

The impact assessment study in 4 villages in Almora, Uttarakhand was completed by a team of 4 people including 1 subject matter expert from 4th to 11th September, 2023.
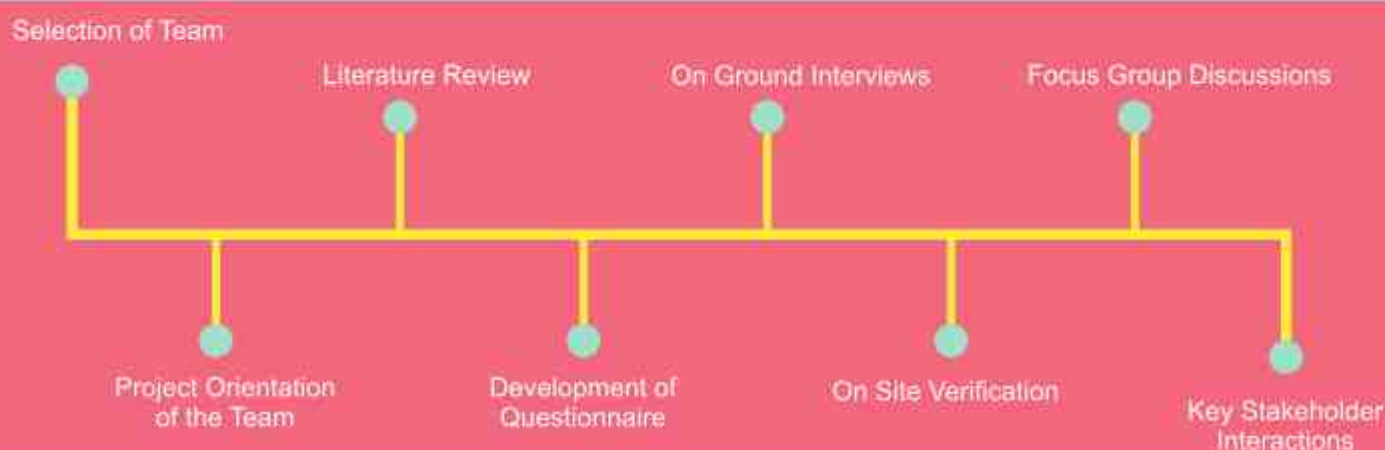
The process flow below shows how the team was prepared and all assessments were executed.

Selection of Team — Literature Review — On Ground Interviews — Focus Group Discussions

Project Orientation of the Team — Development of Questionnaire — On Site Verification — Key Stakeholder Interactions

3.5 Methods of Data Collection

The team interviewed stakeholders over 4 days in Almora, Uttarakhand. It included discussions with NGO representatives, para workers, as well as beneficiaries in each village, information collection and document checking. The methods of data collection used for the study included interviews and group discussion with following stakeholders:

- Representatives of the NGO

- Project head

- Project coordinators

- Water User Group members

- Beneficiaries in the villages

Following pre-designed tools were used for data collection:

Tool 1: Secondary data study.

Tool 2: Visiting beneficiaries in the villages.

Tool 3: Focussed Group Discussion (FGD) with beneficiaries, group discussions and interviews with NGO representatives as well as staff on the status of program with reference to key developments in spring revival, spring identification, project implementation, post program monitoring, etc. Through this method, groups were brought together with similar social characteristics and gender. This helps in getting a discussions going, some rationalisation and analysis of opinions is generated and noted.

Tool 4: Verification of systems of reporting and monitoring. If existing monitoring systems are developed and there is practice to document the changes against the indicators, the process of measuring the impact is taken into consideration as baseline.

Staff Interviews Conducted

Designation	No. of People	Responsibilities
Project In charge	1	Who is responsible for the decision making of the project
Project Head	1	Who is responsible to monitor and execute the program
Project Coordinator	2	Staff for day-to-day project management and coordination.
Staff involved in project	2	Who assist project managers in project execution on and off field.

Analysis of Data

1

Documentation Analysis:
Covering the project plan, closure reports, annual reports, utilization certificates,etc

2

Outcome Analysis:
Assessing the project outcome as against the commitment in the agreement.

3

Impact Analysis:
Assessing the outputs and impact created by project and its sustainability.
1. Effectiveness of the program.
2. Planned execution of the program.
3. Identification of springs in the villages.
4. Pre-assessment of the springs.
5. On-field data stored in a systematic manner.
6. Revived springs in visited villages.

4

Community involvement Analysis:
Involvement of the stakeholders in the project planning, execution, training, exposure visits, post project support, etc.

3.6 Implementation of an Assessment

Pre Field-Visit

- Background research work.
- Understanding the objectives.
- Planning logistics of field visit.
- Scheduling and coordinating with NGO for preparation of field visit.
- Secondary data collection.

Field-Visit

- One-on-one informal interviews with NGO office bearers, and staff.
- Interviewing beneficiaries and Water User Group members
- Studying NGO monitoring system.
- Photo and video documentation.

Post Field-Visit

- Data sorting, categorization and analysis.
- Reviewing recommendations & observations.
- Draft report submission for review.
- Incorporation of suggestions.

4.Key Findings And Recommendations

4.1 Relevance of the Program

The intervention to promote spring revival in Uttarakhand is highly relevant due to its ecological and socio-economic importance. Springs are crucial sources of water for both drinking and irrigation, and they have been facing depletion due to various factors, including deforestation, urbanization and climate change.

Restoring these springs is vital for water security, especially in the hilly terrain of Uttarakhand. It can also have positive effects on bio-diversity and local livelihoods. Several initiatives and community-driven efforts must be taken to revive springs, highlighting their significance in the region.

4.2 Effectiveness of the Program

Successful initiatives involve a combination of elements and a long-term commitment to preserving vital water resources. Initiative that involves local communities and empower them to manage and protect springs tend to be more effective.

Efforts focussed on reforestation, afforestation, and soil conservation play a vital role in maintaining the health of the catchment areas, which, in turn, affects the spring's flow.

Also, comprehensive watershed management approaches that address land use practices, erosion control, and groundwater recharge are more likely to be effective in reviving springs. In addition to this, data driven approaches that assess the hydro-geological and ecological aspects of springs can provide a solid foundation for interventions.

And lastly, regular monitoring of spring flow, water quality, and community engagement helps in adapting and improving interventions as needed.

4.3 Impact of the Project
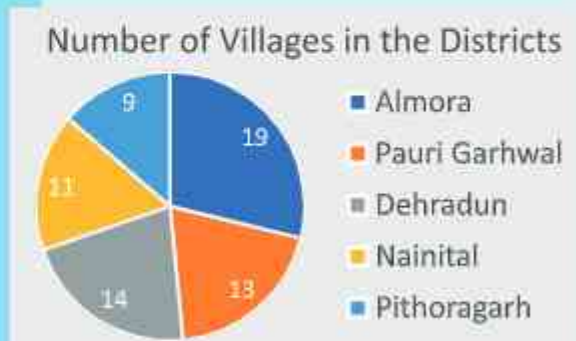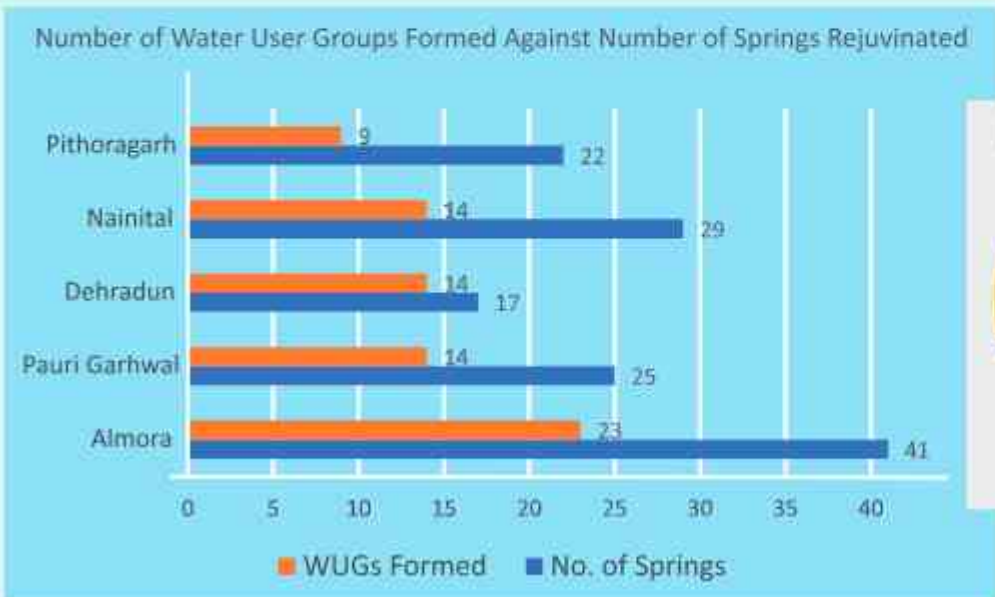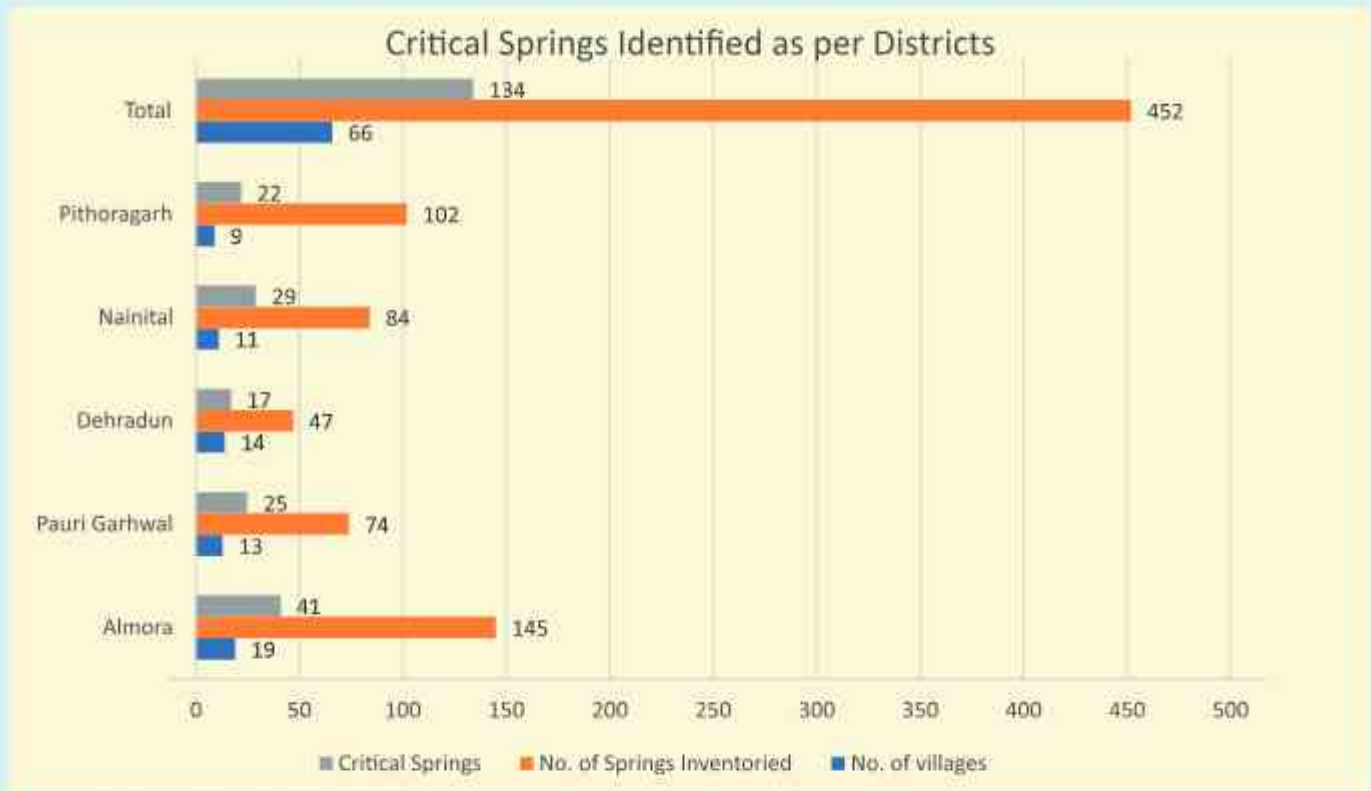
Findings of meeting with NGO staff

In the one-on-one interviews conducted with the staff of NGO we noted the following key pointers

1. Discharge and water quality monitoring – this particular criterion was a big task as it required consistent management by a responsible village member and though there was a WUG, it seldom was taken up.

2. Development of para-hydrogeologists – Candidates for this post were also few, as most young people were out of their villages for work or education – people who remained in the villages were mostly women and elders.

3. Knowledge dissemination and communication – this has to be an ongoing process as people need to remain motivated and connected with the project.

Process of Identifying Critical Springs

1. If the spring was the only source on which the villagers depended, especially during the lean summer period.

2. If the discharge from the nearby spring had reduced considerably over a period of time.

3. If the potability of the water had reduced and the villagers were getting muddy water.

4. Community's willingness to contribute to spring-shed development.

5. The villagers needed to be invested in the project and willing to take ownership of the revived spring only then it was worth investing in revival of a particular spring and this Socio - technical feasibility could only be provided by the local supporting NGO.

Critical Springs Identified as per Districts

District	Critical Springs	No. of Springs Inventoried	No. of villages
Total	134	452	66
Pithoragarh	22	102	9
Nainital	29	84	11
Dehradun	17	47	14
Pauri Garhwal	25	74	13
Almora	41	145	19

■ Critical Springs ■ No. of Springs Inventoried ■ No. of villages

Number of Water User Groups Formed Against Number of Springs Rejuvinated

District	WUGs Formed	No. of Springs
Pithoragarh	9	22
Nainital	14	29
Dehradun	14	17
Pauri Garhwal	14	25
Almora	23	41

■ WUGs Formed ■ No. of Springs

Number of Villages in the Districts

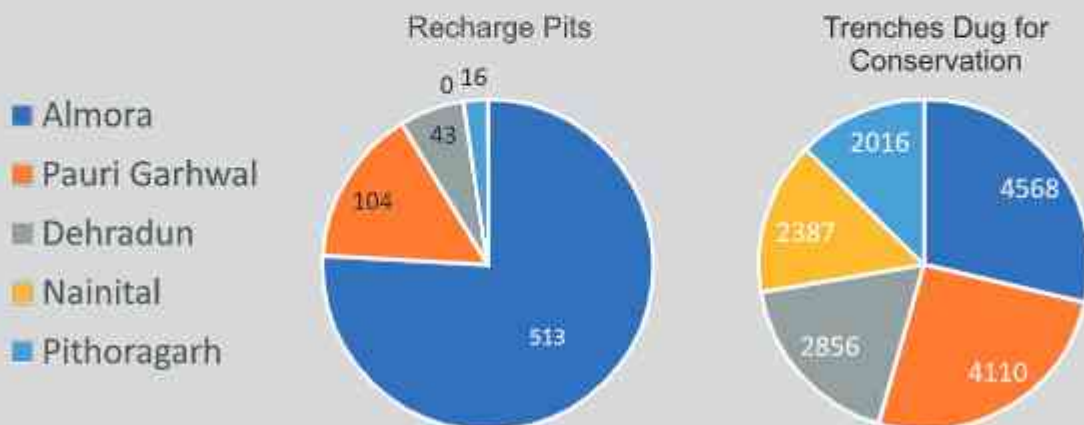| District	Number
Almora	19
Pauri Garhwal	13
Dehradun	14
Nainital	11
Pithoragarh	9

Responsibilities of Water User Groups

- Supervision of operations and maintenance

- Sanitation and hygiene protocols

- Contribution (25% of the recharge related expenses monthly)

- Benefits sharing norms

- Discharge and water quality monitoring

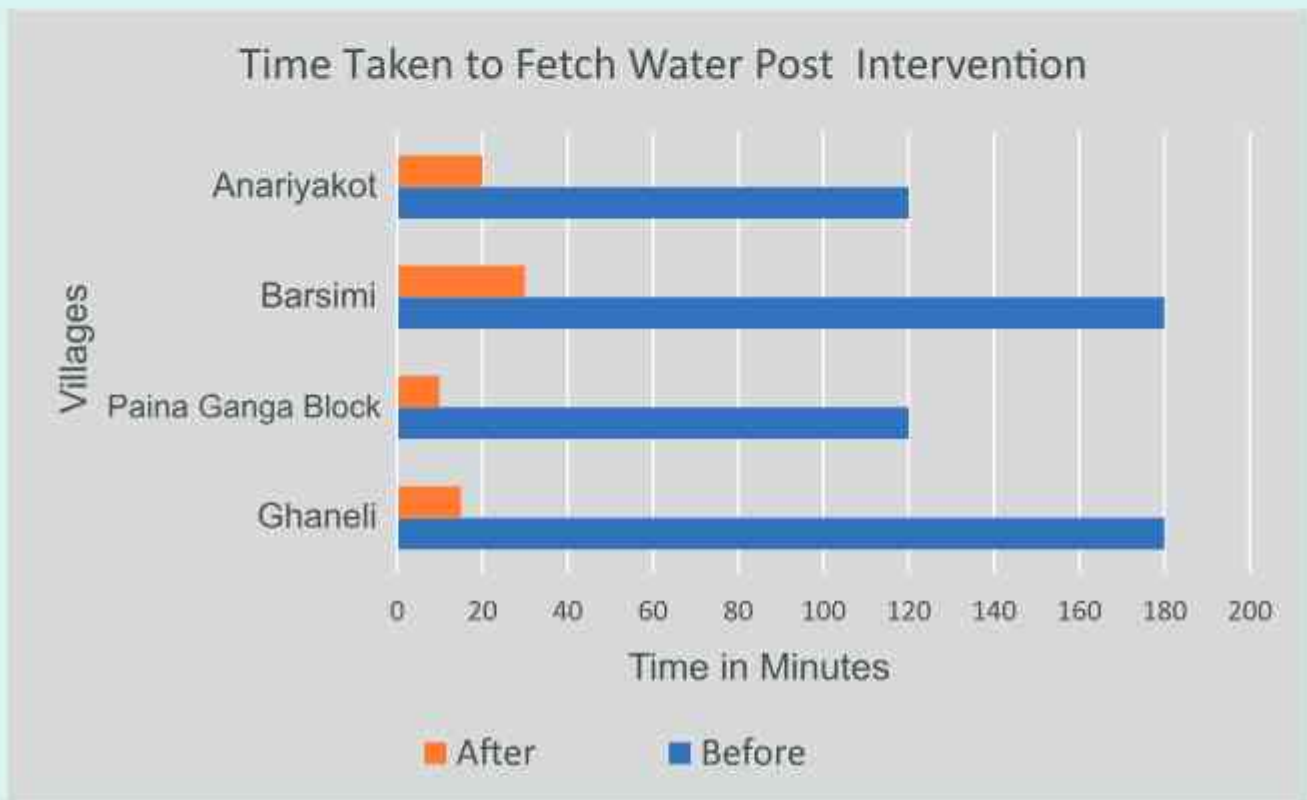- Financial transparency

Responsibilities of Para workers

- Community mobilisation in the selected villages.

- Formation and/or strengthening of WUGs

- Training and capacity building of WUGs.

- Timely monitoring of spring discharge and water quality.

- Awareness generation in neighbouring villages.

Number of Villages with Para Workers

Inner ring: 9, 19, 11, 25, 14
Outer ring: 3, 6, 4, 7, 4

□ No. of villages   □ No. of Para Workers

Implementation of Recharge Works - for 5 districts

- Almora
- Pauri Garhwal
- Dehradun
- Nainital
- Pithoragarh

Recharge Pits

0 16
43
104
513

Trenches Dug for Conservation

2016
4568
2387
2856
4110

Village wise findings of the interviews conducted with women beneficiaries

Time Taken to Fetch Water Post Intervention

Chart showing Time in Minutes (x-axis, 0 to 200) for Villages (y-axis): Anariyakot, Barsimi, Paina Ganga Block, Ghaneli. Legend: After (orange), Before (blue).

- Anariyakot: Before ~120, After ~20
- Barsimi: Before ~180, After ~30
- Paina Ganga Block: Before ~120, After ~10
- Ghaneli: Before ~180, After ~15

Key highlights of the visit

Maintenance work was undertaken by village women groups (WUGs), including cutting, cleaning, grass cutting, and trench deepening.

1. In terms of agricultural activities, milk consumption, cow dung, etc., there has been no growth observed in the number of animals in each house before and after the project implementation.

2. Women used to fetch water at night and sometimes waited for the entire night. If the spring was nearby, women would go twice a day.

3. Villagers, including family members, are aware of the project's importance.

4. Technical assistance was provided by PSI, while SARATHI Foundation played a significant role in community mobilization.

Common Observations

1. The frequency of water supply through government taps installed in each house is very low.

2. High tree/plant mortality is observed near every spring.

3. Some storage tanks/sources are locked for controlled water supply.

4. Maintenance work is neglected in some villages after project completion.

5. Due to the lack of continuous assistance, villagers do not discuss responsibilities for spring maintenance during monthly meetings.

6. Village-level funds are sometimes used for personal needs by villagers.

7. Villagers refuse to conduct maintenance work before and during the rainy season, preferring to do it after grass cutting.

8. Differences in opinions within the community lead to separate group meetings.

9. Responsibility for spring maintenance has not been fully embedded in the system approach.

10. Possible reasons include the short project duration, the impact of the COVID-19 pandemic, and only partial resolution of the water issue.

11. The taste of water remains unchanged before and after project implementation.

12. No health issues have been reported due to water quality.

13. Increased water discharge has eliminated the need for villagers to wait in line overnight, ensuring sufficient water for the village population.

Challenges Faced

Identifying suitable local NGOs for project implementation and their training

Private land ownership in spring shed catchment area led to resistance by owners while implementing interventions

Formation of water user group

Recommendations

Installing solar water pumps for transferring spring water to a suitable place near village and additional storage to utilize the overflow

Need for maintenance of trenches, storage tank and gap filling of trees

Funding for such project should be provided in 2 phases, 3 years of physical implementation and 2 years of transfer of ownership and empowering water management committee so as to make the project sustainable.

6. Sustainability

Access to safe water, sanitation and hygiene is the most basic human need for health and well-being. Billions of people will lack access to these basic services in 2030 unless progress quadruples. Demand for water is rising owing to rapid population growth, urbanization and increasing water needs from agriculture, industry, and energy sectors.

The goal is to provide universal and equitable access to safe and affordable drinking water for all by 2030

The sustainability of the program lies in the fact that the program helps create local Water User Groups, who then monitor and maintain the springsheds.

5.Glimpses

Storage Tank

Fencing of watershed

One-on-one Interview

One-on-one Interview

Near Village Water Facility

Village Visit

Focus Group Discussion

Tree Plantation

Focus Group Discussion

Focus Group Discussion

Utilization Water Facility

Storage Tank

Revived Spring - Local Filtration

"*You make a living by what you get; you make a life by what you give*". *When we engage with the community, it is not simply money that we give, but direction and integrity of purpose. We should harness private initiative and money for public purposes.*"

Late Shri Rahul Bajaj
Businessmen in Public Life - Speech, 28,Aug 2012

A CSR Impact Assessment Report

Improve Health & Nutritional Status of Children & Women

Version - 2.3.1
Release Date: 12 March 2024

Implementation Partner

Opash
Socio-Commercials Pvt. Ltd.

Third Party Impact Assessor

SWASTH REPORT CARD
MALNUTRITION

INDIA

2005-06		2015-16	
48		38.4	9.6% ▼
42.5		35.8	6.7% ▼
19.8		21	1.2% ▲

● Stunted* (low height for age in %)　　● Underweight* (low weight for age in %)　　● Wasted* (low weight for height in %)

*Children under five years
Source: National Family Health Survey - 4

#BanegaSwasthIndia | ndtv.com/swasthindia

Status of Malnutrition in India: last decade vs this decade

Acknowledgements

It has been a wonderful experience working with team Bajaj Auto Ltd. (BAL) under their CSR initiative. We thank the management of BAL for their generous financial contribution. We thank our well-wishers and guides for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work.

We are happy to have the CSR team of Bajaj Auto Ltd., coordinating with us and thank them for the time, efforts and outstanding work they have put in. And also, we thank all the staff members of MAHAN Trust for their unconditional support throughout the impact assessment report project execution.

Disclaimer

Opash Socio-Commercials Pvt. Ltd. recently conducted an independent advisory service on behalf of Bajaj Auto Limited to evaluate the impact of their CSR projects. It's important to note that Opash's responsibilities are limited solely to this purpose and do not extend to any other use or party.

Any third party choosing to rely on this report does so entirely at their own discretion and risk. Opash's conclusions are drawn from our on-site visits, interviews, and research conducted up to the date of the interviews.

None of the members of our advisory team have any ongoing business relationships with BAL beyond what was necessary for this specific assignment. Our advisory service was conducted independently, ensuring there were no conflicts of interest involved.

Users of this report are encouraged to make their own independent business decisions, bearing in mind the associated risks, without placing undue reliance on this report. It's essential to understand that this report does not constitute professional advice, and no guarantees, either explicit or implicit, are provided regarding the completeness and accuracy of its contents.

Lastly, please be aware that the views expressed in this report do not necessarily reflect the opinions or policies of Opash Socio-Commercials Pvt. Ltd.

Abbreviations

ANC - Anti Natal Care

ARI - Acute Respiratory Infections

BAL- Bajaj Auto Ltd.

BCC - Behaviour Change Communication

FGD - Focused Group Discussion

HBCC - Home Based Child Care

HBNC - Home Based Newborn Care

ICDS - Integrated Child Development Scheme

LTF - Local Therapeutic Food

MAHAN - Meditation, Addiction, Health, AIDS, Nutrition

MoU - Memorandum of Understanding

NGO - Non Government Organisation

PNC - Post Natal Care

SOP - Standard Operating Process

U5C - Under 5 children

VHW - Village Health Worker

Table of Contents

1. Executive Summary

India is not proud of its "Malnutrition," status which is one of the criteria Melghat is known for besides the wildlife sanctury. The tribes of Melghat have long practised their customs without thinking about proper diet, hygiene, or health care. This is the central objective of Dr Ashish Satav's (MAHAN) project, "Improve health and nutritional condition of children & women."

Opash reviewed documents and data provided by MAHAN to understand the objectives of the programme and its results. Among other stakeholders, a four-person team of Opash conducted field visits and interacted with project staff, senior physicians, and village health workers.

Several noteworthy findings were made, including health issues, fewer physician visits, early detection of undernourished children, and other information. Following visits to Mansudhwadi, Ghota, Kokmar, Chaurakund, Gobarkahu, and Pohara, the following were the primary conclusions drawn:

- The project's demands were assessed by the MAHAN Team to enhance programme execution.

- To execute the programme and collect field data on time, MAHAN set up a systematic reporting chain.

- Village Health Workers were usually women from the villages, trained in first aid, and assigned by MAHAN to help with communication and situational management.

- Protein, vitamins, and other necessary nutrients that support women's and children's health conditions are included in MAHAN's creation of LTF.

- In addition to LTF, MAHAN encouraged them to practise Swawlambi Sheti and kitchen gardening.

The percentage of malnutrition in the villages visited was declining over the project period as was observed from the declining rate of visits to the doctor or primary health care facilities.

2 Overview of the Project

2.1 About Bajaj Auto Ltd.

Over the course of more than 90 years, the well-known company Bajaj Auto Ltd. (BAL) has significantly shaped India's industrial landscape. Since its founding in 1926 by Jamnalal Bajaj, the organization has consistently shown that it is dedicated to social responsibility, innovation, and excellence.

BAL is involved in a wide range of industries, such as financial services, automotive, and more. India's leading producer of two-wheelers, BAL is firmly committed to philanthropy and social responsibility.

For its of history of entrepreneurship, emphasis on innovation, and steadfast dedication to social welfare, Bajaj Auto Ltd. is indeed regarded as an Indian icon of excellence.

With BAL's network of over 200+ NGO partners, BAL has supported a number of projects so that desired assistance and support could be provided to those who needed it most.

In recent years, BAL has embraced sustainability and eco-friendliness in its operations, aligning with global efforts to combat climate change and reduce environmental impact. Their initiatives towards electric mobility and clean energy solutions demonstrate their dedication to a greener future.

2.2 About the Project

Melghat, spread across 4000 square kilometres, the region comprises 320 villages with a population density of about 60-70 people per square kilometre. Many of these villages lack essential facilities like transportation, communication, electricity, and basic amenities. Education and healthcare are also severely lacking, especially among the predominantly tribal population, with the Korku tribe being the largest. These tribes mostly work as farmers or labourers, facing poverty and illiteracy.

Lack of health education exacerbates these problems, as do the absence of preventive measures such as vaccinations and medicines for children aged 0 to 5. Melghat has a high under-five mortality rate of 74, which means twice as many children die before turning five compared to other areas.

In Melghat, a child is three times more likely to suffer from severe malnutrition than an average child in Maharashtra, as per ICDS data. These challenges stem from the lack of proper and functional medical facilities, including the availability of doctors, staff, medicines, and equipment.

Additionally, the tribal population, due to ignorance, often seeks treatment from traditional faith healers known as "bhoomkas" instead of seeking medical help.

> Every 14th child in Melghat dies before reaching the age of 6, due to malnutrition.

These healers sometimes employ harsh methods like burning the skin with red-hot iron, known as "Damma." Furthermore, the region faces other health issues such as tuberculosis (pulmonary, skin, and spine), pneumonia, malaria, and diarrhoea.

Addiction-related problems, including tobacco and ganja, contribute to conditions like carcinoma and alcoholic gastritis, while snake bites are also prevalent.

Considering the situation, Dr. Ashish Satav who was practicing for 25 years in Melghat for local tribals, started the 'Improve health and nutritional status of children & women' project to provide medical help to the malnourished children who are under-5yrs age group as well as providing Anti Natal and Post Natal Care to pregnant women as a preventive measure for malnutrition.

This project is designed with a systematic approach with a well trained project implementation staff and on field health workers to provide health care facilities alongwith first aid, primary medical help, nutritional food supplement, namely LTF (Local Therapeutic Food) specially designed by MAHAN and emergency medical help to women and children in the 33

- This project includes, Visiting and monitoring staff and VHWs

- For the constant monitoring and providing services to the children and women in the villages, VHWs are appointed with basic medical training such as checking hight, weight and BMI of children to identify whether the child is suffering from malnourishment or not and to provide health care facilities to the child and pregnant women.

- For the training and monitoring work of on-field staff, the duties are allotted to the office staff who conducts monthly theoretical and practical training and refresher training programs for Village Health Workers along with the duty of daily on-field data collection. This office staff has village wise responsibility of visiting allotted villages weekly and gathering data from the field.

3 Opash's Approach & Methodology

3.1 Sample Size & Coverage Area

As per the location decided in the MoU, 6 villages in Melghat were chosen to assess the impact.

These villages were selected on the basis of the availability of the target beneficiary count. Besides these beneficiaries the team had detailed meeting with 5 staff members of the NGO.

Villages	Sample Size		Method
	Target	Achieved	
Mansudhwadi		08	FGD and Individual beneficiary interview
Ghota		13	
Kokmar	Total 30 - 50 Beneficiaries	07	
Chaurakund		35	
Pohara		06	
Gobarkahu		13	
Total		82	

Comprising two blocks of Dharni and Chikhaldara and spread over 314 villages, together known as Melghat, this region has been largely known for its Tigers and for the mortality of children under five. The region is inhabited by Korkus the predominant tribes along with Gonds, Nihals, Rathyas. Over 75% of its approximately 300,000 population are tribals.

3.2 Our Understanding & Definitions

Impact assessment refers to an evaluation of how, and to what extent, development intervention causes sustainable changes in living conditions and behavior of beneficiaries and the differential effects of these changes on women and men.

It involves understanding the perspectives and expectations of different stakeholders and it takes into account the social-economics and environmental context in which the development interventions take place. (Hopkins 1995)

Participatory Impact assessment (PIA) is a process of evaluation of the impact of development interventions which is carried out under the full or joint control of local communities in partnership with professional practitioners or NGOs.

Point of Measurement	What is Measured	Indicators
Outputs	Effort	Implementation of activities
Outcome	Effectiveness	Use of outputs and sustained production of benefits
Impact	Change	Extent of difference from the original problem situation

3.3 Objectives of Assessment

It involves observing physical infrastructure, the environment & specific features or challenges associated with the location. By being on-site, assessor can see the context, crucial for providing a well-informed evaluation.

VISIT STEP 1

STEP 2 INTERACT

Conversations with stakeholders, play a pivotal role to get firsthand insights and feedback of the project's impact, operation and outcomes. This gives a qualitative dimension, offering valuable inputs from those directly affected.

STEP 3 FUND UTILIZATION

This step enables advice on transparent financial management and helps detect any mis-allocations, or financial difficulties that may have occurred throughout the project's execution.

3.4 Analytical Framework

The assessment was conducted using a multi-pronged analytical framework focussing on the quality aspect of impact, which included:

Completeness & accuracy of the data

CREDIBILITY

ANALYZABILITY

Accuracy of the analysis & interpretations

Ability to do something of value with the outcomes

USEFULNESS

TRANSPARENCY

Roller, M. R., & Lavrakas, P. J. (2015). Applied qualitative research design: A total quality framework approach. New York: Guilford Press

Based on the framework the following criteria were studied

1
Document Analysis: Covering the project plan, closure reports, annual reports, utilization certificates, etc.

2
Outcome Analysis: Assessing the project outcome as against the commitment in the agreement (MoU).

3
Community involvement Analysis: Involvement of the stakeholders in the project planning, execution, training, exposure visits, post project support, etc.

4
Impact Analysis: Assessing the outputs and impact created by project and its sustainability.
1. Project effectiveness
2. Strategic implementation
3. On field data stored in a systematic manner.
4. Well trained on-field staff appointed to handle emergencies in villages
5. Nutritious food developed by MAHAN

Resource mobilisation: The impact assessment study iwas completed by a team of 4 people including 1 subject matter expert

Pre Field Visit

1. Background research on NGO.
2. Understanding the objectives with the Donor Agency.
3. Preparation of questionnaire.
4. Scheduling and coordinating with NGO for field visit.
5. Consent of beneficiary prior to interviews & questionnaire filling.

On Field

1. Visit to the field was done in 11-15 July 2023.
2. One-on-one interviews with NGO office bearers and beneficiaries were conducted.
3. Reviewed NGO monitoring system
   - Beneficiary FGD and interviews
   - Photo and video documentation

Post Field Visit

1. Visual records sorting and categorization.
2. Reviewing the recommendations and observations.
   with Donor to aid them in determining future course of action.
3. Draft report submission to Donor for review.
4. Iteration and incorporation of suggestions where needed.

3.5 Methods of Data Collection

Methods of data collection used for the study included interviews and focussed group discussion with following stakeholders:

Representatives of the NGO

- Doctor In charge - 1

- Project head - 1

- Project Managers - 2

- Assistant programme Manager - 1

- Following pre-designed tools were used for data collection from these stakeholders as below;

Tool 1: Secondary data study

Tool 2: Visiting beneficiaries in the villages as well as beneficiary's kitchen gardens.

Tool 3: Focus Group Discussion with NGO representatives and staff on the status of the project with reference to key development in health improvement of women and children, training and awareness programs, post project monitoring and decreasing rate of malnutrition.

Tool 4: One to one interview as well as Focus Group Discussion with the beneficiaries.

4. Findings of the Study

4.1 Relevance of the Project

Severe malnourishment is a critical condition if left untreated can lead to death.

- Tribal communities in Melghat face extreme poverty and have limited access to healthcare and educational resources.

- Severe malnourishment in children can result in stunted growth, delayed cognitive development, and long-term health consequences.

- Severe malnourishment in pregnant women in tribal areas can lead to complications during pregnancy and childbirth.

Addressing malnutrition in Melghat is not only a moral imperative but also crucial for improving health, reducing mortality rates, and promoting the overall well-being and resilience of the community.

4.2 Effectiveness of the Project

To address this issue effectively, MAHAN trust initiated a project to 'Improve health and nutritional status of children and women.' This project focuses on the health improvement of women and children by intervening primary health care measures and nutritional food.

Tribal children and women can benefit in following areas

- First-aid care at the time of emergencies within the villages through Village Health Workers.

- Regular health checkup under ANC for women as well as children under age of 5 years who are malnourished

- Line of treatment for women and children by experts.

- Post treatment monitoring of women and children by MAHAN staff.

4.3 Impact of the Project

Following Action Points Were Observed
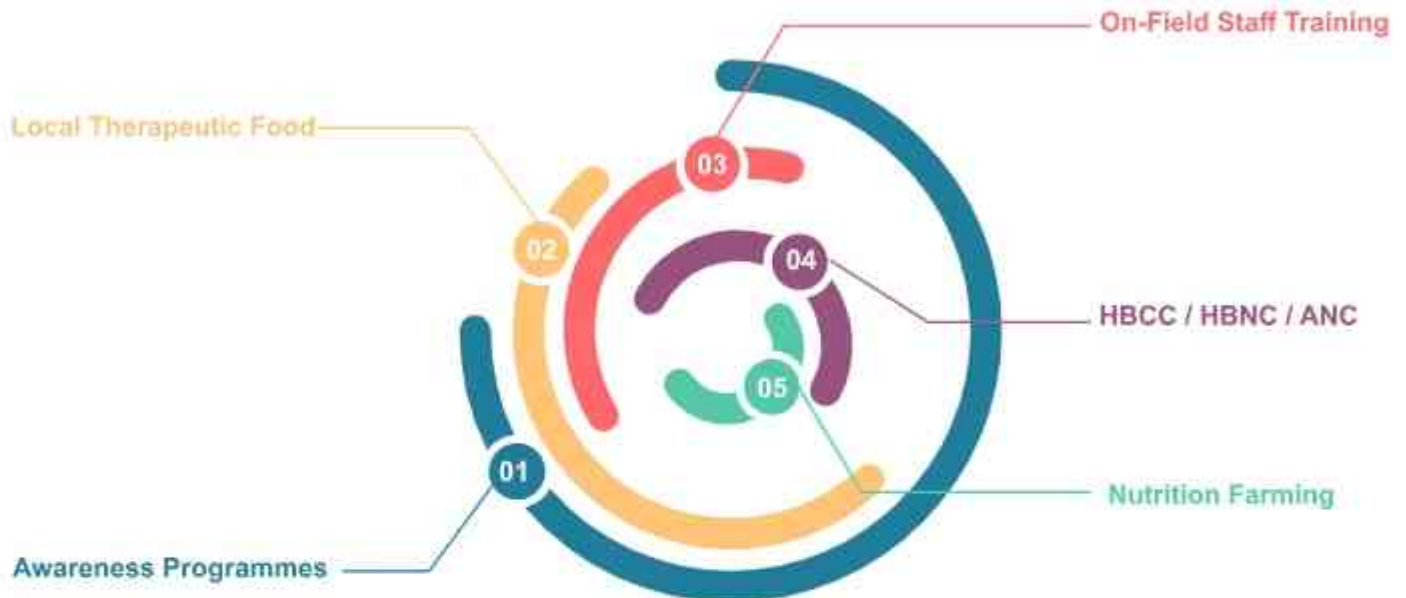
The impact assessment was done post the completion of project and the following practices were observed.

- Early detection of the malnourished children by MAHAN Trusts' trained Village Health Worker played a key role in improving malnourishment.

- Reduction in malnourished children is achieved in most of the villages due the provision of LTF and catching the trend early.

- The strategy adopted is scientific and easy to follow even in remote tribal areas, thus ensuring better grassroots acceptance of the project. (*Ref. MAHAN Report)

- Importance of nutritional food and health was understood by the beneficiaries resulting in better health conditions and was measured through the lower frequency of visits to doctor/PHC.

- The beneficiaries interviewed showed adequate understanding of importance of balanced diet and its positive effect on health.

Total Number of Awareness Programmes Delivered

Note: All the data mentioned in the graphs is of 33 villages where the project was implemented.

Out of 33 villages, 6 villages were short listed to assess the project's impact.

Total Number of Awareness Programmes Delivered

16237

14253

7017

5609

Achievements (Numbers)

1. Awareness Programs

MAHAN conducted extensive awareness programs to educate the community in 33 villages about the importance of good health and hygiene practices.

B e h a v i o u r   C h a n g e Communication was employed as a means to educate the community about the significance of good health. It involved conducting Gram Sabhas for community mobilisation, street plays, Prabhat Feri, games for children, growth chart demonstrations, and nutrition benefit sessions.

Number of Beneficiaries that Benefitted from BCC

42588

37663

30446

16237

Achievements (Numbers)

NOTE: *The data in the graphs was collected from the MAHAN staff at the time of Impact Assessment visit by OPASH.*

Numbers Achieved for Awareness Programmes Against Target of 6600 Beneficiaries

42588

37663

30446

16237

Achievements (Numbers)
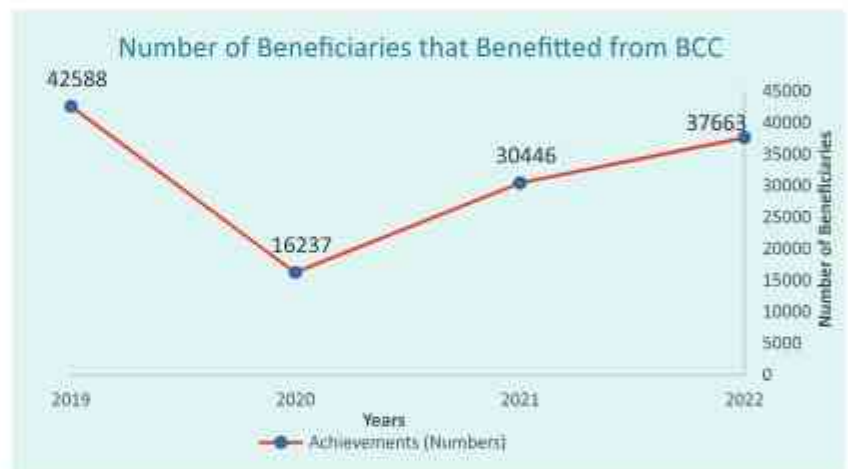
2. On Field Training of Staff

MAHAN trained on-field staff namely Village Health Workers (VHWs), or local tribal females who were trained as barefoot doctors to provide treatment in village itself.

VHWs were selected on following criteria - basic literacy, local, tribal, married, and socially sensitive. They underwent four days training in the first two months and received refresher training every two months.

Topics covered included malnutrition identification, pneumonia, sepsis management, with training methods ranging from lectures to group discussions and audio-visual aids.

Following is the detailed information of training programs conducted throughout the project period,

Training of VHW and project staff for normal and high-risk new-born care

VHWs trained in visited villages were found to be educated with necessary information and were able to provide treatment to children and women. They were trained in diagnosing malnourished children and treating them with the appropriate primary line of care.

MAHAN's objective of providing training to the local women to hand over responsibilities to VHWs was found to have been fulfilled.

Total Number of VHWs trained and started working

Year	Number of VHWs trained	Number of VHWs started working
2019	3	3
2020	3	3
2021	6	6
2022	10	8

3. Home Based Child Care (HBCC)

Tribal women with 5 -10 years of schooling and willing to serve the village were trained to treat under 5year children suffering from acute respiratory infections (ARI), diarrhoea, malaria, severe malnutrition, neonatal sepsis and birth asphyxia. Intensive health and nutrition education was imparted.

Following are the responsibilities VHWs handle in HBCC -

- Home based disease management of diarrhoea, malaria, and pneumonia as per the WHO guidelines

- Conducting sessions for Behaviour Change Communication.

- Behaviour Change Communication with parents for creating awareness about nutrition as well as basic hygiene practices like washing hands, nail cutting etc.

Behaviour Change Communication was held in following different modes:

- Gram Sabha

- Community mobilisation

- Street Play

- Prabhat Pheri

- Growth chart demonstration

- Nutrition Demonstration

- Audio-visual films

4. Home Based Newborn Care (HBNC)

As Melghat is a tribal area, illiteracy is the major concern in the community. Due to which, they are less aware about the overall healthy lifestyle and basic health care.

Following are the steps MAHAN follows for HBNC:

- Trained VHWs conduct home visits, observe neonates at birth and conduct follow-up visits on days 2, 3, 5, 7, 14, 21, 28 a total of 7 visits in a month for normal neonates.

- VHWs record the weight of the child each week and treat minor illness and pneumonia using first aid training knowledge.

- For the high-risk neonatal care, traditional birth attendants (Dai) and VHWs use chloramphenicol ointment or gentamicin eye drops for babies to prevent any further skin infection.

- VHWs are also trained in giving Vitamin K injections to babies by measuring quantity of 1mg accurately.

- At the time of birth in winter, trained VHWs take care of maintaining the temperature of the room as well as keeping the baby warm by covering it in multilayered clothes.

VHWs are also trained for technical processes like measuring axillary temperature.

### Providing normal and high-risk new-born care
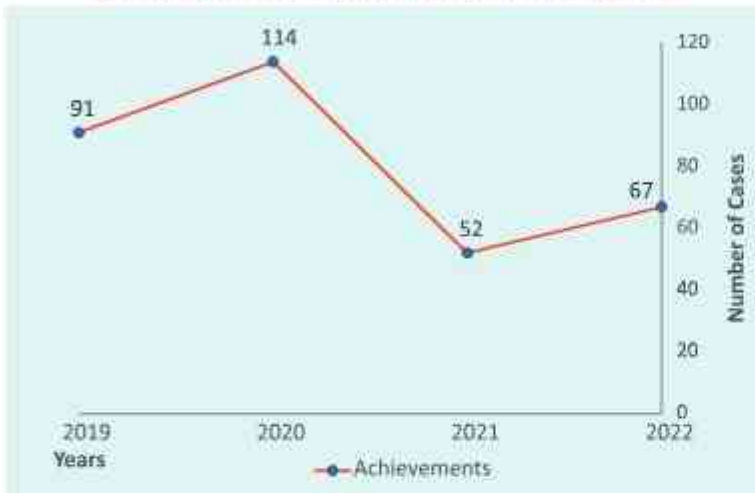
The data shown in the graphs was collected from the MAHAN staff at the time of impact assessment visit by Opash.

Graphs show the total progressive count for providing care for normal and high-risk new-borns as well as home based child care.

Data for year 2020 is more in number as it was COVID period.

At the time of visit, some of the children were found under treatment in visited villages.

Total Number of babies treated with Home Based Care or referred to the Hospital
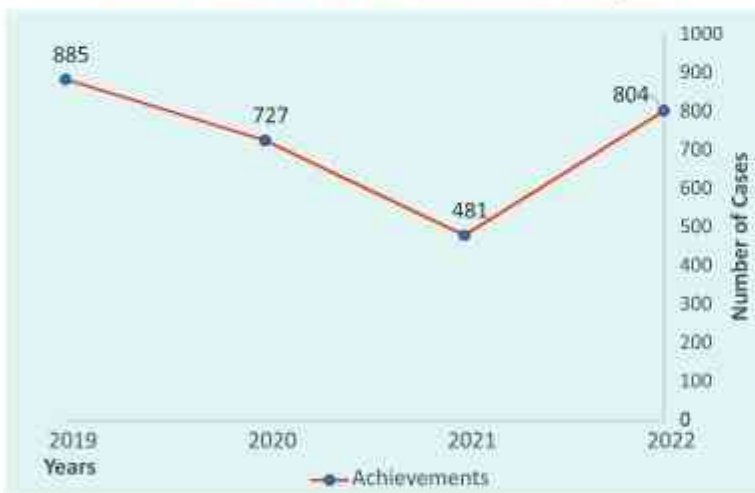
5. Antenatal Care (ANC)

MAHAN provides antenatal care with various health facilities to the pregnant women in the community.

Following are the responsibilities of VHWs :

- Home visits to identify ANC women

- Checking of weight, BMI and BP.

- Continuous follow-up and keeping records of weight, BMI and BP.

- Identifying normal as well as high-risk cases

- Referring high-risk cases for further treatment

- Providing Local Therapeutic Food (LTF) to pregnant women for the betterment of their health.

Numbers Achieved in providing home based ANC

No. of Beneficiaries

Year	Achievements
2022	678
2021	815
2020	495
2019	755
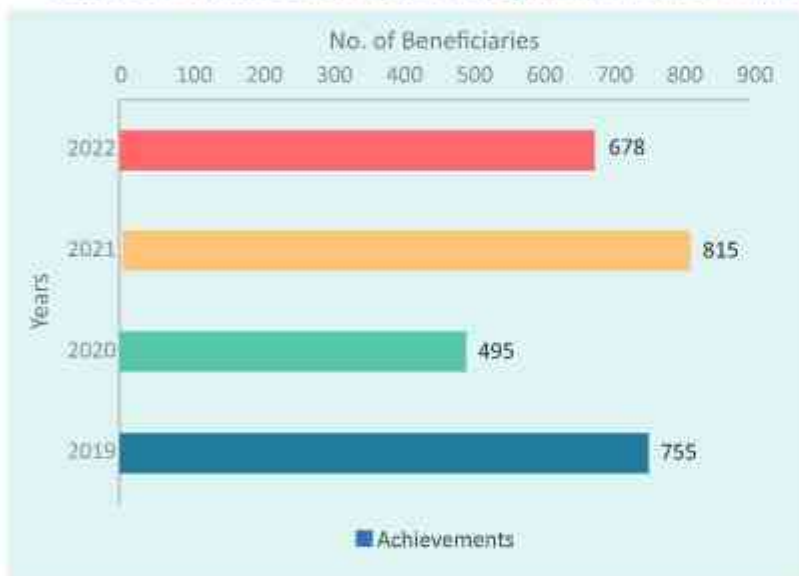
The graph shows year wise increasing number of women registered under ANC.

All ANC registered women were found to be receiving appropriate treatment in villages visited for impact assessment.

6. Local Therapeutic Food (LTF)

Through the SAMMAN model, MAHAN introduced and provided tribal children and women with LTF i.e., Local Therapeutic Food with the help of local tribal women.

LTF with micronutrients were given at the feeding centres in the villages under supervision of VHWs 3-4 times a day to malnourished children and ANC women.

Through community participation, eight varieties of Local therapeutic foods (LTFs) such as,

- Chikki

- Chivada

- Khichadi

- Thalipith

- Gulpatti

- Laddu, etc.

were prepared by tribal females at MAHAN centre as per WHO norms with a shelf life of 4 weeks.

Details of the Meal

Each meal contains 100 gms of food.

14-17 gms of Protein

450-550 gms of calories

20-30 gms fat

Packaging: 28 packets = 1 unit

Daily Requirement of food/packets: 450-500 packets.

Frequency of Illness of Mothers
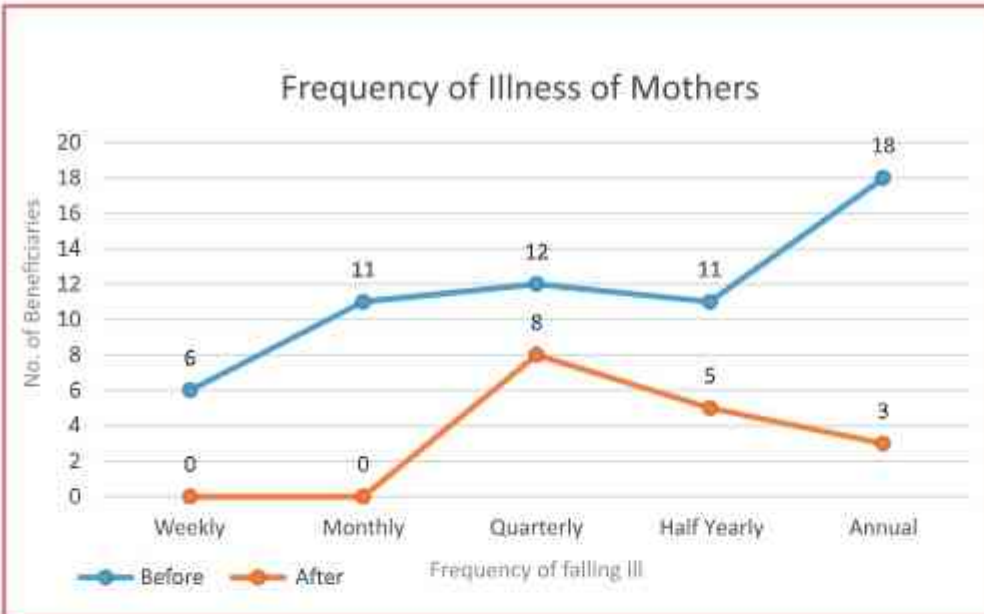
Frequency of Illness in Women & Children

23 of the 37 women interviewed were visiting at a frequency of Monthly-Quarterly, dropped to 8 women visiting Quarterly after intervention.
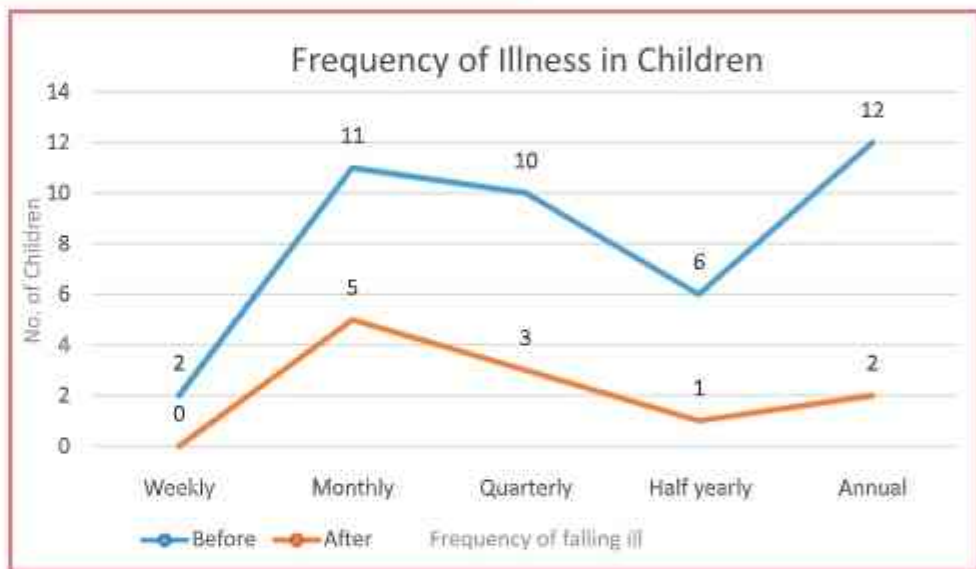
21 Children of 26 nos. were falling ill at frequency of monthly - quarterly
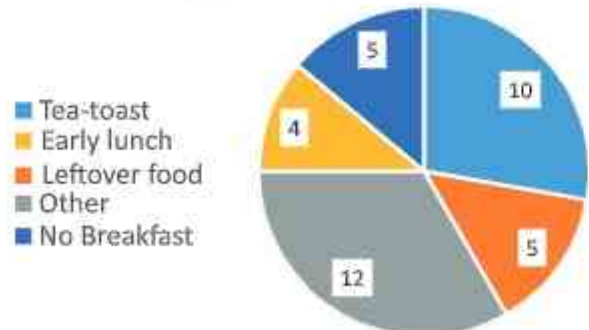
Home based Child Care (HBCC)

Reduction in Under 5 Mortality Rate per thousand live births
(>80000 children treated)
Reduced by >68%

Reduction in Severe Malnutrition prevalence %
Reduced by 68%

Frequency of Illness in Children

Type of food for Breakfast

- Tea-toast
- Early lunch
- Leftover food
- Other
- No Breakfast

Breakfast Intake

From 37 women interviewed only 5 were found not to be having any breakfast. The category "Other" included food items such as - dry rice flakes, only tea, or skip breakfast.

Local Therapeutic Food

LTF prepared & served to severely malnourished children

>2363 Children; case fatality rate of <0.3% in treated cases.

Achieved WHO target of <4%

7. Nutrition Farming

Out of all the villages visited for assessment study, Nutrition farming was done only in Ghota village.

In Melghat, most of the families owned a small piece of land but were unaware of proper methods of cropping with available resources. This area was suffering from insufficient quantity of food production leading to lack of proteins and vegetables in the diet.

Nutrition Farming has 3 components

1) Kitchen Garden

2) Nutrition Farming

3) Swawlambi Sheti

Total Area Covered

Families and Children who benefitted from Nutrition farming
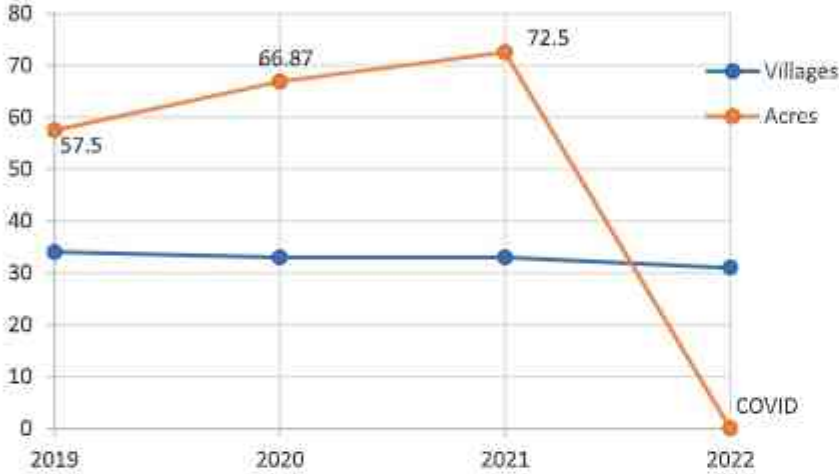
1 Acre Land Usage

Type of Farming - Organic

Type of Fertilisers Used:

- Nimbodi Arka
- Gomutra
- Jivamrut

Types of Crops:

Okra	Methi
Rice	Bottle gourd
Gawar	Cucumber
Karela	Sitafal
Chawali	Jamb
Kilki	Papaya
Palak	Lemon
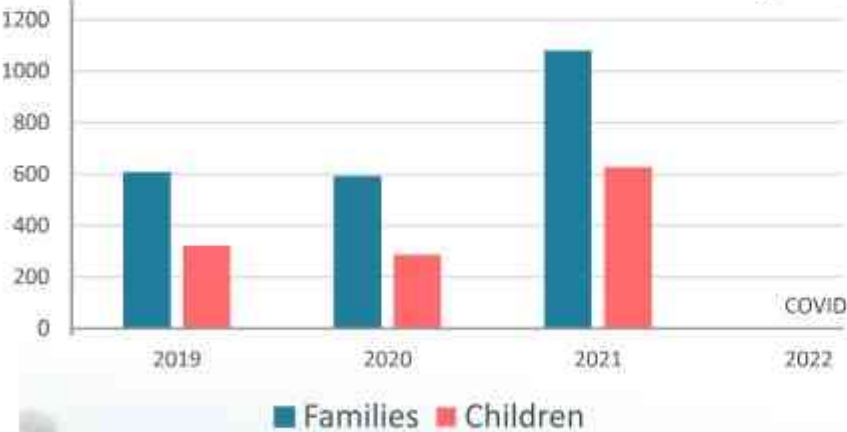
The 3 Types of Farming Initiatives

1. Kitchen Garden

MAHAN's team implemented the concept of Kitchen Garden in the tribal backyards. Using waste water for plants from the kitchen was the plus point of kitchen gardening.

This was also expected to solve the problem of water logging which leads to breeding of mosquitoes and flies thus reducing the incidence of malaria and diarrhoea diseases.

However as this was not the scope of study we did not collect data for the same.

MAHAN started this project in 2017.

Total Number of Farmers registered for Kitchen Gardening - 22 (Data given by NGO)

2. Nutrition Farming

Nutrition Farming was recommended where the family did not have much space in the backyard as the houses are built close together - they were encouraged to cultivate on a small separate patch in their farms.

It had been calculated that 1 acre land if used with inter cropping of seasonal vegetables and fruit trees along with the main crop, could provide sufficient resources to take care of the nutritional requirements of the growing children.

Local water bodies were restored to irrigate the nutrition farms, plants were distributed to the farmers, farming methods were shared and overall support was offered. All of this was achieved using locally available resources which helps in reducing the cost of farming.

MAHAN trained and appointed personnel with responsibility of monitoring nutrition farming in allotted villages.

'Farming Supervisors' (Yuvadoot) are given 1year training to guide farmers and monitors 5 villages, which he visits once every week.

As of date of study,10 villages were covered by MAHAN.

The Farming Supervisor guides farmers in each phase of nutrition farming. Right from choosing the crops, they educate farmers and make them aware of the process of organic nutrition farming.

Total Number of Registered Beneficiaries - 21 (Data given by NGO)

Benefits of Nutrition Farming:

Organic way of taking crops helped to improve their health.

Extra crop / vegetables were sold in the local market adding some additional income.

3. Swawlambi Sheti

MAHAN started this project in 2023 itself and it is establishing slowly in every village. Swawalambi Sheti also can be done on 1 acre land. Its main objective is to divert farmers from Chemical Farming to Organic Farming.
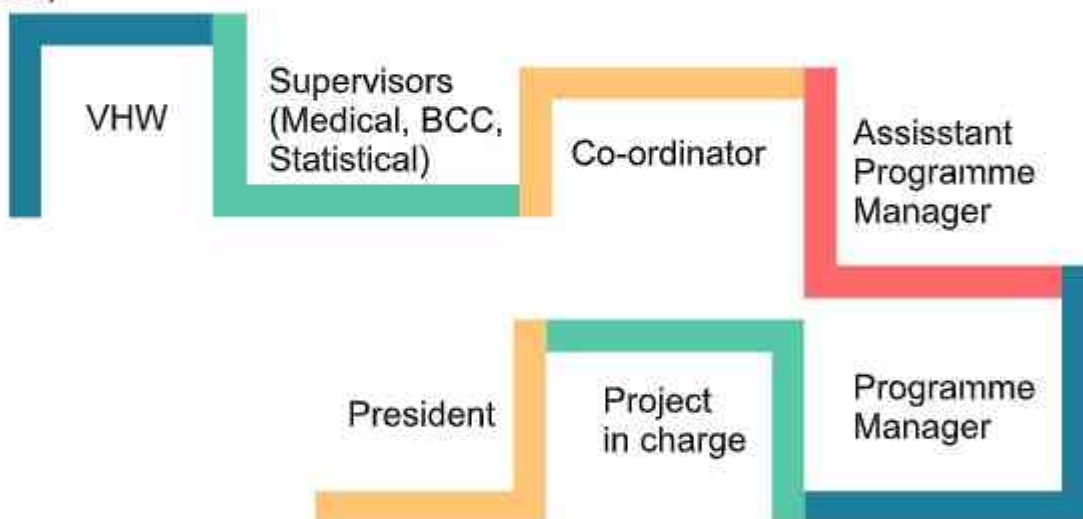
For this project, farming supervisors (Yuvadut) visit farms, monitor and collect data of progression once in a week.

Total Number of Registered Beneficiaries - 10 (Data given by NGO)

Staff working on the project:

MAHAN initiated the project with the aim of providing health care facilities to local tribals, reducing the rate of malnutrition, and improving the health of women and children in the community. For this project, MAHAN Trust appointed trained staff for the implementation and allotted responsibilities to ease the process.

Responsibilities were allotted according to the need of the project.

VHW | Supervisors (Medical, BCC, Statistical) | Co-ordinator | Assisstant Programme Manager

President | Project in charge | Programme Manager

4.4 Observations & Best Practices

Note: As the structure, implementation as well as follow-up process was same for all the 34 villages, there are common observations and the only difference is in beneficiary count.

Challenges Faced

Project Inception

The major hurdle was lack of proper medical facilities, including shortage of doctors, staff, medicines, and equipment.

Additionally, tribal communities often preferred traditional faith healers, making it difficult to convince them to seek medical help. Overcoming these barriers required a sensitive and culturally sensitive approach.

Project Steps

The project involved several key steps, starting with the utilisation of local resources and sources.

MAHAN tapped into the knowledge and expertise available at the local level to establish their healthcare initiatives effectively.

Approaching the tribal community required a delicate approach of respecting their beliefs and traditions while promoting modern healthcare practices. This approach was crucial to avoid offending their beliefs.

Administrative Support

Behind the scenes, there were various back-office responsibilities, including strategic planning, resource allocation, and logistics management. These activities ensured the smooth functioning of the project.

On-Ground Responsibilities and Challenges

On the ground, MAHAN faced the immense challenge of providing medical services and education to a scattered and under served population. They had to tackle issues such as high numbers of malnutrition, maternal mortality, and inadequate healthcare infrastructure.

Cultural Sensitivity

A major challenge was raising awareness of the project without undermining tribal beliefs. Balancing modern healthcare practices with cultural sensitivity was vital to ensure the community's acceptance.

Staff Training

To execute the on-ground work systematically, MAHAN provided strategic training to their staff. This training equipped them with the skills and knowledge needed to effectively implement healthcare initiatives.

Coordination with Government and Local Authorities

Coordinating with government and local authorities was another challenge. MAHAN had to navigate bureaucracy and garner support to establish and sustain their programs successfully.

Monitoring and Progress

The project maintained a well-planned monitoring system, tracking progress on a weekly and monthly basis. This approach allowed for timely adjustments and improvements.

Overall project Functioning

In summary, the project operated by visiting tribal locations, conducting interviews with tribal women and children, and continuously assessing progress. MAHAN's dedication to addressing healthcare disparities in tribal communities exemplifies their commitment to improving the well-being of the marginalised.

Findings from beneficiary interviews conducted in the 6 villages

There were two categories:

1) Women who were registered as ANC beneficiaries

2) Women whose children were registered under MN beneficiaries

Action: At the starting of the project, both the categories were provided with the awareness sessions (Aarogya Shikshan) by trained Village Health Workers (VHWs) with the brief introduction of what the actual project is.

Observation: Instead of direct implementation of the project, MAHAN took an important step of building a rapport with the women in the community.

Action: Primary health checkup was done for both the categories by VHWs and MAHAN staff.

Observation: MAHAN initiated this step to understand the beneficiary's health status to formulate better medications as well as preventive health measures for them. (For ex., HB checkup of ANC beneficiaries, keeping weekly records of child's weight)

Action: Providing both the categories with Local Therapeutic Food (LTF) for their health enhancement.

Observation: Along with providing health care facilities, MAHAN focussed on the root cause of the health issues and started implementing preventive measures like providing nutritious food for the betterment of tribal women and children.

Action: Taking weekly follow-ups of the beneficiaries of both the categories. Collecting health related data of the beneficiaries.

Observation: Conscious efforts were taken by MAHAN by constant follow-ups to monitor and enhance the health status of women and children.

Common observations from Focused Group Discussions conducted with the beneficiaries in 6 villages.

- There was awareness regarding taking care of one's health amongst women.

- Importance of Preventive health measures was understood and reported to VHW.

- Attending the primary health checkup camps.

- Making changes in the diet habits

- Adding nutrients in the diet as suggested by VHW.

- Continuing dietary habits even after the project completion by making possible dishes of LTF at home, inclusion of seasonal green leafy vegetables in the diet.

- Women had understood the importance of cleanliness which plays a major role in health improvement.

Common observations for Best Practices in all 6 villages visited for assessment.

Awareness: Rapport building through helping beneficiaries with connecting to the government policies.

Making them aware of the project by talking to them on a regular basis.

Conducting awareness programs related to medications, diet and nutrition, healthy habits, etc.

Medical Help: Giving training to VHWs to work on ground.

Primary health checkup of beneficiaries.

Data collection of all the beneficiaries.

Providing a treatment plan according to the needs of each beneficiary.

Providing beneficiaries with the Local Therapeutic Food for the betterment of their health.

Taking follow-ups of the progression of their health.

5. Recommendation

- SOP for treatment of Malnourishment specially for tribal areas needs to be formalized and implemented along with the NGOs working in same space

- Harvesting seasonal vegetables, wild vegetables and storing through dehydration process to include nutritional food in daily diet.

- To achieve the scale and sustainability of the project it should be replicated through state and central government.

6. Sustainability

Sustainable Development Goal 2 aims to end hunger and all forms of malnutrition. It also commits to universal access to safe, nutritious and sufficientfood throughout the year. This requires sustainable food production systems and resilient agricultural practices, equal access to land, technology and markets, and international cooperation on investments in infrastructure and technology to boost agricultural productivity.

MAHAN's Role

Optimising crop productivity through informed management process and increased efficiency in the use of existing resources, including land, seeds, fertilisers, plant protection agents and water.

The sustainability of the project is dependant on the funding received through CSR, especially for staff and office administration. The mothers' are trained to cook nutritious meals as they shift away from LTF.

Sustainable Development Goal 3 seeks to ensure health and well-being for all, at every stage of life. The Goal addresses all major health priorities, including reproductive, maternal and child health; communicable, noncommunicable and environmental diseases; universal health coverage; and access for all to safe, effective, quality and affordable medicines and vaccines. It also calls for more research and development, increased health financing, and strengthened capacity of all countries in health risk reduction and management.

MAHAN's Role

- Monitoring factors that affect human health and well-being.

- Supporting health promotion and disease prevention.

- Enabling remote healthcare.
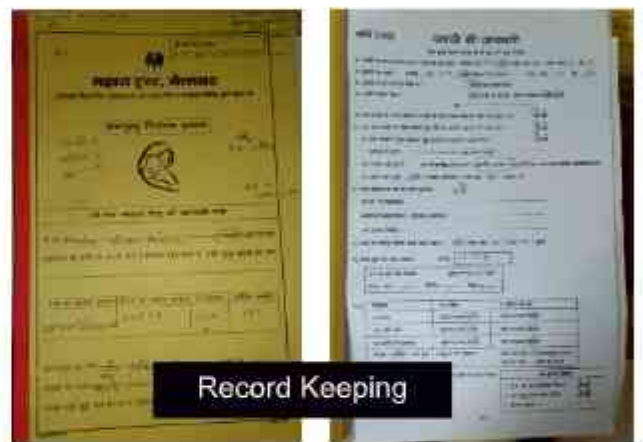
7. Glimpses

NGO Visit

NGO Record Verification

NGO Team

Accounts Department

Record Keeping

Group Discussion

NGO Team

Local Therapeutic Food (Kitchen Facility)

LTF Kitchen Visit

LTF Storage

LTF Labels

LTF Storage

LTF Cooking

Record Keeping

NGO Visit

Nutrition Farm Visit - Ghota

Nutrition farm visit

Kitchen Garden

Nutrition farm visit

Nutrition farm visit

Nutrition farm visit

One-on-one Interview

Focus Group Discussion

Village Visit

Mansudhwadi Village Visit

Village Health Worker

One-on-one Interview

One-on-one Interview

Focus Group Discussion

One-on-one Interview

Village Visit

Chaurakund Village Visit

Focus Group Discussion

One-on-one Interview

One-on-one Interview

One-on-one Interview

Village Visit

Kokmar Village Visit

Focus Group Discussion

One-on-one Interview

Health Checkup

Health Checkup

One-on-one Interview

Training Material

Village Visit

Gobarkahu Village Visit

Village View

Focus Group Discussion

One-on-one Interview

One-on-one Interview

Regular Health Checkup

Village View

Pohara Village Visit

One-on-one Interview

One-on-one Interview

One-on-one Interview

One-on-one Interview

Village View

Ensuring Commitment to Research Ethics

Anonymity

This research study strictly sticks to not revealing the identity of respondents. After the research is completed, the research should not reveal which individual respondents answered which question in what manner. The results will be revealed only as an aggregate, so no one will be able to single out the identity of a particular respondent. This is required for not breaking the trust of the respondent of not revealing the individual's identity.

Confidentiality

Research subjects participate in the process only on the basis of the trust that confidentiality will be maintained. Hence, the research will not reveal any data regarding the respondents for purposes other than the research study.

Justice

Justice refers to being fair to all. This research study ensures equal treatment of all its research subjects and no biases or prejudices towards any group based on social stereotypes or stigma associated with being a member of a certain group or class.

Since 1997, malnutrition & death due to malnutrition has reduced by >63% in adopted villages and >5L people benefited through projects impacting life of tribal community.
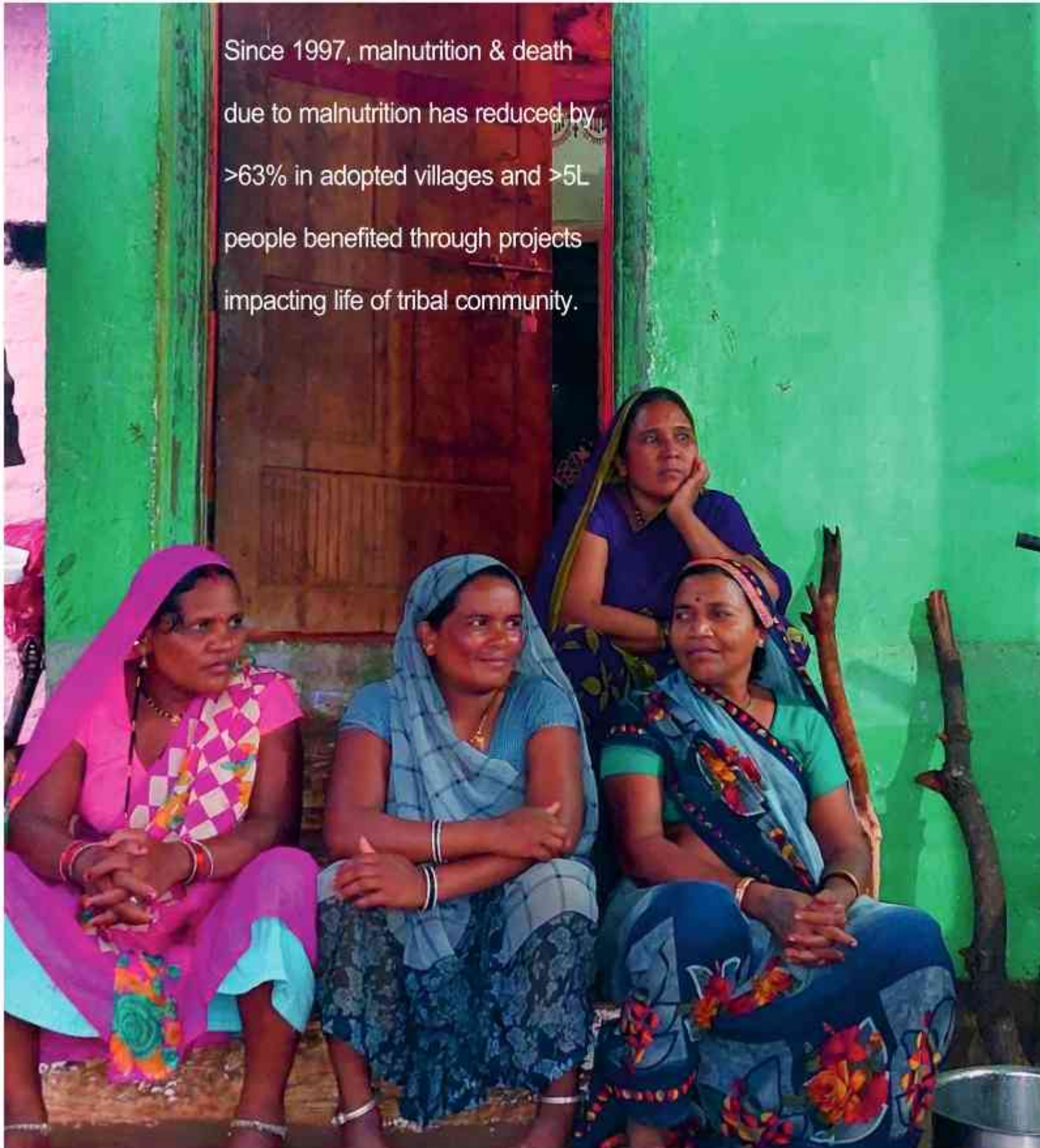
"You make a living by what you get; you make a life by what you give". When we engage with the community, it is not simply money that we give, but direction and integrity of purpose. We should harness private initiative and money for public purposes."

Late Shri Rahul Bajaj
Businessmen in Public Life - Speech, 28,Aug 2012

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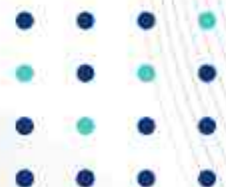
A CSR Impact Assessment Report

Aksharsparsh—

Reading Class

Project

Version - 2.3.1

Release Date - 12 March 2024

Opash

Socio-Commercials Pvt. Ltd.

Third Party Impact Assessor

SWADHAR

Implementation Partner

Swadhar IDWC

THERE IS NO SUCH THING AS A CHILD

WHO HATES TO READ.

THERE ARE ONLY CHILDREN WHO HAVE

NOT FOUND THE RIGHT BOOK

Frank Serafini

Acknowledgement

It has been a wonderful experience working with team Bajaj Auto Ltd. under their CSR initiative. We thank the Management of Bajaj Auto Ltd. for their generous financial contribution. We thank our well-wishers and guides for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work.

We are happy to have the CSR team of Bajaj Auto Ltd., coordinating with us and thank them for the time, efforts and outstanding work they have put in. And also, we thank all the staff members of Swadhar for their unconditional support throughout the impact analysis report.
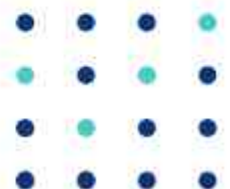
Disclaimer

Opash Socio-Commercials Pvt. Ltd. recently conducted an independent advisory service on behalf of Bajaj Auto Ltd. to evaluate the impact of their CSR projects. It's important to note that Opash's responsibilities are limited solely to this purpose and do not extend to any other use or party.

Any third party choosing to rely on this report does so entirely at their own discretion and risk. Opash's conclusions are drawn from our on-site visits, interviews, and research conducted up to the date of the interviews.

None of the members of our advisory team have any ongoing business relationships with the Bajaj Auto Ltd. beyond what was necessary for this specific assignment. Our advisory service was conducted independently, ensuring there were no conflicts of interest involved.

Users of this report are encouraged to make their own independent business decisions, bearing in mind the associated risks, without placing undue reliance on this report. It's essential to understand that this report does not constitute professional advice, and no guarantees, either explicit or implicit, are provided regarding the completeness and accuracy of its contents.

Lastly, please be aware that the views expressed in this report do not necessarily reflect the opinions or policies of Opash Socio-Commercials Pvt. Ltd.

Abbreviations

BAL - Bajaj Auto Limited

BDO - Block Development Officer

CSR - Corporate Social Responsibility

MOU - Memorandum of Understanding

NGO - Non Government Organisation

PCMC - Pimpri-Chinchwad Municipal Corporation
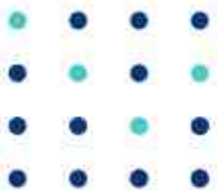
PMC - Pune Municipal Corporation

Table Of Content

1. Executive Summary

Education plays a major role in all aspects of an individual. Getting a good education is a basic requirement of every student. The project, 'Aksharsparsh-Reading class project' executed by Swadhar mainly focuses on the development of reading ability of every child by providing them with the unique structured syllabus which takes every student from basic level to advance level of the reading. The reading class project was implemented with the main objective of providing interesting storybooks to the children studying in standards I to IV in order to enhance their reading and comprehension skills.

To understand the impact of the project and implementation process of the project, Bajaj Auto Ltd. empanelled Opash Socio-commercials Pvt. Ltd. (OPASH) to undertake the study. For the purpose of this study, OPASH reviewed documents (MOU) and data provided by the 'Swadhar' to understand the objective and the impact created by the program. Third party team comprising of 4 members conducted field visit as well as telephonic conversations for some schools and interacted with the stakeholders such as, project co-ordinator, NGO authority people, Book Fairies and the teaching staff who all are running the Reading Class Program in the schools. The details gathered comprised of record of the book stock and 'give and take' maintenance registers, photos of the books designed by 'Swadhar,' briefing about the training provided to the staff.

During the visit, interaction was done with the NGO authority people, project co-ordinators, present teaching staff and some student beneficiaries to understand their perspective and views as well as future requirements about the program.

OPASH's Impact Assessment findings for this project suggest that such interventions are essential for sustaining the impact achieved. As these reading classes are extra curricular, the students respond to them better as they establish a unique bond with the Book Fairies - who are not seen as regular teachers.

Following were the key findings based on the visited locations - 2 schools in PMC and 2 schools in PCMC.

- Strategy planning of the program was done, based on the need assessment of the program by Swadhar.

- Project was executed by the Swadhar team by providing well-organized training to the office staff as well as team working on field (Book Fairies).

1
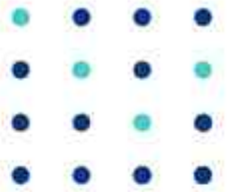
- To deliver quality and for effective execution, Book Fairies in respective school areas were appointed to conduct sessions in the schools.

- Designing syllabus as well as book printing by Swadhar was done as per the requirement of students.

- Follow-ups of the student's progress, monitoring of the classes going on in the schools were systematically done by the project coordinators as well as project head of the program.

- Every minute detail of the program was very well documented by the Swadhar team.

- Staff of the visited schools was found very supportive and active about the program adoption as well as execution.

- At the time of visit, student beneficiaries of the program were very less as some of them went to the other cities or schools or were in higher class.

- Student beneficiaries of the program can still recall most of the syllabus learnt in the program.

> READING SHOULD NOT BE
> PRESENTED TO CHILDREN AS A
> CHORE, A DUTY.
> IT SHOULD BE OFFERED
> AS A GIFT
>
> Kate DiCamillo

2 Overview of the Project

2.1 About Bajaj Auto Ltd.

Bajaj Auto Ltd., (BAL) is a renowned conglomerate that has played a significant role in shaping India's industrial landscape for over nine decades.

Bajaj Auto Ltd. operates across a diverse range of commercial vehicles and personal 2 wheelers along with financial services, electrical vehicles and more.

Beyond business, BAL has a strong commitment to social responsibility and philanthropy.

With a legacy of entrepreneurship, a focus on innovation, and a deep-rooted commitment to social welfare, Bajaj Auto Ltd. continues to be a symbol of excellence in India and an influential player in the global business arena.

With BAL's network of over 200+ NGO partners, it has supported a number of projects so that desired assistance and support could be provided to those who need it the most.

In recent years, BAL has embraced sustainability and eco-friendliness in its operations, aligning with global efforts to combat climate change and reduce environmental impact. Their initiatives towards electric mobility and clean energy solutions demonstrate their dedication to a greener future.

2.2 About Swadhar

Late Smt. Mrinal Gore, a renowned activist, and late Prof. Meenakshi Apte, who worked at the Department for Family & Child Welfare, Tata Institute of Social Sciences, Mumbai, founded Swadhar in 1983. Their main area of work was providing security to women living in Mumbai's suburb - Goregaon. They worked with the police commissioner and shared their suggestions to improve the situation with the help of the police force. In response, the police commissioner opened a counselling facility for women and the same was managed by Swadhar.

Post her retirement in 1995, Prof. Meenakshi Apte, relocated to Pune and formed the Pune chapter of Swadhar along with Mrs. Sulabha Joshi and Mrs. Suchitra Date. They soon realised that focussing solely on women's issues was not enough. As the difficulties faced by disadvantaged children got increasingly complicated, and isolating these problems proved ineffective. As a result, Swadhar's focus widened to include total development of disadvantaged children. This resulted in the formation of **Swadhar IDWC (Institute for Development of Women & Children).**
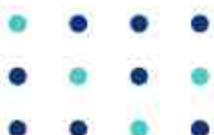
2.3 Background of the Project

In our society, where education holds immense importance, cultivating strong reading skills among students is a crucial objective. Achieving this goal necessitates a systematic approach that focuses on teaching the fundamental skills required for proficient reading. For struggling readers, it becomes imperative to provide explicit instruction in these skills, enabling them to navigate reading more effortlessly and comprehend content effectively. Rather than compromising standards for these students and undermining their confidence, we should strive to elevate expectations.

By doing so, we offer them challenges that are purposeful and well-directed. Facilitating ease in reading involves training students to recognize the underlying patterns of word relationships, decipher the semantic structures of individual words, and extract contextual meanings from vocabulary. Proficient reading comprehension hinges on the grasp of not only linguistic aspects but also the cultural nuances and values embedded in words and expressions. Furthermore, skilled readers possess the ability to discern the thematic essence of a text.

A proficient reader is characterized by the capacity to read swiftly while maintaining strong comprehension. The comprehension process draws upon an amalgamation of cognitive and linguistic faculties. These include a rich vocabulary, the ability to draw from existing knowledge, adeptness in sentence processing, logical reasoning, familiarity with print conventions, and a robust working memory.

Aksharsparsh is unique for many reasons.

1. It has complemented the current provisions for children in schools by offering one-to-one intensive support based on sound educational research and practice.

2. It goes further than many reading programs that simply have volunteers reading with children.

3. The goal is not only to enhance the reading skills of participating children but also to encourage them to feel good about themselves as learners (i.e., a healthy self-concept about reading).

4. Children work through a series of engaging activities to improve reading skills of sight word identification, phonological awareness, reading accuracy, and reading comprehension.

2.4 Project Need Assessment

Swadhar was committed to continuously monitoring the progress of every child who was mainstreamed after attending the Non-Formal Educational Classes from 1998.

During this process, the NFE class teachers had continuous contact with the teachers in the Municipal Corporation schools where the children were mainstreamed.

Swadhar found that most children in Municipal Corporation schools were not able to read at the desired level of their class.In 2003, Swadhar decided to adopt READING CLASS PROJECT in two schools as a pilot - to improve the reading ability of children in these municipal corporation run schools.

The Reading Class Project was adopted so that learning could be made joyful for children by providing age-relevant and appropriate story books during the school timings. They conduct a 60-minute session with 1st to 4th std in Pune Municipal Corporation (PMC) schools and 90-minutes session in Pimpri Chinchwad Municipal Corporation (PCMC) and a few private schools.

Swadhar is currently running the School Library Program in 28 PCMC Marathi medium schools and in 25 low-cost Private schools, 28 PMC Marathi and Urdu Medium schools and 4 low-cost private schools

How does one interpret the annual ASER results, where Grade V children can't read a Grade II textbook in their local language?

Swadhar's Objectives

- To provide storybooks and other reading material to around **11900** underprivileged children studying in 20 schools in PMC and 22 schools in PCMC areas in 1st to 4th standards.

- Home lending activity to 5th to 7th standards.

- To improve vocabulary of these children.

- To develop reading habit in these children.

- To provide home lending of story books in 16 schools to maintain the skill and habit of reading.

Aim

- To improve the quality of education in Corporation run schools.

- Provide additional input to make learning joyful.

- Enhance reading and comprehension skills by providing age-appropriate story books for children studying in 1st to 4th during school hours.

- Help in the development of language and cognitive skills of children.

2.5 Uniqueness of Aksharsparsh Programme

The content of the program provides routine and predictability for children yet contains a variety of activities to encourage engagement and interest.

The children work with a trained volunteer, referred to as a 'Book Fairy/Pustak Pari', each week, receiving support and encouragement for their efforts in reading.

One of the key elements for success achieved by Swadhar is the relationship between the Book Fairy and the child. Careful matching of Fairies based on socio-cultural environment and similar interests fosters this relationship.

1. It begins with assessing children's reading skills and self-concept.

2. The initial assessment is crucial as it is important to first identify how they differ from their more able peers.

3. Each child is tested before the program using standardized tests to determine their learning strengths and weaknesses and to provide a baseline.

4. A manual for the Book Fairy, activity materials, and training which prepares and supports them is provided throughout the duration of the academic year.

The qualitative evaluation was conducted using semi-structured interviews with children, and Book Fairies. As the purpose of the interviews was to highlight the good practices of the program in facilitating both reading self-concept and reading skills, children who had participated in the program were interviewed. They were asked to reflect on their experience and provide feedback.

2.6 Outreach of the Programme

In the impact analysis visit, Opash team visited following locations

NGO office in Pune

2 Schools in PMC
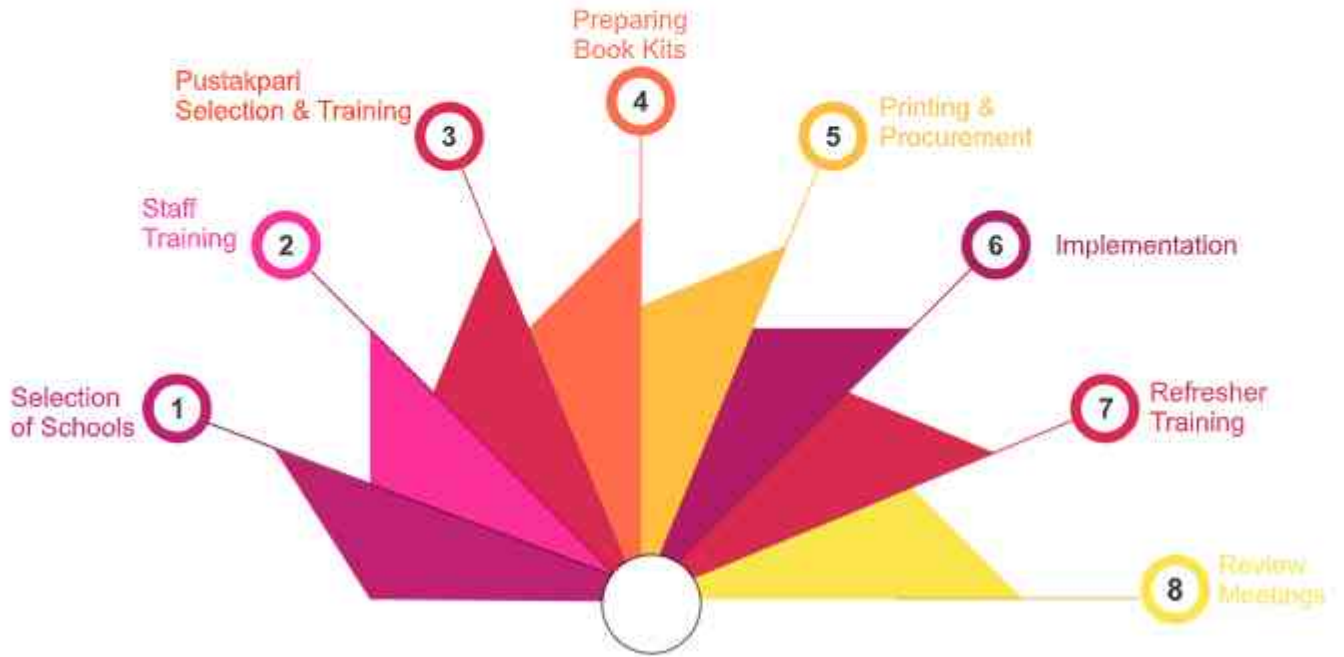
2 Schools in PCMC

2.7 Project Implementation Flow

1. Selection of Schools
2. Staff Training
3. Pustakpari Selection & Training
4. Preparing Book Kits
5. Printing & Procurement
6. Implementation
7. Refresher Training
8. Review Meetings

3. Opash's Approach & Methodology

3.1 Our Understanding and Definitions

Social development is not a linear and predictable process which can be understood by a supposedly causal input – output - impact relationships.

Programmes and projects are the basic instruments of development intervention, but we cannot base the evaluation of social developments merely upon the supposed outcomes and impacts; they are not the only instruments of promoting social change.

(Uphoff 1989; Roche 1994).

Here we would like to clarify some terms and understanding of our approach to the impact assessment.

It involves understanding perspectives and expectations of different stakeholders and it takes into account the social-economics and environmental context in which the development interventions take place. (Hopkins 1995)

Participatory Impact assessment (PIA) is a process of evaluation of the impact of development interventions which is carried out under the full or joint control of local communities in partnership with professional practitioners or NGOs.

There is a difference in output, outcome and results and the differentiation is shown in the table below:

Point of Measurement	What is Measured	Indicators
Output	Effort	Implementation of activities
Outcome	Effectiveness	Use of outputs and sustained production of benefits
Impact	Change	Difference from the original problem situation

Relation Between Objectives & Indicators

NGO and Donor — Objectives

Indicators — Donor and Assessing Agency

8

3.2 Process of Designing Impact Assessment

Generally, the evaluation methodology is designed on the basis of how the key descriptive, causal and evaluative evaluation questions will be answered, how data will be collected and analysed, the nature of the intervention being evaluated, the available resources and constraints and the intended use of the evaluation.

In most cases, mixed-method approaches are recommended as they build on qualitative and quantitative data and make use of several methodologies for analysis.

Types of Indicators

Input	Resources
Activity indicators ⟷	Output (Effort)
Result indicators ⟷ (What we will deliver)	Outcome (Effectiveness)
Project Purpose indicators ⟷ (Why is it needed)	Effect (Change)
Overall objective indicators ⟷ (Why it is important)	Impact

(Source: Participation in Development workshop, IDS, 1998)

3.3 Analytical Framework

The assessment was conducted using a multi-pronged analytical framework focussing on the quality aspect of impact, which included:

Analytical Framework

Completeness & accuracy of the data

CREDIBILITY

ANALYZABILITY

Accuracy of the analysis & interpretations

Ability to do something of value with the outcomes

USEFULNESS

TRANSPARENCY

Roller, M. R., & Lavrakas, P. J. (2015). Applied qualitative research design: A total quality framework approach. New York: Guilford Press

9

Based on the framework the following criteria were studied

1

Analysis:
Covering the project
plan, closure reports,
annual reports,
utilization certificates,etc

2

Outcome Analysis:
Assessing the project
outcome as against
the commitment in
the agreement.

3

Impact Analysis:
1. Program effectiveness
2. Strategic implementation
3. On field data stored in a systematic manner.

4

**Community involvement
Analysis:**
Involvement of the
stakeholders in the project
planning, execution,
training, exposure visits,
post project support, etc.

3.4 Methodology

Resource mobilization: The impact assessment study in Pune was completed by
a team of 4 people including 1 subject matter expert.

Pre Field Visit

1. Background research on NGO.
2. Understanding the objectives with
   the Donor Agency.
3. Preparation of questionnaire.
4. Scheduling and coordinating with
   NGO for field visit.
5. Consent taken of beneficiary prior
   to interviews.

On Field

1. Visit to the field was done on 27th
   and 28th July 2023
2. One-on-one interviews with NGO
   office bearers and beneficiaries were
   conducted.
3. Reviewed NGO monitoring system
   - Staff FGD and interviews
   - Photo and video documentation
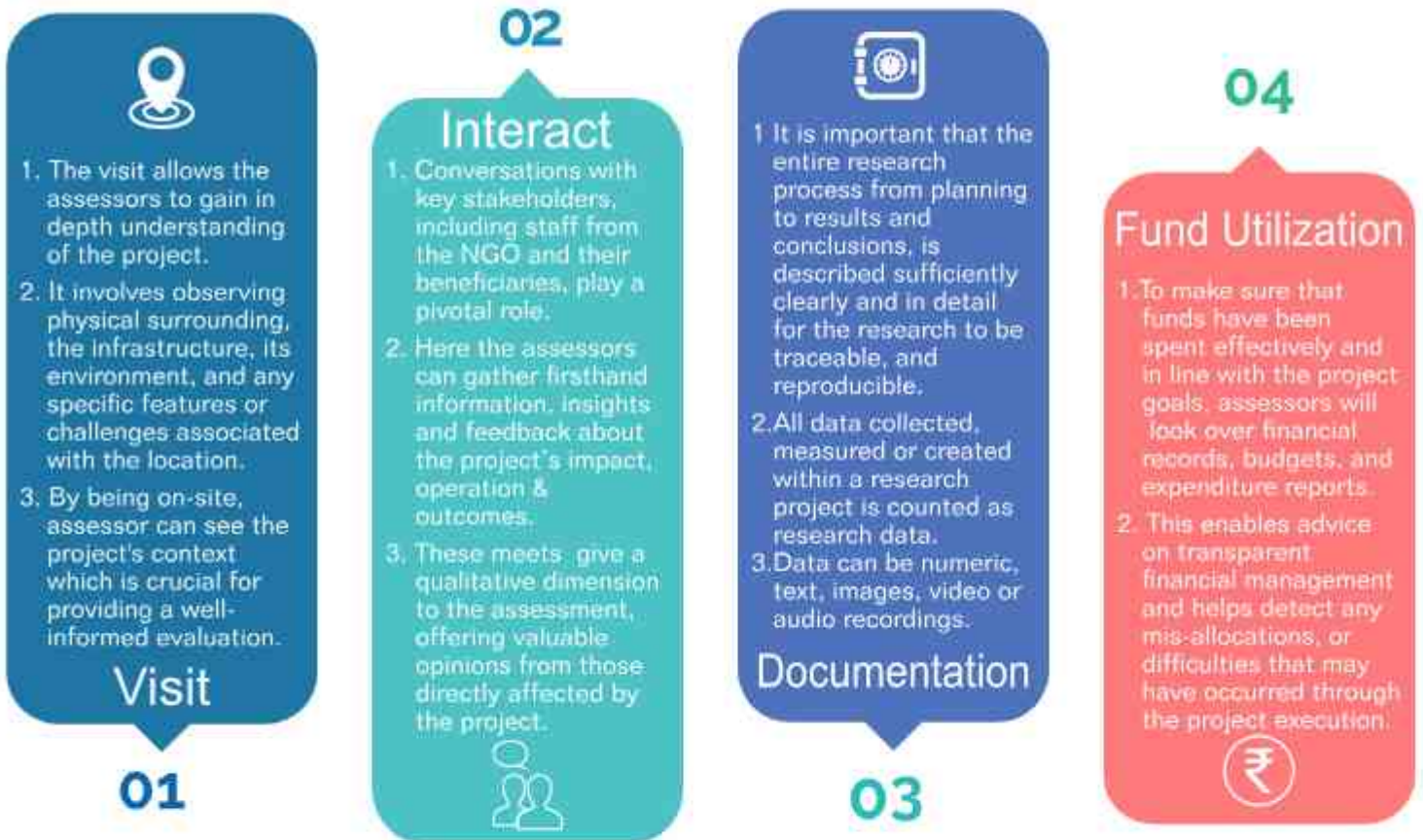
Post Field Visit

1. Visual records sorting and categorization.
2. Reviewing the recommendations and observations .
   with Donor to aid them in determining future course of action.
3. Draft report submission to Donor for review.
4. Iteration and incorporation of suggestions where needed.

3.5 Objectives of the Assessment

The objectives of the assessment encompass an integrated approach to evaluating the project. They involve on-site visits for a detailed understanding of the project, engaging with stakeholders to gather qualitative insights, and ensuring financial accountability. This multifaceted approach helps assessors provide a comprehensive assessment report that not only identifies strengths and successes but also highlights areas for improvement and potential areas of concern within the project.

01 Visit

1. The visit allows the assessors to gain in depth understanding of the project.
2. It involves observing physical surrounding, the infrastructure, its environment, and any specific features or challenges associated with the location.
3. By being on-site, assessor can see the project's context which is crucial for providing a well-informed evaluation.

02 Interact

1. Conversations with key stakeholders, including staff from the NGO and their beneficiaries, play a pivotal role.
2. Here the assessors can gather firsthand information, insights and feedback about the project's impact, operation & outcomes.
3. These meets give a qualitative dimension to the assessment, offering valuable opinions from those directly affected by the project.

03 Documentation

1. It is important that the entire research process from planning to results and conclusions, is described sufficiently clearly and in detail for the research to be traceable, and reproducible.
2. All data collected, measured or created within a research project is counted as research data.
3. Data can be numeric, text, images, video or audio recordings.

04 Fund Utilization

1. To make sure that funds have been spent effectively and in line with the project goals, assessors will look over financial records, budgets, and expenditure reports.
2. This enables advice on transparent financial management and helps detect any mis-allocations, or difficulties that may have occurred through the project execution.

Resource Mobilisation

The impact assessment study in 4 schools in Pune, Maharashtra (2 schools in PMC and 2 schools in PCMC) was completed by a team of 4 people including 1 subject matter expert.
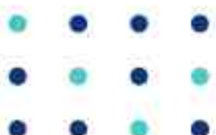
3.6 Methods of Data Collection

Opash has used a common methodology, tools of data collection for all the identified schools in Pune. The team interviewed relevant stakeholders over 2 days in NGO office, schools of PMC and PCMC area in Pune, Maharashtra. It included the discussion with NGO representatives, NGO staff, project head, project coordinators, as well as student beneficiaries of program, information collection and document checking.

Methods of data collection used for the study included interviews and focused group discussion with following stakeholders:

- Representatives of the NGO
- Project head
- Project coordinators
- Book fairy
- Student beneficiaries in schools

3.7 Sample and Area

Sample size of 4 school was decided for assessment and 2 schools from each Municipal Corporation were selected for Pune and Pimpri Chinchwad.

Area	Target	Achieved	Dates of Assessment
PCMC	3-4 schools in Pune	2 schools	27/07/2023
PMC		2 schools	28/07/2023

3.8 Stakeholders

Designation	Number of people	Responsibilities
Project Head	1	Who is responsible for the decision making of the project
Project coordinator	2	Who is responsible to monitor and execute the program
Supervisor	2	Who is responsible to supervise the flow of project execution
Book Fairy (Pustakpari)	3	Who conduct sessions in the school and help children to read fluent

4. Findings

4.1 Relevance of the Program

An initiative taken for improving students' reading ability is highly relevant for several reasons. Reading is a fundamental skill that forms the basis for all other learning. Proficiency in reading is crucial for academic success in various subjects. It helps in expanding vocabulary, enhancing comprehension, and improving language skills, which vital for effective communication.

Reading fosters critical thinking and analytical skills, enabling students to evaluate, interpret, and synthesize information. Reading allows students to access a wide range of information and knowledge, promoting a lifelong love of learning. Improved reading abilities can lead to better academic performance across all subjects.

Strong reading skills empower students to access information, make informed decisions. Reading exposes students to diverse perspectives, cultures, and ideas, fostering cultural awareness and empathy.

4.2 Effectiveness of the Program

Conducting reading interventions is essential because it addresses not only the academic but also the personal and social development of students. By targeting reading skills, interventions taken to enhance reading abilities can empower students, enhance their educational experiences, and prepare them for success in an increasingly information-driven world.

Seeing the condition of students in schools of Pune, Swadhar initiated Aksharsparsh project to help students improve their reading abilities. Students can be benefitted in following areas with the help of interventions implemented by Swadhar,

- Specially designed syllabus according to the need and requirement of students.

- Regular level wise pre and post assessment of students.

- Student specific attention as well as implementation of interventions to improve reading ability.

- Concept clearance with the help of Book fairy.

- Enhanced reading ability after effective implementation of interventions.

4.3 Impact of the Program

Note: Following findings of the Impact Analysis includes data gathered and received (PPT, Closure reports, excel sheet filled as provided by OPASH) from NGO as well as on-field observations. Also, count of student beneficiaries Opash team interacted with at the time of visit was less because as most of the student had moved to next standard.

Swadhar made and followed a strategic plan throughout 3 phases of implementation.

Pre - Covid

S.NO.	OBJECTIVE	PROGRESS
01.	To provide interesting and colourful story books and other reading material to underprivileged children	Swadhar provided the books and other reading material during the project implementation period. Before covid they provided actual books and material .
02	To develop reading skills and habit	As per the design of the reading class, the regular exercises, reading and other methods were used with an aim of improving reading skills.
03	To improve vocabulary	In addition to reading, there are other activities like action songs, storytelling and word games which help in vocabulary improvement.

During - Covid

S.NO.	OBJECTIVE	PROGRESS
01.	To stay connected online with last year's beneficiaries of std. 1st to 4th in PCMC/PMC/private	In collaboration with school authorities Swadhar started online intervention and sent videos to children with the help of school teachers and area supervisors. Through this, they reached out to 5069 children, and have also created nearly 6000 videos that can be used as teaching aids today
02	To stay connected through WhatsApp groups with the community children, children from private schools in Pune and outside Pune.	Classes were conducted through WhatsApp groups, audio -visual tapes. **Chitrawani** was the program conducted by Swadhar during covid period.
03	To improve vocabulary	In addition to reading, there are other activities like action songs, storytelling and word games which help in vocabulary improvement.

4.4 Feedback Received

Teachers, and children mentioned that they were reading independently much often. In fact, the increased frequency of autonomous reading was one of the most consistently mentioned changes in children's reading behaviour.

The Book Fairies recognized the contribution of the game's aspect to children's learning and the unique individual and special time the child received when working with their Book Fairies. Most Book fairies identified the personal attention as a successful element of Aksharsparsh.

Classroom teachers acknowledged the benefit of the additional assistance children with reading difficulties received because of Aksharsparsha and were particularly grateful for the one-to-one aspect.

These positive affirmations of Aksharsparsha demonstrate that Swadhar can serve as a vehicle to successfully counteract reading difficulties in schools using trained Book Fairies and highlight the potency of adopting a dual approach to tackle reading difficulties.

With our one-on-one interviews with NGO staff and key position holders following are the key findings noted.

The Implementation method was regular (Offline intervention) as planned. Through this, from April 2019 to 2020, they reached out to **21621 children of PMC and PCMC Schools.**

Staff Training - Total project staff-60

Total 36 training programs were conducted during this period. Following topics were covered under the training program,

- Storytelling and singing songs
- Grammar
- Poems
- Child Sexual Abuse
- Brain Development
- Computer Applications
- Stress Management
- Mental Health

Training or introduction to new methods like Google meet, Zoom, etc.to conduct virtual classes, meetings.

Bookworm training, Khelghar Training.
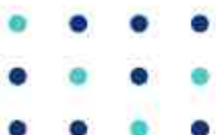
4.5 Managing in the Pandemic

Online interventions were followed in all schools with the help of all the school authorities.

- Swadhar started conducting online classes in all schools which included audio-visual clips related to class topics, providing e-books as well as material made by Swadhar

- Swadhar involved schoolteachers, Head Masters, and Area Supervisors in this process to avoid hurdles in the online teaching process and to ensure that the program ran as planned.

Through this process, Swadhar reached out to 5069 students during Covid period.

In this Phase, Swadhar developed their own program called **Chitrawani.**

Due to COVID-19 pandemic schools were closed, causing children to lose their crucial connect to core subjects like language and mathematics.

From July 2021, Swadhar took the initiative to bridge this learning gap until schools could reopen. Swadhar launched an intervention **Chitrawani,**

which involved conducting live classes for students through WhatsApp video calls. This intervention was very convenient because if a student missed a class, they could easily join another batch to catch up. **Thanks to this effort, Swadhar was able to reach out to 1,566 students.**

- Reading classes in all 22 schools in PCMC area and 20 schools in PMC area were continued.

- Due to Covid-19, online intervention was initiated from April 2020 to February 2022 with the help of school authorities.

- Swadhar reached out to a total of 4482 students from 42 schools.

- From Monday to Friday, through the regular intervention, Swadhar reached out to students studying in the 1st to 4th standard. School teachers were providing weekly feedback to Swadhar on Saturday.

- Along with audio-visual material based on the curriculum, Swadhar developed worksheets and shared those worksheets to the students.

- Students solved the worksheets provided by Swadhar. Teachers used to send pictures of worksheets solved by students to Swadhar.

In this intervention, Book Fairies would conduct live class sessions with students through WhatsApp for a group of 3 to 5 students of Std. 1st to 4th once a week for one hour each day.

For 1st and 2nd - Language, Mathematics and Environmental Studies (Twice a week)

For 3rd and 4th - Language, Mathematics, Science and History (Once a week).

Post Covid

When the situation improved and government restrictions were relaxed schools started from February, 2022 with full capacity. Swadhar started offline intervention with students in all schools.

Swadhar conducted reading ability tests in the months of February, 2022 and March, 2022 for PMC and PCMC corporation schools.

In the months of February and March, Swadhar planned 1132 sessions out of which 1054 sessions were conducted.

Pre-covid – Year 1 April- 2019 To March – 2020
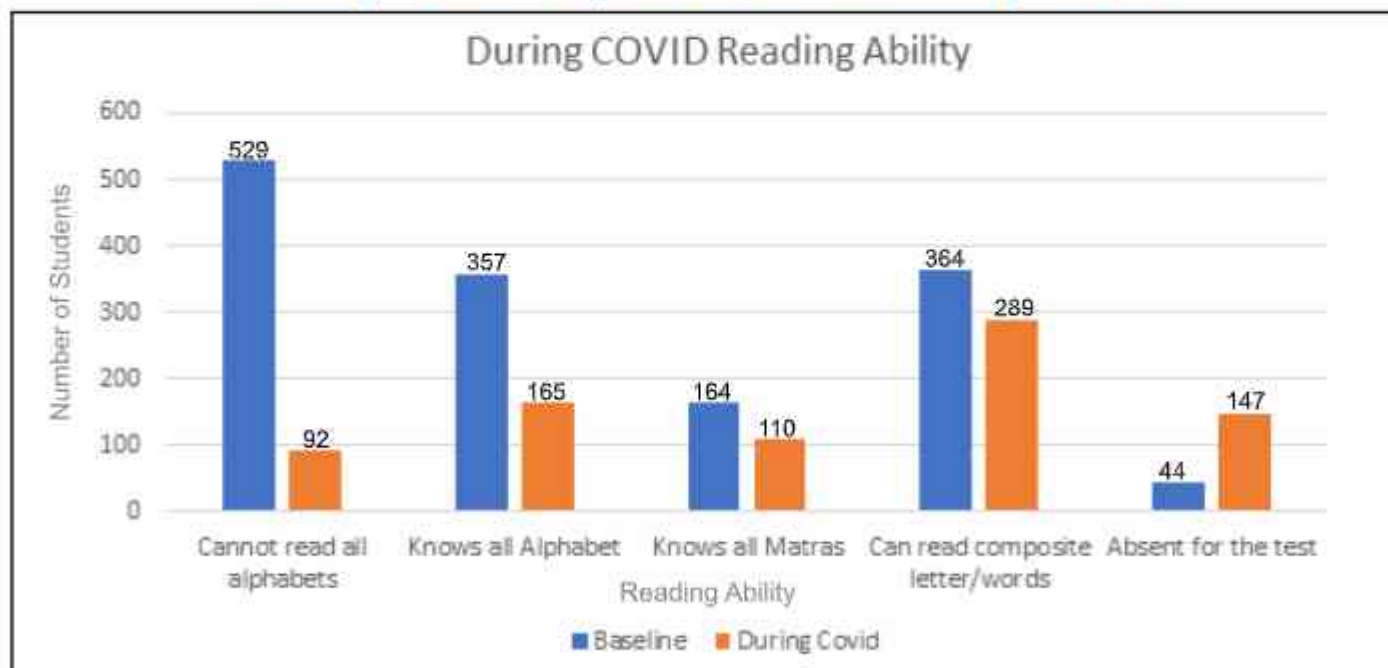

Pre COVID Reading Ability
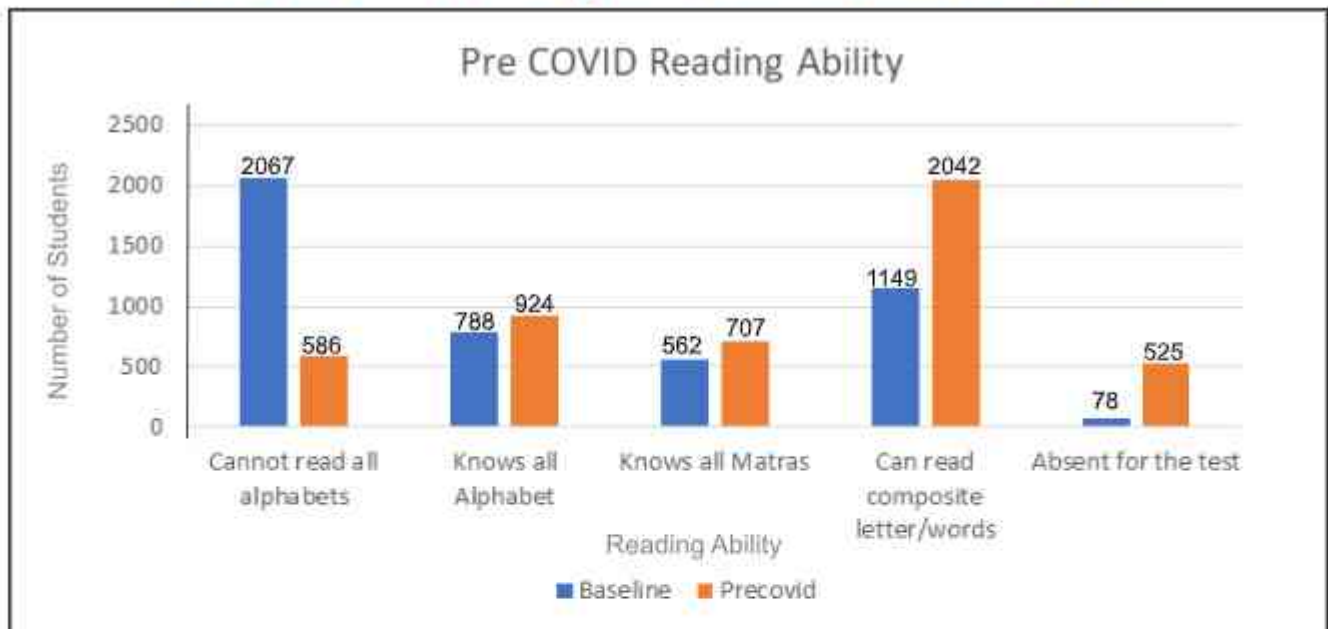
- Number of children who did not know alphabets reduced by 29% (Baseline Number- 2067, Endline Number- 586)

- Number of Children with who could read composite words and comprehension Increased by 14% (Baseline Number- 1149, Endline Number- 2042)
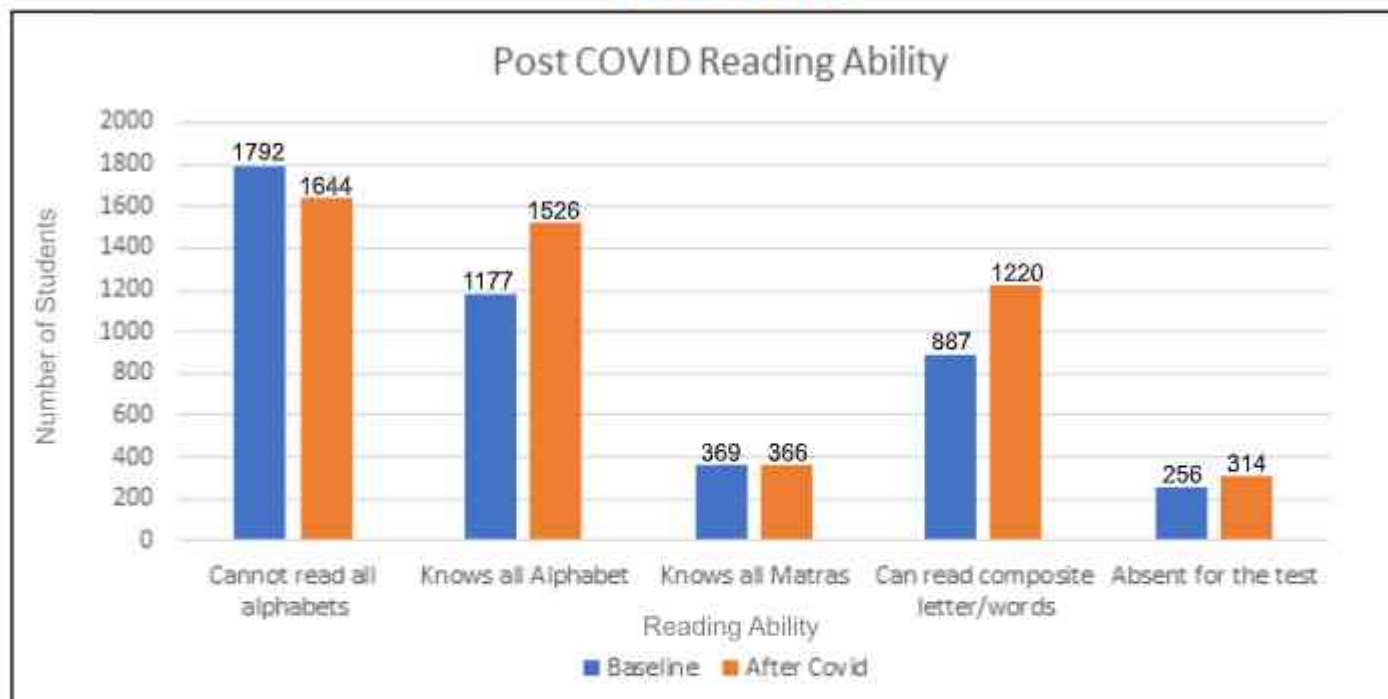
During-Covid - April-2020 To January-2022

During COVID Reading Ability

- Number of children who did not know alphabets reduced by 25% (Baseline Number- 529, Endline Number- 92)
- Number of Children with who could read composite words and comprehension Increased by 11% (Baseline Number- 364, Endline Number- 289)

After Covid

Post COVID Reading Ability

- Number of children who did not know alphabets reduced by 8% (Baseline Number- 1792, Endline Number- 1644)
- Number of Children with who could read composite words and comprehension Increased by 4% (Baseline Number- 887, Endline Number- 1220)

5. Challenges & Recommendations

5.1 Challenges

Difficulty in convincing the schools to participate in the program as it was directly challenging the capacity of the schools / teachers

Dependency on Pustakpari as schools / teachers were not adoptive of the program as it was considered as an extracurricular activity

Conversion of offline program to online program due to Covid impacting effective delivery of the program.

Limited availability of devices to Pustakpari and beneficiaries during covid period

Training of Pustakpari and beneficiaries on usage of devices

5.2 Recommendations

The program is worth replicating in other schools

Publishing recorded audio classes on digital platform

Associating with other NGOs or Schools and training them to broaden the scope of the program

Shift from extra-curricular to inclusion in the syllabus by appointing the teacher using scientific methods developed by Swadhar
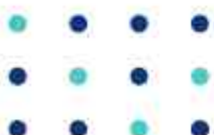
6. Sustainability

Over the years, education has become much more widely accessible. That said, inequalities to access persist among various socioeconomic groups. Children from the poorest households are four times more likely to be out of school than those of the richest households. Disparities between rural and urban areas also remain high.

The goal for quality education ensures that all girls and boys complete free primary and secondary schooling by 2030. Reading is considered by many teachers, textbook writers and language test constructors to be made up of different skills and components. According to national education targets, the percentage of students attaining basic reading skills by 2030 should rise to 67 per cent.

Ensuring Commitment to Research Ethics

Anonymity This research study strictly sticks to not revealing the identity of respondents. After the research is completed, the research should not reveal which individual respondents answered which question in what manner. The results will be revealed only as an aggregate, so no one will be able to single out the identity of a particular respondent. This is required for not breaking the trust of the respondent of not revealing the individual' s identity.

Confidentiality Research subjects participate in the process only on the basis of the trust that confidentiality will be maintained. Hence, the research will not reveal any data regarding the respondents for purposes other than the research study.

Justice Justice refers to being fair to all. This research study ensures equal treatment of all its research subjects and no biases or prejudices towards any group based on social stereotypes or stigma associated with being a member of a certain group or class.

References

NGO Policy Briefing Paper No. 3, March 2001
http://www.centralsquarefoundation.org/

Facebook page of Swadhar
www.swadhar.com

School Visit

School Visit

Easy Reading material

School Visit

Puzzle Activity

School Visit

Reading Activity

NGO Visit

7. Glimpses

Reading ability Assessment Worksheets

Listening to Story telling

Singing Action Songs

Confident Story Telling

Book Fairy with Class Teacher

"*You make a living by what you get; you make a life by what you give*". *When we engage with the community, it is not simply money that we give, but direction and integrity of purpose. We should harness private initiative and money for public purposes.*"

Late Shri Rahul Bajaj
Businessmen in Public Life - Speech, 28,Aug 2012

BAJAJ
THE WORLD'S FAVOURITE INDIAN

Head Office: Bajaj Auto Ltd., Akurdi,
Pune 411035, India. www.bajajauto.com

All COVID Supported Projects

Version - 2.3.1

Release Date -12 March, 2024

JBGVS

Implementing Partner

Acknowledgement

We would like to express our heartfelt gratitude for the exceptional collaboration we've had with Team Bajaj Auto Ltd. within the scope of their CSR initiative. We extend our thanks to our mentors who provided us with their inspiring guidance, invaluable constructive feedback, and friendly counsel throughout the project.

We are happy to have the CSR team of Bajaj Auto Ltd., coordinating with us and thank them for the time, efforts and outstanding work they have put in.Their commitment, hard work, and outstanding contributions have been crucial to the project's achievements.

Additionally, we would like to acknowledge the unwavering support of all the members of JBGVS. Your steadfast assistance throughout the impact analysis report has been truly invaluable. We are grateful for the collaborative spirit that has made this project a success.

Disclaimer

Opash Socio-Commercials Pvt. Ltd. has conducted an independent advisory service on behalf of Bajaj Auto Limited to evaluate the impact of their CSR projects. It's important to note that Opash's responsibilities are limited solely to this purpose and do not extend to any other use or party.

Any third party choosing to rely on this report does so entirely at their own discretion and risk. Opash's conclusions are drawn from our on-site visits, interviews, and research conducted up to the date of the interviews.

None of the members of our advisory team have any ongoing business relationships with the Bajaj Auto Limited (BAL) beyond what was necessary for this specific assignment. Our advisory service was conducted independently, ensuring there were no conflicts of interest involved.

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Lastly, please be aware that the views expressed in this report do not necessarily reflect the opinions or policies of Opash Socio-Commercials Pvt. Ltd.

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Abbreviations

BAL - Bajaj Auto Ltd.
BDO - Block Development Officer
BiPAP - Bilevel Positive Airway Pressure
CDDEP - Center for Disease Dynamics, Economics & Policy
CPAP - Continuous Positive Airway Pressure
CSR - Corporate Social Responsibility
DHO - District Health Office
HFNO - High-Flow Nasal Oxygen
IAS - Indian Administrative Service
ICU - Intensive Care unit
ICCU - Intensive Critical Care Unit
JBGVS - Jankidevi Bajaj Gram Vikas Sanstha
KBH - Kamalnayan Bajaj Hospital
MCCIA - Mahratta Chamber of Commerce Industries and Agriculture
MICU - Medical Intensive Care Unit
MoU - Memorandum of Understanding
NGO - Non Government Organisation
OR - Operating Room
PCMC - Pimpri-Chinchwad Municipal Corporation
PMC - Pune Municipal Corporation
PPCR Pune Platform for Covid-19 Response
PPE - Personal Protective Equipment

Table of Contents

1. Executive Summary

1.1 About Bajaj Auto Limited

For over 130 years, the Bajaj Auto Ltd. (BAL) has been an unwavering force, working hand in hand with communities, government bodies, and local authorities. Their dedication to making a positive impact on society is truly commendable. Together, they have achieved incredible milestones and brought about meaningful change that uplifts and inspires us.

Bajaj Auto Ltd. (BAL) has integrated Corporate Social Responsibility (CSR) into its growth strategy. The company strives to achieve a balance between economic growth, environmental protection, and social responsibility.

Developing sustainable and secure growth has been one of its business objectives. BAL implements some of its CSR program through the Jankidevi Bajaj Gram Vikas Sanstha (JBGVS).

In the face of the unprecedented challenges brought about by the Covid19 pandemic, BAL rose to the occasion by lending their support to government initiatives. By pooling resources, expertise, and innovative solutions, these partnerships have become a beacon of hope, ensuring that no one was left behind in the fight against COVID.

To evaluate the impact of these initiatives BAL contracted Opash Socio-Commercials Pvt. Ltd. to conduct an impact assessment study of various CSR projects supported by them, through JBGVS and various other implementation partners NGOs.

For the purpose of this study, a review of documents and data provided by the company and the implementing agency's program team was done. This was to understand the objectives and impact of the programs.

News / Cities / Pune News / How industrialist Rahul Bajaj drove Pune's fight agai...

How industrialist Rahul Bajaj drove Pune's fight against the second Covid-19 wave

By Steffy Thevar

Feb 13, 2022 10:26 PM IST

Bajaj donated over 10 lakh doses of Covisheild and 11 lakh syringes when the administration struggled to get the stock

Hindustan Times Feb, 22, 2022
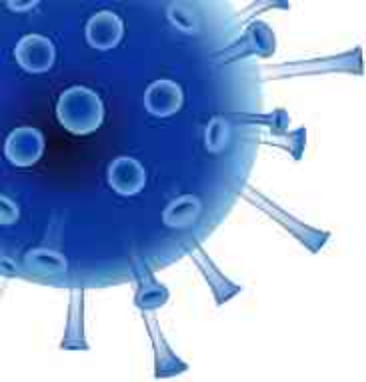
Documents reviewed included the MoU signed for the projects, progress reports, audited utilisation certificates, completion reports, etc., based on document availability. Additionally, the team conducted stakeholder interactions with the selected implementing partner to better understand the project's objectives and impact.

The evaluation approach has been designed in line with the objectives and scope of the project. A consultative approach for the impact assessment has been adopted. The findings have been triangulated based on interactions with stakeholders, supplemented by primary and secondary research, and complemented by domain knowledge and field expertise as per the project-specific research objective.

Project Code	Title of the Projects as per the MOUs	Amt. Funded
CRF-01 (1a)	Provision of 25 ventilators to govt hospitals in Aurangabad	170 Lakhs
CRF-02 (1b)	Distribution of 25 HFNO + 10 vaccine freezers	100 Lakhs
CRF-05 (1c)	Installation of Central Oxygen System in RH and District Hospital	45 Lakhs
CRF-27 (1d)	Distribution of Dry Ration Kits	2.80 Crores
CRF-14	Covid Response-PPCR for Operation Vayu	200 Lakhs
CRF-18	Mission Vayu Support for 44 BiPAP for Uttarakhand	100 Lakhs
CRF-19	Covid response in West Bengal- specifically Nadiya District	138 Lakhs
CRF-20	Support for Oxygen Cylinders for Govt. hospital in Delhi- Give India	420 Lakhs
7018 A	Covid Immunisation for Bottom of the Pyramid in Pune and Aurangabad	40 Crores
7018 B	Covid Immunisation for Bottom of the Pyramid in Pune	2.52 Crores

JBGVS

1.2 Introduction to JBGVS

A revolutionary in spirit, Jankideviji undertook padyatras with Vinobaji and was actively involved in the Bhoodan, Koopdan, Gram Seva and Goseva movements post-independence. A progressive woman in thought, Jankideviji removed the orthodox customs of purdah and untouchability and worked towards the upliftment of women.

Jankidevi Bajaj Gram Vikas Sanstha (JBGVS) was established in 1987, in memory of the philanthropic work done by Padma Vibhushan Janakidevi Bajaj. The key mission of JBGVS is to promote holistic development through a wide range of initiatives that address various aspects of rural life.

With the vision of bringing best on the ground, JBGVS adopts the strategy of direct implementation through participatory approach. JBGVS has shepherded many partnerships with other NGOs with unique strengths in the JBGVS key thematic areas of health, education, livelihood etc. into the JBGVS core geographies.

1.3 Objectives of Assessment

To understand and assess all the projects in detail.

To understand the strategy planning and implementation process by interacting with stakeholders, project managers, project coordinators, as well as project beneficiaries.

To understand the present scenario of the projects by visiting the project locations.

To understand the overall intended impact of the project.

1.4 Sample Evaluated

Hospitals/Executing Partners/Government Authorities

Target	Achieved
Provision of 25 ventilators to government hospitals in Aurangabad	Visited hospitals in Aurangabad on 15th July 2023 a. Kamalnayan Bajaj Hospital 2 - Board Members, 1 - coordinator b. Civil Hospital, Hospital Staff - 2, NICU Ward & ICCU Ward
Covid response in West Bengal Nadiya District, Mission Vayu Ratna Nidhi	Visited on 24th to 26th August 2023 Oxygen Plants and interacted with officials at Dhubulia - 3 nos., and Bethuadahari - 7 nos. Online meeting - 31st August 2023
Visit to JBGVS	Visited office on 2nd August 2023, and had reviews of all projects. 6 staff members provided information and showed all documents for verification.
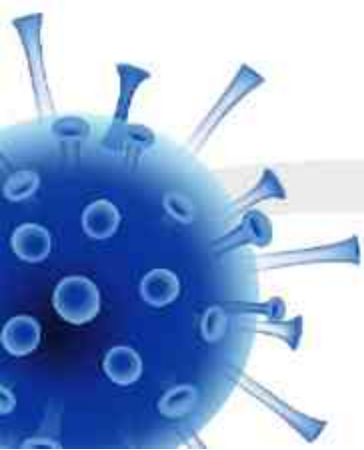
1.5 Impact Delivered

Sr. No.	Project	Quantitative
01	Provision of 25 ventilators to government hospitals in Aurangabad	Out of 25 ventilators 22 were in working conditions
02	Distribution of 25 HFNO + 10 vaccine freezers	Data was not available due to the emergency nature of dispensation during the pandemic
03	Distribution of Dry Ration Kits	Delhi - 15,000 Bangalore - 10,000 Hyderabad - 5,000 Patna & Ranchi - 5,000 Gujarat - 3,000 Ratnagiri - 2,000
04	Covid Response PPCR for Operation Vayu	Oxygen concentrators 05 BiPAP 50 Nos.
05	Mission Vayu Support for 44 BiPAP for Uttarakhand	Oxygen Therapy Device (HFOT) - 23 Godrej GVR 225 Vaccine Refrigerator - 10 BiPAP - 70 Oxygen Concentrators - 32
06	Covid response in West Bengal, specifically Nadiya District	Visited plants in Dhubulia and Bethuadahari Both plants were non operational due to lack of maintenance
07	Support for Oxygen Cylinders for Govt. hospital in Delhi - Give India	Data was not available due to the emergency nature of dispensation during the pandemic
08	A. Covid Immunisation for Bottom of the Pyramid in Pune & Aurangabad B. Covid Immunisation for Bottom of the Pyramid in Pune	10 lakh doses of vaccine 11 lakh syringes

2. Overview of the Project

2.1 Background & Context

When the Covid-19 pandemic arrived on Indian shores in 2020, the country was caught off-guard on several fronts. One of them was the acute shortage of ventilators. In April 2020, the Center for Disease Dynamics, Economics & Policy (CDDEP), which produces independent and multidisciplinary research, estimated India had about 1.9 million hospital beds, 95,000 ICU beds, and 48,000 ventilators.

Indian companies responded efficiently to the Covid-19 pandemic by fast-tracking innovation, revamping assembly lines and expediting manufacturing of everything from N95 masks and Personal Protective Equipment (PPE) to diagnostic kits and ventilators in record time.

Remarkably, from producing almost no ventilators domestically, India indigenously manufactured 60,000 ventilators in just three months.

The first case in India was reported on Jan 30, 2020. Since then, the country has seen 3 waves of infection and 5.3 lakh deaths, but a massive immunisation drive has delivered more than 2.2 bn doses of vaccines.

By end of March 2021 the Covid numbers were at an all-time high. Pune district alone reported 8000+ new cases yesterday and currently have 12000+ cases in hospitals, and 45,000+ in home-based isolation. Other districts in Maharashtra were reporting similar spikes, threatening to overload the health setup.
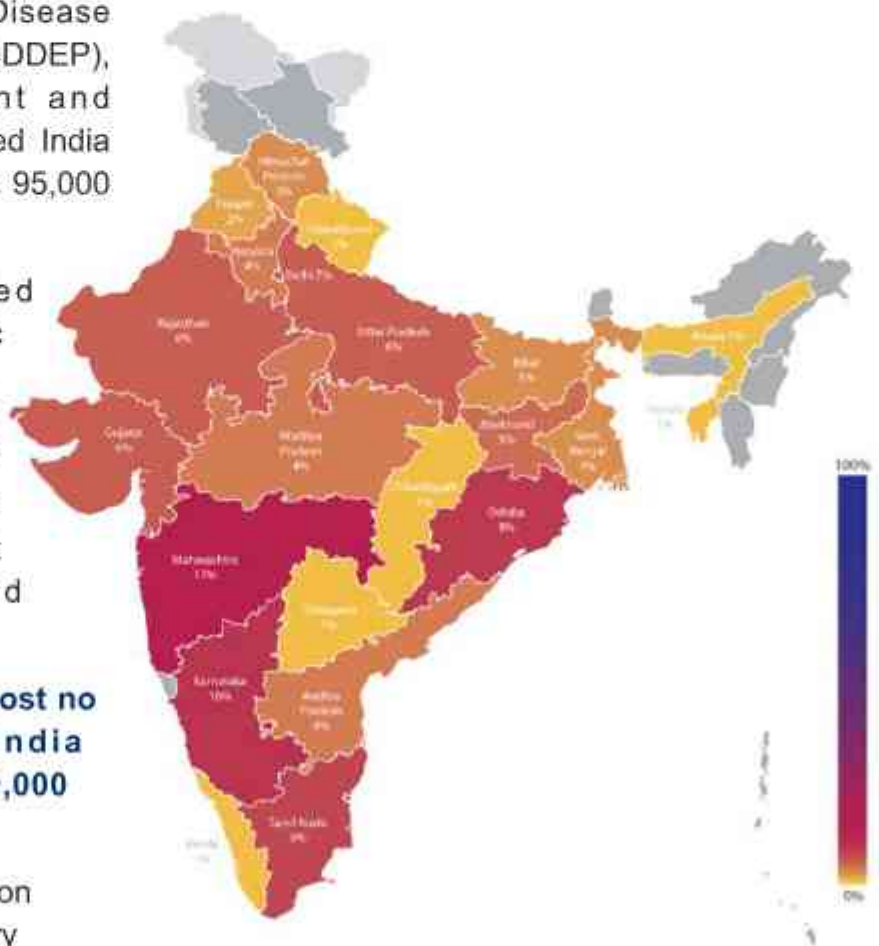
The maximum number of projects were undertaken in the state of Maharashtra, accounting to 17 per cent of the total mapped projects. Maharashtra has been one of the COVID-19, worst impacted states in India. The second and the third largest number of projects were undertaken in Karnataka and followed by Odisha.

2.2 Types of Support Provided

Provision of Healthcare, Water, Sanitation & Hygiene Services

Preventive health (Sharing of information, Provision of quarantine facilities, contact tracing)

Screening and diagnostics of COVID cases (Identification and testing of potential cases)

Treatment, control and management of cases (Provision of quarantine and treatment of COVID positive individuals).

Response to Poverty & Livelihood Needs

Provision of economic sustenance through direct transfers, providing wages.

Provision of essential items and services (especially to vulnerable population)

Sustaining livelihood initiatives of at-risk communities.

Health System Strengthening

Community support and demand (improve knowledge of community needs, participation in health programs and treatment compliance).

Service delivery & human health resource (improving existing facilities / aid the setup of new facilities and build capacity of health workers to improve access).

Health information & technology (establish patient tracking and decision support systems and enable evidence-based decision-making and collaboration).

Medical products and supplies (support improvement in availability of medical products/supplies & extension of diagnostics / testing services).

Providing Health Insurance (advocate for and enable access to health insurance schemes and equity in response measure).

Response to Educational Needs of Children

Promotion and use of ICT for enabling greater information access to children.

Other educational interventions.

3. Project Outreach

All the Covid projects focussed on providing immediate, pandemic-related relief to the Covid-19 affected population ranging from critical patients, migrant workers, youth, women, and children. The support was provided through multiple interventions including provision ventilators, vaccine freezers, dry ration kits, installation of Central Oxygen Systems, oxygen cylinders, and vaccines.

Some of these were in response made by other NGOs or government authorities, and some were committed by BAL as their contribution towards the pandemic. As a result the funding of projects was for multiple locations across the nation as mentioned below.

	List of Covid Projects	Location	Partner NGO
1.	Jankidevi Bajaj Grama Vikas Sanstha		
1a.	Provision of 25 ventilators to government hospitals in Aurangabad	Maharashtra, Rajasthan, Uttarakhand	Jankidevi Bajaj Gram Vikas Sanstha
1b.	Distribution of 25 HFNO + 10 Vaccine freezers (ZP)		
1c.	Installation of Central Oxygen system in RH and District Hospital		
1d.	Distribution of Dry Ration Kits		
2	Covid Response PPCR for Operation Vayu		
3	Mission Vayu support for 33 BiPAP for Uttarakhand	Uttarakhand	
4	Covid response in West Bengal- Nadiya District, Mission Vayu-Ratna Nidhi	West Bengal	
5	Support for Oxygen cylinders for Government hospital in Delhi - Give India	Delhi	
6	Covid Immunization for bottom of the pyramid in Pune and Aurangabad	Pune, Aurangabad Maharashtra	
7	Covid Immunization for bottom of the pyramid in Pune		

जानकीदेवी बजाज ग्राम विकास संस्था

JBCVS

4. Opash's Approach & Methodology

4.1 Our Understanding & Definitions

Impact assessment refers to an evaluation of how, and to what extent, development intervention causes sustainable changes in living conditions and behavior of beneficiaries and the differential effects of these changes on women and men.

It involves understanding the perspectives and expectations of different stakeholders and it takes into account the social-economics and environmental context in which the development interventions take place. (Hopkins 1995)

Mixed Methodology for Maximum Insights

The research problem consisted of understanding the extent of the impact created by the various projects implemented during the pandemic. Towards the end, to gain maximal insight, both quantitative and qualitative techniques are used.

Application of Quantitative Techniques

Though the information that is obtained is easily amenable to various statistical measures and tests, however, quantitative information has its own limitations. It can uncover only the surface phenomena. It is unable to penetrate beneath the surface and identify what is hidden deep beneath. In this study, to assess the impact of structured tools like the interview were administered.This helped in getting quantifiable information.

Application of Qualitative Technique

Qualitative techniques of interviews with key stakeholders and interviews with community members were adopted for a better understanding of the problem alongside quantitative research. The qualitative approach is distinguished by deeper probing and flexibility, and it can yield massive amounts of data that were not anticipated when the research was initiated.

Ensuring Triangulation

Triangulation is needed to increase the credibility and validity of the research findings. It is also a measure taken to ensure the trustworthiness of the research process. The findings of the quantitative research have been verified with the insights from qualitative research, and the report has also been structured to reflect this point.

4.2 Sample Size & Coverage Area

The study covered an initial visit to NGO office followed by a visit of 2 experts to the NGO office 'Jankidevi Bajaj Gramavikas Sanstha' Akurdi, Pune. Here information was verified by checking the documents and work orders as some of the materials were consumables like the vaccines.

1. Visit to Kamal Nayan Bajaj Hospital, Aurangabad

2. Visit to Nadiya District, West Bengal

Interviews were conducted of the project heads and coordinators who were directly involved in the implementation of this project. Followed by physical checking of the machinery provided and the oxygen plant set up.

Outreach	Sample Areas Visited
The nature of the COVID projects were such that not all required physical visits. Critical and remote locations were chosen to verify the reach and implementation of funds	1. Maharashtra - Aurangabad 2. West Bengal - Nadiya District - 2 villages namely, Dhubulia, Bethuadahari 3. Visit to JBGVS

4.3 Analytical Framework

The assessment was conducted using a multi-pronged analytical framework focussing on the quality aspect of impact assessment.

CREDIBILITY

ANALYZABILITY

TRANSPARENCY

USEFULNESS

Completeness & accuracy of the data

Accuracy of the analysis & interpretations

Ability to do something of value with the outcomes

Analytical Framework

Roller, M. R., & Lavrakas, P. J. (2015) Applied qualitative research design: A total quality framework approach. New York: Guilford Press

11

Based on the framework the following criteria were studied

1

Documentation analysis:
Covering the project plan, closure reports, annual reports, utilization certificates,etc

2

Outcome Analysis:
Assessing the project outcome as against the commitment in the agreement (MoU).

3

Impact Analysis:
Assessing the outputs and impact created by project and its sustainability.
1. Program Effectiveness
2. Strategic implementation
3. Increasing count of beneficiaries.
4. Increasing demand of the program
5. Developing entrepreneurs

4

Community involvement Analysis:
Involvement of the stakeholders in the project planning, execution, training, exposure visits, post project support, etc.

The process flow below shows how the team was prepared and all assessments were executed.

Selection of Team

Literature Review

On Ground Interviews

Focus Group Discussions

Project Orientation of the Team

Development of Questionnaire

On Site Verification

Key Stakeholder Interactions

4.4 Resource Mobilization

For the impact analysis, 2 experts visited Jankidevi Bajaj Gram Vikas Sanstha Office on 2nd August, 2023 and Kamal Nayan Bajaj Hospital, Aurangabad on 15th August, 2023. The Oxygen Plant in Nadiya District, West Bengal were visited 24th and 25th August, 2023.

4.5 Implementation of Assessment

Except for the sample chosen the impact assessments for the rest of the projects were conducted through interaction with the primary NGO, JBGVS.

They supported the data assessment process by sharing the details and facilitating virtual interactions with key informants of their respective programs.

Pre Field-Visit

- Background research work
- Understanding the objectives
- Planning logistics of field visit
- Scheduling and coordinating with NGO for preparation of field visit
- Secondary data collection

Post Field-Visit

- Data sorting, categorization and analysis.
- Reviewing recommendations & observations.
- Draft report submission for review.
- Incorporation of suggestions

Field-Visit

- One on one informal interview with NGO office bearers, hospital staff members
- Studying NGO / hospital monitoring system
- Photo and video documentation.

5. Provision of 25 Ventilators to Govt. Hospitals in Aurangabad

5.1 About Kamalnayan Bajaj Hospital

Kamalnayan Bajaj Hospital is a 260 bedded (in the process to expand to 300 beds) tertiary care hospital located in Aurangabad, Maharashtra. Aurangabad has long been known for its two most famous heritage sites - Ajanta & Ellora caves, along with other historic and religious landmarks.

Kamalnayan Bajaj Hospital is run by a group of leading doctors and noted Industrialists of the city and the hospital is run with high ethics and values.

5.2 Bajaj Group's Association with Aurangabad

The Bajaj family has been actively involved in philanthropic and social initiatives in Aurangabad. It was in 1985 that the Aurangabad plant was inaugurated at Waluj MIDC by the erstwhile President of India, Giani Zail Singh, and commercial production of scooters commenced at this plant. Since then, the association with the city has only grown multi fold.

The group's contributions to education, healthcare, and rural development have had a positive impact on communities, contributing to social progress alongside economic growth.

5.3 Felt Need

In order to effectively address any challenge a comprehensive understanding of the underlying needs and requirements is paramount. This section of the report delves into the crucial phase of need assessment, where we analyse and evaluate the existing conditions, deficiencies, and opportunities that necessitated the implementation of the project.

29 March 2021 - Covid numbers were at an all-time high. Pune district alone reported 8000+ new cases and currently has 12000+ cases in hospitals, and 45,000+ in home-based isolation. Other districts in Maharashtra were reporting similar spikes, threatening to overload the health setup.
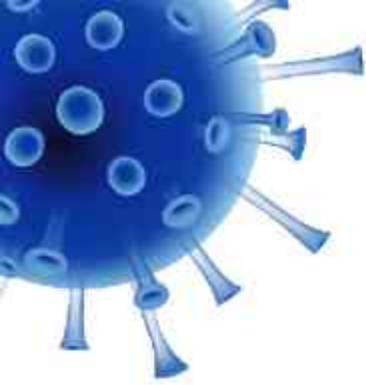
Ventilators were one of the crucial weapons in the fight against coronavirus, which affects the respiratory system of those who test positive. In extreme cases, the patients are required to be put on a ventilator for breathing support.

Ventilators were available in very limited numbers in government hospitals across the country at the beginning of the pandemic last year. Moreover, very limited manufacturing of ventilators was taking place in the country and most of the suppliers abroad were not in a position to make supplies of ventilators in large quantities to India.

(https://www.hindustantimes.com/india-news/govt-says-media-reports-on-make-in-india-ventilators-in-aurangabad-not-working-baseless-incorrect-101621008716881.html)

May 5, 2021 - On being asked about the lack of functional ICU in the district, District Magistrate pointed out that there was not a single ICU unit or Ventilator that was functional.

(http://timesofindia.indiatimes.com/articleshow/82392740.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

June 3, 2021 - There were multiple reports of Aurangabad receiving faulty ventilators and the matter finally reached the High Court for resolution.

(https://thewire.in/law/faulty-ventilators-provided-to-maharashtra-will-have-to-be-replaced-bombay-hc)

District collector requested BAL for support through telephonic communication

- Asked for 25 ventilators for Government

hospitals in Aurangabad

- BAL accepted and sanctioned the requirement

MoU signed

5.4 Procurement

- District Collector asked for permission to procure ventilators from their regular supplier.
- BAL denied the request and procured all the ventilators from their own regular vendor - namely, Philips.
- Supplier/vendor fulfilled the requirement of 25 ventilators within a month.

5.5 Observations & Findings

All the ventilators are in working conditions (except 3) as per the information provided by the coordinator.

To check the functioning of the ventilators, the Opash team visited Ghoti Hospital in Aurangabad.

Following wards were visited at the Ghoti Hospital

- ICCU
- MICU

Ghoti Hospital - Free Treatment

- Saved many lives through the ventilators
- Still continues getting the benefits
- The hospital is taking efforts to keep ventilators in running condition

राज्यात कोरोना विषाणुमुळे (Covid – 19) उद्भवलेल्या संसर्गजन्य आजाराशी मात करण्यासाठी कंपनी, सेवाभावी संस्था/व्यक्ती व आस्थापनांकडून वस्तू स्वरुपात प्राप्त होणाऱ्या मदतीच्या विनियोगाबाबत.

महाराष्ट्र शासन
महसूल व वन विभाग
(आपत्ती व्यवस्थापन, मदत व पुनर्वसन)
शासन निर्णय क्रमांक : आव्यप्र-२०२०/प्र.क्र.९२/आपुन-१
मंत्रालय, मुंबई – ४०० ०३२
दिनांक – २४.०३.२०२०

प्रस्तावना :

राज्यात कोरोना विषाणुमुळे (Covid – 19) उद्भवलेल्या संसर्गजन्य आजारामुळे आपत्कालीन परिस्थिती निर्माण झालेली आहे. या साथीला अटकाव करणे व बाधीत झालेल्या रुग्णांवर वैद्यकिय उपचार करण्यासाठी व्हेंटिलेटर, सॅनिटायझर्स, पीपीई, आवश्यक औषधे यांचा तातडीने पुरवठा होणे आवश्यक आहे. अनेक कंपन्या, संस्था, व्यक्ती, आस्थापना यांनी या वस्तू दान स्वरुपात शासनाला देण्याची तयारी दर्शविलेली आहे. तसेच केंद्र शासनाने देखील कॉर्पोरेट व्यवहार मंत्रालय यांच्या दि.२३.०३.२०२० च्या परिपत्रकान्वये सीएसआर फंडाचा वापर Covid 19 या विषाणुमुळे होणारा संसर्ग टाळणे, साथ आटोक्यात आणणे, बाधीत झालेल्या रुग्णांवर उपचार करणे इ. संबंधीत बाबींसाठी वापर करण्यास परवानगी दिली आहे. त्यामुळे उपरोक्त आवश्यक वस्तू देणगीदारांकडून प्राप्त झाल्यावर त्यांचा यथोचित विनियोग होणेसाठी आवश्यक सूचना देण्याची बाब शासनाच्या विचाराधीन होती.

शासन निर्णय :

कंपनी, संस्था, व्यक्ती वा आस्थापना यांच्याकडून Covid 19 चा संसर्ग टाळणे त्याला अटकाव करणे व त्यावरील उपचारासाठी आवश्यक वस्तू/बाबी या देणगीदाराकडून स्विकारण्यासाठी कार्यकारी संचालक, हाफकीन इन्स्टिट्यूट यांना प्राधिकृत करण्यात येत आहे. त्यासाठी खालील प्रमाणे कार्यपध्दती राहील.

(१) वैद्यकीय उपचारांसाठी आवश्यक असणाऱ्या उपरोक्त वस्तूंची प्रमाणके निश्चितीबाबत आवश्यकतेनुसार सचिव, वैद्यकीय शिक्षण व औषधी द्रव्ये विभागाकडून वेळोवेळी निश्चित करण्यात येतील.

(२) दाता संस्थांकडून आणि व्यक्तींकडून प्राप्त होणाऱ्या उपरोक्त नमूद वस्तू या कार्यकारी संचालक, हाफकीन इन्स्टिट्यूट यांच्याकडून स्विकारण्यात येतील आणि ते त्यांचे वाटप सचिव, वैद्यकीय शिक्षण व औषधी द्रव्ये यांनी वेळोवेळी निश्चित केलेल्या धोरणानुसार व जिल्हाधिकारी यांच्या आवश्यकतेनुसार संबंधित जिल्ह्यास करतील.

(३) कार्यकारी संचालक, हाफकीन यांनी त्यांना विविध संस्थांकडून प्राप्त झालेल्या वस्तू / बाबींचा तपशिल प्रपत्र –अ" मध्ये नमूद ठेवावा. तसेच त्यांनी जिल्हाधिकारी यांना वितरीत केलेल्या वस्तू आणि जिल्हाधिकारी यांनी संबंधित रुग्णालये व संस्था यांना वितरीत केलेल्या बाबींचा साठामेळ नियमितपणे घ्यावा व सचिव, वैद्यकीय शिक्षण व औषधी द्रव्ये यांना सादर करावा.

(४) कार्यकारी संचालक, हाफकीन यांनी संबंधित संस्थांना त्यांच्याकडून प्राप्त झालेल्या वस्तूंबाबत "प्रपत्र – ब" प्रमाणे प्रमाणपत्र द्यावे.

सचिव, आपत्ती व्यवस्थापन, वैद्यकीय शिक्षण व औषधी द्रव्ये विभाग यांनी या सर्व प्राप्त वस्तूंचा विनियोग यथोचितरित्या होत आहे याबाबत पर्यवेक्षण करावे.

किशोरराजेनिंबाळकर

(किशोर राजे निंबाळकर)
सचिव (आपत्ती व्यवस्थापन, मदत व पुनर्वसन)

जिल्हा आपत्ती व्यवस्थापन प्राधिकरण
जिल्हाधिकारी कार्यालय, पुणे

आदेश

जिल्हास्तरीय ऑक्सीजन पुरवठा संनियंत्रण समिती

अ.क्र.	पदनाम	नियुक्त अधिकारी यांनी पार पाडावयाची जबाबदारी
1.	निवासी उपजिल्हाधिकारी, पुणे	सर्व जिल्हाधिकारी कार्यालयाशी समन्वय साधून नियोजन करणे
2.	सहाय्यक आयुक्त, अन्न व औषध प्रशासन विभाग, पुणे	उत्पादकांशी समन्वय व फीलिंग प्लँटमधून वाटपाचे नियोजन करणे
3.	महाव्यवस्थापक जिल्हा उद्योग केंद्र, पुणे	उत्पादनांचे साठा व उत्पादकांशी समन्वय साधणे
4.	प्रादेशिक परिवहन अधिकारी, पुणे व पिंपरी चिंचवड	वाहतूक–टँकर समन्वय वाहतुकीचे नियोजन करणे
5.	जिल्हा शल्य चिकित्सक, पुणे	जिल्ह्यातील कोविड-19 रुग्णांना औषधोपचार करणाऱ्या सर्व सार्वजनिक आरोग्य विभाग, वैद्यकीय शिक्षण विभाग, महानगरपालिका, आणि खाजगी रुग्णालयांना प्रतिदिन लागणाऱ्या ऑक्सीजनची माहिती रुग्णालयानुसार संकलीत करावी. आणि निवासी उपजिल्हाधिकारी, पुणे यांना द्यावी.
6.	जिल्हा आरोग्य अधिकारी, जिल्हा परिषद पुणे	जिल्ह्यातील कोविड-19 रुग्णांना औषधोपचार करणाऱ्या सर्व सार्वजनिक आरोग्य विभाग, वैद्यकीय शिक्षण विभाग, महानगरपालिका, आणि खाजगी रुग्णालयांना प्रतिदिन लागणाऱ्या ऑक्सीजनची मागणी नोंदविणे.

जिल्हास्तरीय समितीची कार्ये :-

1. समितीने दैनंदिन ऑक्सीजनची गरज व ती पुरविणाऱ्या Botting Plants, Bulk Suppliers यांचे सोबत संपर्कात राहून प्रत्येक रुग्णालयात वेळेत ऑक्सीजन प्राप्त होईल याची दक्षता घ्यावी.
2. जिल्हास्तरावर आपत्ती व्यवस्थापन अंतर्गत यापूर्वीच स्थापन करण्यात आलेला कंट्रोल रुमला ऑक्सीजन पुरवठ्याची जबाबदारी देण्यात येत आहे. आणि कंट्रोल रुम दिनांक 31/12/2020 पर्यंत सुरु ठेवण्यात येत आहे. कंट्रोल रुमचा वापर Oxygen Supply संबंधित अडचणी सोडवणूक करण्यासाठी करावा. पुणे जिल्हा आपत्ती व्यवस्थापन कंट्रोल रुम दूरध्वनी क्र. 020-26123371 वर संपर्क साधावा. या कंट्रोल रुमला काही अडचण असल्यास त्यांनी FDA कंट्रोल रुम दूरध्वनी क्र. 022-26592364 व टोल फ्री क्र. 1800 222 365 वर संपर्क साधावा.
3. उपरोक्त पुरवठा समितीने कार्यवाही करुन कोणत्याही रुग्णालयात ऑक्सीजन पुरवठा खंडीत होणार नाही याची दक्षता घ्यावी.

(डॉ. राजेश देशमुख)
जिल्हाधिकारी तथा अध्यक्ष
आपत्ती व्यवस्थापन प्राधिकरण,
जिल्हाधिकारी कार्यालय पुणे

5.6 Bajaj Auto Ltd.'s Timely Procurement of Ventilators Amidst COVID-19 Pandemic

In the midst of the unprecedented COVID-19 pandemic, when healthcare infrastructure faced immense strain, the District Collector of Aurangabad took a proactive step by reaching out to the Bajaj Auto Ltd., a prominent industrial entity with a history of contributions to the region. The request put forth by the District Collector aimed to secure ventilators for rural hospitals falling under his jurisdiction, a critical need to address the escalating healthcare crisis.

Recognizing the urgency of the situation, the District Collector requested not only for ventilators but also sought permission from BAL if they could procure these life-saving devices from their regular supplier.

However, in response to the District Collector's appeal, BAL made the decision to prioritise a comprehensive approach. Understanding the significance of seamless delivery, maintenance, and the paramount importance of quality assurance, the group chose to procure all 25 ventilators required by rural hospitals from their steadfast and trusted supplier - Philips.

This decisive move demonstrated BAL's commitment to swift action and unwavering dedication to healthcare needs during the pandemic. By leveraging their existing supplier relationship with Philips, BAL was able to ensure that the ventilators reached their intended destinations within a remarkably short time frame of just one month.

The collaboration between BAL and Philips not only addressed the immediate ventilator requirements but also exemplified strategic foresight in terms of post-procurement support. This approach underscores the holistic understanding that efficient healthcare equipment is not solely about acquisition, but equally about sustained maintenance and oversight.

In these challenging times, where timely response can be the difference between life and death, BAL's commitment to serving the community by swiftly procuring and facilitating the delivery of essential medical equipment underscores their dedication to corporate responsibility and societal welfare. This alliance between industry and healthcare stands as a beacon of hope, showcasing the potential for collective action to combat unforeseen crisis.

Ventilators were available in very limited numbers in government hospitals across the country at the beginning of the pandemic last year.

Moreover, very limited manufacturing of ventilators was taking place in the country and most of the suppliers abroad were not in a position to make supplies of ventilators in large quantities to India.

6. Distribution of 25 HFNO & 10 Vaccine Freezers

6.1 What is HFNO?

High-Flow Nasal Oxygen (HFNO) administration is a relatively new technique that is used in the intensive care unit (ICU), and increasingly in the operating room (OR). HFNO has become popular in the ICU for management of patients with acute hypoxemic respiratory failure when attempting to avoid intubation or to help after estuation.

HFNO has a number of beneficial effects not provided by standard nasal cannula. At high flow rates, it can provide continuous positive airway pressure (CPAP), washes out CO_2 from the respiratory dead space, and assists the process of oxygen diffusion into the alveoli (replacing oxygen which has been absorbed). In addition, it can reduce the work of breathing and reduce airway resistance.

(https://www.apsf.org/article/safe-use-of-high-flow-nasal-oxygen-hfno-with-special-reference-to-difficult-airway-management-and-fire-risk/)

6.2 Need Understanding

Covid emergency procurement.

Visited JBGVS office in Akurdi, Pune to understand the requirement and need analysis for response to Covid19.

HFNO System

Flowmeter

Nasal Interface

Humidifier

Inspiratory Tubing

Reproduced and modified with permission from Fischer and Paykel Healthcare.

FUNDING		
Total Funding Amount	Amount spent for 25 HFNOs	Amount spent for 10 Vaccine freezers
1 Cr.	75 Lakh	25 Lakh

7. Installation of Central Oxygen System in Regional & District Hospitals

7.1 Need Assessment

- Covid emergency.
- Visited JBGVS office in Akurdi, Pune to get details of project executed and understand the need.

7.2 What is the Central Oxygen System?

Only a few hospitals had in-house facilities to produce this precious gas; most depended on oxygen cylinders or liquid medical oxygen (LMO) that was delivered from elsewhere. What's more, the number of cryogenic tankers needed to transport LMO were too few to cope with the sudden spike in demand.

7.3 Procurement

JBGVS appointed MMRI as a vendor who would appoint necessary agencies to execute the work with supervision provided by MMRI in consultation with civil surgeons.

7.4 Other Key Pointers

'Earlier, some government hospitals were equipped with their own oxygen plants but these fell into disuse as maintenance was not done. It is now important to ensure that the phenomenal efforts that have gone into creating captive oxygen plants do not suffer the same fate through the lack of resources for their operation and maintenance." (https://blogs.worldbank.org)

8. Distribution of Dry Ration Kits

8.1 Background

During the COVID-19 pandemic, the provision of in-kind support proved to be a lifeline for countless households, particularly in the face of disrupted markets, profiteering, and rising inflation. India's robust and extensive Public Distribution System (PDS) played a pivotal role in successfully delivering essential benefits to vulnerable households.

Amid the unprecedented challenges posed by the pandemic, the immediate concern was to ensure food security for marginalised communities, especially in the context of the second, more severe wave of the virus. With millions of daily wage earners, auto and rickshaw drivers, rag pickers, and domestic workers facing extreme vulnerability, addressing hunger and mitigating the impact of the pandemic became paramount.

8.2 Distribution Mechanisms

To address this pressing issue, the government initiated the PM Garib Kalyan Anna Yojana, under the National Food Security Act. However, a critical challenge emerged as migrant informal workers, residing in temporary shelters, were unable to avail of these benefits due to the lack of necessary documentation.

Given the absence of precise data on the number of migrants and stranded families, an approximate figure of 80 million (representing 10% of the total 800 million beneficiaries under the National Food Security Act) was employed for the allocation of food grains. States were granted autonomy in determining the eligibility criteria for migrant or stranded migrant status, highlighting the flexibility required in addressing the unique circumstances of each region.

8.3 Scope of Relief Efforts

The relief program encompassed the distribution of 40,000 dry ration packets, each capped at INR 700 per packet. These provisions were intended to reach approximately 5-10% of the auto rickshaw population in select cities. The designated areas for distribution included:

- Delhi – 15,000 packets
- Bangalore – 10,000 packets
- Hyderabad – 5,000 packets
- Patna and Ranchi – 5,000 packets
- Gujarat – 3,000 packets
- Ratnagiri – 2,000 packets

8.4 Inclusivity

It's noteworthy that the distribution of food kits extended beyond the confines of specific vehicle makes.

9. Covid Response - PPCR for Operation Vayu

9.1 Background: About Mission Vayu

Amid the surging Covid-19 cases, the Pune Platform for Covid-19 Response (PPCR), under the guidance of the Mahratta Chamber of Commerce Industries and Agriculture (MCCIA), embarked on a remarkable endeavour known as 'Mission Vayu.'

This mission unfolded on an unprecedented scale, exemplifying the power of industry-led efforts to reinforce healthcare infrastructure during a critical crisis. The primary focus of Mission Vayu was to combat the severe oxygen shortages that were plaguing the worst-affected areas and hotspots.

Moreover, PPCR took on the crucial role of managing a 24-hour call centre dedicated to assisting patients and their families. They also played a pivotal role in implementing and overseeing bed management software. PPCR also executed one of the largest district-wide vaccination drives, underscoring their holistic approach to addressing the pandemic's multifaceted challenges.

9.2 Location

Multiple locations in Maharashtra & Uttarakhand covering Government Hospitals.

9.3 Implementation

As part of Mission Vayu, a staggering 250 BiPAP ventilators and 4,000 oxygen concentrators were procured and generously donated to hospitals and institutions serving charitable purposes. Importantly, these life-saving devices were not intended for resale in the commercial market, emphasising the altruistic nature of this mission.

Recognizing the need to reach remote areas with essential medical supplies, the second phase of Mission Vayu was launched. This phase involved the distribution of heavy-duty BiPAP ventilators, oximeters, and ventilators. These medical resources were provided to hospitals, trusts, and support groups in states significantly impacted by the Covid crisis, including Maharashtra, Madhya Pradesh, Delhi, Rajasthan, West Bengal, and Karnataka.

9.4 Funding Amount: 2 crores

Total material provided	
Oxygen concentrators	50
BiPAP	05

10. Mission Vayu Support for 44 BiPAP for Uttarakhand

10.1 Felt Need

- Covid emergency

- Emergency procurement

- Request from State of Uttarakhand

Particulars	Amount	Qty.
Required Utilisation as per MoU		
HFNOs (25)	7,500,000	25
Vaccine Freezers	2,500,000	10
Sub-Total	**10,000,000**	**35**
Actual Utilisation		
Oxygen Therapy Device Godrej GVR 225	2,780,000	23
Vaccine Refrigerator	1,522,200	10
BiPAP	5,075,000	70
Oxygen Concentrators	624,000	32
Sub-total	**10,001,200**	**135**

11. Covid response in West Bengal - Nadiya District

11.1 Project Outreach

Nadia is one of the oldest districts of West Bengal and the ancient Sanskrit learning centre. Nadia is an inseparable part of the religious and cultural history of the state. The traditional city of Krishnanagar is the headquarters of the district. There are a wide range of places from rivers to forests from handloom to sharpuria the place has a lot to explore and offer.

Oxygen Plant locations in Nadiya District (West Bengal)

- Dhubulia

- Bethuadahari

11.2 Process & Co-ordination

BAL gave funds to JBGVS, who identified Ratna Nidhi, a local NGO to implement the project. Ratna Nidhi handed over funds to United Way of Bengaluru for the installation of the Oxygen plant. United Way then appointed Swastha Foundation to provide training to the staff of the hospital. .

11.3 Observations at Dhubulia

This infrastructure is crucial for ensuring adequate healthcare services, especially during times of health crises like the COVID-19 pandemic.

The following details provide an overview of the hospital's role and activities during the COVID-19 pandemic, emphasizing its importance in providing medical care, especially related to COVID-19 cases, in the region.

100 Bedded Hospital

Isolation: It was the only hospital in a 30-kilometer radius during the COVID-19 pandemic, with an isolation ward.

Infrastructure: The infrastructure of the hospital was established through the BDO (Block Development Officer).

Operational During 3rd Wave of COVID-19: The hospital was operational for only one year during the 3rd wave of COVID-19.

COVID Wards: The hospital had separate COVID-19 wards during the pandemic.

Non-Operational COVID Wards: Currently, the COVID wards are not operational.

Oxygen Plant: Approximately 100 patients were served through the oxygen plant during the 2nd and 3rd waves of COVID-19. This highlights the critical role the hospital played in providing oxygen support to COVID-19 patients during the peak of the pandemic.

Efforts to Make Oxygen Plant Operational Again: Currently, the hospital authorities are trying to make the oxygen plant operational again. This suggests that they are preparing for potential future waves or emergencies and want to ensure they have the necessary infrastructure in place to handle them.

12. Support for Oxygen Cylinders for Govt. Hospital in Delhi By Give India

12.1 Felt Need

- Covid emergency

- Government of Delhi was requested for the support of 4000 oxygen cylinders.
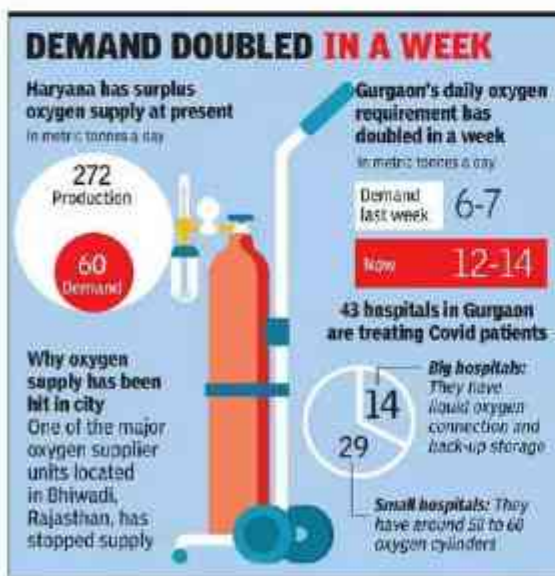
- BAL provided 2000 oxygen cylinders

12.2 Processing Chain

BAL provided funds to Give India, who assigned Everest Kanto to deliver the cylinders to Rajghat Cylinder Depot in New Delhi.

Delhi Government procured 1000 cylinders from Rajghat Cylinder Depot, and provided them to various Government Hospitals in Delhi.

12.3 Location

15 Hospitals were predefined across New Delhi, by the NGO, and the cylinders were made available according to the availability at that point in time.

https://timesofindia.indiatimes.com/city/gurgaon/hospitals-stare-at-oxygen-crunch-but-administration-says-haryana-has-surplus/articleshow/82153124.cms

https://www.hindustantimes.com/india-news/eight-oxygen-plants-added-in-govt-hospitals-in-delhi-in-two-weeks-101620499449181.html

13. Covid Immunisation for Bottom of the Pyramid in Pune and Aurangabad

13.1 Total funding amount

40 crore (3780 lakhs)

13.2 Dosage Breakup

Total dosage: 6,90,000

1st Lot: 2 lakhs 30 thousand

Kamalnayan Bajaj Hospital - 5000 dosage
Aurangabad Municipal Corporation - 1,12,500.

District Health Hospital (Rural) - 1,12,500

2nd Lot: 2 lakhs 13 thousand

PCMC - 1,50,000

DHO Aurangabad - 63,000

3rd Lot: 2 lakhs 47 thousand

PMC & PCMC - 2,00,000

District Hospital, Rural Area Aurangabad - 47,000

Dashboard images of Vaccination

14. Covid Immunisation for Bottom of the Pyramid in Pune

The group provided 4 lakh doses of Covishield vaccine and 4 lakh AD syringes to PMC, PCMC, and Pune Rural Zila Parishad for vaccination under Project 7018B.

Kamalnayan Bajaj Hospital which was procuring agency for vaccines, distributed vaccines in multiple tranches from Serum Institute of India and syringes from selected vendors as per the requirement and distributed to PMC, PCMC, and Pune rural as per MoU.

The group supplied total **10 lakh doses** and **11 lakh syringes** under Projects 7018A and 7018B when the administration was struggling to get supplies from the state and central government.

The group also set up Pune's largest Covid Care Centre at Viman Nagar with capacity of 2,800 beds. In addition to this, 21 facilities were targeted for key healthcare upgrades. Under operation of Tele ICU, remote rural hospitals in Khed and Bhor were transformed into functional ICUs.

(https://www.hindustantimes.com/cities/pune-news/how-industrialist-rahul-bajaj-drove-pune-s-fight-against-the-second-covid-19-wave-101644771367189.html)

India, as a nation, had stood firmly to manage the unprecedented challenge caused by COVID-19, with both government and non-governmental support augmenting preventive

and therapeutic healthcare facilities, diagnostic and research facilities, and tracking services, to minimise the loss of human life.

The management model adopted at the national and at the state level, has been lauded nationally and internationally during these trying times for planning and execution. The second wave caught the nation unaware with its rapidity and magnitude. Despite this difficulty, the case fatality rate was not high as that observed in many high-income countries with the financial luxury of complete lock downs for months. India held on strong and did not witness a breakdown in the supply chain of health infrastructure despite the effect of the virus. India can also be proud of being a nation that has provided the same treatment to its rich and poor in this pandemic.https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(21)01241-1/fulltex

15. Sustainability

Since CSR is a dynamic field, new innovations and key areas are added on a regular basis through revisions. In response to the demands of internal and external stakeholders, the corporate sector has participated in a wide range of charitable CSR activities throughout the pandemic.

These acts were probably driven by both utilitarianism and ethical considerations. It has undoubtedly called into question many of the presumptions, ideas, and practises of current CSR.

COVID 19 has brought attention to the role that business plays in both creating and being exposed to these kinds of dangers like Covid, and it is imperative that businesses take actions to mitigate them.

In addition to voluntary and philanthropic acts of kindness, companies have a social responsibility to collaborate with governments and other stakeholders in combatting situations like the pandemic by creating products that benefit society, protecting their respective stakeholders, and employing and defending workers. This will help to clarify company's main goals and the social responsibility that it should have.

Ensuring Commitment to Research Ethics

Anonymity

This research study strictly sticks to not revealing the identity of respondents. After the research is completed, the research should not reveal which individual respondents answered which question in what manner. The results will be revealed only as an aggregate, so no one will be able to single out the identity of a particular respondent. This is required for not breaking the trust of the respondent of not revealing the individual' s identity.

Confidentiality

Research subjects participate in the process only on the basis of the trust that confidentiality will be maintained. Hence, the research will not reveal any data regarding the respondents for purposes other than the research study.

Justice

Justice refers to being fair to all. This research study ensures equal treatment of all its research subjects and no biases or prejudices towards any group based on social stereotypes or stigma associated with being a member of a certain group or class.

References

Business Response to COVID-19 through CSR
National Foundation of Corporate Social Responsibility
Indian Institute of Corporate Affairs
www.iica.nic.in

(https://www.apsf.org/article/safe-use-of-high-flow-
nasal-oxygen-hfno-with-special-reference-to-difficult-
airway-management-and-fire-risk/)

"You make a living by what you get; you make a life by what you give". When we engage with the community, it is not simply money that we give, but direction and integrity of purpose. We should harness private initiative and money for public purposes."

Late Shri Rahul Bajaj
Businessmen in Public Life - Speech, 28,Aug 2012

BAJAJ
THE WORLD'S FAVOURITE INDIAN

Head Office: Bajaj Auto Ltd., Akurdi, Pune 411035, India. www.bajajauto.com

A CSR Impact Assessment Report

Action for
Child-Friendly
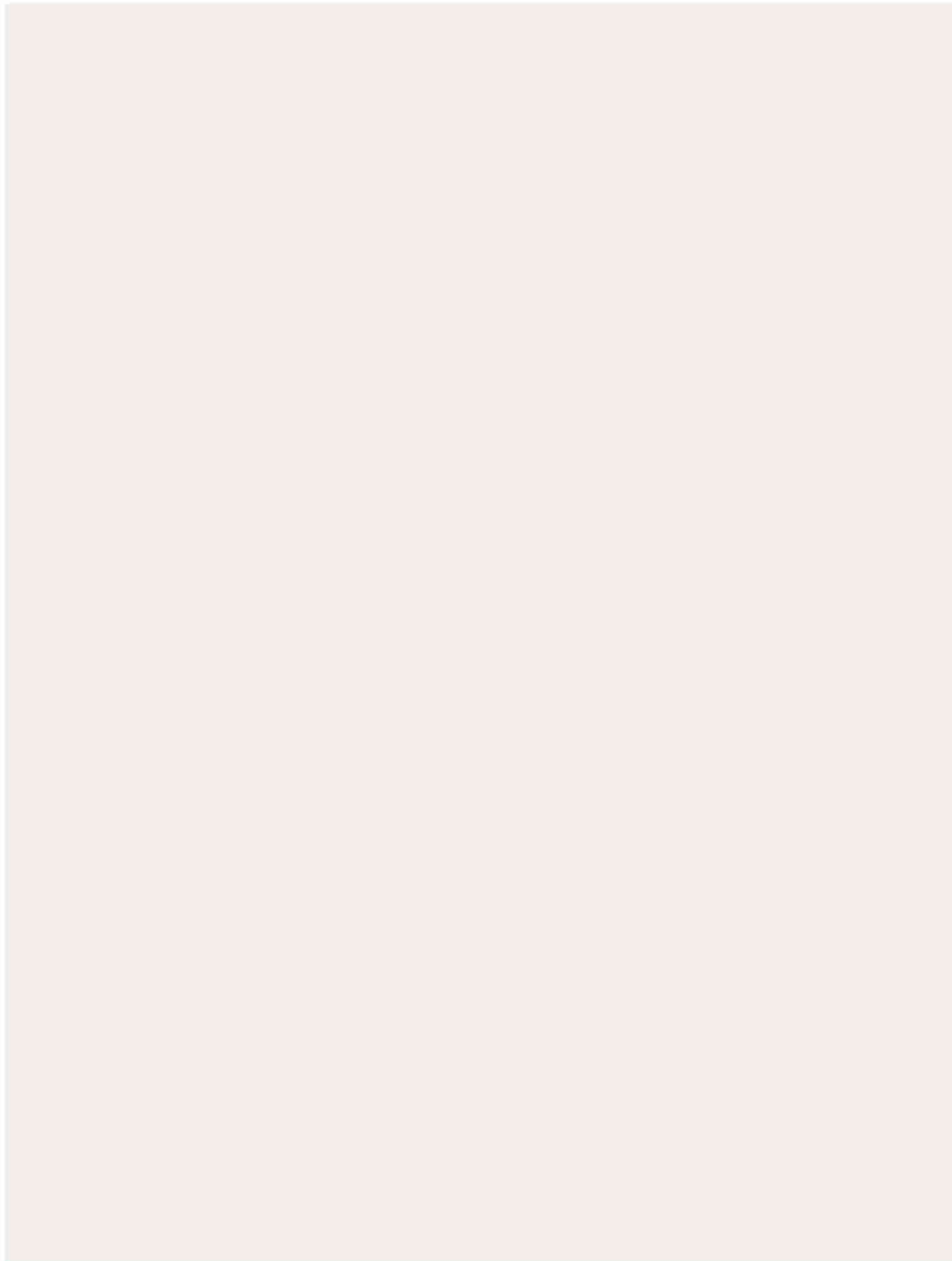# World

Version 2.3.1
Release Date - 12 March 2024

BAJAJ
THE WORLD'S FAVOURITE INDIAN

There is no greater violence than to deny the dreams of our children

Shri Kailash Satyarthi

Acknowledgement

It has been a wonderful experience working with team Bajaj Auto Ltd. under their CSR initiative. We thank the management of Bajaj Auto Ltd. for their generous financial contribution. We thank our well-wishers and guides for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work.

We are happy to have the CSR team of Bajaj Auto Ltd., coordinating with us and thank them for the time, efforts and outstanding work they have put in. And also, we thank all the staff members of Kailash Satyarthi Children's Foundation for their unconditional support throughout the impact analysis report development.

Disclaimer

Opash
Socio-Commercials Pvt. Ltd.

Abbreviations

BAL - Bajaj Auto Ltd.

CSR - Corporate Social Responsibility

CFPS - Child Friendly Police Stations

FIR - First Information report

ICDS - Integrated Child Development Scheme

KABP - Knowledge Attitude Behaviour and Practice

KSCF - Kailash Satyarthi Children's Foundation

MoU - Memorandum of Understanding

NCRB - National Crime Reports Bureau

NGO - Non Government Organisation

POCSO - Protection of Children against Sexual Offences

SDG - Sustainable Development Goals

Contents

1. Executive Summary

National Crime Reports Bureau (NCRB) released statistics from 2020 report sexual crimes against children and a rise in cases reported under the Protection of Children against Sexual Offences (POCSO)Act.

In 2020, the maximum number of cases involved kidnapping and abduction (42.6%), followed by the Protection of Children from Sexual Offences Act, 2012 (38.8%)) including child rape. Reports of POCSO cases have increased steadily since 2014 (except for a slight dip in 2017) – reaching 47,221 cases in 2020. Of the total reported child victims under POCSO, 99% were girls in the age group of 12-18 years.

The project introduces a comprehensive approach to combat child labour, child marriages, and child trafficking. It provides a detailed background, research, and current scenario, as well as information on community mindset, employment conditions, and the interlinked chain of child labour. The project also includes a counselling process, implementation strategy, and various initiatives for children. However, challenges such as FIR registration, court proceedings, victim and witness challenges, and the COVID-19 pandemic have been identified.

To evaluate the impact of these initiatives and understand further the needs and aspirations of the beneficiaries, BAL empaneled Opash Socio-commercials Pvt. Ltd. (Opash) to conduct an impact assessment study of this project. For the purpose of this study, Opash reviewed documents and data provided by the KSCF to understand the objective and the impact created by the program.

The project, **"Action for a Child-Friendly World"**, was a three-year strategic action plan to address all forms of exploitation, violence and abuse of children.

There are 3 pillars of programmatic action at the Foundation.

1. The first is visualize scaling up tested and successful models of community-level implementation to ensure the protection of all children and their rights. The aim is to create programmatic action for holistic and integrated child centric community development.

2. The second pillar is of efforts focused on supporting children who have been rescued from an exploitative life and need support to pursue their education and build entrepreneurship for social development.

3. The third pillar of the programme is legal action and victims' assistance for vulnerable children.

Over the last 3 years, there has been no discernible change in the number of victims of child marriage in Jharkhand. The total number of POCSO cases in the state increased by 23% in 2019 and 2021 – the COVID-19 years and 58% of the total victims of trafficking were children, compared to 44% at the national level in 2021.

The team conducted stakeholder interactions to further understand the project, its objective and impact, as well as the sustainability strategy for ensuring long-term benefits. FGDs were conducted with staff revealed that staff received necessary training to implement the project.

However, staff faced difficulties in reaching villages for local authority and parent counselling. To address this, awareness sessions were conducted, and local authorities like Gram Panchayat members, Anganwadi Sevika, and school teachers were involved. The training process included making groups, awareness, chart activities, intermingling sessions, and movie screening. Also 'Baal Panchayat' for children were created in the villages.

Opash's impact assessment findings for this project were that the funds were efficiently utilized to achieve the intervention outcomes. Following were the key findings based on the visit to location Bangakhalar, in Jharkhand,

- Need assessment of the project was systematically done by KSCF for the better implementation of the program.

- Project execution was done by well-trained team of KSCF in the villages of Jharkhand.

- Awareness generated about preventing child labour as well as child marriages in villages.

- Actions taken against child labour and child marriage.

- Formation of Child Friendly Villages.

- Formation of Baal Panchayat in every village to address village level cases by including children in the villages.

- Reducing rate of child labour and child marriage.

Based on our analysis, it was observed that there is opportunity for further strengthening the performance of the projects across parameters like relevance, sustainability, and impact.

Going forward, implementing agency could be encouraged to formulate a robust sustainability mechanism and strengthen their monitoring and evaluation process through conducting of baseline study and identifying key performance indicators at the time of project commencement for outcome and impact.

Top 3 states with highest number of human trafficking - based on number of cases reported are **West Bengal, Rajasthan** and **Gujarat**

2. Overview Of The Project

2.1 About Bajaj Auto Ltd.

Bajaj Auto Ltd., is a renowned conglomerate that has played a significant role in shaping India's industrial landscape for over nine decades.

Bajaj Auto Ltd. operates across a diverse range of industries, including automotive, financial services, and more. Bajaj Auto Limited (BAL), is India's leading two-wheeler manufacturer.

Beyond business, Bajaj Auto Ltd. has a strong commitment to social responsibility and philanthropy.

With a legacy of entrepreneurship, a focus on innovation, and a deep-rooted commitment to social welfare, Bajaj Auto Ltd. continues to be a symbol of excellence in India and an influential player in the global business arena.

With BAL's network of over 200+ NGO partners, BAL has supported a number of projects so that desired assistance and support could be provided to those who needed it most.

In recent years, Bajaj Auto Ltd. has embraced sustainability and eco-friendliness in its operations, aligning with global efforts to combat climate change and reduce environmental impact. Their initiatives towards electric mobility and clean energy solutions demonstrate their dedication to a greener future.

2.2 About NGO

The Kailash Satyarthi Children's Foundation (KSCF) is a global leader in child protection and development, founded by Nobel Peace Laureate Kailash Satyarthi. Its vision is a world where no child suffers from violence and where every child has access to education, health, and dignity.

The KSCF builds on Mr. Satyarthi's four decades of groundbreaking work on child rights and collaborates with various stakeholders at the grassroots and global level, such as governments, businesses, civil society, communities, and children.

The KSCF has four main objectives:

1. To protect children from all forms of violence and ensure their safety, rehabilitation, education, and health.

2. To be a global voice against child abuse and exploitation through issue-based campaigns and movements.

3. To advocate for global and national policies that address the data and evidence gaps in child protection, education, health and nutrition through research, public engagement, and outreach.

4. To strengthen the capacity of all stakeholders, including governments, corporates, grassroots organisations, to promote and protect child rights.

The KSCF also aims to be a global platform that shares best practices on child rights promotion, and to act as a reliable bridge between different stakeholders.

2.3 About the Project

Kailash Satyarthi Children's Foundation's mission is to end all violence against children. To make this a reality, they work on three Ps, -

People | Programme | Practice

Kailash Satyarthi Children's Foundation works through four primary verticals -

1. Campaign
2. Programme
3. Research
4. Training & Capacity Building

The Foundation develops knowledge products and, via training and capacity building, equips governmental organisations and other stakeholders to advance the rights of children.

The gaps in child protection, child health and education were addressed through the following strategies:

Policy Research for Action, Evidence and Knowledge Creation: Evidence-based Action-

Research, effective and credible Data Generation, Research Studies & Analysis, Knowledge Attitude Behaviour and Practice (KABP) Assessments & Behaviour Change Initiatives were carried out to formulate and/or amend policies, and create national and state-specific action plans on issues related to children.

Capacity Building & Training to a wide range of institutions and stakeholders viz. Law Enforcement Agencies, Child Care Institutions, functionaries of Panchayati Raj institutions, the village, block and district level developmental functionaries, functionaries of the ICDS, Asha workers, health workers and professionals, and teachers, activists and members of civil society. Opash met 14 staff members of the NGO at Koderma who were provided with the necessary training.

Scaling-up of Good Practice Initiatives by collaborations, identification and blueprinting of good practices for children.

Long term, holistic and sustainable model

Quality education for all children

Reinforced Childrights

Empowered communities

No child Exploitation

No gender discrimination

Safe and healthy environment

Equity and social justice for all

Instilling democratic values

Mission

The mission of KSCF is to improve children's lives through practical, on-the-ground initiatives.

The KSCF has been effective in making timely and verifiable improvements in the lives of kids all around the world through its research-driven programmatic interventions.

2.4 Outreach of the Project

In the impact analysis visit, Opash team visited following village - Bangakhalar, Jharkhand. Total 20 individuals were interviewed which included, 14 - staff members, 3 - children and their 3 - parents.

Meerut

Alwar

Agra

Jaipur

Nawada

Koderma

Giridih

Vidisha

● **Bal Mitra Grams in India**

Chamrajanagar

Source: KSCF Brochure

14311 child leaders

24997
children given
mainstream education.

13026
influential community
leaders created including
women and youth.

12481
children withdrawn
from child labour.

22051
households linked with
social security schemes

3. Opash's Approach & Methodology

3.1 Our Understanding & Definitions

Impact assessment refers to an evaluation of how, and to what extent, development intervention causes sustainable changes in living conditions and behavior of beneficiaries and the differential effects of these changes on women and men.

It involves understanding the perspectives and expectations of different stakeholders and it takes into account the social-economics and environmental context in which the development interventions take place. (Hopkins 1995)

Participatory Impact assessment (PIA) is a process of evaluation of the impact of development interventions which is carried out under the full or joint control of local communities in partnership with professional practitioners or NGOs.

Point of Measurement	What is Measured	Indicators
Outputs	Effort	Implementation of activities
Outcome	Effectiveness	Use of outputs and sustained production of benefits
Impact	Change	Extent of difference from the original problem situation

3.2 Sample Size & Coverage Area

As per the location decided in MoU , 1 village - Bangakhalar in Jharkhand was visited, and NGO staff was met in Koderma.

This village was selected on the basis of the availability of the target beneficiary. The area of coverage and sample size are as follows:

Koderma, Jharkhand

Villages	Sample Size		Date of Assessment
	Target	Achieved	
Koderma	12	12	23/08/2023
Bangakhalar	06	06	23/08/2023

3.3 Analytical Framework

The assessment was conducted using a multi-pronged analytical framework focussing on the quality aspect of impact, which included:

Analytical Framework

Completeness & accuracy of the data

CREDIBILITY

ANALYZABILITY

Accuracy of the analysis & interpretations

Ability to do something of value with the outcomes

USEFULNESS

TRANSPARENCY

Roller, M. R., & Lavrakas, P. J. (2015).
Applied qualitative research design:
A total quality framework approach. New York: Guilford Press

Based on the framework the following criteria were studied

1
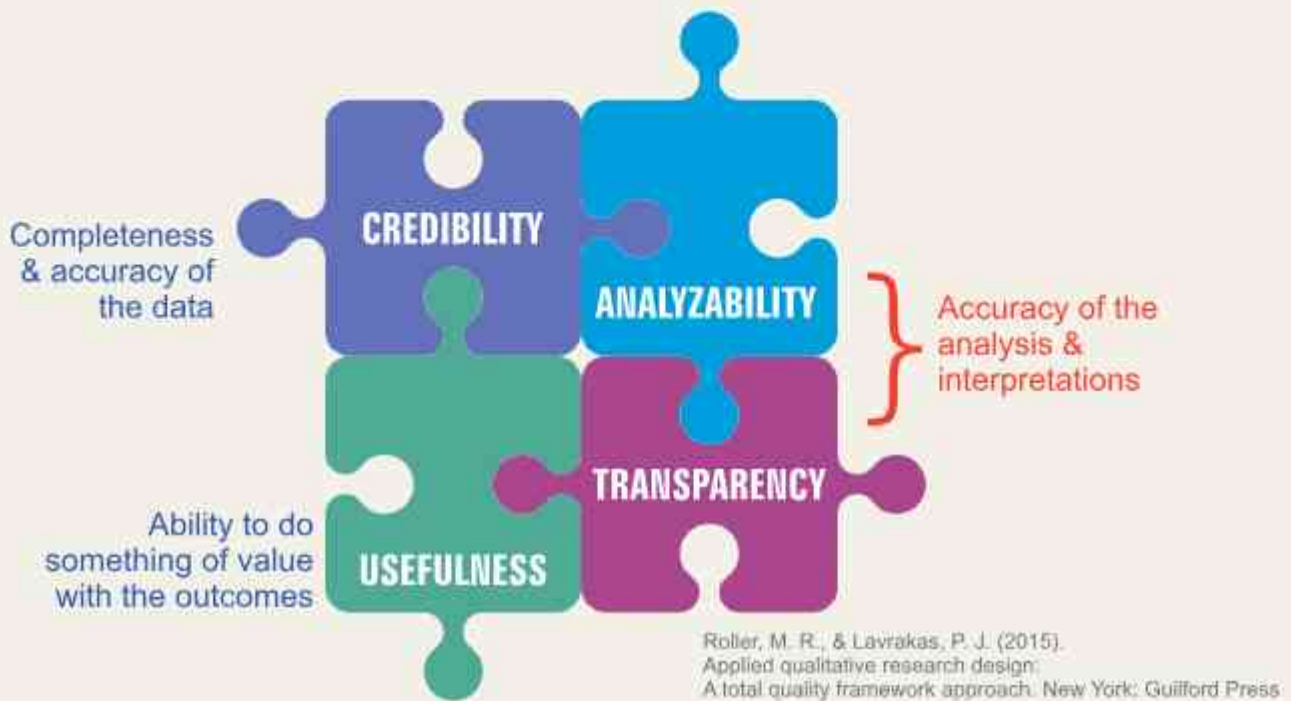
Documentation analysis:
Covering the project plan, closure reports, annual reports, PPTs, utilization certificates, etc.

2

Outcome analysis:
Assessing the project outcome as against the commitment in the agreement (MoU).

3

Impact analysis:
Assessing the outputs and impact created by project and its sustainability.
1. Program effectiveness
2. Strategic implementation
3. On field data stored in a systematic manner.
4. Well trained on field staff appointed to handle emergencies in the villages
5. Creation of Baal Panchayat

4

Community involvement analysis:
Involvement of the stakeholders in the project planning, execution, staff training, registration of cases, etc

3.4 Methodology

Resource mobilisation: The impact assessment study in Bangakhalar was completed by a team of 4 people including 1 subject matter expert.

Pre Field Visit

1. Background research on NGO.
2. Understanding the objectives with the Donor Agency.
3. Preparation of questionnaire.
4. Scheduling and coordinating with NGO for field visit.
5. Consent of beneficiary was taken prior to interviews.

On Field

1. Visit to the field was done on 23rd August, 2023
2. One-on-one interviews with NGO office bearers and beneficiaries were conducted.
3. Reviewed NGO monitoring system
   - Beneficiary FGD and interviews
   - Photo and video documentation

Post Field Visit

1. Visual records sorting and categorization.
2. Reviewing the recommendations and observations. with Donor to aid them in determining future course of action.
3. Draft report submission to Donor for review.
4. Iteration and incorporation of suggestions where needed.

3.5 Methods of Data Collection

Opash has used a common methodology, tools of data collection for all the identified villages. The team interviewed relevant stakeholders over 1 day in Bangakhalar, Jharkhand.

It included discussion with NGO representatives, project head, project coordinators, child leaders, parents of child leaders; data collection and document checking.

Following pre-designed tools were used for data collection from these stakeholders:

Tool 1: Primary & secondary data.

Tool 2: Visits to beneficiaries in Bangakhalar.

Tool 3: FGD with NGO representatives and staff on the status of program, key development aspects in handling cases, training and awareness programs, post program monitoring and decreasing number of child labour as well as child marriage cases.

Tool 4: One-on-one interviews as well as Focussed Group Discussion with child beneficiaries as well as their parents.

3.6 Objectives of Assessment

The objectives of the assessment encompass an integrated approach to evaluating the project. This multifaceted approach helps assessors provide a comprehensive assessment report that not only identifies strengths and successes but also highlights areas for improvement and potential areas of concern within the project.

VISIT — STEP 1

It involves observing project's physical infrastructure, surrounding environment, and any specific features or challenges associated with the location. By being on-site, assessor can see the context, crucial for providing a well-informed evaluation

INTERACT — STEP 2

Discussions with key stakeholders, including NGO staff and beneficiaries, play a pivotal role to get firsthand information, insights and feedback about the project's impact, operation and outcomes. This gives a qualitative dimension offering valuable opinions from those directly affected.

FUND UTILIZATION — STEP 3

This step enables advice on transparent financial management and helps detect any mis-allocations, or financial difficulties that may have occurred throughout the project's execution.

Stakeholders

Designation	No. of people	Responsibilities
Project Head	1	Who is responsible for the decision making of the project
Project Coordinator	2	Who is responsible to monitor and execute the program
Project Staff	11	Staff responsible for day-to-day project management and coordination.

4. Findings

4.1 Relevance of the Program

Preventing child labour and child marriage is particularly relevant in Koderma district, Jharkhand, as the region faces multiple challenges to secure child's life. Child labour has a history in Jharkhand, primarily as a result of economic inequality and a lack of job opportunities. Koderma, which is well-known for its mica mining, has witnessed child labour being used in these dangerous fields. It is imperative to stop child labour in this area to safeguard children's safety and rights.

Furthermore, Jharkhand has one of India's highest rates of child marriage. Girls are disproportionately affected by child marriage, which has negative effects on their health, reduces their access to education, and limits their economic potential. In Koderma, stopping child marriage is crucial to empowering girls and defending their rights.

4.2 Effectiveness of the Program

In Koderma district, Jharkhand, evaluating the success of programmes aimed at preventing child labour and child marriage requires taking into account a number of important variables and indicators. A quantifiable decline in the number of child labour and child marriage cases in the district serves as the most obvious measure of accomplishment. A successful project should guarantee that more district students have access to high-quality education, lower dropout rates and higher rates of attendance at school.

It entails broad community outreach and awareness initiatives such as, meetings with villagers, awareness through drama, songs, rally, etc., counselling sessions with panchayat committee, parents, etc.

4.3 Project Implementation

After viewing a BBC documentary about child labourers in Jharkhand's mica mines, Kailash Satyarthi Children's Foundation entered with the intention of stopping these atrocities. In order to educate children about their rights and ultimately empower them to advocate for themselves, KSCF decided to establish Child Friendly Villages.

KSCF followed following steps for the implementation of the project,

- Research
- Staff training
- Capacity building

Initial phase of project implementation

A Staff building - To make the project work in the remote villages, KSCF generated a cadre of trained local staff by providing necessary training to work efficiently.

B Rapport building with community - To build rapport, KSCF staff started participating in the local festivals as well as major life events. Also, KSCF has built a good rapport by introducing and connecting community people with the Government Schemes.

C Creating awareness - KSCF took a major step of making community people aware about the project by educating them of the benefits of acting against child labour, child marriage and child trafficking.

Awareness phase took a lot of time to convince children, parents, elders, and village authority due to their personal beliefs, values, cultural patterns, social pressure, etc.

D Community participation - KSCF involved community people, children in the project implementation process by creating **'Baal Panchayat'** in the villages and provided necessary training to the children to work effectively. They conducted sessions / meetings with parents and local authority people to make them aware about the advantages of preventing child labour, child marriage, child abuse and child trafficking.

In this process, KSCF also involved other authorities like Anganwadi Sevika, Police, Teachers to make the implementation process stronger by providing them with the training needed.

4.4 Creating Child Friendly Villages

Aim:

- Making people as well as children aware of the negatives of child labour, child marriage, child trafficking, and child abuse to stop child labour, which ultimately costs children's lives.

- Raise awareness among individuals, especially children, about the detrimental impacts of child labour, child marriage, child trafficking and child abuse emphasizing the life-threatening consequences for children.

- Advocate for universal education by promoting the enrolment of every child in the village in formal schooling.

- Motivate and support children in taking the initiative to join schools, fostering a culture of education within the community.

- Establish and secure approval for a 'Baal Panchayat' from the Gram Panchayat committee of the village, empowering children to actively participate in decision-making.

- Facilitating comprehensive education for every child about their fundamental rights, ensuring they understand and can access their entitlements.

- Strive to minimise the prevalence of child labour in the village, working towards the ambitious goal of reducing it nearly 0%.

Process of creating a child-friendly village:

- Rapport building with the community people as well as children in the villages.

- Conducting awareness sessions.

- Providing local authorities as well as children with the necessary training required to run and monitor the activities of Child Friendly Village with a training period of 2 to 3 months (each village).

- Capacity building by creating a friendly environment at the time of training.

- Monitoring the process by taking continuous follow-ups as well as addressing their issues at the required time.

Creation of a Child-Friendly World

Currently, there are a total of 256 child-friendly villages in Koderma district and 670 child-friendly villages in Jharkhand state.

4.5 Summary of Project Stakeholders' Interaction

Inputs received from staff

- Overall introduction of the project.
- Background & need assessment of the project.
- Research done and current scenario of the project.
- Detailed information about community mindset and personal beliefs related to child marriages.
- Employment condition in the state, forcing child labour.
- Information about inter linkages between child labour, child marriages and child trafficking.
- Rapport building with the community to implement the project in the villages.
- Counselling process initiated with the community.
- Discussed in detail the project implementation strategy.

Challenges faced

- FIR registration process for cases related to child marriages..
- Filing FIRs related to child marriages, child labour and child trafficking.
- Getting families to attend case hearings in the court.
- Getting victim, witnesses as well family members to come regularly for counselling.
- Reaching out to families and doing follow-up visits during Covid-19 period.

4.6 Summary of FGD Conducted with Staff and Master Trainers

- Staff faced difficulty after reaching the villages in cases of local authority counselling and parent counselling.

- Conducted awareness sessions to educate villagers about the project and its benefits.

- Staff involved local authorities like Gram Panchayat members, Anganwadi sevikas, and teachers by conducting group meetings in villages.

- Started conducting regular 2-hour awareness sessions with villagers for the project implementation.

- Gradually, KSCF staff shifted to entire-day training (3-month training period) from 2-hour meetings.

- Used various tools for sensitizing the villagers about prevention of child-related issues with the help of audio-visual sessions, flash cards, booklets, plays, etc.

- Forming 'Baal Panchayats' in the villages.

- Encouraging parents to file FIR and not be scared of the societal pressure.

- Providing counseling and sessions with lawyers to help the victim / witnesses and parents, be better prepared for attendance in court.

https://twocircles.net/2018may09/423107.html

Training Process

- Explaining the purpose of training
- Making groups
- Awareness about the issues conducting chart activities on the given topics to check whether they understood the topic or not.
- Intermingling sessions (post-lunch) with the help of creative, engaging activities
- Movie screening (topic-related)

Challenges faced for forming 'Baal Panchayat'

- Getting families to approve to send their children to become members of Baal Panchayat..

- Senior authorities were not ready to give authority to Child leaders.

- Family pressure faced by child leaders, who were often physically threatened.

- It took time for villagers to understand the need for Baal Panchayat and give them equal powers to fight for their rights.

16

4.7 Summary of Interviews Conducted with Child Leaders and Parents

Child Leaders - 4 nos.

- Initially, they were unaware of the program, but after continuous awareness sessions, they understood the importance and benefits of the programme.
- They stopped their own marriages with lots of effort.
- Started monitoring child labour, child marriage, and child trafficking activities in their own villages.
- Started making all their neighbors and relatives aware about the need to prevent all such illegal activities.
- Started supporting peers for attending school, as education is the best preventive tool.
- Tried to create a good rapport with the villagers to implement the programme effectively.
- Started taking action against all illegal activities by reporting the cases to the KSCF, or local police authority.

Parents - 2 nos.

- Initially, they were unaware of the programme.
- Believed in KSCF after observing the nature and work pattern of the foundation.
- Understood the programme after continuous awareness sessions and continuous 'Baithaks' (meetings) held in the village.
- Continuous awareness for the prevention of child labour and child marriage.
- Right now, 90% of child marriages have stopped in the village.
- KSCF also helped villagers by connecting them with government schemes.

Challenges Faced

- Communal pressure for implementing the project in the village.
- Resistance to creating a Baal Panchayat in the village.
- Support is weak due to the poor economic condition of the families in the village.

4.8 Opash's Observations

Cultural barriers, self-beliefs, tabooed subject, Naxalite area were the challenges while entering in the villages for project implementation

Political pressure and interference during implementation

Change of mindset, resistance to change by police authorities

Interference of local government authorities

Lack of connectivity, mainly phone and road connectivity was felt direly while reporting for child abuse cases

FIR registration, court proceedings, victim and witness challenges

5. Recommendations

Reporting of the number of cases of child abuse and child trafficking on public platforms that will increase the pressure on the government machinery

6. Sustainability

Sustainability Development Goals16.2

The inclusion of specific target to end violence against children in the SDGs is a crucial step forward in the struggle to end violence against children worldwide. Violence is often a core dimension of inequality and protection against violence is both central to ensuring greater equality overall and as a foundation to support children's access to services.

After the exit of donor agency the NGO is often dependant for further CSR fund to take the cause further. The role of the NGO is in establishing systems and processes, however further implementation has to be taken up by government bodies.

6. Glimpses

Visit to NGO office

One-on-one Interview

One-on-one Interview

One-on-one Interview

Interview with Govt. Officer

Interaction With On-field Staff

Ensuring Commitment To Research Ethics

Anonymity

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Confidentiality

Research subjects participate in the process only on the basis of the trust that confidentiality will be maintained. Hence, the research will not reveal any data regarding the respondents for purposes other than the research study.

Justice

Justice refers to being fair to all. This research study ensures equal treatment of all its research subjects and no biases or prejudices towards any group based on social stereotypes or stigma associated with being a member of a certain group or class.

References

https://vikaspedia.in/social-welfare/women-and-child-development/child-development-1/violence-against-children-in-india

NCRB

www.satyarthi.org.in

Photos:

From KSCF Brochure

"You make a living by what you get; you make a life by what you give". When we engage with the community, it is not simply money that we give, but direction and integrity of purpose. We should harness private initiative and money for public purposes."

Late Shri Rahul Bajaj
Businessmen in Public Life - Speech, 28,Aug 2012

A CSR Impact Assessment Report

Campaign Against Child Abuse & Child Trafficking

Version 2.3.1
Release Date: 12 March 2024

Opash
Socio-Commercials Pvt. Ltd.

Third Party Assessment By:
Opash Socio-Commercials Pvt. Ltd.
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SATYARTHI

Implementing Agency

Everyone deserves a place to feel safe

Acknowledgment

It has been a wonderful experience working with team Bajaj Auto Ltd under their CSR initiative. We thank the management of Bajaj Auto Ltd for their generous financial contribution. We thank our well-wishers and guides for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work.

We are happy to have the CSR team of Bajaj Auto Ltd., coordinating with us and thank them for the time, efforts and outstanding work they have put in. And also, we thank all the staff members of Kailash Satyarthi Children's Foundation for their unconditional support throughout the impact analysis report development.

Disclaimer

Opash Socio-Commercials Pvt. Ltd. recently conducted an independent advisory service on behalf of Bajaj Auto Ltd. to evaluate the impact of their CSR projects. It's important to note that Opash's responsibilities are limited solely to this purpose and do not extend to any other use or party.

Any third party choosing to rely on this report does so entirely at their own discretion and risk. Opash's conclusions are drawn from our on-site visits, interviews, and research conducted up to the date of the interviews.

None of the members of our advisory team have any ongoing business relationships with the BAL beyond what was necessary for this specific assignment. Our advisory service was conducted independently, ensuring there were no conflicts of interest involved.

Users of this report are encouraged to make their own independent business decisions, bearing in mind the associated risks, without placing undue reliance on this report. It's essential to understand that this report does not constitute professional advice, and no guarantees, either explicit or implicit, are provided regarding the completeness and accuracy of its contents.

Lastly, please be aware that the views expressed in this report do not necessarily reflect the opinions or policies of Opash Socio-Commercials Pvt. Ltd.

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Opash
Socio-Commercials Pvt. Ltd.

Abbreviations

BAL - Bajaj Auto Ltd.

CSR - Corporate Social Responsibility

FIR - First Information report

ICDS - Integrated Child Development Scheme

KABP - Knowledge Attitude Behaviour and Practice

KSCF - Kailash Satyarthi Children's Foundation

MoU - Memorandum of Understanding

NCRB - National Crime Reports Bureau

NGO - Non Government Organisation

POCSO - Protection of Children against Sexual Offences

SDG - Sustainable Development Goals

Contents

1. Executive Summary

Every child needs an independent life. As an individual, basic rights should be protected and provided to the child. Every child should be treated as an independent individual like others. Seeing the current scenario of child exploitation, Kailash Satyarthi Children's Foundation started a movement of fighting for the child's basic rights. The project provides a detailed background, research, and current scenario, as well as information on community mindset, employment conditions, and the interlinked chain of child labour. The project also includes a counselling process, implementation strategy, and various initiatives for children as well as creation of Child Friendly Police Stations.

To evaluate the impact of these initiatives and understand further the needs and aspirations of the beneficiaries, Bajaj Auto Ltd. (BAL) empaneled Opash Socio-commercials Pvt. Ltd. (OPASH) to conduct an impact assessment study of this project. For the purpose of this study, OPASH reviewed documents and data provided by the The Kailash Satyarthi Children's Foundation to understand the objective and the impact created by the program.

The project, "Action for a Child-Friendly World", was a three-year strategic action plan to address all forms of exploitation, violence and abuse of children by working on:

- Fragmented institutional response

- Systemic inadequacy

- Gaps in implementation of laws and policies related to children

- Insufficient monitoring and accountability mechanisms

- Lack of convergence between institutions and stakeholders of child protection.

Child marriage and child abuse-trafficking are also major concerns in Jharkhand. Over the last three years, there has been no discernible change in the number of victims of child marriage in Jharkhand, while the total number of POCSO cases in the state increased by 23% between 2019 and 2021 – the COVID-19 years. In Jharkhand, 58% of the total victims of trafficking were children, compared to 44% at the national level in 2021.

OPASH's Impact Assessment findings for this project are very appreciative in case of project implementation as well as outcomes of the program. Following were the key findings based on the visited location - NGO office in Udaipur and Abu Road, Sirohi, Rajasthan, Bharosa cell, Pune, Yavat Police station, Pune, Nashik-interaction with team

- Need assessment of the project was systematically done by KSCF for the better implementation of the program.

- Project execution was done by well-trained team of KSCF in the villages of Jharkhand.

- Awareness about preventing child labour as well as child marriages in villages.

- Actions taken against child labour and child marriage.

- Formation of Child Friendly Villages.

- Formation of Baal Panchayat in every village to address village level cases by including children in the villages.

- Reducing rate of child labour and child marriage.

Based on our analysis, it was observed that there is opportunity for further strengthening the performance of the projects across parameters like relevance, sustainability, and impact. Going forward, implementing agencies could be encouraged to formulate a robust sustainability mechanism and strengthen their monitoring and evaluation process through conducting of baseline studies and identifying key performance indicators at the time of project commencement for outcome and impact

2. Overview of the Project

2.1 About Bajaj Auto Ltd.

Pioneering Excellence in India

Bajaj Auto Ltd., is a renowned conglomerate that has played a significant role in shaping India's industrial landscape for over nine decades.

Bajaj operates across a diverse range of industries, including automotive, financial services, and more. Bajaj Auto Ltd.(BAL), is India's leading two-wheeler manufacturer.

Beyond business, Bajaj has a strong commitment to social responsibility and philanthropy.

With a legacy of entrepreneurship, a focus on innovation, and a deep-rooted commitment to social welfare, the Bajaj Auto Ltd. continues to be a symbol of excellence in India and an influential player in the global business arena.

With BAL's network of over 200+ NGO partners, BAL has supported a number of projects so that desired assistance and support could be provided to those who needed it most.

In recent years, Bajaj has embraced sustainability and eco-friendliness in its operations, aligning with global efforts to combat climate change and reduce environmental impact. Their initiatives towards electric mobility and clean energy solutions demonstrate their dedication to a greener future.

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2.2 About NGO

The Kailash Satyarthi Children's Foundation (KSCF) is a global leader in child protection and development, founded by Nobel Peace Laureate Kailash Satyarthi. Its vision is a world where no child suffers from violence and where every child has access to education, health, and dignity.

The KSCF builds on Mr. Satyarthi's four decades of groundbreaking work on child rights and collaborates with various stakeholders at the grassroots and global level, such as governments, businesses, civil society, communities, and children.

The KSCF has four main objectives:

- To protect children from all forms of violence and ensure their safety, rehabilitation, education, and health.

- To be a global voice against child abuse and exploitation through issue-based campaigns and movements.

- To advocate for global and national policies that address the data and evidence gaps in child protection, education, health and nutrition through research, public engagement, and outreach.

- To strengthen the capacity of all stakeholders, including governments, corporates, grassroots organisations, to promote and protect child rights.

The KSCF also aims to be a global platform that shares best practices on child rights promotion, and to act as a reliable bridge between different stakeholders.

100 MILLION FOR 100 MILLION
DO YOUR BIT FOR CHILDREN!

2.3 About The Project

Campaign against Child Abuse and Child Trafficking is a project in which Kailash Satyarthi Children's Foundation started taking action by creating awareness sessions with the help of well-known news channel - NDTV.

In the rural part of every state, there are many cases of child abuse and child trafficking happening on daily basis. Due to social pressure and village level settling of cases they don't get registered in the police stations and remain secret for many years. In this scenario, victim suffers from severe trauma for rest of their life.

To change this scenario, Kailash Satyarthi Children's Foundation initiated a strategic plan of action to fight against child abuse and child trafficking cases.

Kailash Satyarthi Children's Foundation works through four primary verticals-

1. Campaign
2. Programmes
3. Research
4. Training & Capacity Building to achieve the above goals.

The Research Division conducts evidence-based research on issues relating to children, identifies gaps in policies, devises workable solutions, draughts recommendations, and undertakes targeted initiatives to ensure that the framework is in the best interest of children. This work is done on the ground while the campaigns and programmes divisions work to raise awareness and mobilise community members to create an enabling environment for children. However, it is acknowledged that if a policy is not effectively applied in the field, it is not sufficient

To close this gap, the Training division has been established to increase the capacity and expertise of numerous stakeholders, including law enforcement agencies, government employees, academics, and members of civil society, and to raise their awareness of children's rights, and their violations. Using a holistic, multi-sectoral, and sustainable approach, these initiatives stretch from villages and districts to state and national governments and the international community.

Mission

The mission of KSCF is to improve children's lives through practical, on-the-ground initiatives.

The KSCF has been effective in making timely and verifiable improvements in the lives of kids all around the world through its research-driven programmatic interventions.

2.4 Outreach of the Project

In the impact analysis visit, OPASH Team Visited following location in Udaipur, Pune as well as Nashik covering the required sample size,

- Abu Road-Sirohi, Udaipur
- Bharosa Cell
- Yavat Police station - Pune
- YMCA - Pune
- Meeting with Nashik Team

Meerut
Alwar
Jaipur
Agra
Nawada
Koderma
Giridih
Vidisha
Chamrajanagar

● Bal Mitra Grams in India

Source: KSCF Brochure

13026
influential community
leaders created including
women and youth.

14311 child leaders

12481
children withdrawn
from child labour.

22051
households linked with
social security schemes

24997
children given
mainstream education.

2.5 Stakeholders

Designation	Responsibilities
Project Head	Who is responsible for the decision making of the project
Support Person	Who is responsible to monitor and execute the program
Project Staff	Staff responsible for day-to-day project management and coordination.

Locations

Villages	Target	Achieved	Date of Assessment
NGO office, Abu Road, Udaipur	Project Head NGO Director NGO Staff Lawyer Support persons	1 1 1 1 2	12/08/2023
Child Friendly Police Station, Udaipur	Police officers Support person	3 1	12/08/2023
Child Friendly Police Station Bharosa Cell, Pune	Police station in charge Support persons Lawyers	1 1 2	17/08/2023
Nashik Team YMCA, Pune Child Friendly Police Station, Yavat	Executive Director, KSCF Lawyer Support Persons Police Station in charge	1 1 2 1	17/08/2023

2.6 Objectives Of Assessment

The objectives of the assessment encompass an integrated approach to evaluating the project. This multifaceted approach helps assessors provide a comprehensive assessment report that not only identifies strengths and successes but also highlights areas for improvement and potential areas of concern within the project.

STEP 1 — VISIT

It involves observing project's physical infrastructure, surrounding environment, and any specific features or challenges associated with the location. By being on-site, assessor can see the context, crucial for providing a well-informed evaluation

STEP 2 — INTERACT

Conversations with key stakeholders, including NGO staff and their beneficiaries, play a pivotal role to get firsthand information, insights and feedback about the project's impact, operation and outcomes. This gives a qualitative dimension offering valuable opinions from those directly affected.

STEP 3 — FUND UTILIZATION

This step enables advice on transparent financial management and helps detect any mis-allocations, or financial difficulties that may have occurred throughout the project's execution.

3. Opash's Approach & Methodology

3.1 our understanding & definitions

Impact assessment refers to an evaluation of how, and to what extent, development intervention causes sustainable changes in living conditions and behavior of beneficiaries and the differential effects of these changes on women and men.

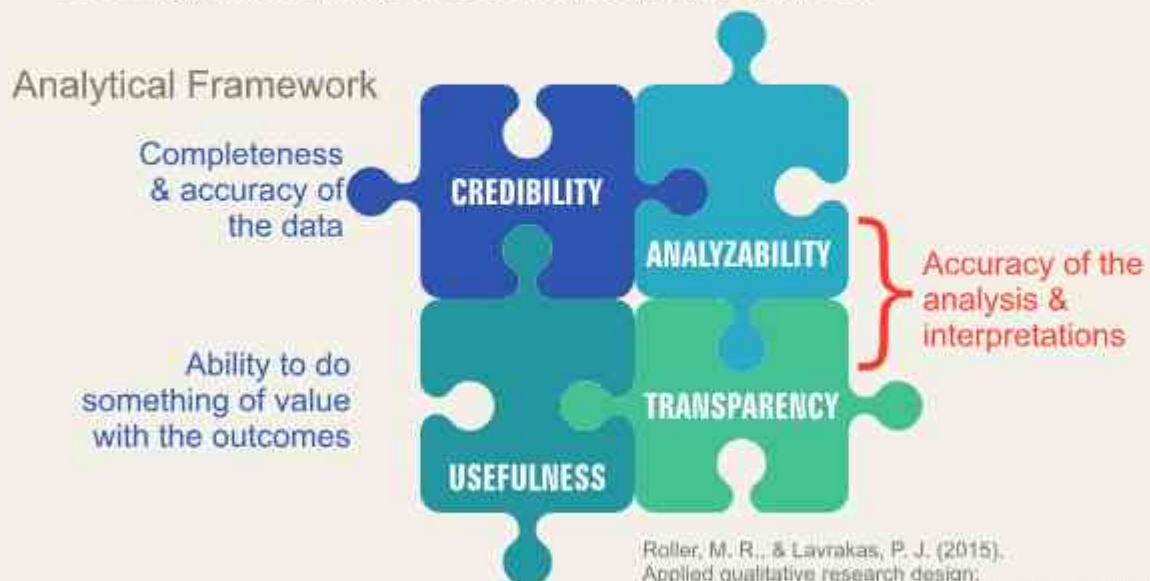It involves understanding the perspectives and expectations of different stakeholders and it takes into account the social-economics and environmental context in which the development interventions take place. (Hopkins 1995)

Participatory Impact assessment (PIA) is a process of evaluation of the impact of development interventions which is carried out under the full or joint control of local communities in partnership with professional practitioners or NGOs.

Point of Measurement	What is Measured	Indicators
Outputs	Effort	Implementation of activities
Outcome	Effectiveness	Use of outputs and sustained production of benefits
Impact	Change	Extent of difference from the original problem situation

3.2 Analytical Framework

The assessment was conducted using a multi-pronged analytical framework focussing on the quality aspect of impact, which included:

Analytical Framework

Completeness & accuracy of the data

CREDIBILITY

ANALYZABILITY

Accuracy of the analysis & interpretations

Ability to do something of value with the outcomes

TRANSPARENCY

USEFULNESS

Roller, M. R., & Lavrakas, P. J. (2015). Applied qualitative research design: A total quality framework approach. New York: Guilford Press

Based on the framework the following criteria were studied

1

Documentation Analysis:
Covering the project plan, PPT document, on-field data collected by staff, case records etc.

2

Outcome Analysis:
Assessing the project outcome as against the commitment in the agreement.

3

Impact Analysis:
Assessing the outputs and impact created by project and its sustainability.
1. Effectiveness of program
2. Strategic implementation
3. On field data stored in a systematic manner.
4. Well trained on field staff staff including project head, project coordinators, etc
5. Well trained on field staff appointed to handle emergencies in the villages.
6. Creation of Child Friendly Police Stations

4

Community involvement Analysis:
Involvement of the stakeholders in the project planning, execution, training, exposure visits, post project support, etc.

3.3 Methodology

Pre Field Visit
1. Background research on NGO.
2. Understanding the objectives with the Donor Agency.
3. Preparation of questionnaire.
4. Scheduling and coordinating with NGO for field visit.

On Field
1. Visit to the field was done on 12th and 17th August 2023.
2. One-on-one interviews with NGO office bearers and beneficiaries were conducted.
3. Reviewed NGO monitoring system - Photo and video documentation

Post Field Visit
1. Visual records sorting and categorization.
2. Reviewing the recommendations and observations with Donor to aid them in determining future course of action
3. Draft report submission to Donor for review
4. Iteration and incorporation of suggestions where needed

3.4 Methods Of Data Collection

Opash has used a common methodology, tools of data collection for all the identified villages. The team interviewed relevant stakeholders over 1 day in Udaipur, Rajasthan and 1 day in Pune, Maharashtra.

It included discussion with NGO representatives, project head, project coordinators, police in charge, support persons, information collection and document checking.

Methods of data collection used for the study included interviews and focused group discussion with following stakeholders:

Project head

Project coordinators

Support Persons

Police staff

Advocates

Following pre-designed tools were used for data collection from these stakeholders:

Tool 1: Primary & Secondary data.

Tool 2: Visiting office bearers, support persons, as well as visiting Child Friendly Police stations.

Tool 3: FGD with NGO representatives and staff on the status of program, key development aspects in handling cases, training and awareness programs, post program monitoring and decreasing number of child marriage and child trafficking cases.

Tool 4: One to one interview as well as FGD with the police staff and NGO office bearers.
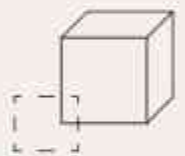
4. Findings

4.1 Relevance Of The Program

Both Rajasthan and Pune have diverse populations, and many children are at risk of abuse and trafficking due to their socioeconomic conditions. Initiatives are essential to protect the child.

Most of the time, cases do not get reported in police station due to societal pressure and fear of life. Such cases should be reported at the time when incidence happen. Such things boost confidence in other people for not tolerating violence

4.2 Effectiveness Of The Program

Initiatives that focus on raising awareness and educating communities about child rights and protection can be highly effective. These projects can empower people to recognize and report instances of abuse and trafficking.

Having strong legal frameworks and their proper enforcement is crucial. Laws that criminalize child abuse and trafficking are effective if they are applied rigorously.

4.3 Observations and Notes

Note: Following findings of Impact Assessment includes observations based on data collected/received by NGO as well as data collected through interviews/interactions with beneficiaries.

Key highlights

- Media publicity resulted in wider reach taking it to bottom of the pyramid and paper published in international journals created awareness on global level

- Tremendous participation in awareness rallies, village level activities

- Increased confidence in affected families to register offence of child abuse

- Appointment of the lawyer resulted in more cases getting registered and been taken to the court of law.

- Government has adopted the Child Friendly Police station and replicated in multiple police station in Pune City.

Progress made against the interventions mentioned

(a) Year-long with a premiere TV channel - NDTV) which included telethons, special episodes, special stories, etc.

- This media campaign was initiated in 2021 wherein 40 stories of 3 minutes each and 12 shows of half an hour each were telecast during the year.

- The campaign began with a 2-hour long telethon and ended with a 5 - hour telethon which was led by Mr. Kailash Satyarthi and Mr. Prannoy Roy and had participation from children and experts in the field of child rights, psychology, police, cyber police, corporates, film industry, music etc

Child Marriage:

During the last 3 years, there has been no discernible change in the number of victims of child marriage in Jharkhand, from 3 in 2019 to 4 in 2021.

Child Abuse:

The total number of POCSO cases in the state increased by 23 percent during 2019 to 2021, as compared to a 14 percent increase at the national level.

Child Trafficking:

In Jharkhand, of the total victims of trafficking, 58 percent were children as compared to 44 percent at the national level in 2021.

Role of media (NDTV)

- In 2021, KSCF embarked on a journey to fight for the rights of children who have been victims of sexual abuse. The Justice for Every Child campaign was launched in March 2021, with the aim to provide legal, mental health, and other required support to victims of child sexual abuse, and their families across the country.

- NDTV became the media partner of the campaign and aired several shows and news reports related to child sexual abuse happening across country. The aim was to generate awareness about the crime while at the same time raising funds to support the victims of child sexual abuse.

- The campaign was launched with a grand 2-hour telethon on 21st March 2021, on three channels- NDTV 24x7, NDTV India, and NDTV Profit.

News and shows

- Following the telethon, a series of news stories and shows were aired throughout the year on the issues and the interventions of KSCF in various cases.

- Twelve 30 mins. shows were aired in the year, each featuring a separate issue related to child sexual abuse. Experts from various fields including police, law, NGOs, psychologists, and others were invited to speak on these shows talking about the distinct aspects of this heinous crime and the impact it leaves on children.

- As many as 40 news stories of 3 mins. each, were aired during news shows and prime time, highlighting the different incidents of CSA and the action being taken in such cases.

Culmination telethon

- The campaign concluded in May,2022, with a 5 hr telethon, where experts, social workers & celebrities came together to discuss how the civil society can help protect the future of Indian children.

- During the 5-hour telethon, child survivors from Bal Ashram Trust near Jaipur recalled how their lives were transformed at the Ashram and how some are now involved in rescuing children and spreading awareness about child rights issues.

(b) Legal representation of cases of child trafficking and child sexual abuse

Identification of Districts

- Factors like, response of government system, availability of cases, resources and critically were some of the key determinants in selection of districts.

- An MoU was signed with the implementing partners in the selected districts, the scope of work was elaborated citing emotional support and legal aid to the aggrieved children.

- Total **21 districts** in the states of **Maharashtra** and **Rajasthan** were planned for intervention.

Engagement of Lawyers

- Need based capacity building and regular resolution of challenges were undertaken both at the state as well as at the central level by Kailash Satyarthi Children's Foundation.

- A foundational training on intervention of cases was held. The training focussed on reiterating the importance of child friendly procedures and the support expected from the lawyers in this context. The onboard lawyers were also trained in filing of compensation and a refresher training were done on legal processes and filing of interim compensation as well.

- The lawyers not only represented the children in court and provided legal aid but were also actively involved in filing of compensations to ensure that children receive financial support.

Identification of NGOs

- MoUs with all partners were finalised, based on which the identified NGOs worked in child sexual abuse and establishment of child friendly police stations in Rajasthan and Maharashtra.

- This due diligence was done ensuring the statutory compliance are in place, thereafter the partnerships comprising **11 NGOs** and 9 consultants was finalised.

Identification of cases for intervention in 20 fast track courts

- Cases were identified strategically, through review of case files, in the field. In addition, aggrieved children who were identified by the partners, support persons and lawyers were also supported.

Development of software for monitoring cases

Legal Management Systems (LMS) for monitoring the cases was developed. The data management shifted to the LMS from manual data entry.

A preliminary training of all support persons was also conducted to ensure that the data is managed digitally, guaranteeing that the confidentiality of cases is maintained.

The LMS enables generation of reports of the required fields viz. case stage, state wise details etc. also ending out a reminder through an email of the upcoming hearing dates.

Creation of child friendly police stations (CFPS)

- Identification of districts - **Total 21**

- Identification of specific Police stations to be covered under the project - **Total 20 CFPS**.

- Development of child friendly police stations in the selected districts - **Total 20 CFPS**.

- Permissions were granted by police chiefs in all the selected districts of Maharashtra and Rajasthan. The process of renovation of spaces wherever required was initiated and the procurement of relevant material was also done as per the guidelines developed by KSCF.

Identification of cases for intervention in 20 fast track courts

- Authorization from Child Welfare Committees was granted in 154 cases, where children are being provided support by a support person who was trained by KSCF.

Rajasthan

List of Child Friendly Police Stations

Sr. No.	District	Name of Police Station
1.	Jaipur	Mansarovar
2.	Ajmer	Chirschan Ganj
		Ramganj Mandi
3.	Bharatpur	Sewar
		Kumher
4	Rajasamandi	Nathdaura
		Devgarh
5	Chittorgarh	Bhopal Sagar police Stn.
		Bassi police thana
6	Sirohi	Mahila thana Sirohi
		Abu road
7	Dungarpur	Bichiwada
		Sadar
8	Jodhpur	Mandore
		Mahila thana Kudi
9	Udaipur	Sarda
		AHTU police station
10	Banswara	Sajjangarh Mahila police stn
11	Pratapgarh	Parsola
		Pipalkhunt

There are at least 8.4 million children currently suffering exploitation all over the world.

There are 4.4 child victims for every 1000 children in the world.

Children account for 18% of persons in private forced labour.

https://www.aridefdn.org/slavery-today

Maharashtra

List of Child Friendly Police Stations

S.r. No	District	Name Of Police Station
1	Amravati	Dharni
		Achalpur
2	Beed	Beed
		Gevrai
3	Parbhani	Nanalpeth Parbhani
		Gangakhed
4	Raigad	Roha
		Khopoli
5	Nashik	Nashik Taluka
		Manmad
6	Wardha	Devli
		Sevagram
7	Nagpur	Umred
		Savner
8	Pune	Yavat
		Narayangaon
		CP police station
9	Solapur	Barshi
		Pandharpur
10	Aurangabad	Bidkin
		Warood bazar

Section 107 Child Welfare Police Officer and Special Juvenile Police Unit.

In every police station, at least one officer, not below the rank of assistant sub-inspector, with aptitude, appropriate training and orientation may be designated as the child welfare police officer to exclusively deal with children either as victims or perpetrators, in co-ordination with the police, voluntary and non-governmental organisations.

18

4.4 Summary of Stakeholders' Interaction
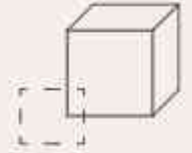
Inputs received through interviews.

- Team explained the background & need assessment of the project done before implementing the project in villages.

- KSCF team gave status update on overall status of the program as well as provided information on current scenario of the project.

- Detailed information about community mindset and personal beliefs received through the communication with NGO staff.

- Understood the current employment condition in the state.

- Seeing the condition in Jharkhand, there is a constant issue of employment in the state addressed and briefed by the KSCF staff at the time of visit.

- Counselling process with the community to make them aware about the benefits of the project.

- KSCF team briefed about the detailed information of Implementing strategy.

- Various initiatives were taken for children to secure their lives.

- How was the FIR registration process and challenges faced by the staff involved in the project during filing FIRs.

- Challenges during case hearing in court.

- Limitations in overall processes.

- Challenges faced during covid-19 period.

- Information about future projects and proposed activities.

Findings obtained in the meeting conducted with ngo staff, support persons and advocate in sirohi, abu road, udaipur

Locations covered in Udaipur by NGO: Pali & Sirohi - Started with 1 support person and 1 lawyer

Case Handling Process

Finding/registering FIR of the nearby cases	Getting medical rounds done of the victim	Trying for victims to get compensation
↓	↓	↓
Trying for bail rejection of the accused person	Victim's and their parents' counselling	Trying to accuse will be punished
↓		
Taking statements of the victim, victims' family, witnesses (if any)		

38 cases handled. Got 18 conviction

Awareness campaigns:
- Period- initially it was of 7 days.
- Counselling of every family
- Taking help of local police for awareness sessions
- Taking help of Asha workers, Anganwadi sevika.
- Awareness session on good touch-bad touch.

Benefit:
- Awareness created through the sessions in the child's mind and children started sharing their experience with parents.
- Taking ideas from people to make the awareness sessions more effective.

Outreach:
> 80 homes in Sirohi
> 160 institutions

Project Objectives:
Handling girl child cases was the focal point as it was more in numbers.
Cases should get filed and future actions will be taken.
Handling child abuse cases (POCSO)

Source of obtaining cases:

- Through CWC
- Media
- Through Awareness sessions
- Through Childline-helpline
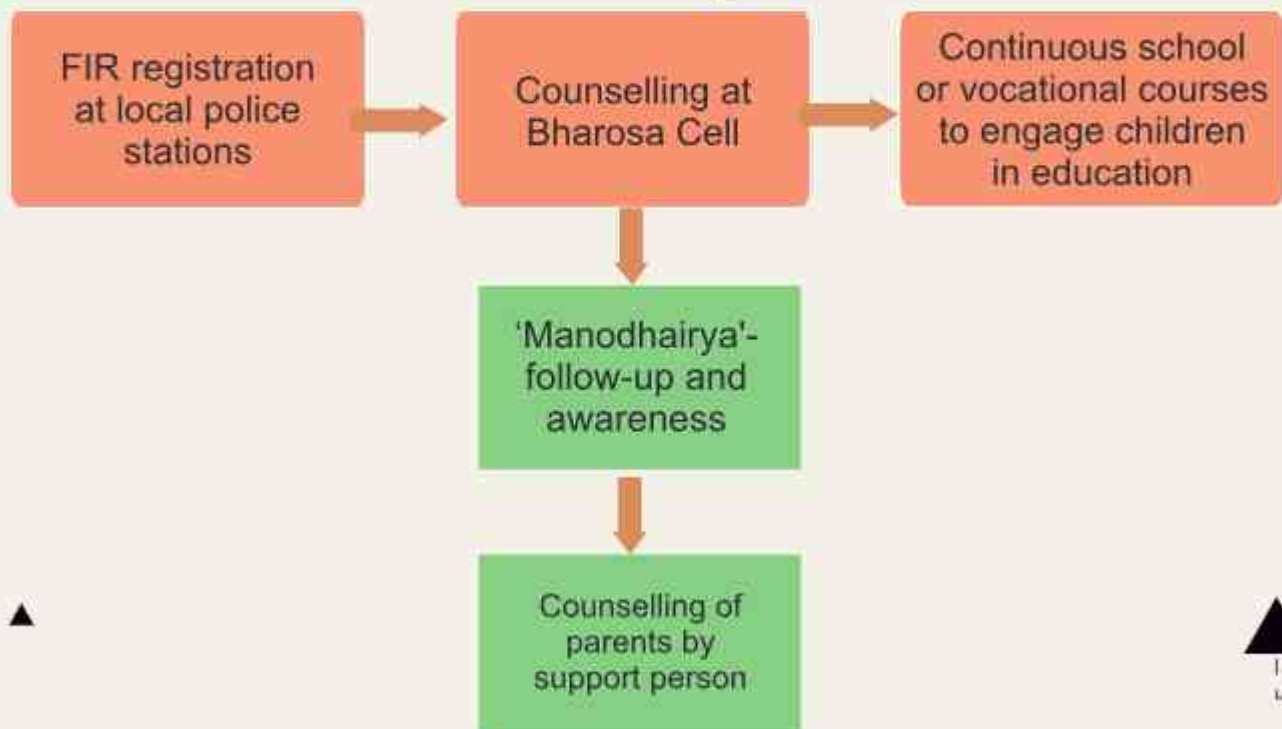- Through Anganwadi sevika, ASHA worker.

Challenges:

- Late identification of the cases.
- Low percentage of cases get registered.
- Local authority dominance (i.e. panchayat)
- Convincing parents for case registration.
- Parents counselling
- Victim's counselling
- Providing security to the victim and victim's family
- Confirming the victim's age as, most victims don't have their birth certificates.
- Victim's medical sessions
- Preparing victim as well as victim's parents for the court sessions
- Court hearings

Findings obtained in the meeting conducted with NGO staff, support persons and advocate in Pune

Locations covered in Pune: Bharosa cell, Pune, and Child Friendly Police station, Yavat, Pune District.

Case Handling Process

FIR registration at local police stations → Counselling at Bharosa Cell → Continuous school or vocational courses to engage children in education

Counselling at Bharosa Cell → 'Manodhairya'- follow-up and awareness → Counselling of parents by support person

Awareness Campaigns: Public awareness (slum areas), Conducting awareness sessions in schools, colleges, NGOs, etc.

Unique findings of the meeting

- There are more cases of teenage cases of 'falling in love' or infatuation, resulting in crimes at the local level.

- Victim's age is mostly 13 years and above.

- FIR registration ratio is less because of the society pressure.

- In most of th cases the accused were family members.

- More percentage of false cases of rape, abuse, etc. were observed due to marital issues, and in such cases the child suffers the most, in case of custody issues.

Findings obtained in the meeting conducted with NGO staff, support persons and advocate of Nasik team in Pune

Locations Covered: Total 3 nos. - Bharosa Cell, Agarkarnagar, Police Station Yavat and YMCA, Pune.
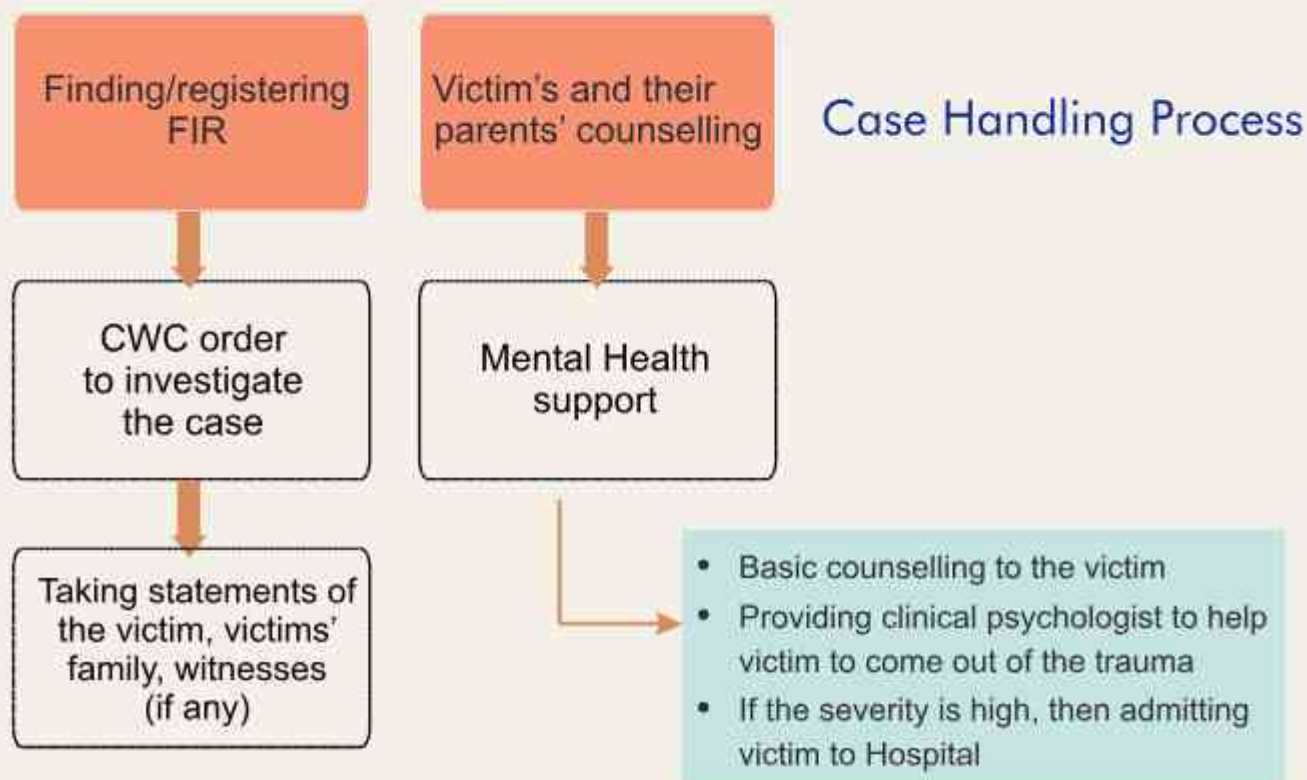
Identified Cases
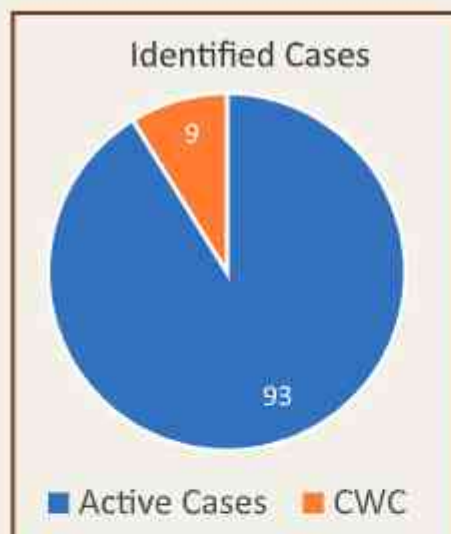
Category of Cases

1. Love & affection.
2. Child trafficking.
3. Abuse by family or a non-family member.

Awareness program: Total 100 villages covered. (Data provided by NGO)

- 'Mashal Pheri' in every village.
- Awareness with the help of Asha workers, Sarpanch, Gram Sevak, local authorities.
- 16th October- Activity Day of Kailash Satyarthi Children's Foundation

Case Handling Process

Finding/registering FIR	Victim's and their parents' counselling

↓

CWC order to investigate the case	Mental Health support

↓

Taking statements of the victim, victims' family, witnesses (if any)

- Basic counselling to the victim
- Providing clinical psychologist to help victim to come out of the trauma
- If the severity is high, then admitting victim to Hospital

Other Areas of Support:
- Conducting home visit for families basic counselling
- Taking statements of victim, parents, witnesses.
- Preparing victim and victim's parents for court hearing.
- Attending Court sessions
- Victim's security.

Lawyer's Role:
- Prepare CWC order to investigate the case.
- Discussion, counselling the victim,
- parents, witnesses.
- Taking hearing date
- Preparing victim and parents for hearing
- Helping victim during court hearing.

Challenges:
- Victim and their parents counselling.
- Difficulty in completing the victim's medical check, due to manipulation of reports by opposite party.
- Issues with victim's age confirmation/verification.
- Victim's security.

5. Recommendations

- Child Friendly Police Station should be established not in the police station premises, as there is still stigma associated with entering a police station..

- Regular reporting and review mechanism from the Senior Police Authorities should be mandatory.

- Reporting of the number of cases of child abuse and child trafficking on public platforms that will increase the pressure on the government machinery.

6. Sustainability

Sustainability Development Goals 16.2

The inclusion of specific target to end violence against children in the SDGs is a crucial step forward in the struggle to end violence against children worldwide. Violence is often a core dimension of inequality and protection against violence is both central to ensuring greater equality overall and as a foundation to support children's access to services.

After the exit of donor agency the NGO is often dependant for further CSR fund to take the cause further. The role of the NGO is in establishing systems and processes, however further implementation has to be taken up by government bodies.

References

https://vikaspedia.in/social-welfare/women-and-child-development/child-development-1/violence-against-children-in-india

NCRB

www.satyarthi.org.in

Photos:

From KSCF Brochure

Today, in every wave of every ocean, I can see our children playing and dancing. Today, in every plant, tree, and mountain I see our children growing in freedom.

KAILASH SATYARTHI

"You make a living by what you get; you make a life by what you give". When we engage with the community, it is not simply money that we give, but direction and integrity of purpose. We should harness private initiative and money for public purposes."

Late Shri Rahul Bajaj
Businessmen in Public Life - Speech, 28,Aug 2012

A CSR Impact Assessment Report

ARMED FORCES FLAG DAY FUND

Version - 2.3.1
Release Date - 12 March 2024

Third Party Impact Assessment By

Opash
Socio-Commercials Pvt. Ltd.

Implementing Agency

हम देश की सुरक्षा के लिए लड़ने वाले भारतीय सशस्त्र सेनाओं के महिलाओं और पुरुषों की बहादुरी और बलिदान का सम्मान करते हैं।

सशस्त्र सेना झंडा दिवस (7 दिसंबर) पर सेना, नौसेना और वायु सेना के कर्मियों द्वारा प्रदान की गई सेवाओं को याद किया जाता है।

हम इस दिन को भारतीय सशस्त्र सेनाओं के सम्मान में मनाने की प्रतिज्ञा करते हैं।

Abbreviations

AFFDF - Armed Forces Flag Day Fund

BAL - Bajaj Auto Ltd.

KSB - Kendriya Sainik Board

MoD - Ministry of Defense

NGO- Non Government Organisation

RSB - Rajya Sainik Board

SDG - Sustainability Development Goals

UT - Union Territory

ZSB - Zila Sainik Boards

Acknowledgement

It has been a wonderful experience working with team Bajaj Auto Ltd. under their CSR initiative. We thank the Management of Bajaj Auto Ltd. for their generous financial contribution. We thank our well-wishers and guides for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work.

We are happy to have the CSR team of Bajaj Auto Ltd., coordinating with us and thank them for the time, efforts and outstanding work they have put in. And also, we thank all the staff members for their unconditional support throughout the impact analysis report.

Disclaimer

Opash Socio-Commercials Pvt. Ltd. recently conducted an independent advisory service on behalf of Bajaj Auto Limited to evaluate the impact of their CSR projects. It's important to note that Opash's responsibilities are limited solely to this purpose and do not extend to any other use or party.

Any third party choosing to rely on this report does so entirely at their own discretion and risk. Opash's conclusions are drawn from our on-site visits, interviews, and research conducted up to the date of the interviews.

None of the members of our advisory team have any ongoing business relationships with the Bajaj Auto Ltd. beyond what was necessary for this specific assignment. Our advisory service was conducted independently, ensuring there were no conflicts of interest involved.

Users of this report are encouraged to make their own independent business decisions, bearing in mind the associated risks, without placing undue reliance on this report. It's essential to understand that this report does not constitute professional advice, and no guarantees, either explicit or implicit, are provided regarding the completeness and accuracy of its contents.

Lastly, please note that the views expressed in this report do not necessarily reflect the opinions or policies of Opash Socio-Commercials Pvt. Ltd.

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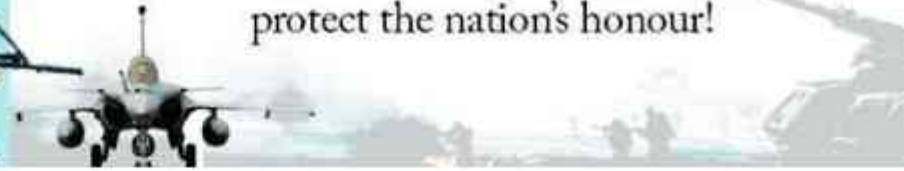
Kendriya Sainik Board administratively controls Armed Forces Flag Day Fund (AFFDF), which is utilised for providing financial assistance to needy Ex-Servicemen, War widows and their Dependents; and the Institutions involved in rehabilitation of the Ex-Servicemen, War widows and their Dependents.

The management of the Armed Forces Flag Day Fund rests with the Managing Committee whose chairman is Hon'ble Raksha Mantri, Vice Chairman is Hon Raksha Rajya Mantri, and members include three Service Chiefs, Defence Secretary, Secretary, Ex-Servicemen Welfare / MoD and the other senior Central Govt officials.

In their pursuit of honouring the sacrifices made by India's ex-servicemen, Bajaj Auto Ltd. has participated in the Flag Day Fund initiative that resonates with the essence of gratitude and support. The funds raised on Flag Day will be directed towards providing quality education to the children of these dedicated individuals.

Education stands as a beacon of opportunity, and through this initiative, we seek to ensure that the children of our heroes have access to the education they deserve. By offering educational resources we aim to empower these young minds to build a brighter future for themselves and our nation.

By contributing to the education of ex-servicemen's children, we are not just investing in their individual growth, but also in the collective progress of our society. Bajaj Auto Ltd. have always believed in weaving a story of transformation, hope, and unity through education. Their contribution is to be seen as a testament to their commitment to those who have safeguarded our freedom.

About Bajaj Auto Ltd

The Bajaj Auto Ltd. has been an industry that is symbolic of deep connection to the land, the people, and the urge to make India self-reliant.

Bajaj Auto Ltd.

Bajaj Auto Ltd., is a renowned conglomerate that has played a significant role in shaping India's industrial landscape for over nine decades.

Bajaj Auto Ltd. operates across a diverse range of industries, including automotive, financial services, and more. Bajaj Auto Ltd. (BAL), is India's leading two-wheeler manufacturer.

Beyond business, the BAL has a strong commitment to social responsibility and philanthropy.

With a legacy of entrepreneurship, a focus on innovation, and a deep-rooted commitment to social welfare, the Bajaj Auto Ltd. continues to be a symbol of excellence in India and an influential player in the global business arena.

With BAL's network of over 200+ NGO partners, BAL has supported a number of projects so that desired assistance and support could be provided to those who need it most.

In recent years, BAL has embraced sustainability and eco-friendliness in its operations, aligning with global efforts to combat climate change and reduce environmental impact. Their initiatives towards electric mobility and clean energy solutions demonstrate their dedication to a greener future.

03

About The Project

3.1 Project Background

Since 1949, 7th December is observed as the Armed Forces Flag Day throughout the country to honour the martyrs and the men in uniform who valiantly fought on our borders to safeguard the country's honour. There cannot be a nobler cause than laying down one's life for the country. At the same time, our admiration for the martyrs should not mean that we have little time for the living heroes who were wounded while doing their duty towards their motherland or their widows and children whom they left behind to fend for themselves.

The requirement of keeping our Armed Forces young necessitates the release of our service personnel at 35-40 years of age when they are still young, physically fit and have qualities of discipline, drive, and leadership. Every year about 60000 Defence personnel are compulsorily retired. Caring for these ex-soldiers and their families is therefore a national responsibility.

Many brave and gallant heroes from the Armed forces have laid down their lives in the service of the country. Ongoing counter-insurgency operations have also left many broken homes without a bread winner. Flag Day brings to the fore front our obligation of looking after our disabled comrades-in-arms, widows, and dependents of those who have sacrificed their lives for the country.

It is for these reasons; we observe the Armed Forces Flag Day. On this day the services rendered by personnel of Army, Navy and Air Force are remembered. It is the collective duty of every citizen of our country to ensure rehabilitation and welfare of the dependents of our brave martyrs and disabled personnel. The Flag Day gives us an opportunity to contribute most generously to the Armed Forces Flag Day Fund.

3.2 Objectives of the Project

Contributing to the Army Flag Day Fund is a way to show support and solidarity with the armed forces personnel and their families who have dedicated their lives to serving and protecting the nation. Here are some reasons why people choose to contribute to the Army Flag Day Fund (AFFD):

Education and Rehabilitation: The funds contribute to education and vocational training opportunities for children of servicemen and women, helping them build better futures.

Veterans' Well-being: Contributions are directed towards improving the quality of life of veterans, offering medical care, housing support, and other essentials.

Gratitude: It's a way to express gratitude and honour the sacrifices made by soldiers, sailors, airmen, and their families in safeguarding the nation.
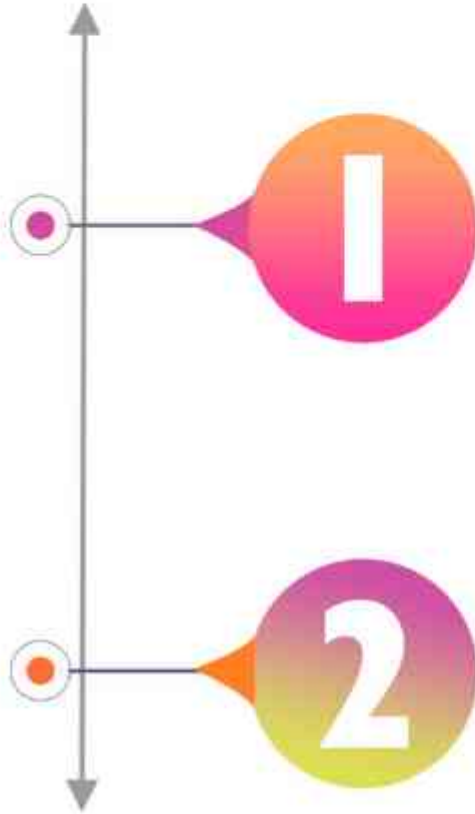
Social Responsibility: It's responsibility of citizens to contribute to the well-being of those who protect the nation.

National Unity: Contributing to the Army Flag Day Fund (AFFD), fosters a sense of national unity by standing with the armed forces community and recognizing their vital role in maintaining peace and security.

04

Methodology

SAMPLE SIZE & COVERAGE AREA

- BAL provided education funds to 834 students Kendriya Sainik Board across India.

METHOD OF DATA COLLECTION

- Data received from KSB with details by email to BAL.

Map & Geography

Kendriya Sainik Board is responsible for administration of Armed Forces Flag Day Fund (AFFDF). The AFFDF is operated by a Managing Committee, headed by Hon'ble Defence Minister at the Centre and Hon'ble Governor / Lt Governor at the State / UT level.

Kendriya Sainik Board (KSB), an apex body of the Government of India, formulates and operates various welfare and rehabilitation schemes for Ex Servicemen (ESM) and their dependents through a network of Rajya Sainik Boards (RSBs) and Zila Sainik Boards (ZSBs) co-located in the State Capitals and District HQs respectively, across the country.

Kendriya Sainik Board administratively controls AFFDF, which is utilised for providing financial assistance to needy Ex-Servicemen, War widows and their

Educational Concession

Grant of Education concession is admissible to the children of the Armed Forces personnel Missing/ Disabled/ Killed in action.

This concession is admissible only for undertaking studies in Govt. Govt. aided schools educational institutes, Military/ Sainik Schools and other schools and colleges recognised by the Central or State Governments including autonomous organisations financed entirely by the Central/ State Governments.

06

Kendriya Sainik Board (KSB) is an apex body under Ministry of Defence. Bajaj Auto Limited has donated amount of Rs.100 Lakhs (1Cr.) for the Armed Force Flag Day Funds.

Armed Force Flag Day Fund (AFFDF) administered by the Ministry of Defence through Kendriya Sainik Board secretariat for providing financial assistance to needy ex-servicemen, widows and their dependents for healthcare, disability, children's education, daughter's marriage, etc.

Bajaj Auto Ltd. has provided funds to contribute to securing future of children of ex-servicemen. BAL provides total funding of **Rs. 1Cr. Rs.1 Cr**. was given to **834 students** at the rate of **Rs. 1000/- per month for 12 months**, and Rs. 8000/- was given from the Armed Forces Flag Day Fund.

The funds raised on Armed Forces Flag Day are allocated to specific NGOs and government organizations that work towards the welfare and rehabilitation of ex-servicemen, war widows, and dependents of martyrs. Some of the prominent NGOs and government bodies that receive these funds include:

State Sainik Welfare Boards: Each state in India has its own Board responsible for the welfare and rehabilitation of ex-servicemen and their families within the state.

Army Welfare Fund Battle Casualties: This fund is specifically used to support the families of soldiers who have made the ultimate sacrifice in the line of duty.

Air Force Central Welfare Fund: This fund caters to the welfare needs of retired and serving Air Force personnel and their dependents. Navy Central Welfare Fund: Similar to the Air Force Central Welfare Fund, this fund is dedicated to supporting the welfare of Navy personnel and their families.

Bharat Ke Veer: Bharat Ke Veer is a government initiative that allows people to directly contribute to the families of martyred soldiers through an online portal.

It's important to note that the allocation of funds may vary each year based on the needs and requirements of the beneficiaries and the overall amount collected on Armed Forces Flag Day.

07 Recommendations

The Flag Day Fund is a noble cause and the only way an organisation can show solidarity with the Armed Forces. Efforts are required to increase the contribution to the Armed Forces Flag Day Fund to meet the increasing requirement of financial assistance for our ex-servicemen, their wards and war-widows.

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Continuing support is recommended, especially in supporting the educational needs of children of war heroes.

08 Sustainability

This fund is not a self sustaining program, and can only continue with the support of CSR funding.
Support to this fund can ensure inclusive and equitable quality education and promote life-long learning opportunities for needs of children of war heroes.

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