



# IMPACT EVALUATION OF CSR PROGRAMS- FY 2022-23

Chambal Fertilisers and Chemicals Limited

May 2025

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## Abbreviations

| Abbreviations | Definition                                  |
|---------------|---------------------------------------------|
| AQI           | Air Quality Index                           |
| ASER          | Annual Status of Education Report           |
| AWC           | Anganwadi Centre                            |
| CFCL          | Chambal Fertilisers and Chemicals Limited   |
| CHC           | Community Health Center                     |
| CMIE          | Centre for Monitoring Indian Economy        |
| CO            | Carbon mono-oxide                           |
| Co2           | Carbon dioxide                              |
| COPA          | Computer Operator and Programming Assistant |
| CRM           | Crop Residue Management                     |
| CSR           | Corporate Social Responsibility             |
| ECG           | Electrocardiogram                           |
| ENT           | Ear, Nose, and Throat                       |
| FGD           | Focus Group Discussion                      |
| GBC-Education | Global Business Coalition for Education     |

| Abbreviations | Definition                                                               |
|---------------|--------------------------------------------------------------------------|
| GSSS          | Government Senior Secondary School                                       |
| GUPS          | Govt. Upper Primary School                                               |
| HMIS          | Health Management Information System                                     |
| ICDS          | Integrated Child Development Services                                    |
| IDI           | In-Depth Interview                                                       |
| INR           | Indian Rupee                                                             |
| ITI           | Industrial Training Institute                                            |
| KKBMS         | KK Birla Memorial Society                                                |
| LLP           | Limited Liability Partnership                                            |
| MGGS          | Mahatma Gandhi Government School                                         |
| MT            | Metric Tonne                                                             |
| NAPCC         | National Action Plan on Climate Change                                   |
| NGO           | Non-Governmental Organization                                            |
| NSS           | National Sample Survey                                                   |
| OBC           | Other Backward Class                                                     |
| OECD DAC      | Economic Co-operation and Development - Development Assistance Committee |
| OJT           | On-the-Job Training                                                      |
| OPD           | Outpatient Department                                                    |
| OT            | Operation Theatre                                                        |
| PHC           | Primary Health Center                                                    |
| PMKSY         | Pradhan Mantri Krishi Sinchayee Yojana                                   |
| RKVY          | Rashtriya Krishi Vikas Yojana                                            |
| RO            | Reverse Osmosis                                                          |
| SC            | Scheduled Caste                                                          |
| SDG           | Sustainable Development Goal                                             |
| SMAM          | Sub-Mission on Agricultural Mechanization                                |
| ST            | Scheduled Tribe                                                          |
| STEM          | Science, Technology, Engineering, and Mathematics                        |
| TB            | Tuberculosis                                                             |
| UNICEF        | United Nations International Children's Emergency Fund                   |
| UPS           | Uninterruptible Power Supply                                             |
| UPS           | Uninterruptible Power Supply                                             |
| WHO           | World Health Organization                                                |

## Introduction

### About Chambal Fertilisers and Chemicals Limited (CFCL)

Chambal Fertilisers and Chemicals Limited is a prominent player in India's agriculture sector, significantly contributing to the nation's food security for over two decades. The company operates three advanced nitrogenous fertiliser plants in Gadepan, Rajasthan, with a combined production capacity of 3.4 million MT of Urea annually. These state-of-the-art plants utilize cutting-edge technology from global leaders in Denmark, Italy, the USA, and Japan, with the latest Gadepan III plant being among the most efficient in the world.

As a leading supplier, CFCL serves farmers across fourteen states, particularly excelling in Rajasthan, Madhya Pradesh, Punjab, and Haryana. Through an extensive network of regional offices, dealers, and village-level outlets, the company provides Urea, other fertilisers, pesticides, and seeds to farmers.

### Corporate Social Responsibility at CFCL

CFCL is devoted to creating a sustainable enterprise that benefits current and future stakeholders. The company integrates responsible practices into its business strategies to address the key challenges of economic prosperity, social development, and environmental integrity. It strives to balance financial strength with social and environmental responsibilities while maintaining high corporate governance standards.



By investing in eco-friendly technologies, optimizing resource usage, and promoting sustainable farming through soil testing and advisory services, CFCL focuses on improving agricultural productivity in rural India. The company is deeply committed to enhancing the quality of life in its operational communities through initiatives in infrastructure, healthcare, education, skill development, and social welfare. CFCL also prioritizes the welfare, growth, and safety of all individuals associated with its operations, embodying its dedication to sustainability and societal development.

## CFCL's CSR programs

### Project Akshar:

It focuses on promoting education through initiatives in pre-primary and school education. It aims to improve infrastructure, provide learning materials, and foster digital and curriculum-based learning across government schools and Anganwadi centers, with a special emphasis on girl child education projects.

### Project Saksham:

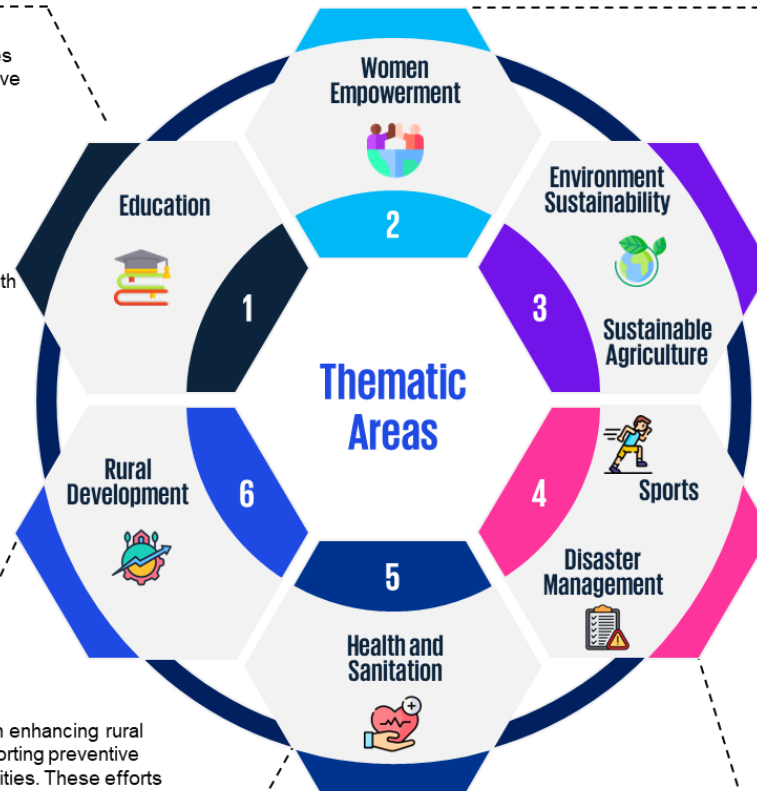
Focuses on enhancing technical and vocational education in Rajasthan, focusing on empowering youth through skill development and employment opportunities. The program upgrades infrastructure, promotes entrepreneurial initiatives, and supports placement in the Government Industrial Training Institutes, Government Polytechnic College and Chambal Fertilisers Skill Institute

### Project Saakar

Focus on enhancing village infrastructure, community facilities, and academic institutions to improve living standards and support quality education in Rajasthan

### Project Arogya

CFCL's Healthcare and Sanitation Initiatives focus on enhancing rural healthcare, providing clean drinking water, and supporting preventive medical services, especially in underserved communities. These efforts include upgrading infrastructure, organizing health camps, and promoting sanitation and nutrition for marginalized groups.



### Project Pragati

It promotes rural livelihood initiatives by empowering women and youth through skill training, micro-financing, and supporting income-generation activities. It focuses on creating sustainable, village-centric livelihood opportunities for rural communities.

### Project Bhoomi

Promotes environmental sustainability and advanced agricultural practices through initiatives like crop residue management, soil and water testing, rainwater harvesting, and showcasing best farming techniques. It also emphasizes renewable energy adoption, waste management, and integration of technology, such as drones, to support small and marginalized farmers.

### Promotion of Sports

Supports rural sports by developing integrated infrastructure, organizing training programs and events, and promoting participation of youth in state, national, and competitive sports.

### Disaster Management

Provides support to communities during disasters and natural calamities

Picture i: CSR interventions- CFCL

CFCL has been actively involved in Corporate Social Responsibility (CSR) initiatives across the states of Rajasthan, Punjab, Haryana, Uttarakhand and Madhya Pradesh. Even though all these states have substantial industrial development in the past couple of decades, the region faces significant socio-economic challenges in health, education, rural development, agriculture, and sports. Despite some progress, these regions still struggle with inadequate infrastructure, limited access to essential services, and disparities in development.

Known for its agricultural productivity, All the mentioned states face enormous challenges in agricultural productivity. Haryana faces challenges like declining soil fertility<sup>1</sup>. Further, water scarcity and soil degradation affect productivity in Punjab<sup>2</sup>, while agriculture in Uttarakhand is challenging due to the hilly terrain, with low productivity and limited irrigation.

In case of healthcare parameters, all the states struggle to provide basic access to healthcare services to all the last mile community dwellers, posing serious challenges in ensuring social and economic prosperity. Uttarakhand faces challenges in ensuring access to healthcare, which is limited by the remote areas, resulting in high rates of malnutrition and maternal mortality<sup>3</sup>. Similarly, Kota's healthcare infrastructure struggles to meet the needs of its population. The district has a high maternal mortality rate and significant gaps in access to quality healthcare services, particularly in rural areas. The Health Management Information System (HMIS) data indicates that maternal health and family planning services are underutilized, with a notable number of deaths due to preventable diseases<sup>4</sup>.

Kota is renowned for its coaching centers, yet the broader educational landscape reveals disparities. The literacy rate in Kota stands at 76.56%, which is higher than the national average but still reflects significant room for improvement, especially in rural areas<sup>5</sup>. Government schools often lack adequate infrastructure and resources, leading to high dropout rates and poor educational outcomes. Similarly, despite high literacy rates in the states of Punjab and Haryana, rural education quality remains a concern, with many schools lacking basic facilities.

Rural development remains sluggish, with many communities lacking access to clean water, sanitation, and reliable infrastructure. Agriculture, a cornerstone of the local economy, is hindered by low productivity, inadequate irrigation, and dependence on monsoon rains, leaving farmers vulnerable.

The socio-economic landscape of the concerned region presents a compelling case for targeted social interventions. Despite the industrial and educational advancements, the region grapples with significant challenges in healthcare, education, rural development, agriculture, skill development and sports.

CFCL's CSR programs are pivotal in addressing these multifaceted challenges. By investing in healthcare, education, rural development, agriculture, skill development and sports, CFCL is not only bridging critical gaps but also fostering sustainable growth and improving the quality of life for residents. These initiatives are essential for creating a more equitable and prosperous future for the communities in Rajasthan, Haryana, Punjab, Uttarakhand and Madhya Pradesh. Through their dedicated efforts, CFCL is making a tangible difference, ensuring that progress reaches every corner of these regions.

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<sup>1</sup> [Economic Survey of Haryana | Department of Economic and Statistical Affairs Haryana | India](#)

<sup>2</sup> [Critical Economic Indicators Punjab Vs India-frnt.xps](#)

<sup>3</sup> [IJESM Volume 3, Issue 4 ISSN: 2320-0294](#)

<sup>4</sup> [Dataset - Year and Sub-District-wise data related to all Health Indicators under Health Management Information System \(HMIS\) for the Kota district of Rajasthan](#)

<sup>5</sup> [Kota's Census - Population 2011-2024, Sex ratio, Literacy, Religion and more.](#)

## About the Study

The Companies (CSR Policy) Amendment Rules, 2021, introduced a transformative mandate requiring CSR Impact Assessments for eligible projects. This regulatory shift has fundamentally changed how businesses conceptualize, implement, and evaluate their CSR initiatives.

Impact assessment is a structured and methodical approach that evaluates the outcomes of an organization's actions—whether positive or negative, intended or unintended. By providing insights into the direct and indirect effects of current and proposed interventions, it enables organizations to refine their strategies and enhance the effectiveness of their CSR efforts. This process not only ensures accountability but also fosters continuous improvement, ensuring that CSR programs deliver meaningful and lasting benefits to the communities they serve.

CFCL has been conducting impact assessment studies for its CSR initiatives over the past decade. These studies aim to evaluate the effectiveness of its programs, identify areas for improvement, and enhance the overall impact on the communities it serves. By addressing gaps and fostering sustainability, the company ensures its interventions create a meaningful and lasting difference in the lives of beneficiaries.

The current impact assessment conducted for the Corporate Social Responsibility (CSR) initiatives pertains to the fiscal year 2022-23. This comprehensive evaluation covers various projects implemented across Rajasthan, Punjab, Uttarakhand, Haryana and Madhya Pradesh, with specific samples taken from Rajasthan and Haryana. By focusing on this period, CFCL aims to gain valuable insights into the effectiveness of its CSR programs during the year, identify areas for improvement, and ensure that its interventions continue to deliver meaningful and sustainable benefits to the communities they serve.

Further, CFCL strengthened its commitment to impactful CSR by onboarding KPMG Assurance & Consulting Services LLP to evaluate the outcomes of its initiatives. This collaboration underscores the company's dedication to maintaining transparency, improving program efficacy, and driving long-term positive change in the communities it supports.

The projects that have been covered under the impact assessment study for FY 2022-23 is provided below.





**Project Akshar - Preschool and School Education:** Focused on pre-school and school education in Rajasthan, Punjab, Haryana and Madhya Pradesh. This project aims to improve the quality of education and learning outcomes for children, ensuring they have a strong foundation for future academic success.



**Project Saksham - Technical and Vocational Education:** Aimed at technical and vocational education in Rajasthan. This initiative provides skill development and vocational training to youth, enhancing their employability and enabling them to secure better job opportunities.



**Project Saakar - Rural Development Initiative:** Concentrated on rural development in Rajasthan. This project focuses on improving infrastructure, promoting sustainable agricultural practices, and enhancing the overall quality of life in rural communities.



**Project Arogya - Healthcare and Sanitation Initiative:** Addressing healthcare and sanitation in Rajasthan, Haryana, Punjab and Madhya Pradesh. This initiative aims to improve access to healthcare services, promote hygiene and sanitation practices, and reduce the incidence of diseases in the target communities.



**Project Bhoomi - Environmental Sustainability, Animal Welfare and Soil Health:** Promoting environmental sustainability in Rajasthan, Haryana and Punjab. This project focuses on environmental conservation, afforestation, and promoting sustainable practices to protect and preserve natural resources.



**Promotion of Sports:** Encouraging the sports activities in Rajasthan. This initiative aims to identify and nurture sporting talent, provide training and facilities, and promote a culture of sportsmanship and physical fitness among youth.

The objective of this assignment is to analyze the impact generated amongst the community because of the multi-fold intervention by CFCL. An evaluation was conducted to determine the significance of the projects, including its effectiveness of design and project interventions, relevance, and sustainability of results and impact of the intervention on the target community. The assessment aims to evaluate the degree to which the program activities are translating into their intended impact and also highlight the final change/benefits accrued from it.

The listed objectives given below have been assessed with the desired outcome of the project in order to determine the evaluation framework. The objectives of the assignment have been to

- Undertake a thorough review of the data and information available about the program viz. the implementation model, status, intended/unintended benefits, etc.
- Develop an impact assessment framework and design data collection tools to gather feedback and information from various stakeholders through numerous interpersonal interactions
- Based on the decided framework, finalize key assumptions, parameters to be evaluated and benchmark / baseline values against which the impact is meant to be assessed.
- Develop an information analysis framework to analyze the information collected through these tools to recognize, highlight, and distinguish between the tangible and nontangible social benefits that

can be attributed to the program. Additionally create a comprehensive understanding of the program's direct and indirect impact on various stakeholders.

- Based on the findings, identify potential areas of improvement and make recommendations to further enhance the impact of the programs.

## Methodology

The approach adopted in the study to measure the impact of the programs was a pre-post program evaluation. This approach is dependent on the recall capacity of the respondents. Under this approach, the beneficiaries were enquired about conditions prior to the program intervention and after the program intervention. The difference ("Delta") helped in understanding the contribution of the program in improving the intended condition of the beneficiary. This approach at best can comment on the contribution of the program in improving the living standards though may not be able to attribute the entire changes to the program.

Further, KPMG utilized the widely recognized Organization for Economic Co-operation and Development - Development Assistance Committee (OECD - DAC) Framework to comprehensively evaluate the overall impact of the program, ensuring a structured analysis of its effectiveness, efficiency, sustainability, and broader outcomes.

The Organization for Economic Co-operation and Development (OECD) is an international organization established in 1961 to promote policies aimed at improving economic and social well-being worldwide. Its Development Assistance Committee (DAC) plays a vital role in shaping global development cooperation, setting standards, and fostering effective strategies for sustainable development.

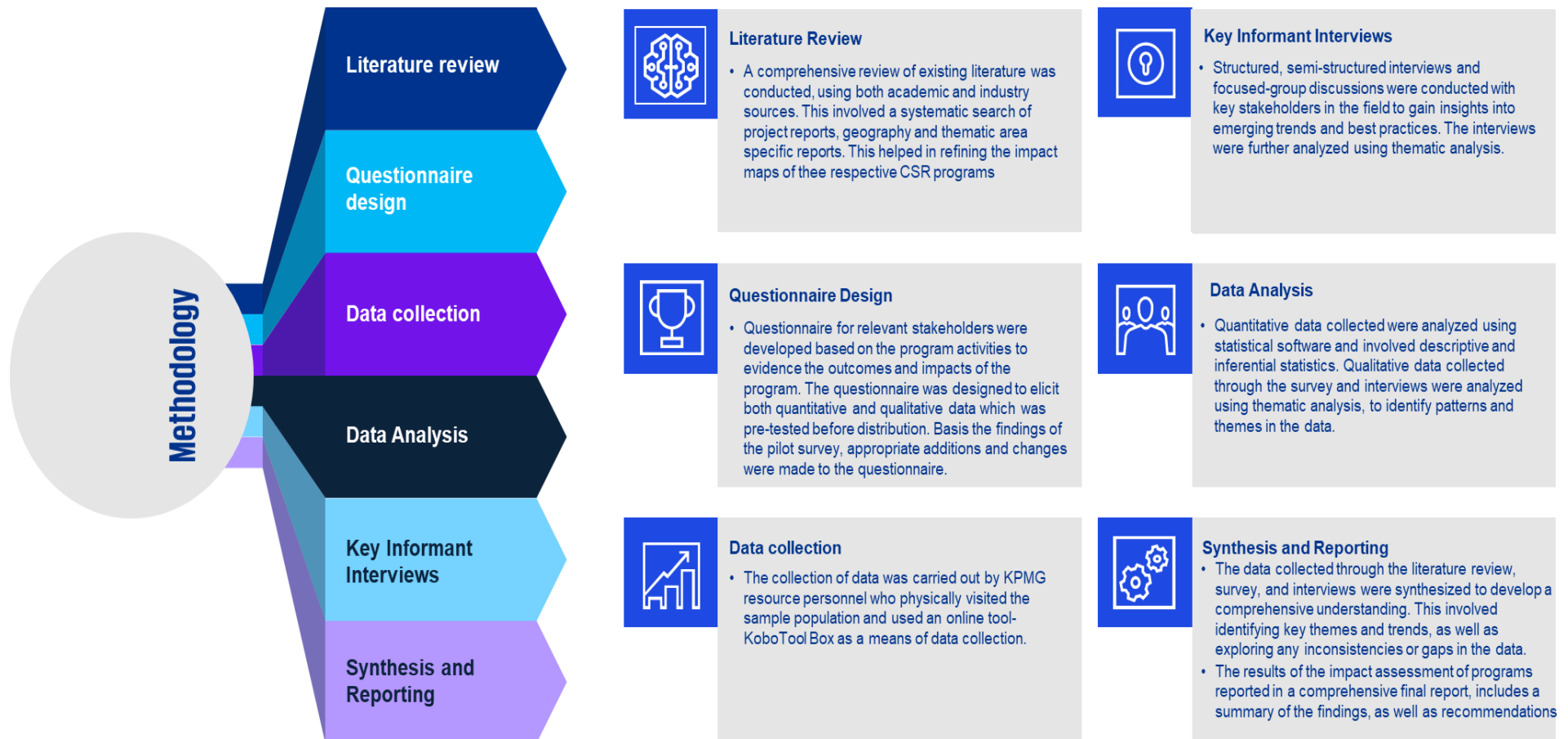
The OECD-DAC framework is widely utilized as a robust tool for evaluating and understanding various dimensions of development projects. This framework provides a structured approach to assess the effectiveness, which measures how well objectives are achieved; efficiency, which evaluates the optimal use of resources; impact, which examines the broader, long-term effects of interventions; and sustainability, which ensures that the benefits of the project endure over time. Organizations adopt the OECD-DAC framework to systematically identify strengths, address gaps, and enhance their contributions to social, economic, and environmental development. The programs assess on following pillars:

### OECD DAC pillars/evaluation criteria



Picture ii: OECD DAC Framework for Evaluation

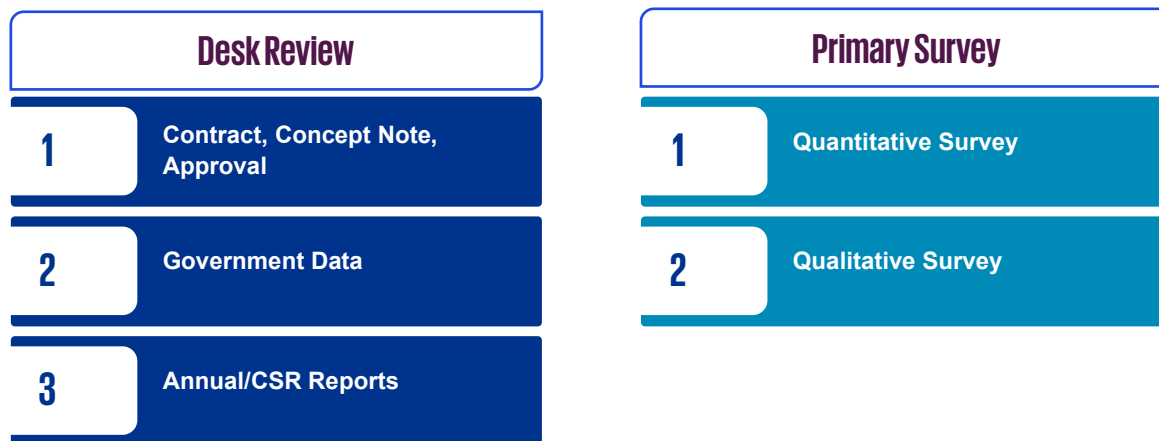
**KPMG undertook the following approach and methodology for assessing the impact of the CSR programs.**



Picture iii: Approach and methodology for assessing the impact of the CSR programs

## Data Collection Approach

The evaluation used a two-pronged approach to data collection; desk review and primary survey as outlined below. The desk review and the findings from the primary survey will be synthesized to create a piece of learning for incorporation and replicability in the future.



Picture iv: Data Collection Approach

### The tools developed by KPMG for the study included:

- A household survey tool developed to collect information from beneficiary households.
- A questionnaire schedule that was used to collect information from students from the schools.
- An In-depth Interview (IDI) guide was used for interviewing the relevant stakeholders and the project team.
- The IDI's enabled us to compare the data captured from the supply side of the project to the data captured from the beneficiaries.
- A Focus Group Discussion (FGD) guide was used for the focus group discussions, assessing the benefits received from the project inputs.

## Sampling Strategy

This section details the sample size and methodology adopted for selecting the respondents for the quantitative survey. The villages and respondents were finalised in consultation with CFCL.

- The sample was drawn from the type of programs
- Villages and respondents from Rajasthan and Haryana where the programs are being implemented were randomly selected.
- The overall sample size was computed based on 95% confidence interval and 7% margin of error for Project Akshar and Project Saksham. The remaining projects were computed based on 90% confidence interval and 7% margin of error.

## Quantitative Sample

Table 1: Quantitative sample for the study

| Project             | Thematic Area                                                           | States    | Sample size |
|---------------------|-------------------------------------------------------------------------|-----------|-------------|
| Project Akshar      | Pre-school and school education initiative                              | Rajasthan | 147         |
|                     |                                                                         | Haryana   | 49          |
| Project Saksham     | Technical and vocational education                                      | Rajasthan | 196         |
| Project Saakar      | Rural Development initiative                                            | Rajasthan | 139         |
| Project Arogya      | Healthcare and Sanitation                                               | Rajasthan | 104         |
|                     |                                                                         | Haryana   | 35          |
| Project Bhoomi      | Environmental Sustainability, Animal Welfare and Soil Health Initiative | Haryana   | 35          |
|                     |                                                                         | Rajasthan | 104         |
| Promotion of sports | Promotion of sports                                                     | Rajasthan | 139         |

## Qualitative Sample

Table 2: Qualitative sample for the study

| Projects                          | In-Depth Interviews         | Total IDIs | No. of FGDs                                                 |
|-----------------------------------|-----------------------------|------------|-------------------------------------------------------------|
| Project Akshar                    | School headmaster           | 6          | 4 (students and parents)                                    |
|                                   | Principal                   | 6          |                                                             |
|                                   | Teachers                    | 6          |                                                             |
|                                   | Anganwadi Workers           | 4          |                                                             |
| Project Saksham                   | Professors                  | 4          | 3 (academic group at the polytechnic, trainers, mobilizers) |
|                                   | Trainers                    | 8          |                                                             |
|                                   | Mobilizers                  | 2          |                                                             |
| Promotion of Sports               | Trainers                    | 3          | 1 (children)                                                |
| Project Saakar and Project Bhoomi | Sarpanch                    | 4          | 6 (men and women)                                           |
|                                   | Ward Members                | 3          |                                                             |
| Project Arogya                    | Medical Officers at the PHC | 2          | 6 (men and women)                                           |
|                                   | Specialist Doctors          | 1          |                                                             |
|                                   | Lab Technicians             | 1          |                                                             |
|                                   | Pharmacist                  | 1          |                                                             |

## Project Akshar- Pre-school and School Education initiatives

Research indicates significant disparities in the infrastructure of Government schools and Anganwadi centers across India. Many institutions face challenges such as inadequate classrooms, lack of basic amenities like toilets and drinking water, and insufficient educational resources<sup>6</sup>. These gaps hinder the delivery of quality education and affect the overall learning environment.

A study assessing the facilities at Anganwadi centers under the Integrated Child Development Services (ICDS) scheme highlighted several issues, including inadequate infrastructure, limited resources, and poor teacher-to-student ratios<sup>7</sup>. Similar challenges are observed in Government schools, where the lack of proper infrastructure and educational materials impacts the quality of education<sup>8</sup>.

Project Akshar, initiated by CFCL, aims to enhance the educational infrastructure and quality of education in Government schools and Anganwadi centers in the Kota and Baran districts of Rajasthan. This Corporate Social Responsibility (CSR) initiative focuses on upgrading existing facilities, promoting digital literacy, and delivering quality education to foster better learning outcomes.

The primary objectives of Project Akshar include:

- Infrastructure Development: Upgrading classrooms, toilets, and other facilities in Government schools and Anganwadi centers.
- Digital Literacy: Implementing digital and interactive SMART classes and providing computers to enhance digital learning.
- Quality Education: Ensuring the provision of necessary educational materials and resources to improve the overall learning environment.

During FY 2022-23, CFCL undertook various activities to achieve the objectives of Project Akshar. These activities included:

- Construction and Renovation: Building new classrooms and toilets and renovating existing structures in schools and Anganwadi centers.
- Procurement of Educational Resources: Providing dual desks, almirahs, tables, chairs, library shelves, STEM labs, fans, UPS, invertors, RO Water coolers and uniforms.
- Digital Initiatives: Setting up SMART classes and providing computers, fans, UPS, inverters, and RO water coolers.
- Support for Anganwadi Centers: Establishing new Anganwadi centers and renovating existing ones to create a conducive learning environment for young children.

The impact assessment for FY 2022-23 will evaluate the effectiveness of these interventions in improving the educational infrastructure and learning outcomes in the targeted regions. The assessment will consider various metrics, including the number of beneficiaries, improvements in infrastructure, and the enhancement of digital literacy and educational quality.

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<sup>6</sup> [IJNRD2408309.pdf](#)

<sup>7</sup> [assessment of facilities and services at Anganwadi centers under the Integrated Child Development Service scheme in Northeast District of Delhi, India | International Journal for Quality in Health Care | Oxford Academic](#)

<sup>8</sup> [JETIR2102301.pdf](#)



## Socio-Economic Profile

### School representation of the respondents

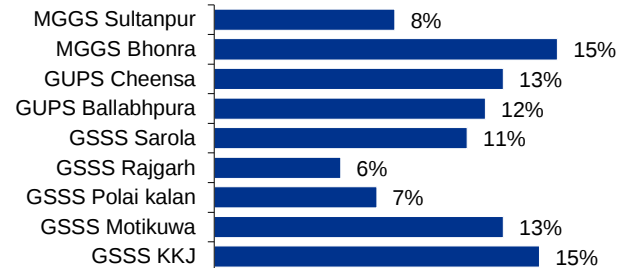


Figure 2: School representation of the respondents

### Academic representation of respondents

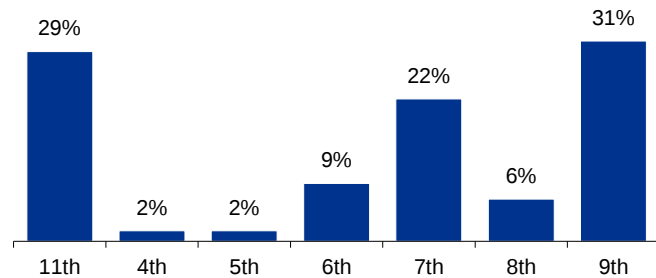


Figure 3: Academic representation of respondents



**14 Years**

Average Age of the Student Respondents



### Gender

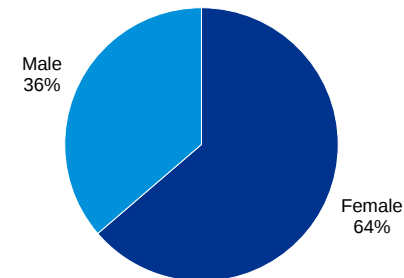


Figure 1: Gender of the respondents

The respondents come from a diverse range of schools located across Kota and Baran district. The study ensured that a diverse set of schools are selected across a larger geographic area and have a fairly equitable distribution.

The survey data reveals a significant gender disparity among the respondents, with 63.71% being female and 36.29% male. The average age of the student respondents is **14 years**. The survey primarily targeted middle to high school students, who are likely to benefit significantly from the infrastructure and educational improvements brought about by Project Akshar.

In similar lines the academic distribution was kept considering that maximum information is captured. The higher concentration of respondents in the higher grades, particularly in the 9th and 11th grades was preferred due to their increased ability to articulate the impact of the project on their educational experience.

The higher representation of female students, diverse school participation, and a focus on middle to high school students highlight the project's broad reach and potential for significant impact on the educational landscape in the Kota and Baran districts.

## Relevance

### Need for attainment of education

As per the Census 2011, 15% of the population of age 18 years completed only primary education in India. Only 17% of the population of age 18 years completed elementary/middle level, while 26% of the population completed senior secondary education. In Rajasthan, 17.0% of the population of age 18 studied till primary education, and another 17.0% completed elementary/middle level. Only 27% of the population of 18 years of age completed Senior secondary education. The underlying data represents Rajasthan as a low performing state in terms of foundational education promoted among adolescents.

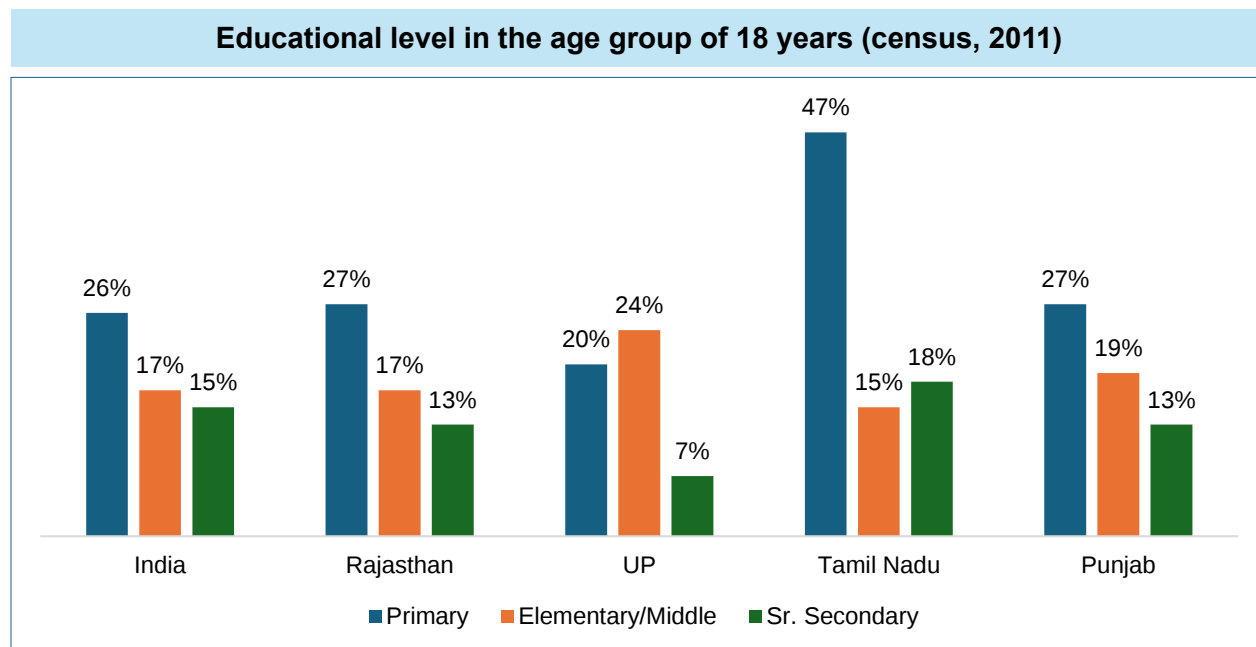


Figure 4: Educational level in the age group of 18 years (census, 2011)

Similar trends can be observed as per the NSS 75th round report on Household Social Consumption on Education in India (2018). The key insights are only 18.9% of the population of age 15 years and above completed only primary education in India, the figures stood at 17.5% for Rajasthan, compared to 14.8% for U.P, 19.5% for T.N, 14.3% for Haryana and 16% for Punjab.



**CFCL through project Akshar is addressing the need for free education**



**CFCL through project Akshar is addressing the need for the attainment of education among students**

## Quality of education

The availability of quality education has been a persistent problem in India. The recently conducted Annual Status of Education Report (ASER) survey 2021-22, reported that the learning levels among the children studying in primary and elementary classes has dropped down significantly. For instance, in Rajasthan, class 5th students who can read class 2 level decreased from 42.50% in 2016 to 39.10% in 2018 in government schools. In some states like Himachal Pradesh, it went down as low as to only 12.30% of children in class 5th could read properly when a book is given. Similarly, only about one third of the children could read words when it comes to arithmetic ability. Only one third could recognize numbers between 1 to 9 correctly. While some states have shown improvement, overall, the situation is still not up to the mark. Only 23.40% of the students in class 5th could carry out basic subtraction, while less than half could divide simple fractions. The report also highlighted that the rural school infrastructure was far below satisfactory levels, with 82% of the rural schools lacking renovation. The report also concluded that in most of the schools, there was no electricity.

This scenario demands holistic interventions that improve the quality of education in the country. CFCL, through its school and AWC interventions, has been filling all the gaps and also ensuring quality education for all its students through activity-based learning. The schools also ensure there are functional school infrastructure with adequate learning resources, hence driving up evaluation performance to extremely satisfactory levels.



**CFCL through project Akshar keeps quality of education at the forefront**

## Anganwadi Centres (AWCs) for early childhood development

AWCs play a pivotal role in the early childhood education and development landscape of India. However, the effectiveness of these centres is often hampered by inadequate infrastructure, which can significantly impact the quality of services provided. CFCL's interventions in improving the infrastructure of Anganwadi centres are not only relevant but crucial for enhancing the overall development and learning outcomes of children in these regions.

Early Childhood Education is critical for cognitive, social, and emotional development. Studies have shown that AWCs equipped with adequate infrastructure, including educational toys, books, and learning materials, can lay a robust foundation for future academic accomplishments.

AWCs are also responsible for providing health and nutrition services. Poor infrastructure can hinder the delivery of these essential services, affecting children's health and nutritional status. The Poshan Tracker application, which monitors AWCs, has revealed that many centres lack basic amenities such as clean



**CFCL through project Akshar improves the quality of services in AWCs, providing better nutrition and educational resources.**

drinking water and sanitation facilities<sup>9</sup>. Further, it is reported that under the Saksham Anganwadi scheme, 2 lakh AWCs are to be upgraded with improved infrastructure, highlighting the widespread need for such interventions.

## Coherence

CFCL's CSR interventions in educational development through Project Akshar align with both national priorities on education as well as with the Sustainable Development Goals (SDGs). The SDGs include Goal 4: Quality Education and Goal 10: Reduced Inequalities. It also aligns with the objectives under the Right to Education Act and the National Education Policy.

Table 3: Project Akshar's coherence to SDGs

| SDG                                                                                 | SDGs target                                                                                                                                                                                                  | How is it aligned?                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | <b>Target 4.1:</b> By 2030, ensure that all girls and boys complete free, equitable, and quality primary and secondary education leading to relevant and effective learning outcomes.                        | Project Akshar focuses on upgrading infrastructure in Government schools and Anganwadi centers, providing digital literacy tools, and ensuring quality education, which directly contributes to achieving this target. |
|                                                                                     | <b>Target 4.2:</b> By 2030, ensure that all girls and boys have access to quality early childhood development, care, and pre-primary education so that they are ready for primary education.                 | The project's initiatives in Anganwadi centers aim to improve early childhood education and development, ensuring children are well-prepared for primary education.                                                    |
|                                                                                     | <b>Target 4.a:</b> Build and upgrade education facilities that are child, disability, and gender-sensitive and provide safe, non-violent, inclusive, and effective learning environments for all.            | CFCL's interventions include constructing and renovating classrooms, toilets, and other facilities to create safe and inclusive learning environments.                                                                 |
|  | <b>Target 10.2:</b> By 2030, empower and promote the social, economic, and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion, or economic or other status. | By improving educational infrastructure and access to quality education in underprivileged areas, Project Akshar promotes social inclusion and reduces educational inequalities.                                       |

<sup>9</sup> [Press Release: Press Information Bureau](#)



Nearly all stakeholders consulted were of the opinion that the project aligns with national goals of India when it comes to education. The interventions are seen as crucial steps towards achieving the broader objectives of the Right to Education Act and the National Education Policy, ensuring that children in the Kota and Baran districts receive quality education and a conducive learning environment.

## Effectiveness



Project Akshar, initiated by CFCL, aims to enhance the educational infrastructure and quality of education in Government schools and AWC in the Kota and Baran districts of Rajasthan. The project's effectiveness has been assessed through a survey conducted with respondents from government primary schools. The following narrative provides a detailed analysis of the survey data, demonstrating the project's positive impact on the educational environment and learning outcomes.

## Importance of School Renovation

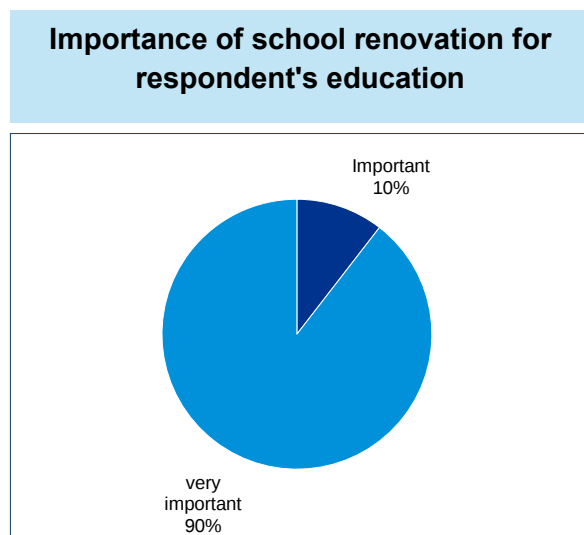


Figure 5: Importance of school renovation for respondent's education



89.52% of respondents rated school renovation as "very important" and 10.48% rated it as "important" for their education. Further, the survey results show that 99% of respondents believe that the facilities at their school have improved because of Project Akshar. This high percentage reflects the tangible benefits of the project's interventions in upgrading classrooms, toilets, and other essential facilities.

This overwhelming consensus underscores the critical role that improved infrastructure plays in enhancing the learning environment and educational experience for students. Improved infrastructure directly impacts the learning environment by providing enhanced comfort and safety, better learning resources, increased engagement, and improved health and hygiene.

The survey data provides strong evidence that school renovation is a critical factor in enhancing the educational experience for students. The high percentage of respondents who rated school renovation as "very important" or "important" underscores the significant impact that improved infrastructure has on the learning environment, student engagement, health, and overall educational outcomes. CFCL's interventions through Project Akshar in renovating and upgrading school facilities are therefore highly relevant and effective in creating a better educational experience for students in the Kota and Baran districts.

## Cleanliness and maintenance

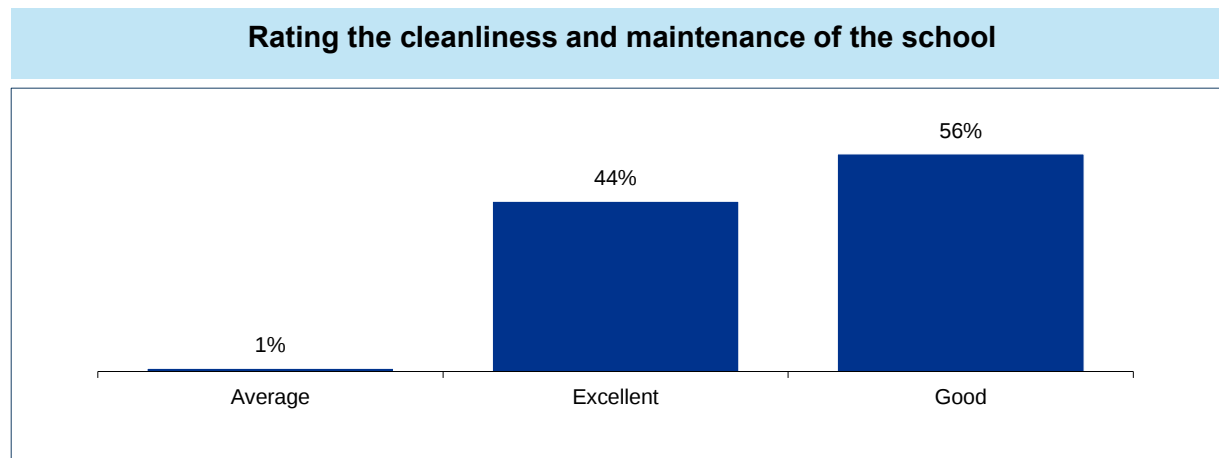


Figure 6: Rating the cleanliness and maintenance of the school

Respondents rated the cleanliness and maintenance of their schools which saw 43.55% respondents rated the cleanliness as "excellent" while 55.65% rated it as "good". Only 0.81% rated it as "average". These ratings indicate that the project's efforts in maintaining and cleaning the school facilities have been highly effective, ensuring a conducive learning environment.

## Availability of learning materials

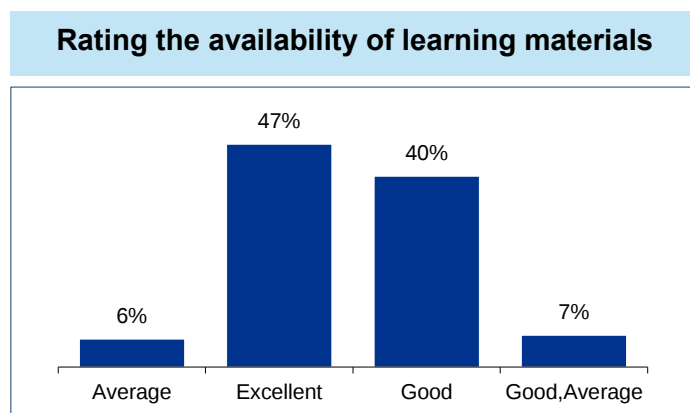


Figure 7: Rating the availability of learning materials

The study enquired on the learning materials provided by CFCL. Respondents were asked to rate the availability of learning materials. The study found that 47.06% respondents rated it as "excellent" while 40.34% rated it as "good". Only 5.88% rated it as "average".

These ratings suggest that the provision of educational resources under Project Akshar has been highly effective, ensuring that students have access to the necessary materials for their studies.

## Participation in extracurricular activities

The study also considered the student participation in extracurricular activities. It was found that 43.90% of respondents "always" participated in extracurricular activities. This was followed by 37.40% respondents who stated that participated "most of the time." 17.07% stated that they participated "sometimes". Only 1.63% stated that they participate "rarely" or "never."

### Respondent's participation level in extracurricular activities

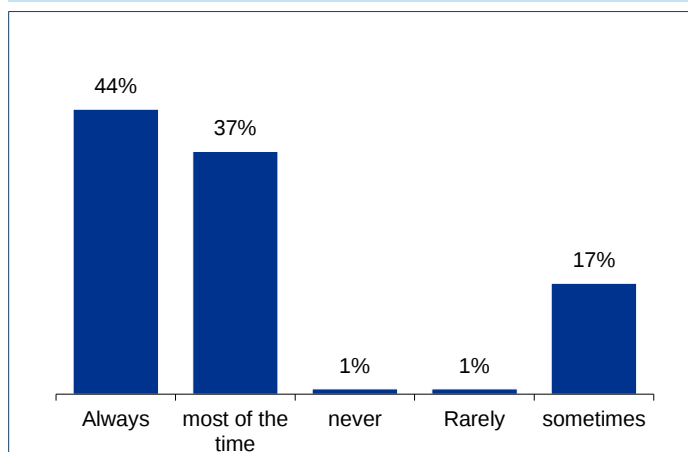
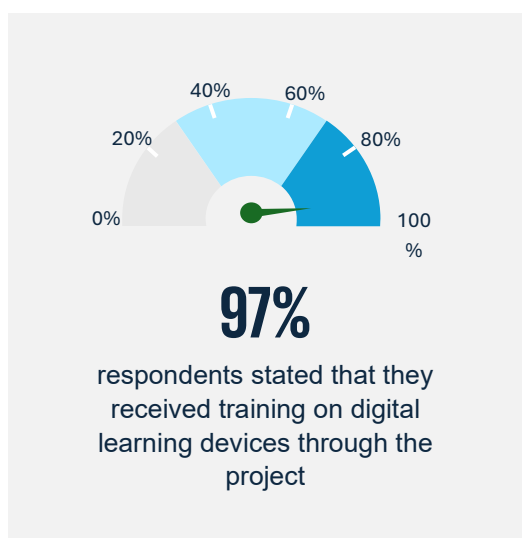


Figure 8: Respondent's participation level in extracurricular activities

This high level of participation suggests that the improved infrastructure and resources have created a more engaging and supportive environment for students to explore and develop their interests beyond academics.

### Enhancement of digital skills

Project Akshar's focus on digital literacy has also shown significant results:



97% of respondents stated that they received training on digital learning devices through the project. 99% of respondents reported that their digital skills have improved because of the project.

The high percentage indicates that the project has been successful in providing widespread access to digital literacy training. The training likely included the use of computers, tablets, and other digital tools, which are essential for modern education. By ensuring that nearly all students received this training, Project Akshar has made significant strides in bridging the digital divide and preparing students for a technology-driven world.

Further, the enhancement of digital skills includes a range of competencies such as basic computer operations, internet navigation, use of educational software, and digital communication. These skills are crucial for students to succeed in today's digital age, where technology is integral to both education and future employment opportunities.

From our qualitative discussions with school teachers and principal and the CSR team, it may be concluded that the inclusion of digital literacy has multi-facet outcomes.

The findings highlight the project's success in equipping students with essential digital skills, preparing them for the demands of the modern educational landscape. The ability to use digital tools effectively can enhance learning in several ways:

1. **Access to information:** Students that are genuinely interested are able to access an array of educational resources online, including e-books, research articles, and interactive learning platforms. This access broadens their knowledge base and supports self-directed learning.
2. **Interactive learning:** Digital tools enable interactive and engaging learning experiences. For example, educational software and apps can provide interactive exercises, simulations, and games that make learning more enjoyable and effective.
3. **Collaboration and communication:** Digital skills have facilitated collaboration and communication among students and teachers.
4. **Preparation for future careers:** Proficiency in digital skills is essential for most modern careers. By equipping students with these skills, Project Akshar is preparing them for future job markets, where digital literacy is often a prerequisite.

### Perception of digital learning trainings and workshops

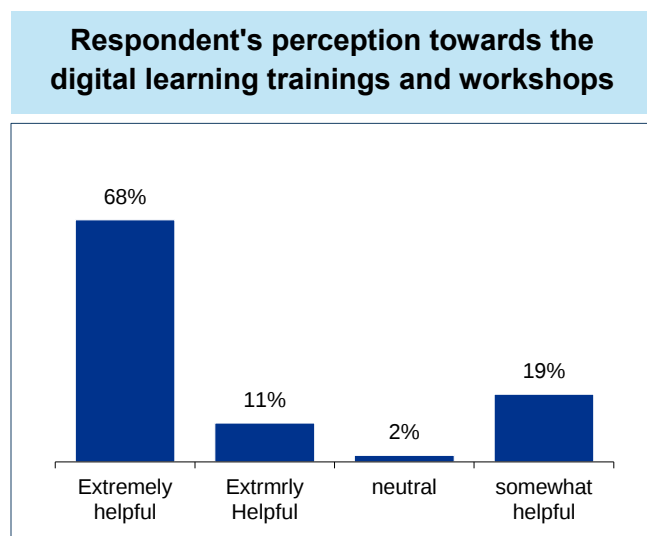


Figure 9: Respondent's perception towards the digital learning trainings and workshops

Respondents' perceptions of the digital learning trainings and workshops were overwhelmingly positive. 68.18% of the respondents found them "extremely helpful". 19.09% found them "somewhat helpful". Only 1.82% were "neutral."

This positive feedback indicates that the digital initiatives under Project Akshar have been well-received and effective in enhancing students' learning experiences.

## School facilities

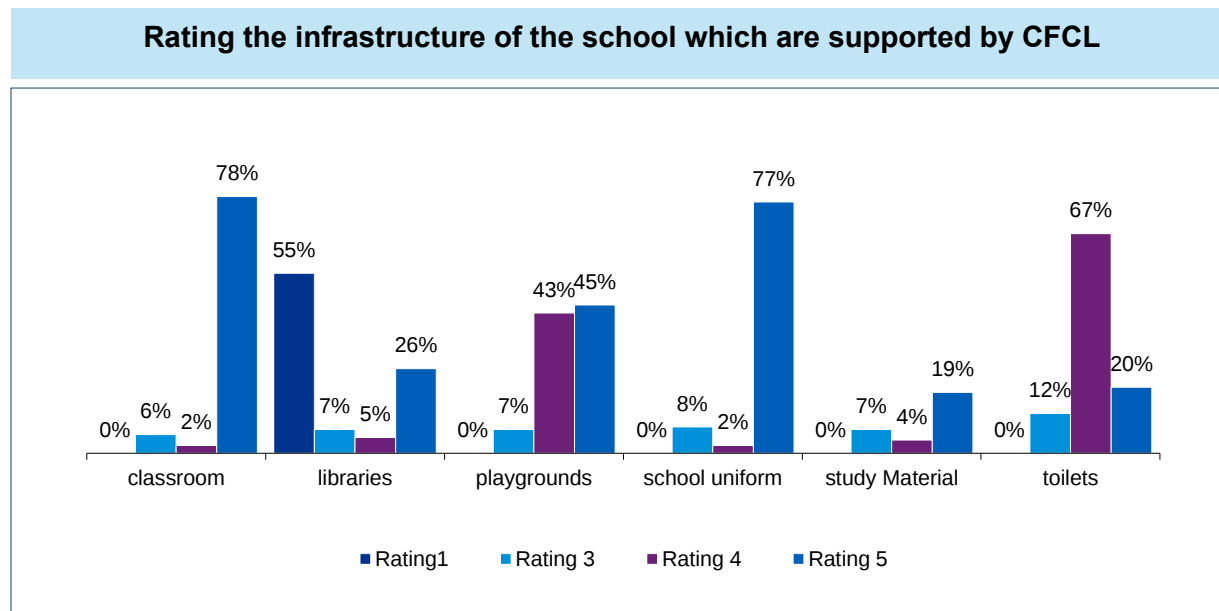


Figure 10: Rating the infrastructure of the school which are supported by CFCL

The study conducted as part of the impact assessment for Project Akshar included a detailed evaluation of various school facilities. Respondents were asked to rate the facilities on a scale, and the results provide valuable insights into the effectiveness of the project's interventions.

The high percentage of respondents rating classrooms as "excellent" indicates that the renovations and upgrades to classroom infrastructure have been highly successful. This includes improvements in seating arrangements, lighting, ventilation, and overall classroom environment, which are crucial for creating a conducive learning atmosphere.

The ratings for libraries suggest that the project has made notable improvements in this area, but further enhancements could be beneficial. Well-equipped libraries are vital for fostering a reading culture and providing students with access to a wide range of educational resources.

The high ratings for playgrounds reflect the project's success in creating safe and engaging outdoor spaces for students. Playgrounds are important for physical development, social interaction, and overall well-being of students.

The detailed ratings of school facilities provide strong evidence of the effectiveness of Project Akshar in enhancing the educational infrastructure in government primary schools. The high percentages of "excellent" and "good" ratings across various facilities demonstrate the project's success in creating a better learning environment for students. These improvements are likely to have a positive impact on students' academic performance, health, and overall well-being, further validating the relevance and effectiveness of CFCL's interventions under Project Akshar.

## Improvements in Anganwadi Centres

Project Akshar has made significant strides in enhancing the infrastructure and overall environment of Anganwadi centres in the Kota and Baran districts of Rajasthan. The impact of these improvements has

been assessed through interviews with Anganwadi workers and focus group discussions (FGDs) with mothers of children enrolled in these centres. The following section provides a detailed narrative of the key insights gathered from these assessments, highlighting the positive changes brought about by CFCL's interventions.

**Enhanced infrastructure and inclusivity-** One of the most notable improvements reported by both Anganwadi workers and mothers is the enhancement of infrastructure. The centres now boast better facilities, including the construction of toilets, which were previously lacking. This development has made the centres more inclusive and accessible, particularly for young girls and children with disabilities. The availability of clean and functional toilets has significantly improved hygiene and sanitation, contributing to a healthier environment for the children.

**Improved study and playing materials-** CFCL's interventions have also led to the provision of better study and playing materials at the Anganwadi centres. These materials include educational toys, books, and learning aids that are crucial for early childhood development. The availability of such resources has enriched the learning experience, making it more engaging and effective. Children now have access to a variety of tools that stimulate their cognitive and motor skills, fostering a more holistic development.

**Better utilization of space-** While nutrition services were already in place, the improvements in infrastructure have enhanced the spaces where children spend their time. The renovated centres now offer a more conducive environment for both learning and play. The better utilization of space ensures that children can engage in various activities comfortably and safely. This improvement has been particularly appreciated by the mothers, who feel more confident about the well-being of their children while they are at the centre.

**Increased trust and participation-** The majority of mothers reported that they bring their children to the Anganwadi centres in the morning and pick them up at the end of the day. This routine indicates a high level of trust in the centres' ability to provide a safe and nurturing environment for their children. The improvements in infrastructure and resources have likely contributed to this trust, encouraging more mothers to utilize the services offered by the Anganwadi centres.

**Impact of CFCL's interventions-** The improvements made by CFCL through Project Akshar have had a profound impact on the Anganwadi centres and the communities they serve. The enhanced infrastructure, better study and playing materials, and improved utilization of space have collectively created a more supportive and effective environment for early childhood development. These changes have not only benefited the children but have also provided peace of mind to the parents, particularly the mothers, who rely on these centres for their children's care and education.

The positive feedback from Anganwadi workers and mothers highlights the relevance and effectiveness of CFCL's interventions. By addressing critical gaps in infrastructure and resources, Project Akshar has significantly improved the quality of services provided by the Anganwadi centres, contributing to better developmental outcomes for the children in the Kota and Baran districts.

## Conclusion

CFCL's efforts in improving the infrastructure and resources of Anganwadi centres have yielded substantial benefits, as evidenced by the feedback from Anganwadi workers and mothers. The project's focus on creating inclusive, well-equipped, and safe environments has enhanced the overall quality of early childhood education and care. These improvements are crucial for the holistic development of children and underscore the importance of continued investment in early childhood infrastructure and resources.

## Efficiency

Project Akshar, spearheaded by CFCL, aims to enhance the educational infrastructure and quality of education in Government schools and Anganwadi centers in the Kota and Baran districts of Rajasthan. The project has been implemented through CFCL's non-profit wing, KKBMS, in collaboration with various NGO partners.

### Scope of work and implementation

The scope of work for the implementing partners included community mobilization for both Anganwadi centers and Government schools. Key activities encompassed conducting regular classes, organizing community meetings, ensuring maximum enrollment, distributing study materials, and establishing libraries and reading centers. The comprehensive approach ensured that all aspects of educational development were addressed, from infrastructure improvements to community engagement.

### Activities performed in FY 2022-23

During the assessment year of FY 2022-23, a wide range of activities were performed under Project Akshar. These activities included:

| Construction and Renovation                                                                                                                                                                | Procurement of Educational Resources                                                                                                                                                                                                       | Community Mobilization and Engagement                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• New Classrooms</li> <li>• New Toilets</li> <li>• New Anganwadi centers</li> <li>• Renovation of existing schools and Anganwadi centers</li> </ul> | <ul style="list-style-type: none"> <li>• Dual desks, almirahs, tables, chairs, library shelves, and STEM labs</li> <li>• Computers and SMART classes</li> <li>• Essentials like Uniforms, fans, UPS, inverters, RO water cooler</li> </ul> | <ul style="list-style-type: none"> <li>• Organizing Regular community meetings and monthly mothers' meetings</li> <li>• Conducting awareness sessions, health programs, and extracurricular activities</li> </ul> |

### Timely implementation

The project was executed within the stipulated timeframe, ensuring that all planned activities were completed on schedule. The timely implementation of construction, renovation, and procurement activities ensured that the benefits of the project could be realized without delay. This efficiency in execution is a testament to the effective coordination and management by CFCL, KKBMS, and their NGO partners.

### Impact and outcomes

The efficient implementation of Project Akshar has led to significant improvements in the educational infrastructure and quality of education in the targeted regions. Key outcomes include:

- Enhanced learning environments with better classrooms, toilets, and study materials.
- Increased digital literacy through the provision of computers and SMART classes.
- Improved community engagement and participation in educational activities.
- Better health and hygiene standards in schools and Anganwadi centers.

## Conclusion

Project Akshar has been efficiently implemented, with CFCL, KKBMS, and their NGO partners successfully executing a wide range of activities within a limited budget and timeframe. The project's comprehensive approach, effective use of resources, and timely execution have resulted in significant improvements in the educational infrastructure and quality of education in the Kota and Baran districts. The positive outcomes of the project underscore the efficiency and effectiveness of CFCL's interventions, making a substantial impact on the educational experiences and future prospects of the children in these regions.

## Impact

Project Akshar, initiated by CFCL, aims to enhance the educational infrastructure and quality of education in Government schools and Anganwadi centers in the Kota and Baran districts of Rajasthan. The impact parameters for the study provides valuable insights into the impact of the interventions and their influence on the educational experiences and outcomes of the beneficiaries.

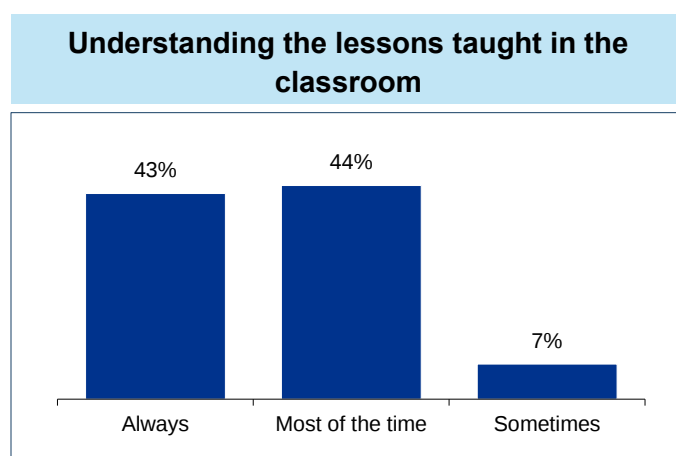


Figure 11: Understanding the lessons taught in the classroom

learning outcomes among students. The high percentage of students who consistently understand their lessons reflects the effectiveness of the teaching methods and the conducive learning environment created by Project Akshar.

### Understanding the lessons taught in the classroom

The findings indicates that a significant majority of respondents have a positive understanding of the lessons taught in the classroom. **42.74%** of respondents stated that they "always" understand the lessons. **44.35%** mentioned that they understand the lessons "most of the time" Only **7.26%** indicated that they "sometimes" understand the lessons.

These findings suggest that the improvements in educational infrastructure and resources have contributed to better comprehension and

## Improvement in academic performance

**98%** of the student respondents stated that they had observed an improvement in their academic performance



A remarkable **98%** of student respondents stated that they had observed an improvement in their academic performance since the implementation of Project Akshar. This near-universal acknowledgment of academic improvement underscores the project's

success in creating an environment that supports effective learning and academic excellence.

## Key outcomes



### Infrastructure development

The construction of new classrooms and toilets, along with the renovation of existing facilities, has created a more comfortable and conducive learning environment. These improvements have likely contributed to the high ratings for the overall quality of education and the understanding of lessons.



### Digital literacy

The introduction of SMART classes and the provision of computers have significantly improved digital literacy among students. The high percentage of respondents who reported an improvement in their digital skills highlights the project's success in preparing students for the demands of the modern educational landscape.



### Provisions of learning materials

The availability of better study materials and educational resources has enhanced the learning experience for students. The positive ratings for the overall quality of education and the improvement in academic performance can be attributed to the access to these resources.



### Community engagement

The active involvement of community members, parents, and teachers through regular meetings and awareness sessions has fostered a supportive educational environment. This engagement has likely contributed to the high levels of understanding of lessons and the overall positive impact on academic performance.

The impact assessment of Project Akshar provides compelling evidence of the project's success in enhancing the educational infrastructure and quality of education in the Kota and Baran districts. The high ratings for the overall quality of education, the significant improvement in academic performance, and the positive understanding of lessons taught in the classroom all underscore the effectiveness of CFCL's interventions. Project Akshar has made a substantial and positive impact on the educational experiences and future prospects of the students in these regions, demonstrating the value and relevance of continued investment in educational development.

## Sustainability

### Sustained student engagement and motivation

**100%**

of the student respondents stated that they enjoy studying in the school



The study findings indicate a high level of student engagement and motivation:

**56.45%** of students are "always" motivated to attend school.

**29.84%** are motivated "most of the time."

Only a small percentage (1.61%) reported "never" or "rarely" being motivated.

These findings suggest that the improvements made under Project Akshar have created a positive and engaging learning environment, which is crucial for sustaining student interest and attendance. The high levels of motivation and enjoyment among students indicate that the project's benefits are likely to be long-lasting.

### Level of motivation among students to attend the school

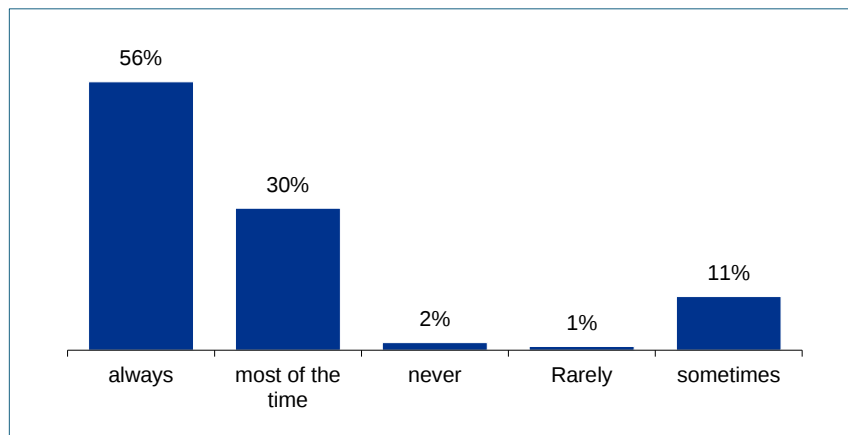


Figure 12: Level of motivation among students to attend the school

### Community and institutional ownership

One of the key strategies for ensuring the sustainability of Project Akshar has been the active involvement of the community and school administration. CFCL has worked closely with various stakeholders to build a sense of ownership and responsibility for the project's outcomes.

#### 1. Convergence with school administration:

- CFCL has collaborated with school administrations to ensure that the improvements made are maintained and utilized effectively. This partnership has included regular meetings, capacity-building sessions, and the establishment of maintenance protocols.

- By involving school principals and teachers in the planning and implementation process, CFCL has ensured that the interventions align with the specific needs and priorities of each school. This alignment has fostered a sense of ownership among school staff, who are now more invested in maintaining the improvements.

#### 2. Capacity building of AWC workers and helpers:

- CFCL has focused on building the capacity of Anganwadi workers and helpers through training programs and workshops. These sessions have equipped them with the skills and knowledge needed to effectively manage the improved facilities and deliver quality early childhood education.
- The enhanced capabilities of Anganwadi staff ensure that the benefits of the project are sustained over time, as they are better prepared to handle day-to-day operations and address any challenges that may arise.

#### 3. Liaison with the education department:

- CFCL has liaised with the education department to ensure that the ownership of the infrastructure and support provided is formally transferred to the school administration. This formalization of ownership helps to institutionalize the improvements and integrate them into the regular functioning of the schools.
- The education department's involvement also ensures that there is continued oversight and support for the schools, further enhancing the sustainability of the project's outcomes.

## Positive feedback from stakeholders

The qualitative study conducted as part of the impact assessment revealed positive feedback from schoolteachers and principals. They expressed strong support for CFCL's CSR initiatives and highlighted the alignment of these activities with the needs of their schools. Key points from the feedback include:

- Teachers and principals noted that the improvements made under Project Akshar have addressed critical gaps in infrastructure and resources, significantly enhancing the learning environment.
- They appreciated the responsiveness of CFCL's CSR team, who have been proactive in addressing the specific requests and needs of the schools.
- The positive relationship between CFCL and the school administration has fostered a collaborative approach to problem-solving and continuous improvement.



Project Akshar's sustainability is underpinned by several key factors, including high levels of student engagement, strong community and institutional ownership, and positive feedback from stakeholders. CFCL's strategic approach to building capacity, fostering partnerships, and ensuring formal ownership of improvements has created a solid foundation for the long-term success of the project. The sustained motivation and enjoyment among students, coupled with the active involvement of school administrations and Anganwadi staff, indicate that the benefits of Project Akshar will continue to positively impact the educational landscape in the Kota and Baran districts for years to come.

## Project Saksham- Technical and Vocational Education

India stands at a significant demographic juncture, with approximately 63% of its populace falling within the working-age bracket of 15-59 years.<sup>10</sup> This demographic dividend, a term denoting the economic growth potential that can result from shifts in a population's age structure, is expected to peak around the year 2041 when the working-age population is projected to constitute 59% of the total population.<sup>11</sup> However, to harness this potential for substantial economic progress, it is imperative to ensure a workforce that is not only adequately skilled but also has access to gainful employment opportunities, education, vocational training, and comprehensive healthcare services.

Recent statistics from the Centre for Monitoring Indian Economy (CMIE) indicate a concerning decline in labor force participation among the 15-59 age group, with the rate dropping to 39.5% in 2022-23 from 47% in 2016-17. This translates to more than half of the potential working-age population being actively employed.<sup>12</sup> This scenario underscores the urgent need for the creation of new employment opportunities and the enhancement of skill levels to improve the employability of the youth.

Even though 42.1% of the youth are engaged in the labor market, there exists a pronounced gender disparity. The labor force participation rate for men stands at 63.1%, in stark contrast to a mere 19.7% for women in urban areas.<sup>13</sup> This disparity is largely attributable to entrenched patriarchal structures and gender inequities, which result in three out of every four Indian women not participating in any recognized economic activities. In such a context, where a significant proportion of the youth is excluded from formal labor participation, the realization of India's demographic potential remains a formidable challenge.

It is with this notion to give unemployed youth, from disadvantaged and lesser privileged backgrounds, the right skills that can provide them with a better means of livelihood and improve their socio-economic status, CFCL invest its CSR resources in various government and skilling infrastructures through initiatives that aims to provide skill development training to youth, making them more employable and to improve their socio-economic conditions.

CFCL over the years have been instrumental in improving the infrastructure and quality of training and education provided in various Government Industrial Training Institutes (ITIs), Polytechnic college, Baran and Chambal Fertilisers Skill Institute. CFCL's support to these institutions through physical infrastructure, training modules, certification and soft skills have been instrumental in promoting skilling and upskilling among the youth.

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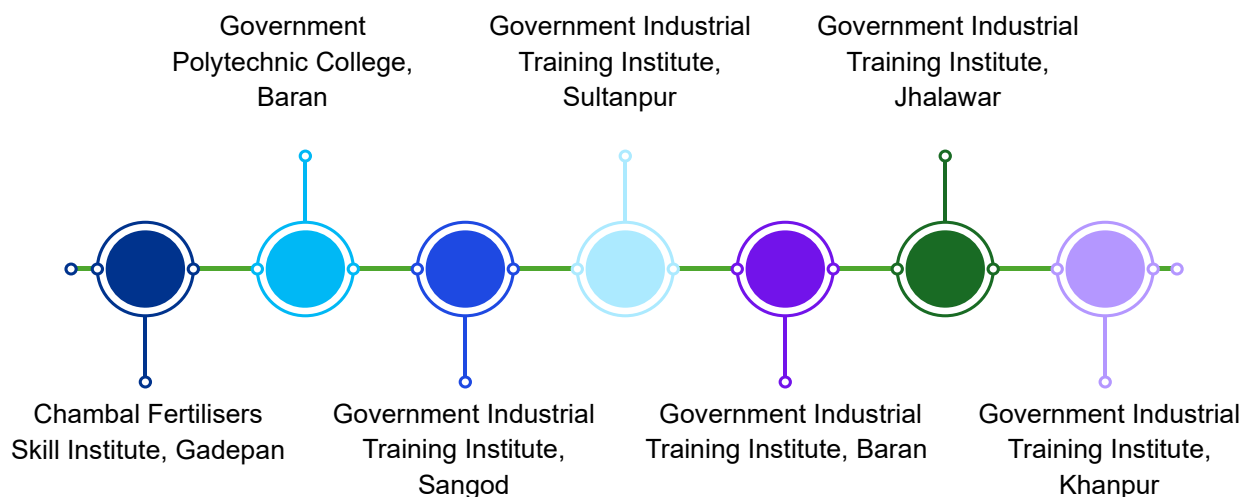
<sup>10</sup> [Only half of India's working-age population works, most still in agriculture, shows ILO report \(theprint.in\)](https://theprint.in/news/only-half-of-india-working-age-population-works-most-still-in-agriculture-shows-ilo-report/784848/)

<sup>11</sup> [Inclusive India 2047: Empowering the Demographic Dividend - BusinessToday](https://www.businesstoday.in/story/inclusive-india-2047-empowering-the-demographic-dividend/1084848)

<sup>12</sup> CMIE

<sup>13</sup> [Trends in youth employment in India: 2017-18 to 2022-23 – CEDA \(ashoka.edu.in\)](https://www.ashoka.edu.in/trends-in-youth-employment-in-india-2017-18-to-2022-23)





Picture v: Institutions under Project Saksham

## Socio-Economic Profile

The study investigates the socio-demographic characteristics, current job status, age, and other relevant attributes of respondents involved in the skilling programs. By providing a detailed profile of the participants, this assessment aims to understand the broader impact of the initiatives. The analysis also examines the implications of the program on the OECD-DAC framework, focusing on its potential to enhance workforce skills and contribute to sustainable economic development. This introductory overview sets the stage for a deeper exploration of the CSR program's effectiveness and its role in achieving global development objectives.

### District bifurcation of the respondents

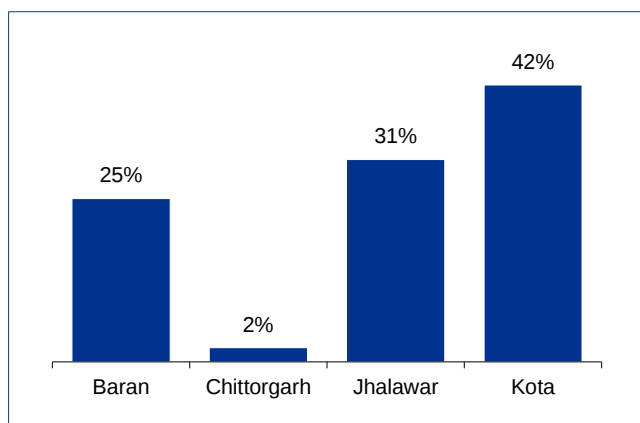


Figure 13: District bifurcation of the respondents

The respondents are distributed across four districts, with the majority coming from Kota (42.16%), followed by Jhalawar (30.81%), Baran (24.86%), and Chittorgarh (2.16%).

Given that CFCL's interventions in technical and vocational education is not limited to Kota, the study catered to beneficiaries across multiple districts. Given the outreach of CFCL's interventions, the study saw trained candidates from the assessment year (FY 2022-23) participating the impact assessment study from multiple location.

The caste distribution among the respondents shows a significant representation of Other Backward Classes (OBC) at 65.95%, followed by

General category (15.68%), Scheduled Castes (SC) at 13.51%, and Scheduled Tribes (ST) at 4.86%. The study underscores the inclusive nature of CFCL's programs, aiming to uplift marginalized communities and provide them with better livelihood opportunities. By providing skill development opportunities to OBCs,

### Caste profile of the respondents

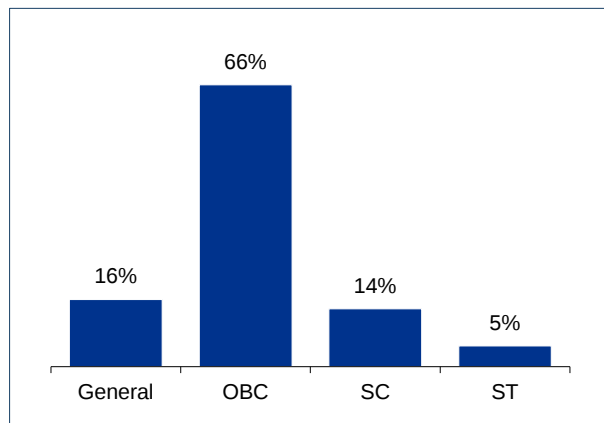
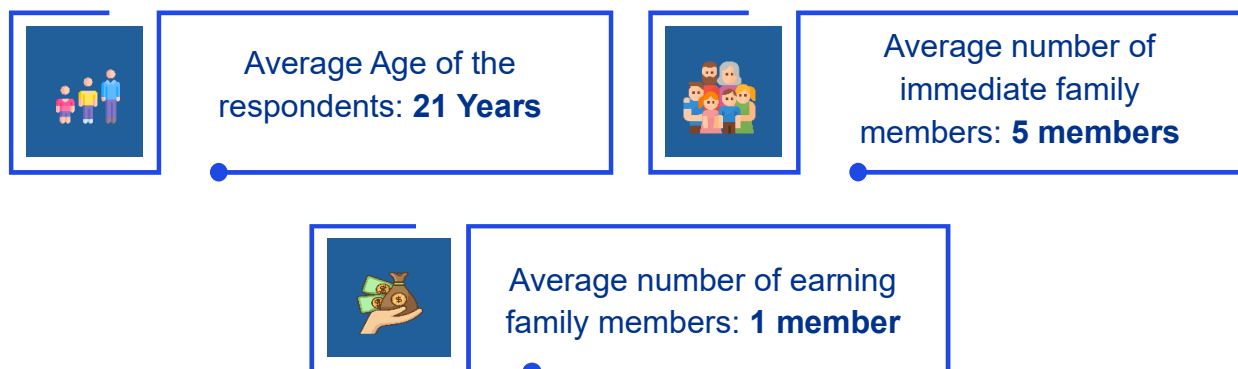


Figure 14: Caste profile of the respondents

SCs, and STs, CFCL is addressing systemic socio-economic disparities and promoting social equity. These efforts are essential for fostering sustainable development and improving the quality of life for all community members.

The average age of the respondents is 21 years, representing the young demography that stands to benefit significantly from skill development initiatives. Young individuals are more adaptable and open to learn new skills, making them ideal candidates for vocational and technical training educational programs. By equipping them with relevant skills, CFCL's initiatives can enhance their employability, enabling them to secure better job opportunities and contribute more effectively to the

economy.



On average, respondents have five immediate family members, with only one earning member per family. This highlights the economic pressure on single earners and the potential impact of skilling programs in

### Monthly household income of the respondents

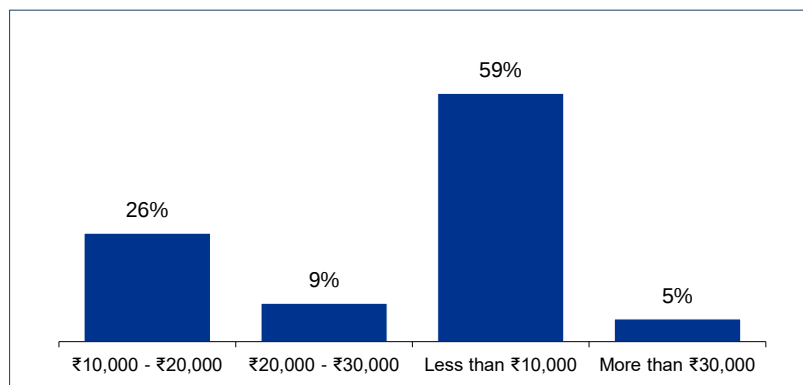


Figure 16: Monthly household income of the respondents

improving household incomes. The reliance on a single earning member highlights the economic pressure faced by these families. With only one person generating income, any disruption in employment or income can have severe consequences for the entire household. This situation underscores the importance of diversifying income sources and improving the earning potential of other family members.

More than half of the respondents (59.46%) have a monthly household income of less than ₹10,000, followed by 25.95% earning between ₹10,000 and ₹20,000. Only a small fraction earns more than ₹30,000 (5.41%). These statistics reveal the economic challenges faced by the respondents and the critical need for interventions to enhance their earning potential. Largely this may draw attention towards challenges of the community towards-

- **Limited employment opportunities:** Many respondents are engaged in low-paying, informal jobs with little job security. The lack of stable employment opportunities limits their ability to improve their economic situation.
- **Educational barriers:** Limited access to quality education restricts the ability of individuals to acquire the skills needed for better-paying jobs. This creates a cycle where low income leads to limited educational opportunities, which in turn perpetuates low income.
- **Healthcare access:** Low-income households often struggle to afford healthcare, leading to poor health outcomes that can further hinder their economic prospects. Health emergencies can deplete savings and push families deeper into poverty.

### Educational qualifications

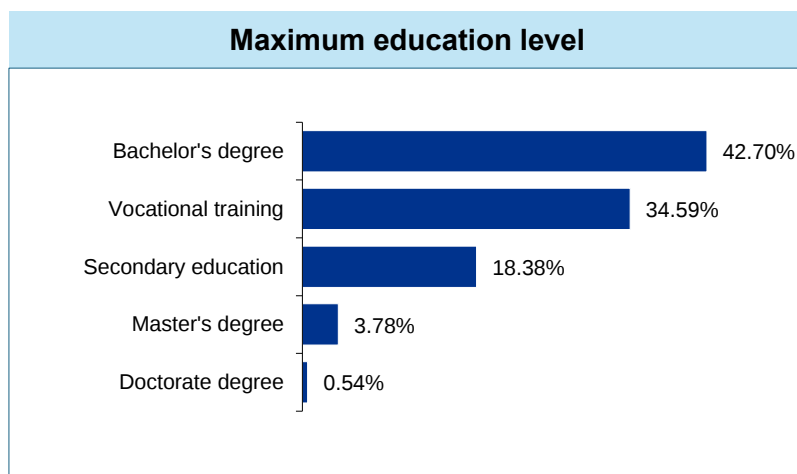


Figure 17: Maximum education level

The educational qualifications of the respondents vary, with 42.70% holding a bachelor's degree, 34.59% having vocational training, and 18.38% with secondary education. This diverse educational background highlights the need for tailored skilling programs to cater to different levels of education and skill sets.

The employment status and educational qualifications of the respondents in CFCL's skilling programs reveal a diverse demographic with varying needs

and challenges. By providing tailored skilling programs that address the specific requirements of each group, CFCL can enhance employability, improve economic stability, and contribute to the overall socio-economic development of the regions they operate in.

These targeted interventions are essential for creating a more inclusive and equitable future, ensuring that all individuals can achieve their full potential and contribute to the economy. Through their dedicated efforts, CFCL is making a significant impact on the lives of the respondents and their families, fostering sustainable growth and development.

### Respondents' current employment status

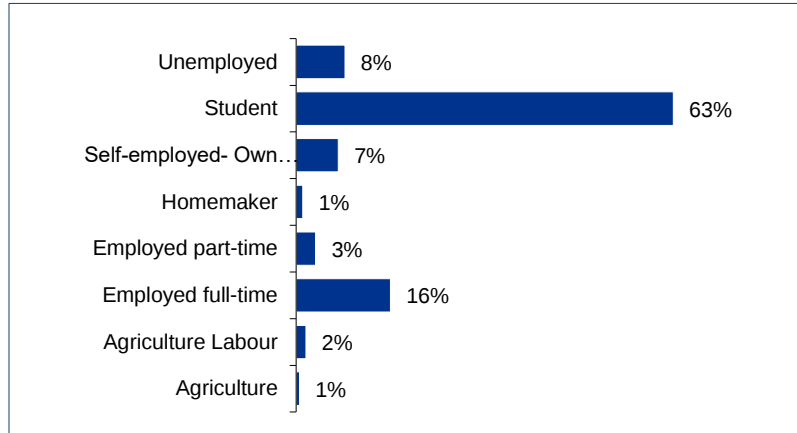


Figure 19: Respondents' current employment status

The employment types among respondents include full-time employment (15.68%), part-time employment (3.24%), self-employment (7.03%), and homemakers (1.08%). A notable percentage are students (62.70%) and unemployed (8.11%). This data underscores the importance of providing skill development opportunities to students and the unemployed to enhance their employability and economic prospects.

Further, a relatively small percentage of respondents are engaged in full-time employment. This indicates that while some individuals have secured stable jobs, the majority are still struggling to find consistent work.

Most respondents are students, reflecting a young demographic that is still in the process of acquiring education and skills. This high percentage underscores the importance of integrating skill development into educational curricula to prepare students for the job market.

### Primary occupation of the household

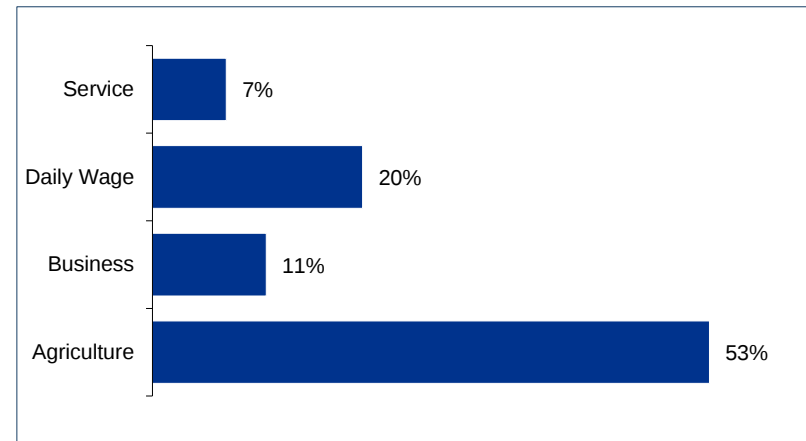


Figure 18: Primary occupation of the household

A significant portion of respondents (52.97%) are engaged in agriculture, followed by daily wage earners (20%), business (10.81%), and service sector employees (7.03%).

It is to be highlighted that a notable portion of respondents (10.81%) are engaged in business, which includes small-scale enterprises, retail shops, and other entrepreneurial activities. While self-employment and business ownership can provide economic independence and opportunities for growth, small business owners often face challenges such as limited access to capital, markets, and business training. These barriers can hinder the growth and sustainability of their enterprises, making it essential to provide support through entrepreneurial training, financial literacy programs, and access to microfinance.

This distribution indicates a heavy reliance on agriculture and daily wage labor, sectors that are often vulnerable to economic fluctuations and require support through skill development and diversification.

## Relevance

The Indian economy is set to transform from an agricultural-based to a manufacturing and service-based economy. Thus, the Government of India has ambitious plans to transform India into a competitive, high-growth, high productivity middle-income country. In fact, according to the National Skill India Mission “As India moves progressively towards becoming a ‘knowledge economy’ it becomes increasingly important that the country should focus on advancement of skills and these skills have to be relevant to the emerging economic environment”<sup>14</sup>.

More than 12 million youth between 15 and 29 years of age are expected to enter India's working age population every year for the next two decades. The government's recent skill gap analysis concludes in next few years, another 109 million or so skilled workers will be needed in the 24 key sectors of the economy.<sup>15</sup> It should also be noted that according to the Global Business Coalition for Education (GBC-Education), United Nations Children's Fund (UNICEF) and the Education Commission, more than 50 per cent of the Indian youth is not on track to have the education and skills necessary for employment by 2030<sup>16</sup>.

Jobs in India are diminishing as the unemployment rate crept was nearly 7.77 percent in October 2022, according to the Centre for Monitoring Indian Economy (CMIE). This is the highest unemployment rate witnessed in the country over the last three decades.<sup>17</sup> Coupled with this is the low literacy levels and the high rate of dropouts as well as out of school children. Further, it was found that employment for local youth remains a challenge due to the gap in demand and supply of skill sets required.

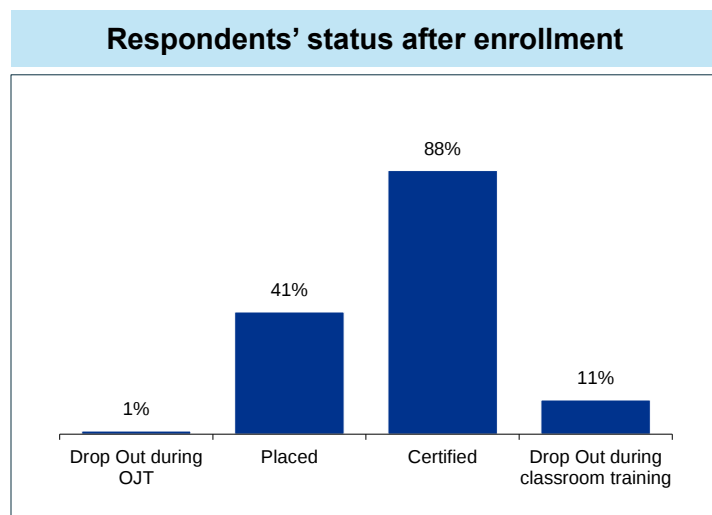


Figure 20: Respondents' status after enrollment

CFCL has been filling the skill gap by providing skill training to the youths and hence establishes its relevance. Moreover, 43% and 50% of the respondents stated that they were unemployed or students, respectively, before joining the training program, while 88% stated to have been certified, denoting the higher completion rate. This establishes the relevance of the program for the last mile beneficiaries (unemployed youth). Further, 88% of the respondents stated to have completed the training and have been certified.

Only a meagre percentage of respondents (1%) stated to have dropped out of the training/course during OJT and 11% respondents dropped out during the training period.

<sup>14</sup> <https://nationalskillindiamission.in/policy/>

<sup>15</sup> [Skilling India \(worldbank.org\)](https://skillingindia.org/)

<sup>16</sup> <https://timesofindia.indiatimes.com/blogs/voices/the-aspiring-youth-and-the-skill-gap/>

<sup>17</sup> [Unemployment \(cmie.com\)](https://unemployment.cmie.com/)

On further probing on the reason for dropping out, it was found that 78% of the respondents who dropped out stated that they had financial constraints that barred them from completing the course while 35% stated that they had logistical constraints.

The data clearly demonstrates the relevance and impact of CFCL's skill training program. By focusing on unemployed youth and students, and achieving a high certification rate, the program is making a significant contribution to bridging the skill gap and enhancing employability. The low dropout rates further validate the program's effectiveness, although addressing financial and logistical barriers will be crucial for further improving completion rates. Overall, CFCL's initiatives are highly relevant and essential for fostering sustainable economic development and improving the socio-economic conditions of the youth.

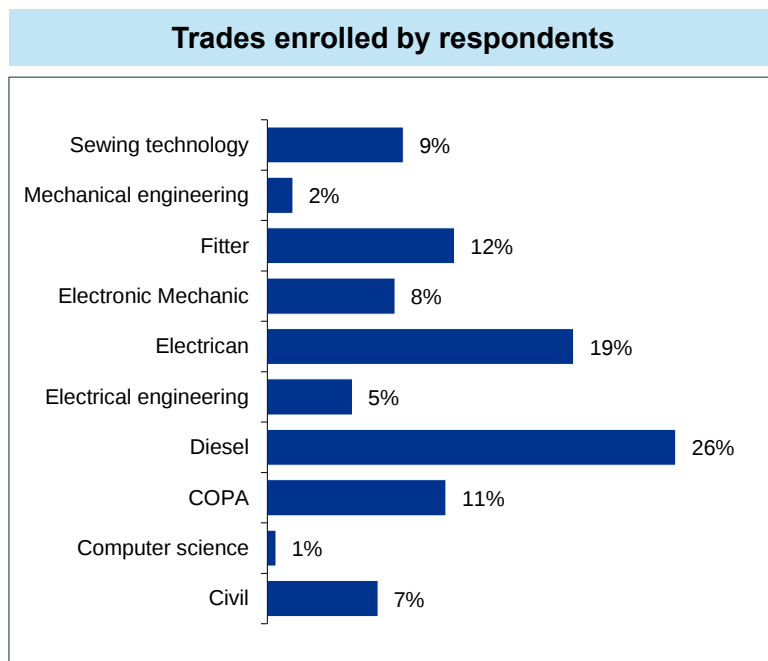


Figure 21: Trades enrolled by respondents

The study included diverse range of courses that respondents have enrolled in the institutions, highlighting the skilling support provided by CFCL.

While courses such as mechanical engineering, electrical engineering, civil and computer science are diploma courses offered in the Polytechnic College, Baran, sewing technology, fitter, electrician, diesel and COPA are vocational training courses offered by the ITIs.

The highest percentage of respondents, at 26%, have been part of Diesel courses, indicating a significant interest and demand in this area. This is followed by electrician courses at 19%, suggesting another key area where CFCL's training

programs are highly relevant.

Courses such as Fitter (12%), Computer Operator and Programming Assistant (COPA) (11%), and Sewing technology (9%) also show substantial participation, reflecting a broad spectrum of vocational interests among respondents. Meanwhile, Electronic Mechanic (8%) and Civil (7%) courses demonstrate moderate engagement.

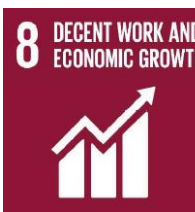
Moreover, substantial engagement in Fitter, COPA, and Sewing technology courses underscores CFCL's effectiveness in addressing diverse vocational training needs. Even though courses like Mechanical engineering and Computer science show lower participation rates, their inclusion ensures comprehensive coverage of essential skill sets required across different sectors.

**Based on the course participation data from respondents, it is evident that CFCL's skilling support is well-aligned with market demands and respondent interests. This relevance not only enhances employability but also contributes significantly to workforce development across various industries. Through their targeted skilling programs, CFCL is effectively bridging the skill gap and empowering the youth to secure better employment opportunities, thereby fostering sustainable economic growth and development.**

## Coherence

CFCL's CSR interventions in skill development aligns with both national priorities on skilling as well as with the Sustainable Development Goals. The SDGs include Goal 1: End Poverty in all its forms, Goal 4: Quality Education and Goal 8: Decent Work for All. It also aligns with the skilling objectives under National Skill Mission and National Rural Livelihood Mission.

Table 4: project Saksham's Coherence with SDGs

| SDG                                                                                 | SDGs target                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | How is it aligned?                                                                                                                                                                                               |
|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | <p>Goal 1. End poverty in all its forms everywhere</p> <p>Target 1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day</p>                                                                                                                                                                                                                                                                                                       | <p>Providing access to a decent source of income and necessary skills to keep oneself employed would help individuals sustain themselves, their families and hence contribute to eradicating income poverty.</p> |
|   | <p>Target 4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship</p>                                                                                                                                                                                                                                                                                                     | <p>The project contributes to ensuring access to relevant and quality skills to get employment.</p>                                                                                                              |
|  | <p>Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</p> <ul style="list-style-type: none"> <li>Target 8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value</li> <li>Target 8.6 By 2020, substantially reduce the proportion of youth not in employment, education or training</li> </ul> | <p>The project contributes to ensuring access to relevant and quality skills to get employment. Further, placement opportunities are provided to ensure access to jobs as well.</p>                              |

Nearly all stakeholder consulted were of the opinion that the project is in aligned with national goals of India when it comes to skilling.

## Effectiveness

'Effectiveness' is an assessment of the factors affecting the progress towards outcomes for every stakeholder and validation of robustness of systems and processes by assessing the utilization of the resources. The criterion reviews the implementation strategy and mechanism. The purpose of this is to understand if the intervention has achieved its objective and the extent to which it did.

The project aims to provide the relevant skills and knowledge in various for the underprivileged youth, to help them ensure jobs in formal sector, increase their social and economic security and uplift their standard of living.

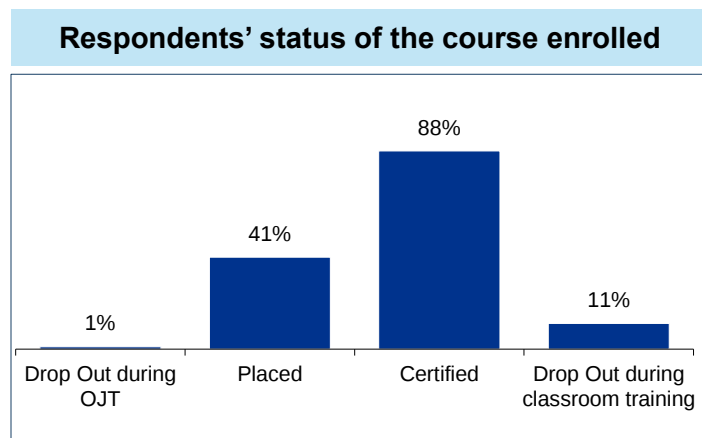


Figure 22: Respondents' status of the course enrolled

The high certification rate of 87.57% indicates that most participants successfully complete the training programs. This high completion rate is a strong indicator of the program's effectiveness in retaining participants and ensuring they acquire the necessary skills and that the training content is aligned with job market demands.

However, the placement rate of 40.54% may not be entirely reflective of the program's success in securing employment for participants. Qualitative discussions with guest faculties, teachers, trainers, and the CSR team reveal that many trainees are reluctant to take up jobs due to the locations being far from their homes. This geographical barrier highlights the need for more localized job opportunities or support for relocation to ensure that the skills acquired through the training programs translate into actual employment.

Financial issues and lack of interest are the primary reasons for drop-out, highlighting the need for financial support and engaging training content. Logistical challenges and job opportunities also contribute to drop-out rates, suggesting that improving accessibility and aligning training with job market demands can enhance retention.

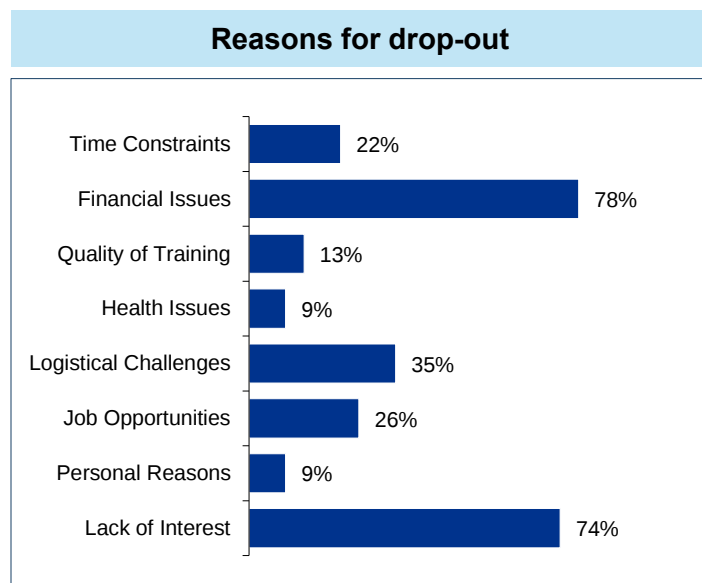


Figure 23: Reasons for drop-out

The qualitative feedback from trainers and the teachers further emphasizes that the location of job opportunities is a significant factor. Many trainees are unwilling to relocate far from their homes, which affects their willingness to accept job placements. Addressing these logistical and geographical challenges is essential to improve the overall effectiveness of the program and ensure that more participants can benefit from the employment opportunities provided.

### How respondents knew about the courses

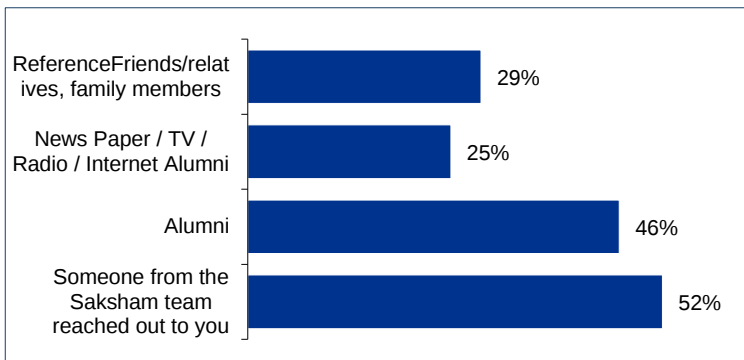


Figure 25: How respondents knew about the courses

### Reason behind joining

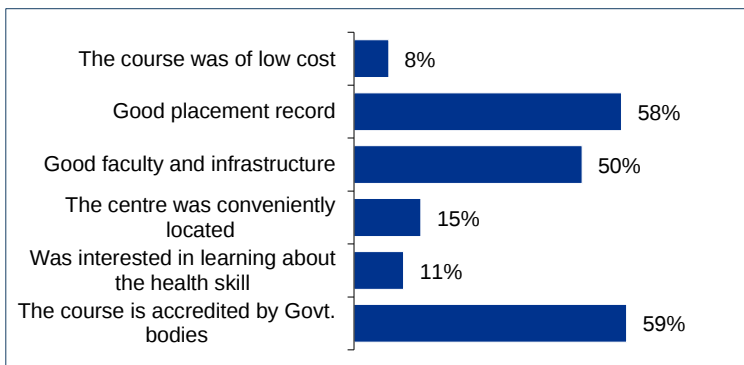


Figure 24: Reason behind joining

Most respondents learned about the courses through direct outreach by the Saksham team and alumni, indicating effective word-of-mouth and community engagement. Accreditation by government bodies and good placement records are the primary motivators for joining,

underscoring the importance of credibility and employment outcomes in attracting participants.

### Pre-joining counselling

**53%**

**Undergo pre-joining  
counselling before enrolling to  
the course**

### Topics discussed during counselling

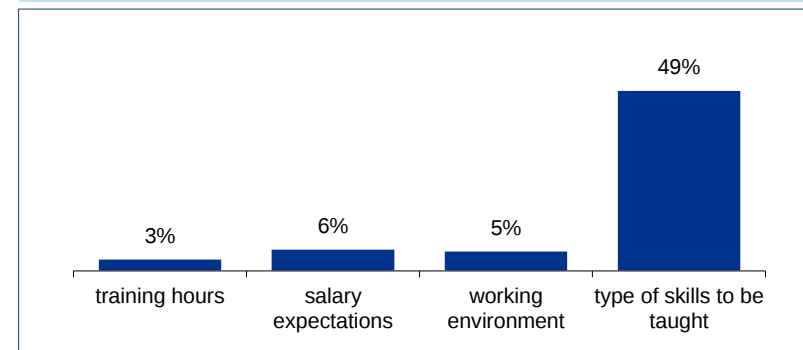


Figure 26: Topics discussed during counselling

Pre-joining counselling is crucial in setting expectations and preparing participants for the training. By focusing on the type of skills to be taught, the counselling sessions help ensure that participants are well-informed and motivated to complete the program.

Pre-joining counselling is attended by over half of the respondents, with a focus on the type of skills to be taught. This helps align participants' expectations with the training content and enhances their commitment to the program.

**The study provides compelling evidence of the effectiveness of CFCL's skilling programs.**



The high certification and moderate placement rates, coupled with effective outreach and pre-joining counselling, demonstrate the program's success in achieving its objectives. However, addressing financial and logistical barriers is essential to further enhance retention and completion rates. Overall, CFCL's skilling programs are highly relevant and impactful, contributing significantly to the socio-economic development of underprivileged youth and helping them secure better employment opportunities.

### On-the-Job Training

The effectiveness of CFCL's On-the-Job Training (OJT) programs can be assessed by examining the experiences of respondents, the practical skills gained, and the feedback mechanisms in place. The primary objective of the OJT is to provide hands-on experience and practical skills to underprivileged youth, enhancing their employability and preparing them for the formal job market.

As stated earlier, 88% of the total respondents stated to have completed OJT and have been certified. Out of the respondents that completed their OJT, their experiences were recorded during the study.

Most respondents rated their OJT experience as good or very good, indicating a positive reception of the training provided. This positive feedback suggests that the OJT programs are well-structured and meet the expectations of the participants.

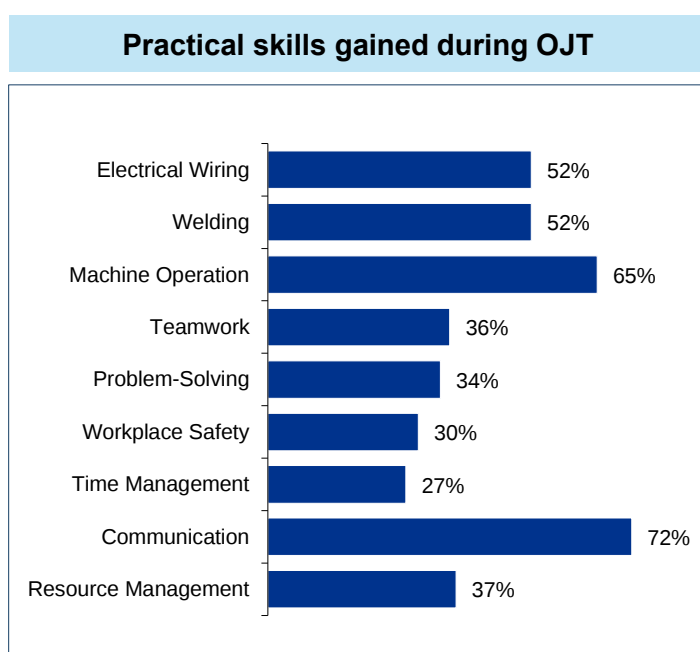


Figure 27: Practical skills gained during OJT

The high percentages in communication, machine operation, and welding indicate that these are key focus areas of the OJT programs. These skills are crucial for various technical and industrial roles, enhancing the employability of the participants. The emphasis on workplace safety and teamwork also prepares respondents for real-world job environments, promoting a culture of safety and collaboration.

The wide range of practical skills gained during OJT, particularly in communication, machine operation, and welding, highlights the program's focus on equipping participants with essential technical skills. These skills are in high demand in various industries, making the training highly relevant and impactful.

### Training quality and guidance



These high percentages reflect the program's commitment to providing quality training and ensuring that participants receive the necessary support and guidance. The involvement of industry experts and the focus on practical sessions enhance the relevance and effectiveness of the training.

### Respondent's satisfaction and challenges



The overall satisfaction with CFCL's skill development initiatives is high, with 92% of respondents expressing satisfaction. This high satisfaction rate reflects the effectiveness and relevance of the training programs in meeting the needs and expectations of the participants.

The respondents' satisfaction with the jobs they received during placement provides valuable insights into the effectiveness of CFCL's skilling programs and the challenges faced by participants.

Most respondents (50.67%) reported being satisfied with their job placements, indicating that the skilling

programs are generally effective in meeting participants' expectations and providing them with suitable employment opportunities.

### Respondents' satisfaction on the job received during placement

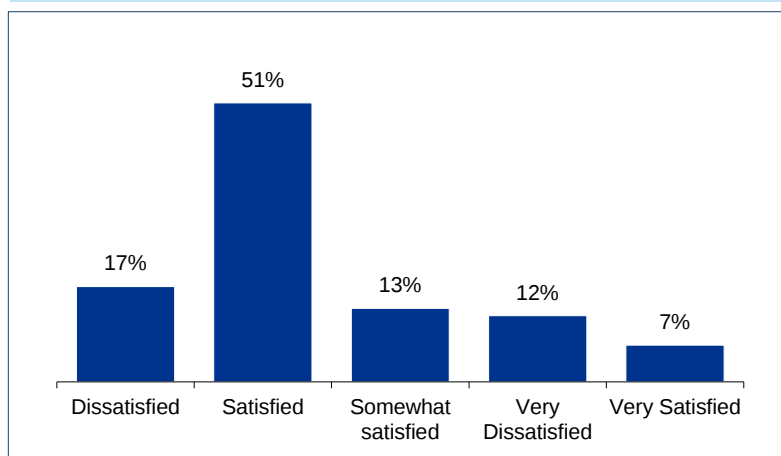


Figure 28: Respondents' satisfaction on the job received during placement

However, a significant portion of respondents expressed dissatisfaction (17.33%) or were very dissatisfied (12%), highlighting areas for improvement in job placement support and alignment with participants' preferences and needs.

**Ensuring that job placements match participants' skills and career goals can enhance satisfaction and retention.**

The challenges faced by respondents in their job placements are diverse and highlight several areas for improvement.

### Challenges faced by the respondents



Figure 29: Challenges faced by the respondents

The most significant challenge reported is the lack of personalization (60%), indicating that the training programs may not be sufficiently tailored to individual needs and career aspirations. This suggests a need for more customized training approaches that consider the unique strengths and interests of each participant. **Implementing personalized training plans and career counseling can help address this issue and improve the overall effectiveness of the programs.**

Other notable challenges include inadequate resources (10.81%), high costs (10.27%), and lack of practical

skills (10.81%). These issues highlight the importance of providing adequate training materials, financial support, and hands-on experience to ensure that participants are well-prepared for their job roles.

The challenges related to inadequate resources and lack of practical skills underscore the importance of providing sufficient training materials and hands-on experience. Enhancing the practical components of the training programs and ensuring access to necessary resources can better prepare participants for their job roles. Further, addressing concerns about the quality of training and the qualifications of trainers is crucial for maintaining the credibility and effectiveness of the programs. Regular assessments and professional development opportunities for trainers can help improve the quality of instruction and ensure that participants receive high-quality training.

## Efficiency

The efficiency of CFCL's skill development programs can be assessed by examining respondents' perceptions of the course content, the time required for job placement post-training, and the continuity of employment. This section evaluates how well the resources have been utilized to achieve the desired outcomes, focusing on the outcomes of the training materials, the relevance of the skills imparted, and the overall satisfaction of the participants.

The respondents' perceptions of the course content provide valuable insights into the efficiency of the skill development initiatives.

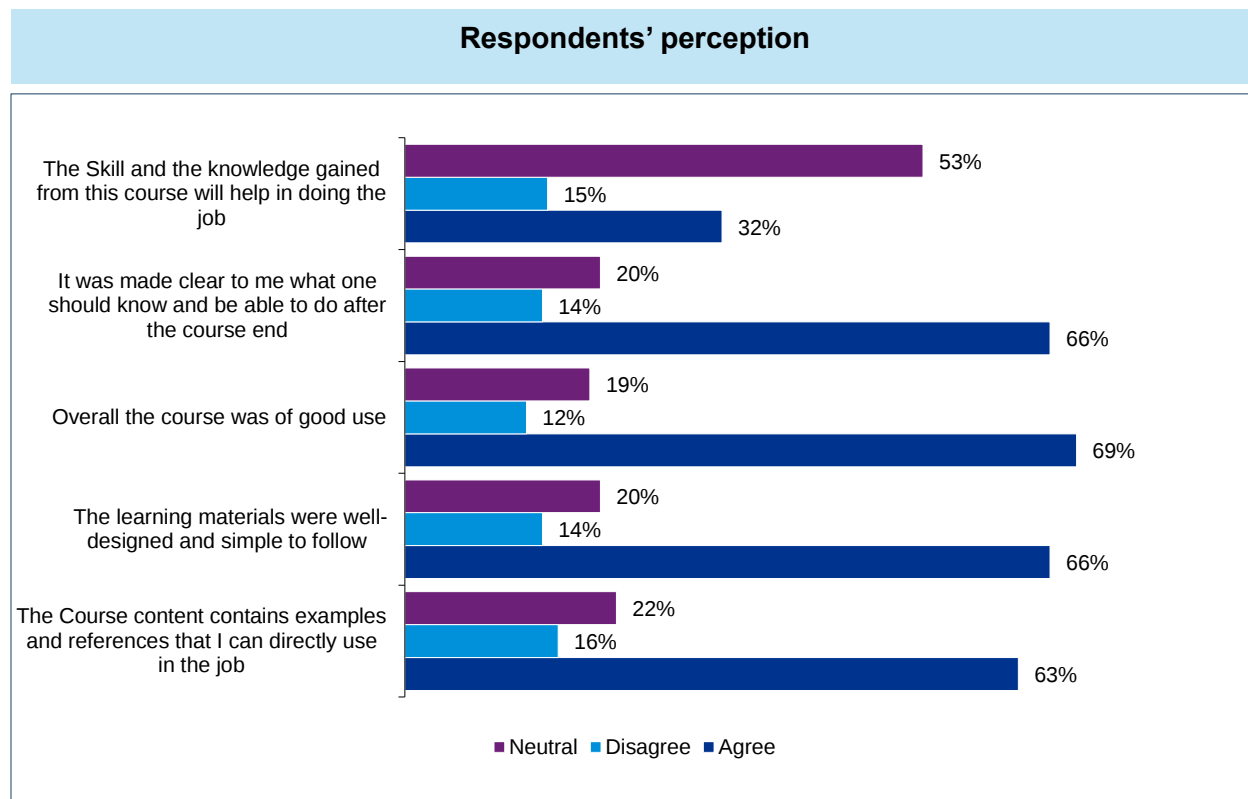


Figure 30: Respondents' perception towards the courses taught in the ITI and Polytechnic college

These high agreement rates indicate that most respondents found the course content to be relevant, practical, and easy to understand. The use of job-related examples and references in the course content helps participants see the direct applicability of what they are learning, which is crucial for their confidence and readiness to enter the job market. The well-designed learning materials contribute to a positive learning experience, making it easier for participants to grasp complex concepts and retain information.

Further, the neutral responses suggest that while the course content and materials are generally well-received, there is room for improvement. Participants who are neutral may not have found the content as engaging or directly applicable to their specific job roles. This highlights the need for continuous feedback and refinement of the course content to ensure it meets the diverse needs of all participants.

The respondents' perceptions of the course content provide valuable insights into the efficiency of the skill development programs. The generally positive feedback indicates that the training materials and course

structure provided by the ITIs are effective in imparting relevant skills and knowledge. CFCL's support in infrastructure development of the ITIs has further facilitated this positive perception, ensuring that the training environment is practical, relevant, and aligned with job market needs. This combined effort significantly contributes to the socio-economic development of underprivileged youth.

### Time required for job placement post-training

The time required for job placement post-training is a critical indicator of the efficiency of the skill development programs.

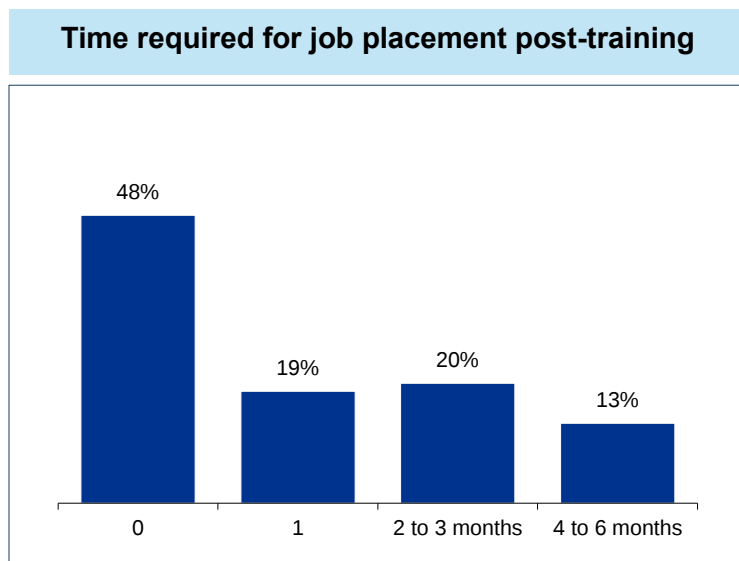
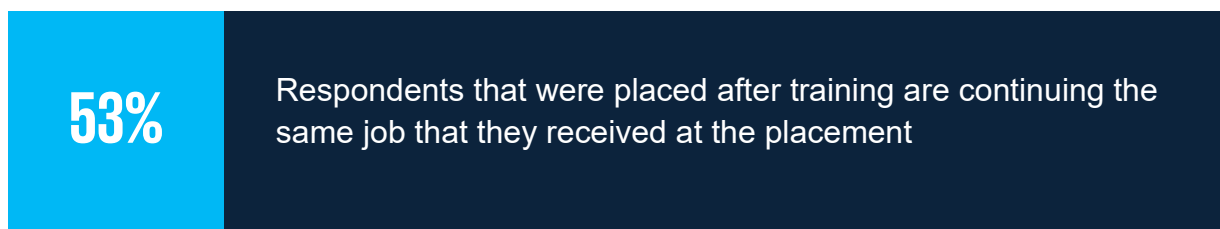


Figure 31: Time required for job placement post-training

Nearly half of the respondents (48%) were placed immediately after completing their training, indicating a high level of efficiency in transitioning participants from training to employment.

Most of the remaining respondents were placed within three months, further demonstrating the program's effectiveness in facilitating quick job placements. However, the 13.33% who took four to six months to find employment suggest that there may be room for improvement in matching participants with job opportunities more swiftly.

**Quick job placements:** The majority of respondents were placed immediately or within a short period after training, demonstrating the program's efficiency in facilitating quick transitions to employment. This is a positive indicator of the program's alignment with job market demands.



The continuity of employment among respondents who were placed after training provides insights into the long-term efficiency of the programs. **While over half of the respondents continued in the same job they received at placement, a significant portion did not. The reasons for not continuing with the placed job include-**

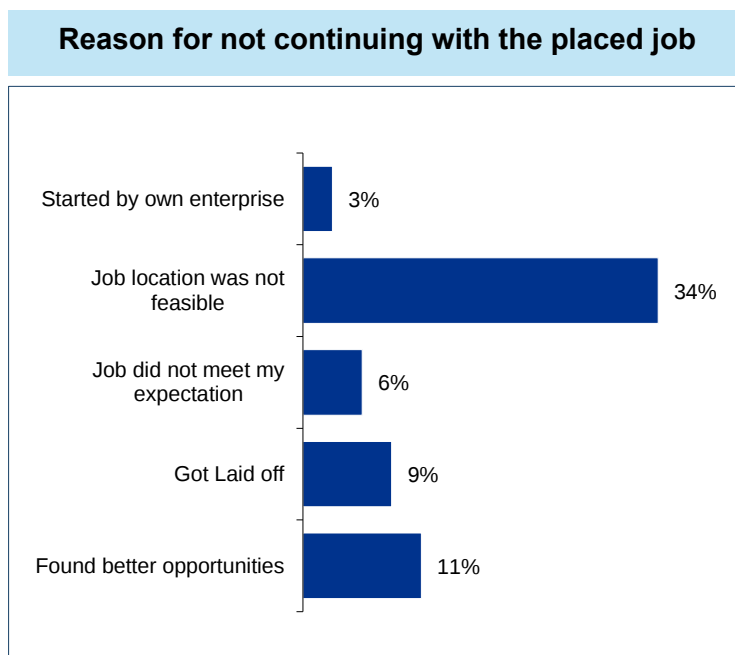


Figure 32: Reason for not continuing with the placed job

The high percentage of respondents who found the job location unfeasible (34.29%) highlights a critical area for improvement.

Ensuring that job placements are geographically feasible for participants can enhance job retention and overall satisfaction.

Additionally, the fact that some respondents found better opportunities or started their own enterprises indicates that the skills gained through the training programs are valuable and can lead to upward mobility and entrepreneurial ventures.

**Geographical feasibility:** The high percentage of respondents who found job locations unfeasible suggests a need for better matching of job placements with

participants' geographical preferences. Addressing this issue can improve job retention and satisfaction.

Overall, CFCL's skill development initiatives are making a significant impact on the socio-economic development of underprivileged youth. The effective training materials, quick job placements, and entrepreneurial success among respondents demonstrate the program's ability to achieve its objectives. However, addressing geographical feasibility and ensuring the direct applicability of skills can further enhance efficiency. By continuously refining the training programs and addressing the specific needs of participants, CFCL can continue to foster sustainable growth and development, ensuring that all individuals have the opportunity to achieve their full potential and contribute to the economy. Through their dedicated efforts, CFCL is helping to build a more inclusive and prosperous future for the youth and their families.

## Impact

CFCL's intervention in skill development, through investments in government ITIs, polytechnic colleges, and their own skill development centers, has had a significant impact on the socio-economic status of the participants. This section evaluates the impact of these initiatives on the respondents' personal and professional development, income levels, and overall satisfaction with the programs.

The high and significantly high impact percentages indicate that the training programs have been effective in enhancing communication skills, problem-solving abilities, and leadership qualities among the respondents. These skills are crucial for personal and professional growth, enabling participants to perform better in their jobs and take on leadership roles.

The impact of CFCL's skill development initiatives on personal development is substantial and multifaceted. The significant improvements in communication skills, problem-solving abilities, and leadership qualities demonstrate the effectiveness of the training programs in enhancing essential personal attributes. These skills are crucial for professional success, career advancement, and overall personal growth. By continuing to invest in comprehensive skill development, CFCL can ensure that participants are well-prepared for the

job market and equipped to achieve their full potential. Through their dedicated efforts, CFCL is making a lasting impact on the lives of underprivileged youth, fostering sustainable growth and development.

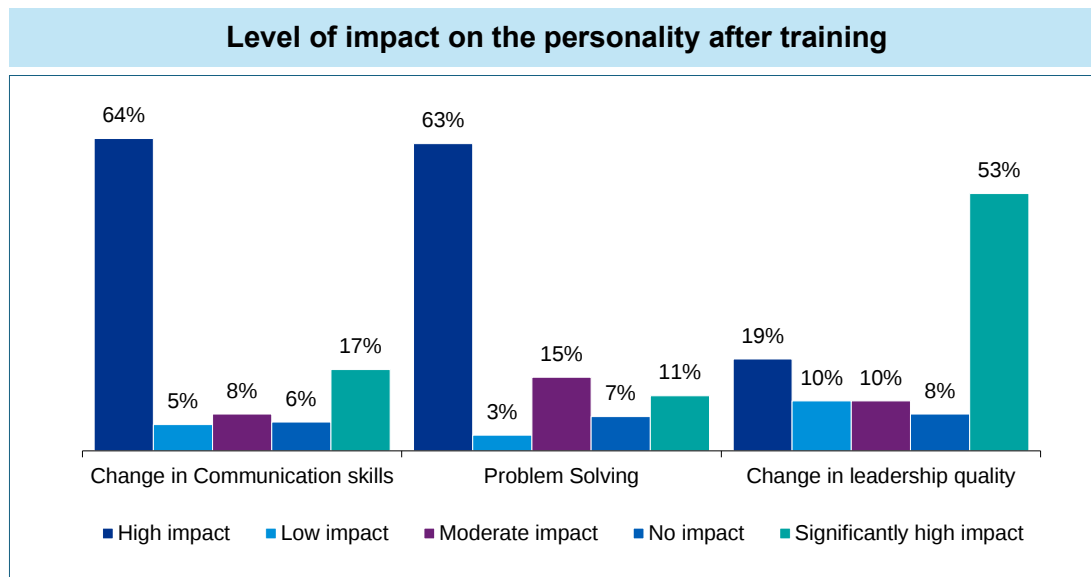


Figure 33: Level of impact on the personality after training

The professional development of the participants is evident from the feedback on various aspects of their training experience. However, the data indicates that the majority of respondents rated key parameters such as infrastructure, faculty, and training methods as low (Rating 1).

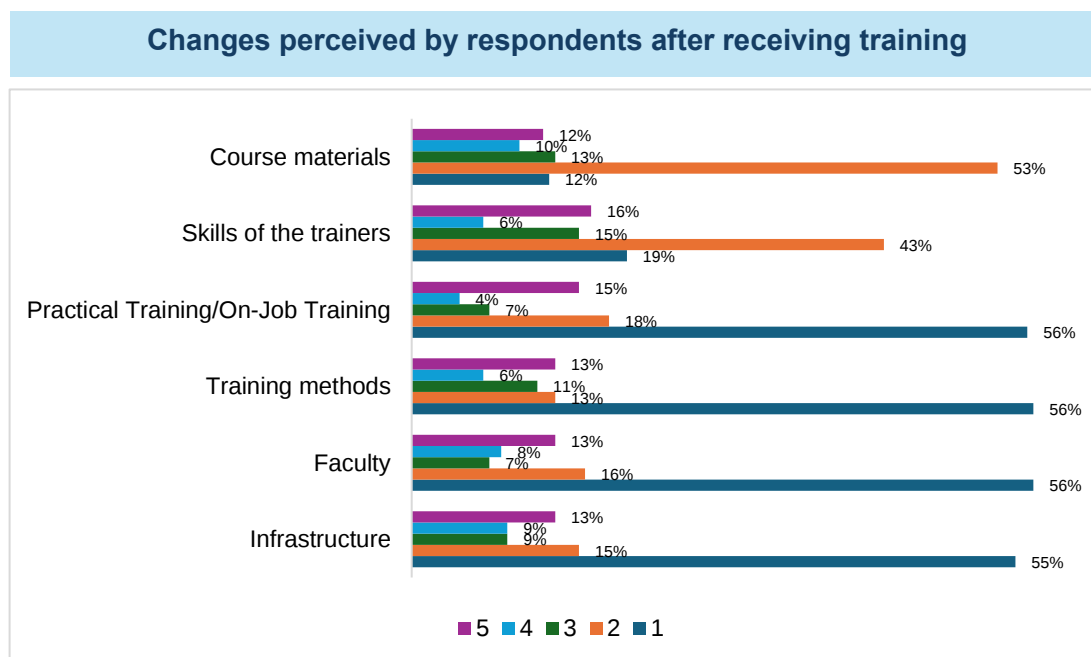


Figure 34: Changes perceived by respondents after receiving training

These low ratings suggest that there are significant areas for improvement in the infrastructure, faculty quality, training methods, and practical training components of the programs. Addressing these issues is crucial for enhancing the overall effectiveness and satisfaction of the training initiatives.

The low ratings may also be attributed to various reasons such as Inadequate Faculty Training and ineffective training methods, Limited Practical Training Opportunities and budgetary constraints. Given that majority of the institutions in the study are government institutions. From our qualitative insights with various trainers, and professors from these institutions, it was understood that the trainings for the trainers are dependent on the government departments and their directives. The actual training that trainers received was negligible.

### Economic impact

The economic impact of the training programs is evident from the changes in individual monthly income and respondents' contributions to their family income

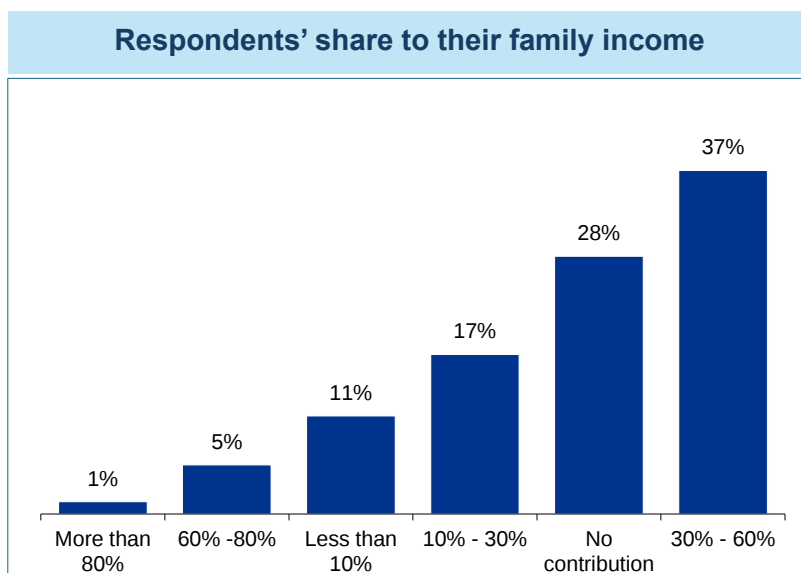
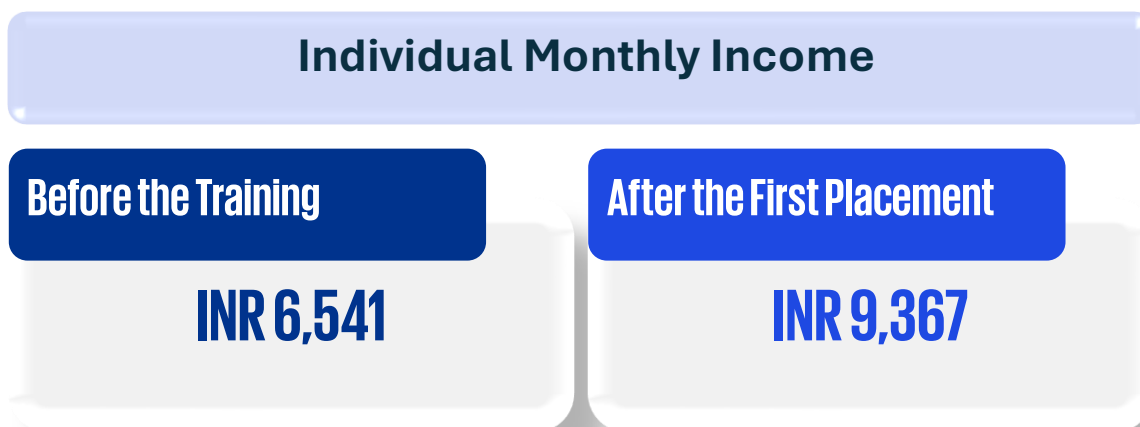
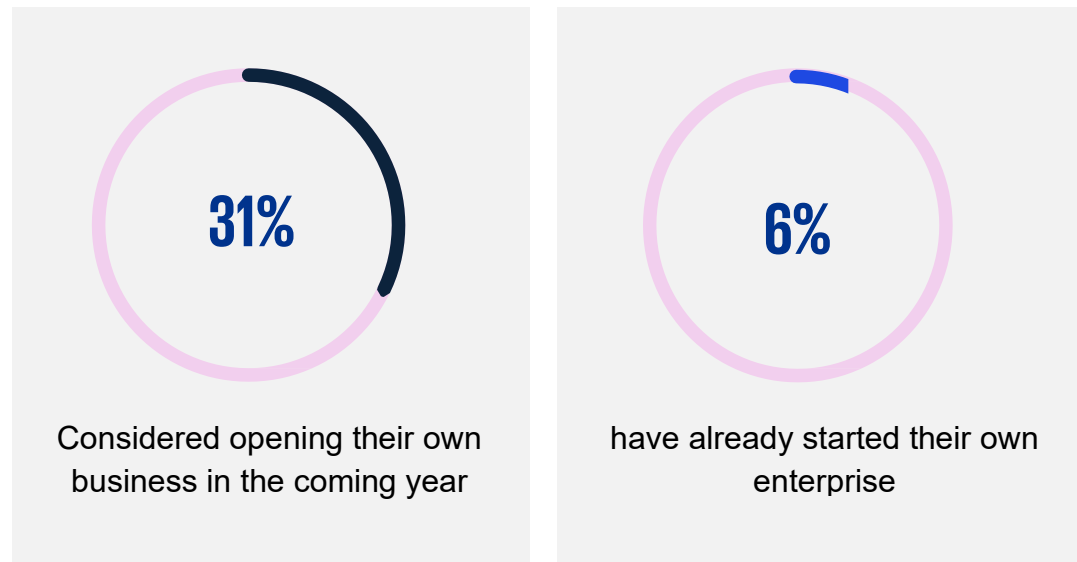


Figure 35: Respondents' share to their family income

The increase in monthly income from INR 6,541 to INR 9,367 demonstrates the positive economic impact of the training programs. This increase in income enhances the financial stability of the participants and their families.

The data shows that a significant portion of respondents contribute between 30% and 60% of their family income, indicating that the training programs have enabled them to become substantial contributors to their households. This contribution is crucial for improving the overall socio-economic status of their families.

## Entrepreneurial ambitions



These figures suggest a strong entrepreneurial spirit among the respondents, with many looking to leverage the skills acquired through the training programs to start their own businesses. This entrepreneurial inclination can be further supported through targeted initiatives such as business development training, access to microfinance, and mentorship programs.



The strong entrepreneurial aspirations among respondents highlight the potential for fostering small business development. CFCL can support these aspirations by providing entrepreneurial training, access to microfinance, and mentorship programs to help participants successfully start and grow their businesses.

## Sustainability

The sustainability of CFCL's intervention in skill development is a critical aspect of the project's long-term success. This chapter provides a detailed analysis of the sustainability outcomes based on the data collected from the participants of the training programs. CFCL's investment in government ITIs, Polytechnic College has shown promising results in enhancing the socio-economic status of the trainees.

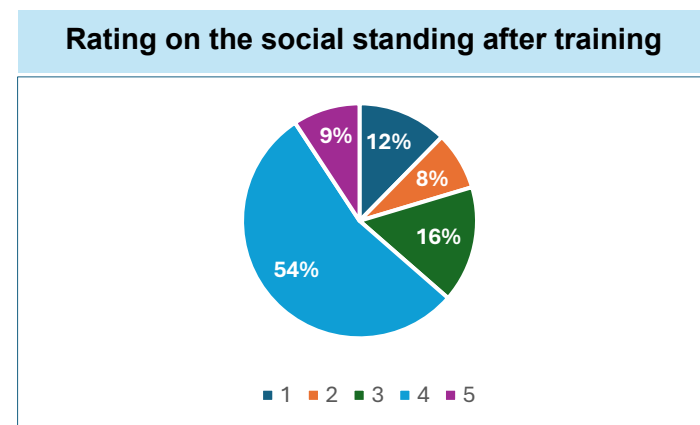
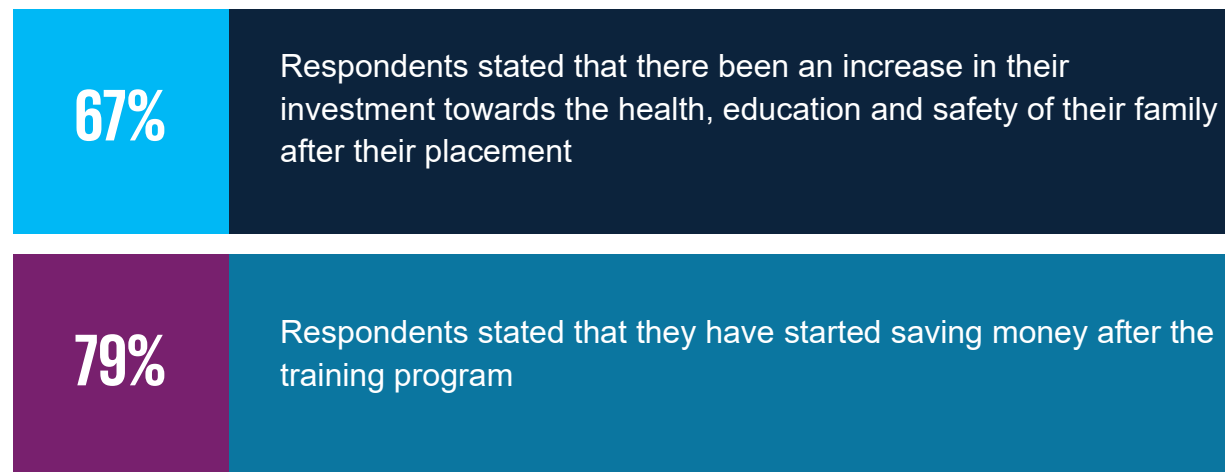


Figure 36: Rating on the social standing after training

The social standing of the trainees has significantly improved post-training. The data indicates a positive shift in their social ratings, with a notable percentage of respondents reporting enhanced social

status. These figures suggest that most of the trainees (54.32%) rated their social standing as 4, indicating a substantial improvement.

#### **Economic Impact leading to sustainability of the skills acquired and nurtured by the beneficiaries**



The economic benefits of the training programs are evident from the respondents' feedback. A significant 67% of the trainees reported an increase in their investment towards the health, education, and safety of their families after securing placements. This indicates a positive ripple effect on their households, contributing to overall community well-being.

Furthermore, 79% of the respondents stated that they have started saving money post-training. This is a crucial indicator of financial stability and foresight, reflecting the trainees' ability to manage their finances better and plan for the future.

#### **Long-term sustainability**

The long-term sustainability of CFCL's skill development initiative is anchored in its comprehensive approach. By investing in government ITIs and polytechnic colleges, CFCL ensures that the infrastructure and quality of education in these institutions are enhanced, benefiting a larger number of students over time. Additionally, CFCL's own skill development center serves as a model of excellence, providing high-quality training and setting benchmarks for other institutions.

The continuous monitoring and evaluation of the training programs help in identifying areas of improvement and ensuring that the training remains relevant to the evolving market needs. This adaptability is key to maintaining the sustainability of the project.

## Project Arogya- Healthcare and Sanitation

India's healthcare system is grappling with severe shortages, especially in rural areas. At Community Health Centers (CHCs), there's a staggering **79.5% shortfall of specialists**. This means that many rural patients lack access to essential medical expertise. The situation is equally dire for allied healthcare professionals, with an estimated **shortfall of 57.5-58 lakh**. This translates to a **40% gap** in the required number of these crucial workers. Laboratory technicians at Primary Health Centers (PHCs) and CHCs are also in short supply, with many rural areas experiencing a shortfall of **more than 30%**<sup>18</sup>. The deployment of healthcare workers is far below the World Health Organization's (WHO) recommendations. India has only **20 healthcare workers per 10,000 people**, whereas the WHO recommends a minimum of **44.5**. This shortage severely impacts the quality of care available to the population. Moreover, health protection through insurance is lacking, with **approximately 50% of the population**—around 40 crore individuals—without any health insurance coverage. This leaves a significant portion of the population vulnerable to high medical costs.

Further, India's public health system faces significant challenges due to inadequate prioritization, funding, and staffing, which hinder effective healthcare delivery. Although there is a clear need for well-qualified public health professionals to lead health programs, a coherent and supportive implementation strategy is still lacking. The COVID-19 pandemic has highlighted the fragmentation and primary healthcare deficiencies within India's health system, sparking important discussions on potential solutions.

Primary Health Centres (PHCs) are fundamental to India's public health infrastructure, and their efficient operation is essential for maintaining the population's health. The World Health Organization (WHO) has established six performance assessment criteria for general health systems, but these often do not apply to PHC setups in low- and middle-income countries like India. Out-patient services are crucial for strengthening primary healthcare and reducing out-of-pocket expenses, which are a major cause of poverty.

As a socially conscious corporate, CFCL promotes the growth of local economies and communities, which benefits both the community and the individual. The Corporate Social Responsibility (CSR) initiatives of CFCL are in line with the Sustainable Development Goals (SDGs) 2030 of the United Nations. The organization has a strategic focus on education, health, rural development, environment, and sustainable communities.

Over the past decade, CFCL have strategically invested in the healthcare institutions, converging with the government healthcare system and ensuring the institutions are sustainable and attain stature of public good, providing the necessary healthcare services to the communities. During the assessment year of FY 2022-23, CFCL have continued upon its strategic investment in the healthcare domain. It provided various infrastructure and capital-intensive support to the Primary Healthcare Centres of Gadepan, Kundanpur and Simliya of Kota district of Rajasthan. Further, CFCL had provided various diagnostic equipment to various healthcare institutions in Kota and Bundi districts such as Digital X ray machine, Path lab test machine, Tuberculosis (TB) detection machine, Auto Refractometer, ECG, Minor OT, etc.

Further, CFCL also ensures that specialist doctors such as Gynecologist, Orthopedics, Dermatologist, ENT and General Physician are also accessible to the community dwellers. CFCL ensures that such specialist doctors are made available for certain number of hours in the week

<sup>18</sup> [Rural Health Statistics, 2021-22](#)

Apart from infrastructure and diagnostic support, CFCL supports medical health camps, Community Awareness Events, converging with national health programs, in the villages across Kota and Baran District. This includes preventive health awareness sessions & counselling sessions with the community, events such as Nukkad Naatak/Rally on health awareness, OPDs conducted in the villages with doctors provided by CFCL, etc.

CFCL's investments have been pivotal in bridging the gaps existing in the healthcare system. By providing infrastructure and capital-intensive support to Primary Healthcare Centres (PHCs) in Gadepan, Kundanpur, and Simliya, CFCL has enhanced the capacity and functionality of these critical healthcare facilities. The provision of diagnostic equipment and specialist doctors has significantly improved diagnostic capabilities, enabled timely and accurate medical interventions and addressed the acute shortage of specialists and ensures that rural patients receive the necessary medical attention without having to travel long distances.

### Socio-Economic Profile

The socio-economic profile of the respondents from various blocks and districts provides a comprehensive understanding of the demographic and economic landscape. The data encompasses respondents from the blocks of Anta, Digod, Simliya, Sultanpur and Sangod, with a significant majority, approximately 82.8%, hailing from Sultanpur.

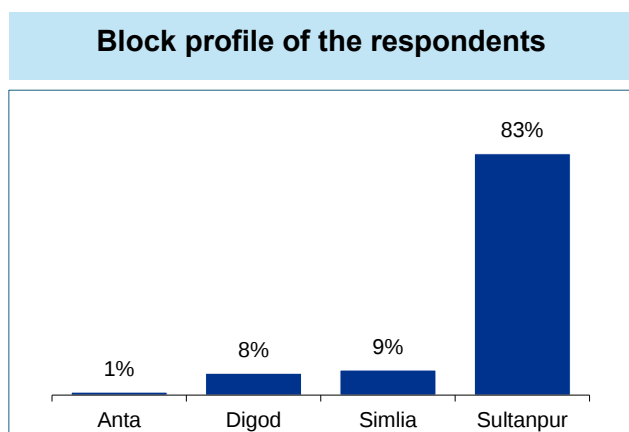


Figure 38: Block profile of the respondents

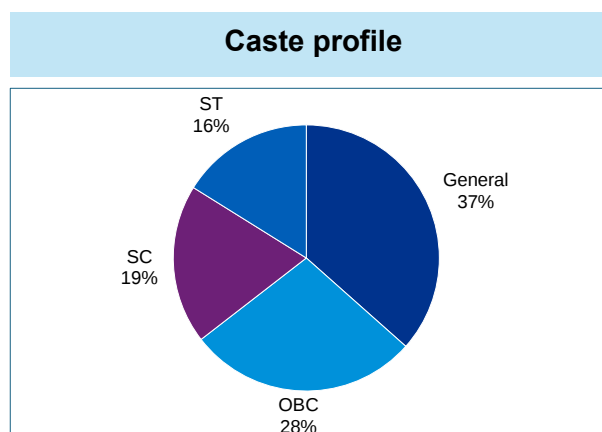


Figure 37: Caste profile

The caste profile of the respondents indicates a diverse representation. The majority of the respondents belong to the General category, accounting for 36.6% of the sample. This is followed by Other Backward Classes (OBC) at 27.9%, Scheduled Castes (SC) at 19.4%, and Scheduled Tribes (ST) at 16.1%. This distribution reflects the varied social fabric of the population and highlights the need for inclusive policies that address the unique challenges faced by different caste groups.

### Average age of the respondents

**45 Years**

The average age of the respondents is 45 years, indicating a mature demographic likely engaged in various economic activities. This age group is particularly relevant for the as they are more likely to require and benefit from improved healthcare services.

### Maximum education level of the respondents

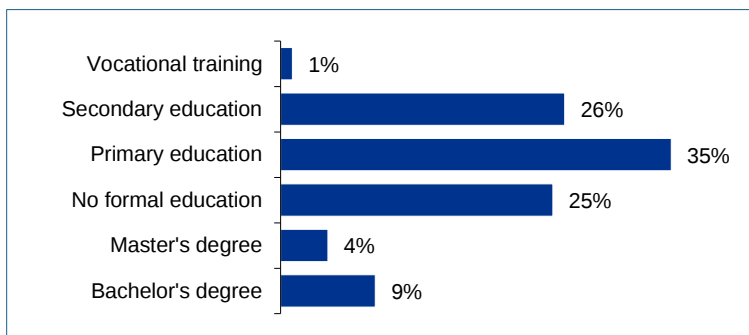


Figure 39: Maximum education level of the respondents

The educational background of the respondents reveals a diverse range of qualifications. A significant portion, 35.5%, has attained primary education, while 25.8% have completed secondary education. Notably, 24.7% of the respondents have no formal education, highlighting a critical area for potential educational interventions.

The educational background of the respondents shows that a substantial portion has only primary or secondary education, with a notable percentage having no formal education. This highlights the need for accessible healthcare services, as lower educational attainment can be associated with limited health literacy and awareness.

### Primary occupation of the household

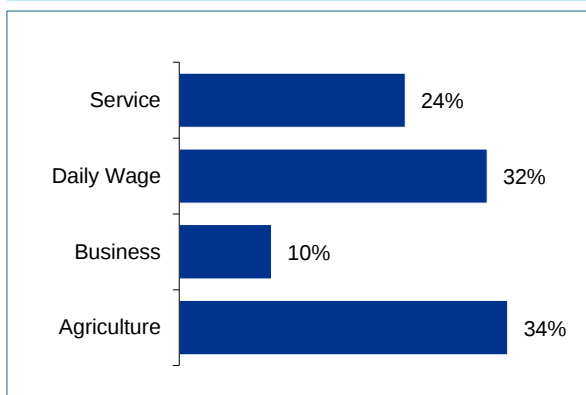


Figure 41: Primary occupation of the household

### Monthly household income

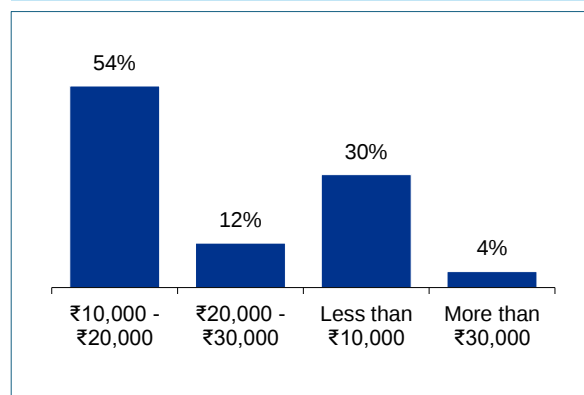


Figure 40: Monthly household income

The primary occupation of the households further underscores the reliance on agriculture, with 34.4% of households engaged in this sector. Daily wage labor is the primary occupation for 32.3% of households, while 23.7% are involved in service-related occupations. Business activities are the primary occupation for 9.7% of households, reflecting a smaller but significant entrepreneurial segment. This demographic is likely to benefit from improved healthcare facilities that can address occupational health issues and provide timely medical interventions.

Income levels among the households reveal that a majority, 53.8%, have a monthly income between ₹10,000 and ₹20,000. Households earning less than ₹10,000 per month constitute 30.1% of the sample, highlighting a substantial portion of the population living on limited financial resources. This indicates that many households may face financial constraints when accessing healthcare services. CFCL's efforts to enhance hospital infrastructure can play a crucial role in providing affordable and accessible healthcare to

these economically vulnerable populations, ensuring that financial barriers do not prevent them from receiving necessary medical care.

## Relevance

The socio-economic landscape of the regions covered in this report underscores the critical need for robust healthcare infrastructure and services. CFCL's strategic investments in medical institutions through Project Arogya have been particularly relevant in addressing these needs, especially in rural areas where healthcare access and quality are significantly challenged.

As highlighted in the earlier section, the socio-economic profile of the respondents reveals a predominantly agrarian society with significant reliance on daily wage labor. The financial constraints faced by these households make access to affordable healthcare services crucial. CFCL's support for medical health camps, community awareness events, and preventive health awareness sessions along with infrastructure development support to PHCs have been instrumental in providing free or low-cost healthcare services to these economically vulnerable populations.

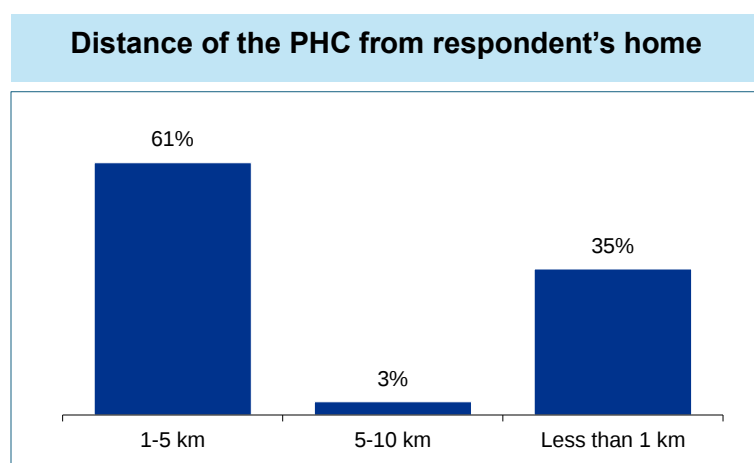


Figure 42: Distance of the PHC from respondent's home

The relevance of CFCL's investments is further underscored by the accessibility of healthcare facilities. The data shows that 61.3% of respondents live within 1-5 km of a PHC, while 35.5% live less than 1 km away. This proximity is crucial for timely medical interventions, especially in emergencies. Additionally, 67% of respondents use private vehicles to commute to the PHC, and 29% walk, indicating the importance of having healthcare facilities within a reasonable distance.

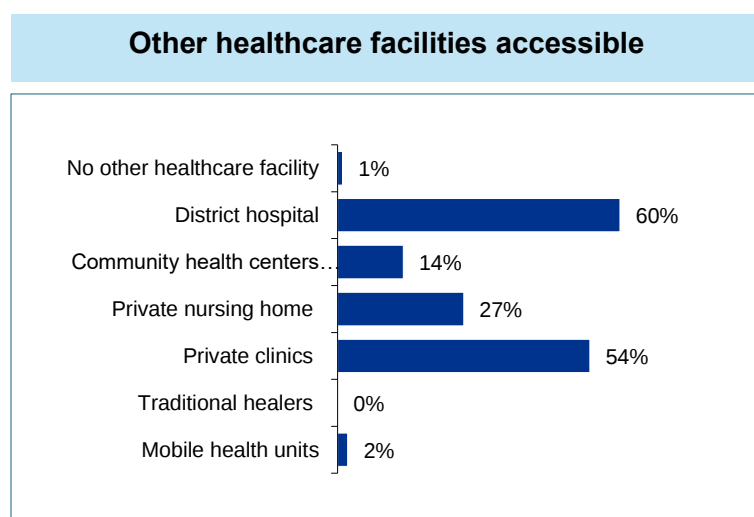
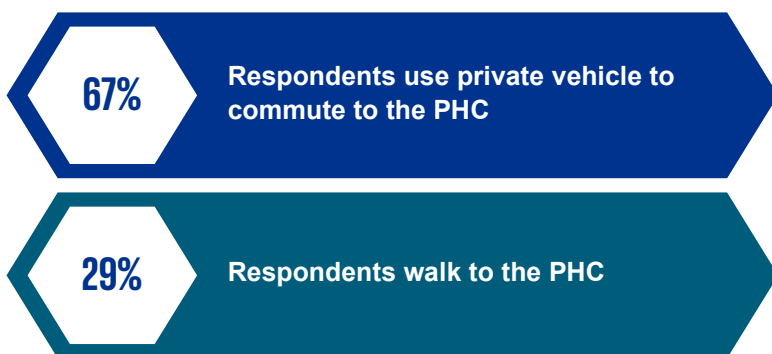


Figure 43: Other healthcare facilities accessible

Other healthcare facilities accessible to the respondents include private clinics (53.8%), private nursing homes (26.9%), community health centers (CHCs) (13.9%), and district hospitals (60.2%). The availability of these facilities provides additional options for healthcare, although the reliance on private clinics and nursing homes suggests a gap in public healthcare services. CFCL's investments in public healthcare infrastructure aim to reduce this reliance on private facilities by improving the quality and accessibility of public healthcare services.



67% of respondents use private vehicles to commute to the Primary Healthcare Centers (PHCs), while 29% walk. This highlights the critical importance of having healthcare facilities within a reasonable distance from the community.

Moreover, the qualitative insights reveal that public transport is nearly negligible for the community, further

emphasizing the need for accessible healthcare facilities. The improvements made to the PHCs by CFCL offer a free-of-cost alternative to private healthcare services, which can be prohibitively expensive for many households. This initiative ensures that even those without private transportation can receive timely and adequate medical care.

In rural areas, where public transportation infrastructure is often underdeveloped or unreliable, the proximity of healthcare facilities becomes even more crucial. For many residents, especially those without access to private vehicles, walking is the primary mode of transportation. Nearly a third of the respondents were found to be walking to the PHC underscores the need for these facilities to be located within a manageable distance to ensure that healthcare is accessible to all, regardless of their means of transportation.



**42% respondents stated to have health insurance coverage**

In terms of health insurance, the data indicates that 42% of respondents have health insurance coverage. However, qualitative insights reveal that a greater number of people are aware of health insurance but are still in the process of completing the necessary paperwork.

**This gap highlights the need for continued efforts to facilitate the insurance enrollment process and ensure that more individuals are covered. CFCL's initiatives in this area can play a vital role in bridging this gap by aiding with the paperwork and raising awareness about the benefits of health insurance.**

In conclusion, CFCL's strategic investments in medical institutions through Project Arogya have been highly relevant in the socio-economic context of the regions covered in this report. By addressing critical healthcare shortages, improving access to medical services, and supporting health awareness and insurance initiatives, CFCL is making a significant impact on the health and well-being of the community. These efforts are essential for creating a healthier, more resilient population capable of contributing to the socio-economic development of the region.

## Coherence

CFCL's CSR interventions in healthcare through Project Arogya align with both national priorities on healthcare improvement as well as with the Sustainable Development Goals (SDGs). The SDGs include Goal 3: Good Health and Well-being, Goal 1: End Poverty in all its forms, and Goal 10: Reduced Inequalities. These initiatives also align with the objectives of the National Health Mission and the Ayushman Bharat scheme.

Table 5: Project Arogya's coherence with the SDGs

| SDG                                                                                | SDGs target                                                                                                                                                                                                                                                                                   | How is it aligned?                                                                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   | <b>Goal 1. End poverty in all its forms everywhere</b><br><br><b>Target 1.1</b> By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day                                                                                   | By providing access to affordable healthcare services and reducing out-of-pocket expenses through health insurance, CFCL's initiatives help alleviate the financial burden of medical costs, contributing to poverty eradication.                                                                            |
|   | <b>Goal 3. Good Health and Well-being</b><br><br><b>Target 3.8:</b> Achieve universal health coverage, including financial risk protection, access to quality essential healthcare services, and access to safe, effective, quality, and affordable essential medicines and vaccines for all. | CFCL's investments in healthcare infrastructure, provision of diagnostic equipment, and ensuring the availability of specialist doctors contribute to improving access to quality healthcare services. The support for health insurance awareness and enrollment also aligns with financial risk protection. |
|  | <b>Goal 10. Reduced Inequalities</b><br><br><b>Target 10.2:</b> By 2030, empower and promote the social, economic, and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion, or economic or other status.                                      | CFCL's healthcare initiatives ensure that marginalized and economically vulnerable populations have access to essential healthcare services, thereby promoting social and economic inclusion.                                                                                                                |



CFCL's Project Arogya is strategically designed to address the healthcare needs of the community, particularly in rural areas where access to medical services is limited. The project's alignment with the SDGs underscores its relevance and impact in promoting sustainable development and improving the overall well-being of the population. By enhancing healthcare infrastructure, providing essential medical equipment, ensuring the availability of specialist doctors, and supporting health awareness and insurance initiatives, CFCL is making a significant contribution to the health and

socio-economic development of the region.

## Effectiveness

Project Arogya, spearheaded by CFCL, has made significant strides in enhancing healthcare services in rural areas, particularly through the improvement of Primary Healthcare Centres (PHCs). The project's effectiveness can be gauged through various quantitative and qualitative measures, reflecting its impact on the community's health and well-being.

### Frequency of visits to the PHCs

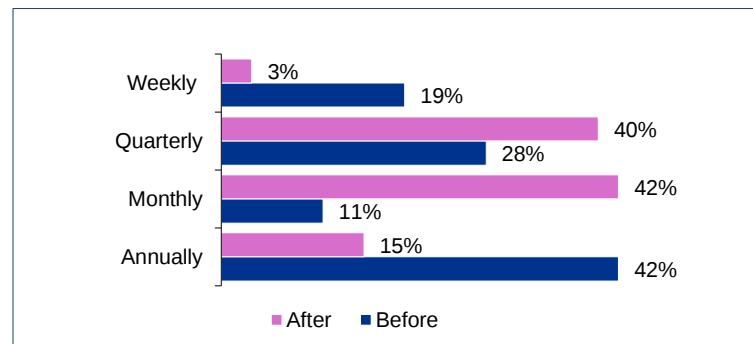


Figure 44: Frequency of visits to the PHCs

Before the implementation of Project Arogya, the frequency of visits to PHCs was relatively low, with 41.9% of respondents visiting annually and only 10.8% visiting monthly. However, post-implementation, there has been a marked increase in the frequency of visits, with 41.9% of respondents now visiting monthly and 39.8% visiting quarterly. This significant shift indicates improved trust and reliance on PHCs for healthcare needs, driven by the enhanced services and infrastructure provided by CFCL.

The waiting time for consulting a doctor at PHCs has also seen a notable improvement. Before the project, 43% of respondents reported waiting less than 30 minutes, while 31.2% waited between

30 minutes to 1 hour. Post-implementation, 97.8% of respondents now report waiting less than 30 minutes, showcasing the efficiency and effectiveness of the upgraded PHCs in managing patient flow and reducing wait times.

## Accessibility of PHCs

### Waiting time for consulting a doctor at the PHC

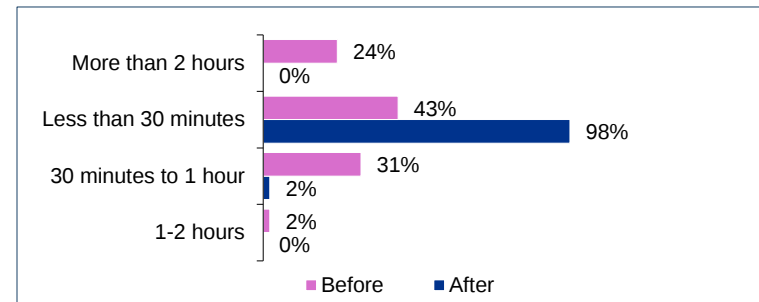


Figure 46: Waiting time for consulting a doctor at the PHC

### Distance to the PHCs

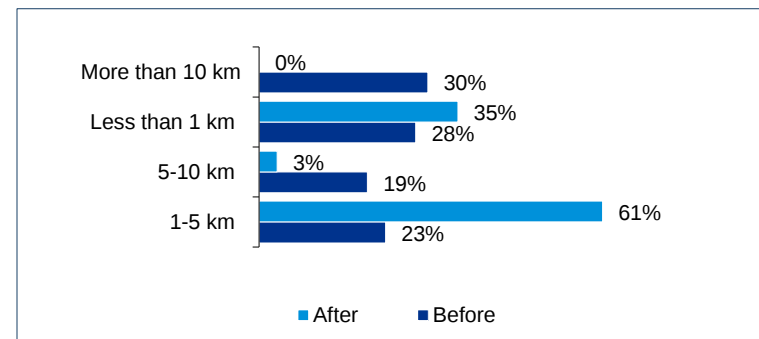
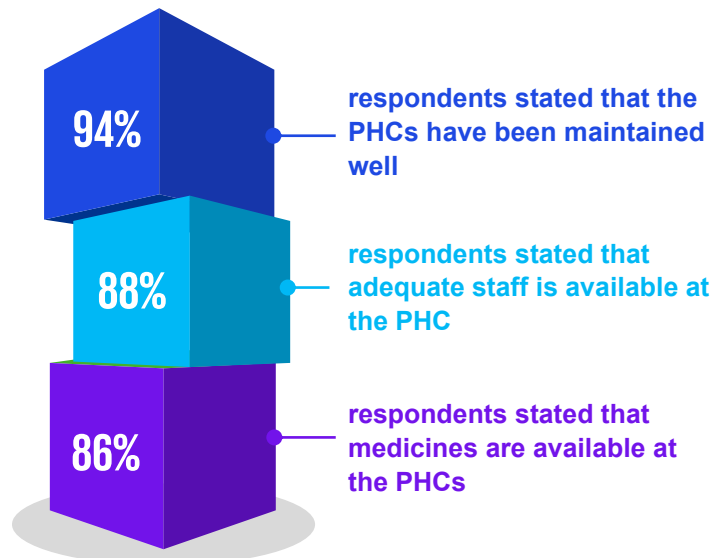


Figure 45: Distance to the PHCs

The accessibility of PHCs has improved significantly, with 61.3% of respondents now living within 1-5 km of a PHC, compared to 22.6% before the project. Additionally, the percentage of respondents living more than 10 km away has dropped to zero, highlighting the strategic placement and enhancement of PHCs to ensure they are within a reasonable distance for the majority of the population.

### Quality & maintenance of services



Such high percentage indicates that the PHCs have undergone significant improvements in their infrastructure and upkeep. Based on the qualitative insights and triangulation with quantitative information, such transformation may suggest that such positive outcomes lead to multi-facet impact-

#### Efficient maintenance leads to patient confidence and operational efficiencies.

On one hand, a well-maintained facility instills confidence in patients about the quality of care they will receive while at the same time it ensures that medical equipment and infrastructure are in good working condition, leading to more efficient and effective healthcare delivery.

#### Availability of staff and medicines lead to quality and continuity of care.

Ensuring availability of staff and medicines contribute to better patient outcomes. Patients can complete their prescribed treatments without interruption, reducing the need for patients to purchase medications from private pharmacies, which can be costly.

**100%**

respondents stated that the PHCs are either clean or very clean

**91%**

respondents stated that the staff at the PHCs are very courteous

The cleanliness of PHCs has been rated highly, respondents describing them as clean or very clean. Further, the behavior of staff has also been positively received, with majority respondents describing the staff as very courteous.

### Services availed at PHCs

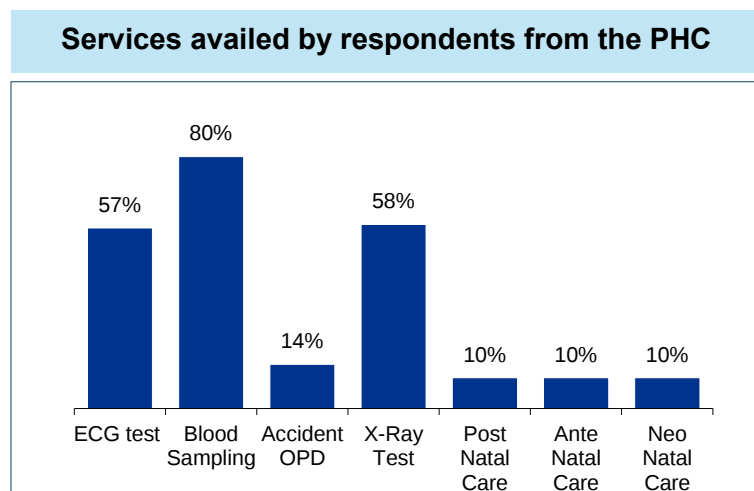


Figure 47: Services availed by respondents from the PHC

The range of services availed by respondents at PHCs has expanded, with significant utilization of ECG tests (56.9%), blood sampling (79.6%), accident OPD (13.9%), and X-ray tests (58.1%). Additionally, services such as post-natal care, ante-natal care, and neo-natal care have been accessed by 9.7% of respondents each.

**This diversification of services underscores the comprehensive healthcare support provided by the upgraded PHCs.**

**98%**

**Respondents stated that pathological equipment are always available at the PHCs**

The high percentage indicates a significant improvement in the diagnostic capabilities of the PHCs. The availability of pathological equipment is crucial for-

- Accurate Diagnosis
- Comprehensive Care
- Enhanced Patient Trust

**96%**

**Respondents stated that the services provided at the PHC have improved in the last five years**

This overwhelming positive feedback reflects the effectiveness of CFCL's interventions under Project Arogya. The improvements in services can be attributed to factors such as-

- Infrastructure Upgrades
- Staff Training and Availability
- Expanded Services

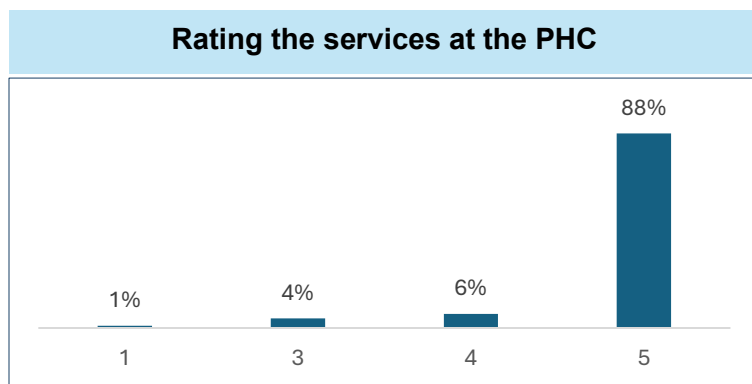


Figure 48: Rating the services at the PHC

The study further enquired on the satisfaction levels among respondents on the overall services available at the PHCs. The graph depicting the rating of services at the PHC shows a high level of satisfaction among respondents.

The distribution indicates that most respondents are highly satisfied with the services provided at the PHCs. The high ratings can be attributed to several factors such as-

- **Improved Quality of Care due to the developed infrastructure**
- **Improved Accessibility and Convenience with better equipped staff and medicines**
- **Positive Patient Experience**

The positive perception of maintenance, staff availability, medicine and diagnostic equipment availability at PHCs reflects the success of CFCL's Project Arogya in transforming rural healthcare. These improvements have not only enhanced the quality of care but also increased the community's trust and reliance on PHCs. By addressing critical gaps in healthcare infrastructure and services, CFCL has made a significant impact on the health and well-being of the community.

### Health camps in the community

CFCL's organization of health camps has been a cornerstone of Project Arogya, significantly extending the reach of healthcare services to rural and underserved populations. These camps have played a crucial role in providing essential medical services, raising health awareness, and addressing immediate healthcare needs.

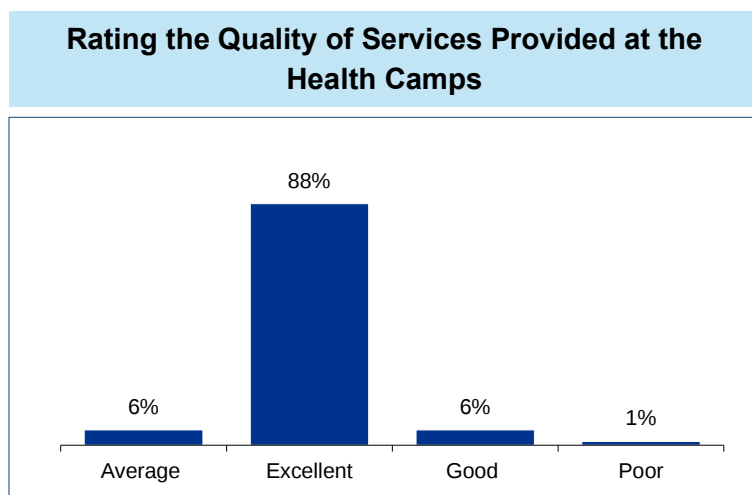


Figure 49: Rating the Quality of Services Provided at the Health Camps

CFCL's organization of health camps has been highly effective, with 77% of respondents attending these camps.

The quality of services provided at these camps has been rated as excellent by 87.5% of respondents. General consultations were provided to 92% of attendees, with 68% of those receiving consultations being referred for further treatment. These camps have played a crucial role in raising health awareness and providing essential medical services to the community.

92%

Respondents stated that they received treatment in the form of general consultation at the health camp.



This high percentage indicates the widespread utilization and effectiveness of the health camps in providing primary healthcare services. General consultations are vital and have led to-

- Early Detection and Prevention, substantiated through the level of referrals witnessed.
- Comprehensive Health Assessments
- Health Education

68%

of the respondents that received general consultation stated that they were referred for further treatment.

The high referral rate underscores the importance of health camps in connecting patients with more specialized care when needed. Referrals are essential and have led to-

- Access to Specialized Care
- Continuity of Care
- Building Trust in the Healthcare System

#### Neo-natal, delivery and post-natal care

While the cheapest alternative for delivery services is the district hospital in Kota, approximately 40 km away, CFCL's support has enabled PHCs to provide certain levels of neo-natal and post-natal care services. Given the inaccessibility of CHCs, many people still prefer PHCs for these services due to the convenience and improved facilities.

**The study indicates that 31% of respondents have benefited from neo-natal care and minor OT facilities at PHCs, with 96.6% rating the quality of these services as excellent.**

#### Preference for neo-natal, delivery and post-natal care

The preference for neo-natal, delivery, and post-natal care reveals insightful trends about where the community seeks these critical healthcare services. The distribution indicates that nearly half of the respondents prefer district hospitals for neo-natal, delivery, and post-natal care. This preference is likely

due to the comprehensive facilities and specialized care available at district hospitals, which are often better equipped to handle complex deliveries and provide extensive post-natal care

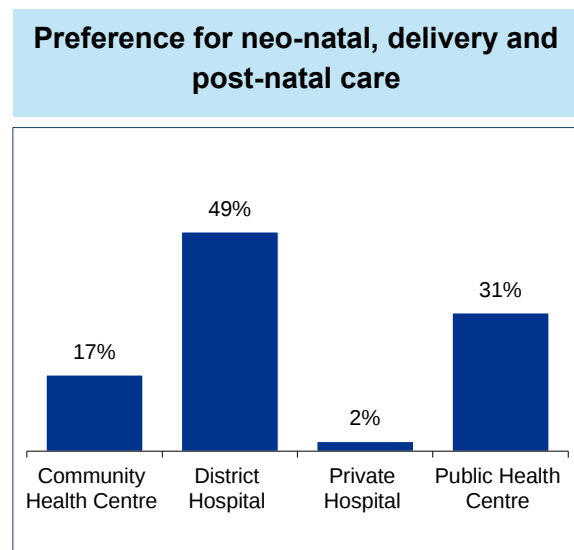


Figure 51: Preference for neo-natal, delivery and post-natal care

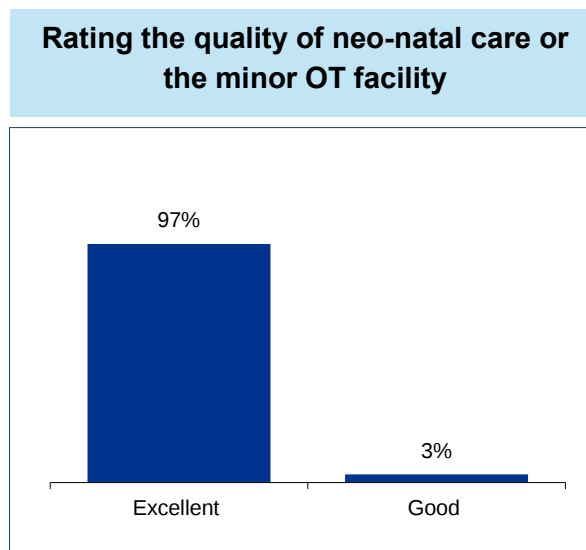


Figure 50: Rating the quality of neo-natal care or the minor OT facility

However, a significant portion of the community (31.2%) prefers PHCs for these services. This preference can be attributed to the improvements made by CFCL under Project Arogya. The upgraded PHCs, with enhanced infrastructure and availability of specialist doctors, have become a convenient and reliable option for many. Given that the nearest district hospital is about 40 km away, the improved PHCs offer a more accessible alternative for neo-natal and post-natal care, reducing the need for long-distance travel.

The preference for CHCs is relatively lower at 17.2%, which may be due to the inaccessibility of these centers or the lack of adequate facilities. The minimal preference for private hospitals (2.2%) reflects the community's reliance on public healthcare services, likely due to the high costs associated with private care.

#### Rating the quality of neo-natal care or the minor OT facility

The overwhelmingly positive ratings, with 96.6% of respondents rating the quality of neo-natal care or the minor OT facility as excellent, highlight the success of CFCL's interventions. The high level of satisfaction can be attributed to factors such as-

- Enhanced Facilities
- Availability of Specialist Doctors
- Comprehensive Care

#### Other qualitative insights

During qualitative sessions, many respondents reported joint pain. Although the exact cause wasn't identified, numerous studies suggest fluoride exposure as a potential reason. CFCL could consider this as a potential area for future intervention.

The overall effectiveness of Project Arogya has been profound, with majority respondents stating positive outcomes in their healthcare status. The availability. Project Arogya has significantly improved healthcare access, quality, and outcomes in the targeted regions. CFCL's strategic investments in PHCs, health camps, and community awareness initiatives have addressed critical healthcare gaps, enhanced service delivery, and contributed to the overall socio-economic development of the community. The project's success is evident in the increased utilization of PHCs, reduced waiting times, improved service quality, and positive health outcomes reported by the community.

## Efficiency

Project Arogya, implemented by CFCL through its non-profit wing, KK Birla Memorial Society (KKBMS), and in collaboration with non-profit partners, Life Line Care and Humana People to People India, has demonstrated remarkable efficiency in its execution. The project, aimed at enhancing healthcare services in rural areas, has been carried out with meticulous planning and effective resource utilization.

During the assessment year of FY 2022-23, CFCL planned numerous activities which were completed within the stipulated timeline. The following analysis provides a detailed narrative on the efficiency of the project.

### Efficient implementation and execution

The efficient implementation of Project Arogya is evident from the wide range of activities conducted during FY 2022-23. These activities were strategically planned and executed to maximize the impact on the community's health and well-being. The project focused on the development and enhancement of Primary Healthcare Centres (PHCs) in Gadepan, Kundanpur, and Simliya, along with various other healthcare initiatives.

#### 1. Infrastructure development:

- The development of PHCs in Gadepan, Kundanpur, and Simliya included multiple phases, ensuring comprehensive upgrades to the facilities. This included the installation of essential amenities such as a provision of drinking water facility, equipment and machinery, procurement of furniture, and development of informatics and boards for the PHCs.
- The procurement of diagnostic equipment, including an Auto Refractometer, ECG Machine, protective accessories for X-ray rooms, and a TB Detection Machine, significantly enhanced the diagnostic capabilities of the PHCs.

#### 2. Community engagement and awareness:

- CFCL conducted 26 meetings with community representatives and 130 preventive health awareness sessions, reaching 2,854 participants. These sessions were crucial in educating the community about health and hygiene practices.
- The organization of 19 Nukkad Naatak/Rally events on health awareness, with 2,187 participants, effectively disseminated health information through engaging and interactive methods.

#### 3. Healthcare services:



- A total of 352 OPDs were organized at the PHCs, providing 4,000 consultations. Additionally, 76 satellite OPDs were conducted at the village level, reaching 3,505 participants. These initiatives ensured that healthcare services were accessible to a larger population.
- CFCL also organized three specialized health camps at strategic locations, with 999 participants, offering specialized medical services to those in need.

#### 4. **School and vocational institute initiatives:**

- The project included 238 awareness sessions in schools, attended by 9,724 students, and 17 sessions in vocational institutes, with 516 participants. These sessions aimed to instill health awareness among the younger population.
- Health camps were organized in schools and vocational institutes, with 7,509 and 534 participants, respectively. These camps provided essential health check-ups and consultations to students.

#### 5. **Liaison and coordination:**

- CFCL conducted 52 meetings with government officials for liaising and 27 review meetings with PHC and district health officials. This ensured effective coordination and alignment with government health programs and policies.

#### 6. **Timely execution:**

- All activities were executed within the planned timeframe, demonstrating CFCL's ability to manage and implement projects efficiently. The timely execution ensured that the community received the intended benefits without delays.

#### 7. **Collaborative efforts:**

- The collaboration with NGO partners and government officials facilitated the smooth implementation of activities. This collaborative approach ensured that resources were pooled effectively, and efforts were aligned towards common goals.

The efficiency of Project Arogya is evident from the successful implementation of numerous activities. The comprehensive range of activities, from infrastructure development to community engagement and healthcare services, highlights the project's effectiveness in addressing the healthcare needs of the rural population. The efficient execution of Project Arogya has not only improved healthcare access and quality but also contributed to the overall socio-economic development of the community. These efforts underscore CFCL's commitment to promoting health and well-being in the region, setting a benchmark for future healthcare initiatives.

## **Impact**

Project Arogya, has significantly contributed to the healthcare landscape in the intervention areas. This chapter delves into the impact of CFCL's interventions, highlighting the improvements in healthcare services, infrastructure, and community health outcomes.



**Emergency healthcare-** CFCL's investments have led to a marked improvement in emergency healthcare services. The provision of essential medical equipment and infrastructure has enabled Primary Healthcare Centres (PHCs) to respond more effectively to emergencies, reducing response times and improving patient outcomes.

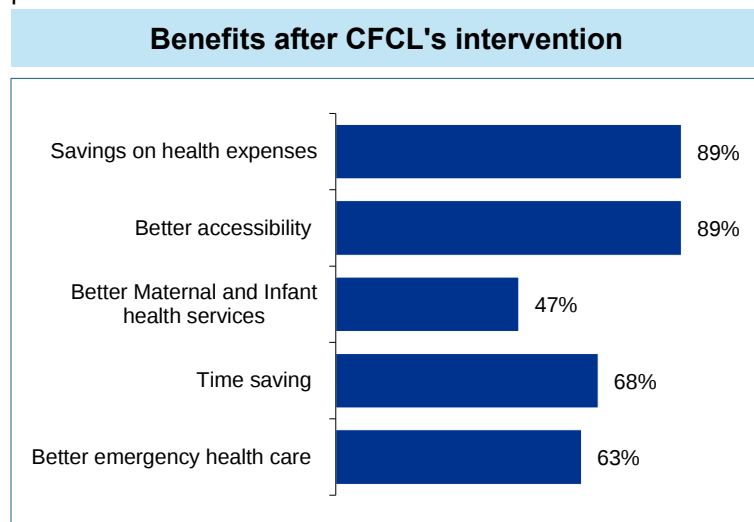


Figure 52: Benefits after CFCL's intervention

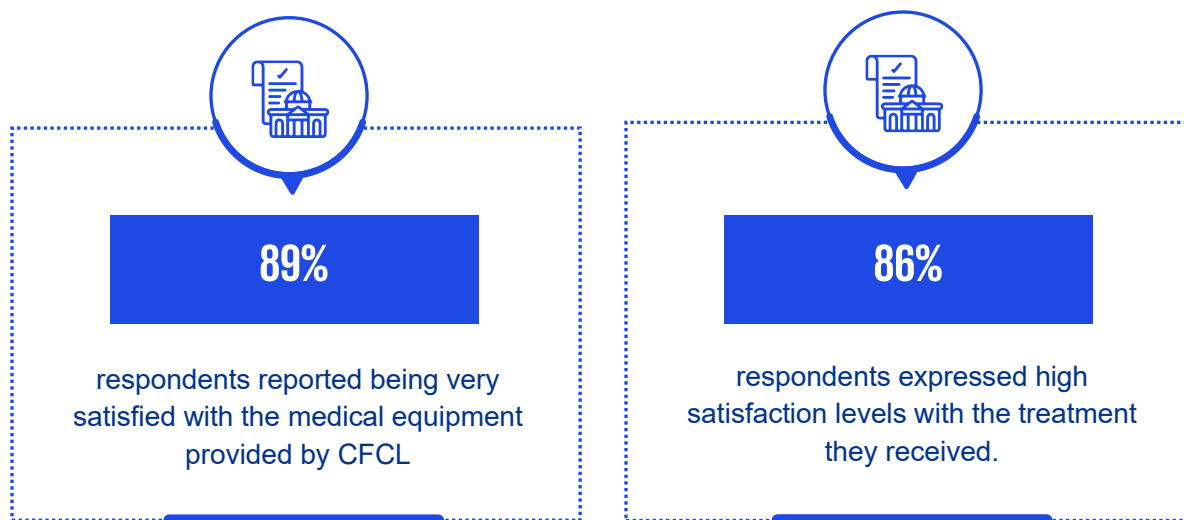
About 63% of the respondents stated that they have better emergency health care services available now.

**Time saving-** The availability of local healthcare services has reduced the time spent traveling to distant facilities, leading to considerable time savings for the community. Resounding 68% respondents agreed with their time saving experiences in the past one year.

**Savings on health expenses-** The interventions have led to significant savings on health expenses, positively impacting household finances with about 89% respondents agreeing to

have save money on availing healthcare services. By improving the state sponsored public healthcare institutions, CFCL is ensuring that these public institutions are providing free or subsidized healthcare services and reducing the need for long-distance travel.

### Satisfaction with medical equipment and treatment



The high level of satisfaction can be attributed to factors such as-

- **Availability:** The consistent availability of necessary medical equipment means that healthcare providers are delivering timely and efficient care without delays caused by equipment shortages.

- **Patient-centered approach:** The intervention has led to a focus on patient-centered care, where the needs and preferences of patients are prioritized, contributing to higher satisfaction levels.
- **Modern technology:** The support through modern diagnostic equipment has led to the use of modern and advanced medical technology enhancing the capability of healthcare facilities to diagnose and treat a wide range of medical conditions effectively.

### Health improvements noticed by respondents

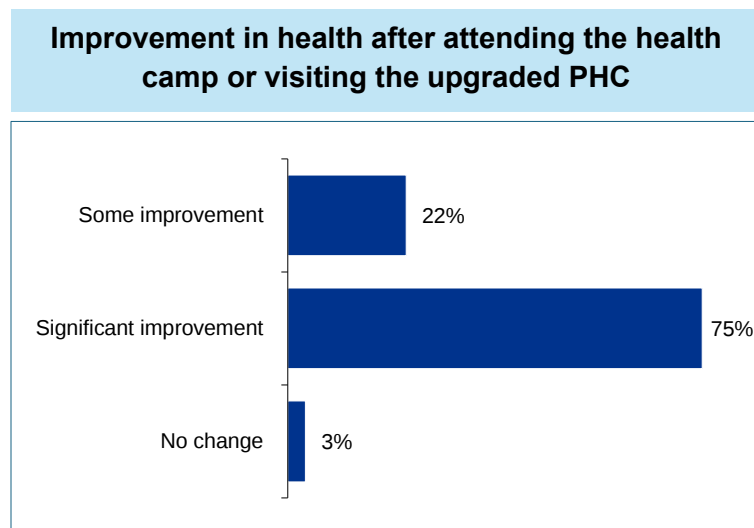


Figure 53: Improvement in health after attending the health camp or visiting the upgraded PHC

These statistics underscore the positive impact of CFCL's healthcare initiatives on community health.

### Impact on healthcare experience

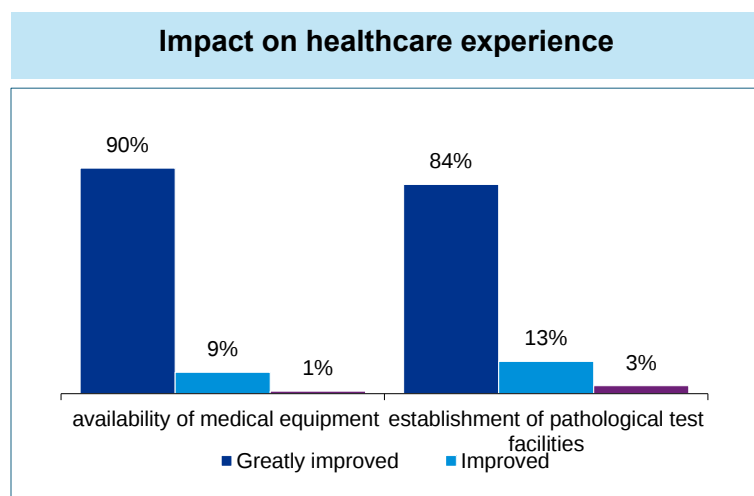


Figure 54: Impact on healthcare experience

These improvements have enhanced the overall healthcare experience, ensuring timely and accurate medical interventions.

The study also enquires on the extent of health improvements noticed by respondents after attending health camps or visiting upgraded PHCs.

About 75% of the respondents stated that they have noticed Significant Improvement in their own personal and household member's health.

22% of the respondents stated that they have noticed Some Improvement in their own personal and household member's health while only about 3% respondents stated that they have noticed No Change.

These statistics underscore the positive

The study also details the impact of CFCL's interventions on the overall healthcare experience.

**90% Greatly Improved Availability of Medical Equipment:** A vast majority of respondents reported a significant improvement in the availability of medical equipment. **83% Establishment of Pathological Test Facilities:** A high percentage of respondents noted the establishment of pathological test facilities as a major improvement.

These improvements have enhanced

## Sustainability

Project Arogya is dedicated to improving access to quality healthcare services for underserved communities. Ensuring the sustainability of this initiative is vital for delivering long-term health benefits and enhancing the overall quality of life for its beneficiaries. This section delves into the sustainability aspects of Project Arogya, drawing on data regarding the challenges faced by respondents in accessing healthcare services and integrating insights from previous discussions.

### Challenges in accessing healthcare services

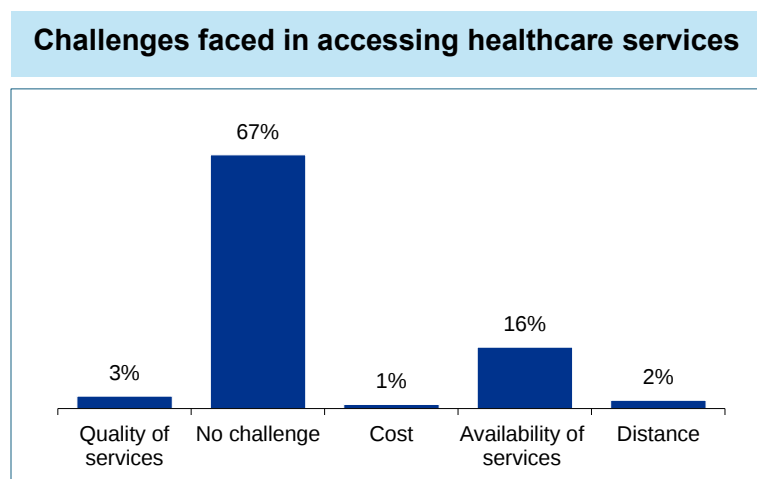


Figure 55: Challenges faced in accessing healthcare services

The study reveals several challenges that respondents encounter when accessing healthcare services. A significant majority, 66.67%, reported no challenges, indicating a generally positive experience.

However, 16% of respondents highlighted issues with the availability of services, while 11% cited cost as a barrier. Additionally, 3% of respondents were concerned about the quality of services, and 2% faced difficulties due to the distance to healthcare facilities.

These insights are crucial for identifying and addressing the areas that need improvement to ensure the sustainability of Project Arogya.

The sustainability of Project Arogya hinges on its ability to address the challenges faced by respondents in accessing healthcare services. By focusing on improving the quality of services, reducing costs, ensuring the availability of services, and minimizing the distance to healthcare facilities, Project Arogya can achieve long-term success. Leveraging community engagement, continuous monitoring, capacity building, and strategic partnerships with government stakeholders have further enhance the project's sustainability, ensuring that underprivileged communities have access to quality healthcare services for years to come.

## Project Saakar- Rural Development initiatives

India's rural development efforts have made notable advancements in infrastructure, education, healthcare, and employment. Infrastructure development programs like the Pradhan Mantri Gram Sadak Yojana have improved connectivity for remote villages, while electrification initiatives have brought electricity to the majority of rural areas. However, significant quantitative challenges continue to underscore the need for sustained and focused interventions. Approximately 40% of rural households remain disconnected from all-weather roads, limiting accessibility and mobility.<sup>19</sup> Only 18% of households have access to piped water supply, and sanitation coverage, despite improvements under the Swachh Bharat Mission, still faces gaps.<sup>20</sup> Employment opportunities in rural areas also present stark challenges, with unemployment rates at 7.5% and women's labor force participation languishing at a mere 18% compared to urban areas.<sup>21</sup>

CFCL's initiatives address these gaps through targeted interventions. Through project Saakar, CFCL has developed community infrastructure such as boundary walls, community halls, and stormwater drains and boundary walls across various villages, enhancing communal spaces and fostering social unity in selected regions of Rajasthan and Haryana during FY 2022-23. CFCL also supports education through school renovations and awareness programs, fostering better learning environments. By aligning its efforts with the Sustainable Development Goals (SDGs) 2030, CFCL demonstrates a commitment to holistic rural development, ensuring sustainable growth and improved quality of life for rural communities

### Community Development

- Construction and development of community halls and boundary walls in various villages.
- Upgradation of community spaces, including installation of tin sheds, fencing, and gym equipment.
- Development of parks, play areas, and waiting rooms at community places.
- Procurement of furniture, plaques, and infographics for community improvement.



### Water & Sanitation

- Development of drinking water platforms and borewell installation.
- Construction of community toilet blocks and segregation pits for waste management.
- Installation of stormwater drainage systems.



### Infrastructure Development

- Construction of stormwater drains, culverts, and reinforced concrete sheds in multiple areas.
- Cement concrete road construction and repair works across several villages.
- Installation of interlocking tiles and pathways.
- Development of crematorium facilities and related infrastructure.



### Rural Development

### Energy & Lighting

- Installation of high mast lights and street lights in villages.
- Repair and maintenance of old lights.



### Educational Infrastructure

- Renovation and repair of government schools and Anganwadi centers.
- Construction of new classrooms and office spaces in schools.



### Other activities

- - Hiring of civil surveyors for level surveys and consultants for project reports.
- - Development of sewerage treatment plant proposals.
- - Waste management initiatives through garbage trolley provisions.
- - Landscaping efforts, such as berm area and plantation development.



Picture vi: Areas of interventions under project Saakar

<sup>19</sup> [Key Data on Rural Development from IDFC India Rural Development Report | Ministry of Rural Development | Government of India](#)

<sup>20</sup> [nirdpr.org.in/nird\\_docs/RDS/RDS2019-20/data/rdscontents.pdf](http://nirdpr.org.in/nird_docs/RDS/RDS2019-20/data/rdscontents.pdf)

<sup>21</sup> [rdscontents.pdf](#)

## Socio-Economic Profile of Respondents

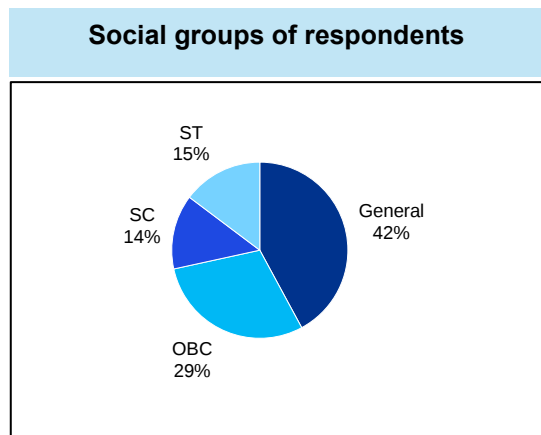


Figure 57: Social groups of respondents

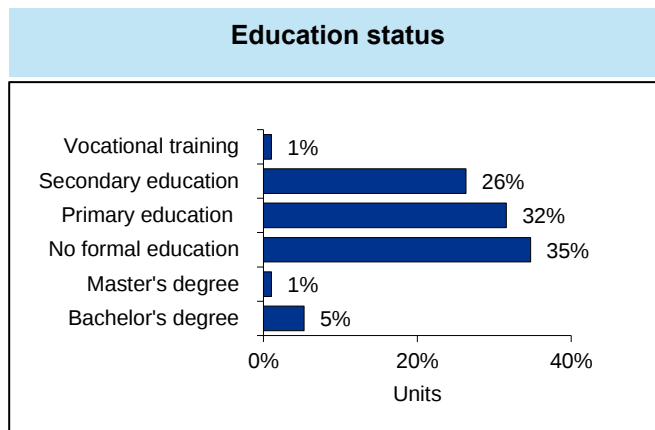


Figure 56: Education status

**Average age of the  
respondents**

**47 Years**

The respondents of the primary survey had an average age of 47 years. In terms of social categories, 42% were from the General category, 29% from the OBC category, 15% from ST, and 14% from SC. Regarding educational status, 35% of the respondents had no formal education, while 32% had completed primary education. Additionally, 26% had attained secondary-level education, 5% were bachelor's degree graduates, and only 1% had pursued master's level education. Similarly, 1% had received vocational training.

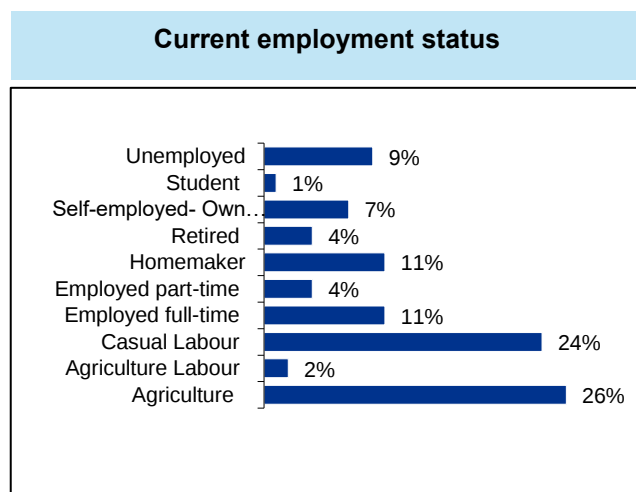


Figure 59: Current employment status

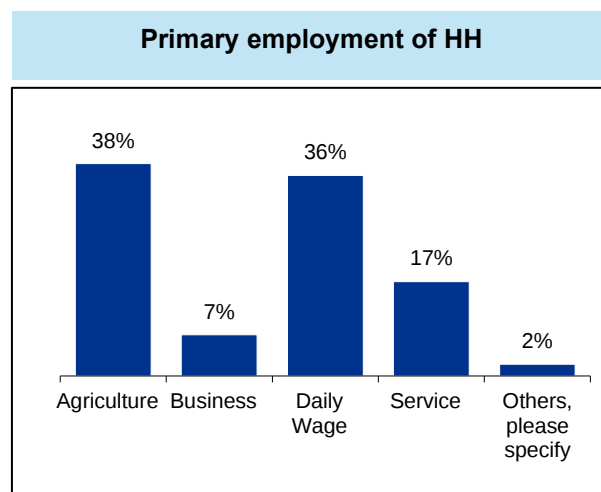


Figure 58: Primary employment of HH

The employment status of the respondents reveals diverse patterns. The majority reported being engaged in their own agriculture (26%), agricultural labor (2%), and casual labor (24%). Among other categories,

11% identified as homemakers, 7% as unemployed, and self-employed individuals accounted for 7%. Additionally, 4% were retired, while only 1% were students.

When asked about the primary source of income for their households, agriculture emerged as the dominant contributor, with 38% of respondents relying on it. Daily wage activities, which included farming and other labor-based work, were the second most common source, accounting for 36%. Moreover, 17% earned their income through services, and 7% were engaged in business activities such as operating shops within their villages.

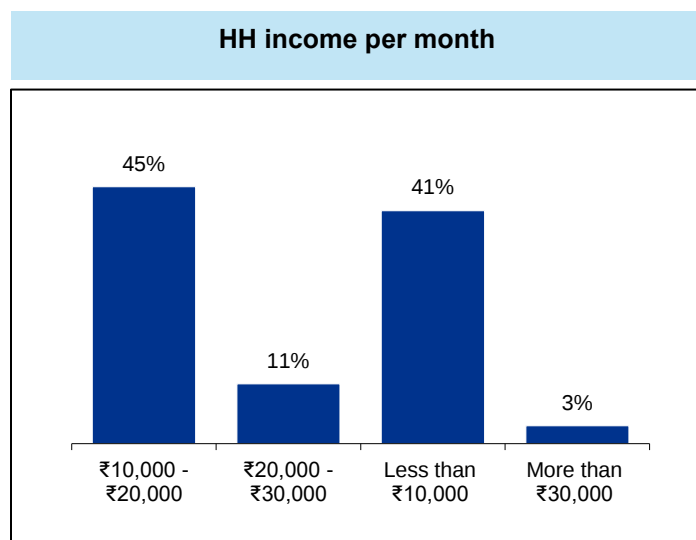


Figure 60: HH income per month

**Average earning members in the household**

**1.78 Members**

In terms of average household income per month, a significant portion, 45%, reported earning between ₹10,000 to ₹20,000, while 41% earned less than ₹10,000, reflecting modest income levels for the majority. Additionally, 11% had an average household income ranging between ₹20,000 to ₹30,000, and only a small fraction, 3%, earned more

than ₹30,000. These figures are based on an average of two earning members per household.

## Relevance

Rural development projects hold immense significance for regions of Rajasthan, where CFCL actively supports initiatives aimed at enhancing community well-being. These states face unique challenges due to their predominantly agrarian economies, semi-arid climates, and socio-economic disparities. Population dynamics in Rajasthan reveals that only 18% of rural households have access to piped water supply, highlighting the need for improved water infrastructure. Educational disparities are also significant, with nearly 30% of rural schools in Rajasthan lack basic infrastructure such as functional toilets and drinking water. <sup>22</sup>

The survey findings highlight that the majority of beneficiaries belong to low-income groups, with 86% earning less than ₹20,000 per month on average across two earning members per household. This reflects a modest financial capacity and underscores the reliance on agriculture and disguised employment as primary sources of livelihood in rural areas. Such dependence on limited and unstable income sources creates challenges in improving living standards and accessing essential services like healthcare, education, and infrastructure. This reinforces the relevance of rural development activities by CFCL, as they address critical needs such as improved community infrastructure, enhanced healthcare facilities and

<sup>22</sup> [Rural Development in Haryana](#)

improved educational infrastructure. By bridging socio-economic gaps, rural development efforts play a vital role in empowering low-income households and fostering resilience within rural communities.

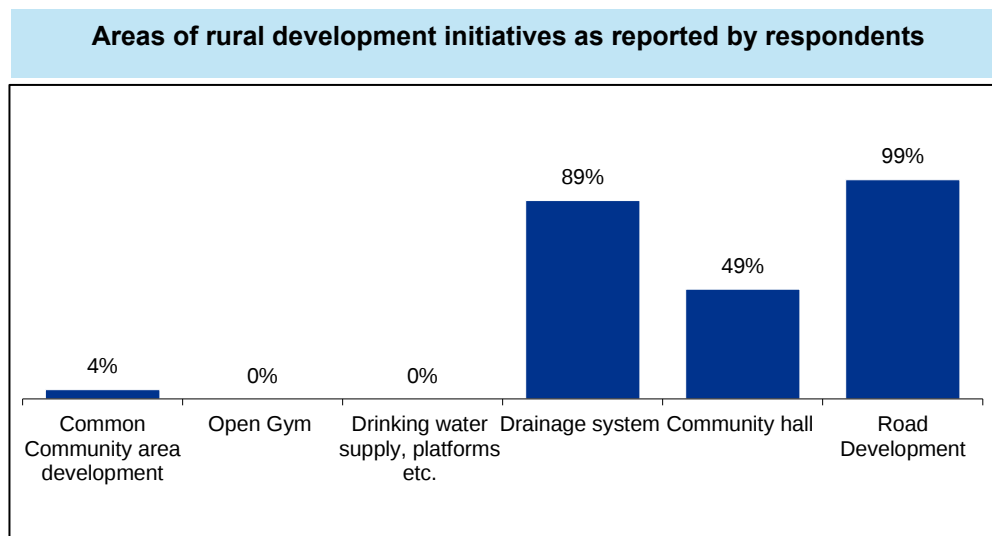


Figure 61: Areas of rural development initiatives as reported by respondents

As illustrated in the graph above, the survey respondents highlighted various areas where they have benefited from development initiatives. A vast majority, 99%, reported road development projects. Additionally, 89% acknowledged support from drainage systems. Furthermore, 49% mentioned the construction of community halls in their villages. A smaller percentage, 4%, noted infrastructure support for shared community areas, further contributing to the development of communal facilities.

## Coherence

A project's coherence is determined by how well it aligns with the goals and policies of the national and state governments and the principles of the larger international community.

### Alignment with UN SDGs



Under **SDG 11: Sustainable cities and communities**, CFCL enhances rural connectivity and resilience through road development, stormwater drainage systems, and community halls, fostering safer and more inclusive village environments. Public infrastructure like street lighting and interlocking tiles improves mobility and security, while livelihood initiatives support economic sustainability.



For **SDG 6: Clean water and sanitation**, CFCL invests in clean water access by installing borewells and drinking water platforms, ensuring safe and reliable supply in underserved areas. Improved drainage systems mitigate waterlogging and sanitation risks, while awareness programs promote sustainable water management.

| Potential linkages with government schemes |                                                                                                                                                                                                          |
|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Pradhan Mantri Adarsh Gram Yojana</b>   | An Indian government scheme to build an “Adarsh Gram” (Model village) which has adequate physical and institutional infrastructure, in which minimum needs of all sections of the society are fully met. |

## Effectiveness

### Usage of infrastructure

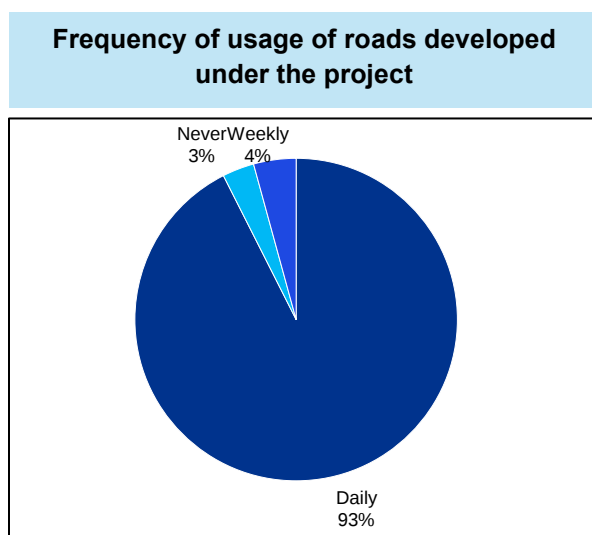


Figure 63: Frequency of usage of roads developed under the project

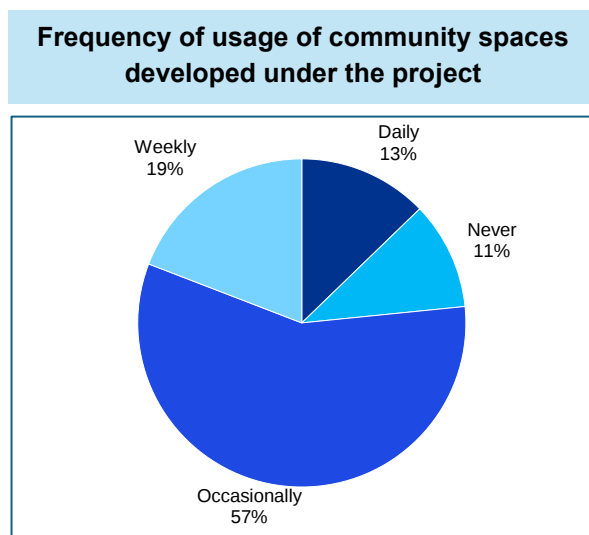


Figure 62: Frequency of usage of community spaces developed under the project

The respondents were asked about the actual usage of the infrastructure support provided by CFCL in the project location, focusing on usage frequency. Regarding roads developed under the initiative, 93% of respondents reported utilizing them daily, indicating their critical role in daily commuting and accessibility. A smaller segment, 4%, used the roads on a weekly basis, while 3% stated that they never used them, citing reasons such as limited mobility or being homemakers, which restricted their need for frequent travel.

When it came to the utilization of community spaces, such as halls, recreational areas, or renovated zones, a significant portion, 57%, reported using these spaces occasionally, highlighting their role in periodic events or activities. Additionally, 19% utilized them weekly, and 13% used them daily, suggesting their importance for regular social or leisure activities. However, 11% indicated that they never utilized these spaces, potentially due to a lack of personal relevance. Overall, 89% of respondents acknowledged the development of these infrastructures and appreciated their effectiveness.

The infrastructure developed as part of rural development projects has proven to be a vital asset to the beneficiaries in the villages. A significant 74% of respondents reported actively utilizing community halls and related infrastructure for community meetings, underscoring its role as a hub for local governance and

collaborative decision-making. Additionally, 13% of beneficiaries indicated using these spaces for various events and gatherings, which strengthens social bonds and fosters community spirit. A further 6% reported leveraging these facilities for training and workshops, which highlights their contribution to skill-building and capacity enhancement among the villagers.

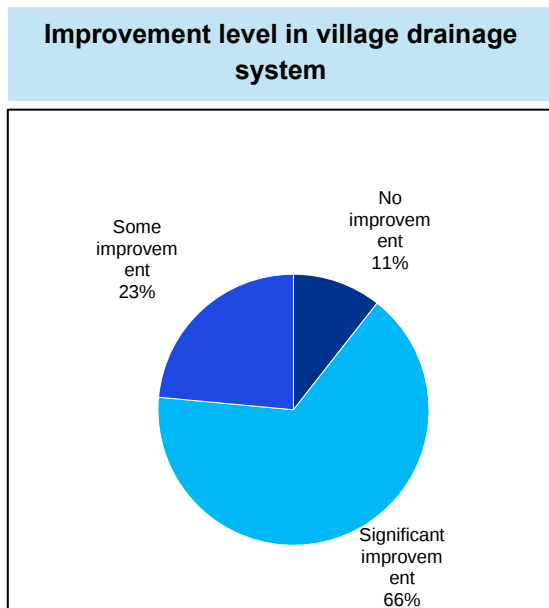


Figure 65: Improvement level in village drainage system

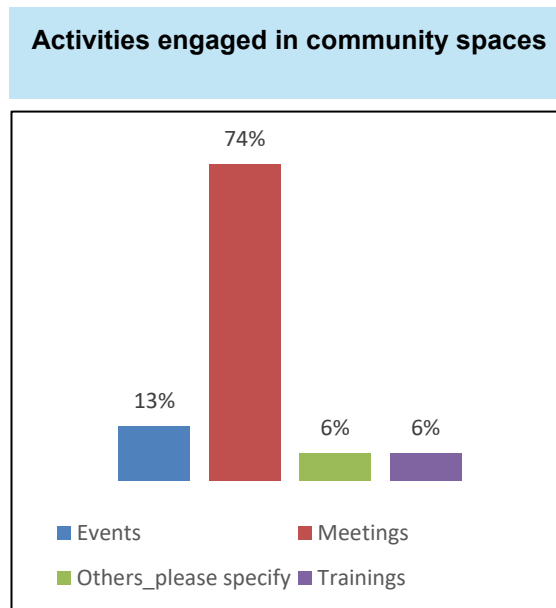
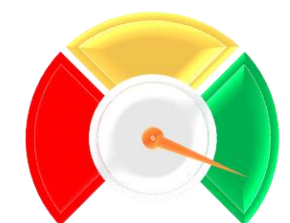


Figure 64: Activities engaged in community spaces

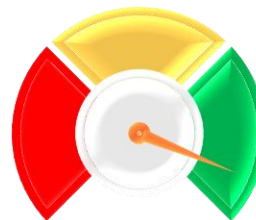
In terms of improvements to the village drainage systems, the feedback showcases a significant impact, with 66% of respondents observing marked improvements and 23% noting moderate enhancements. However, the 11% who reported no improvement suggest the need to investigate potential obstacles that may be affecting project outcomes in certain areas. Factors such as maintenance issues, geographical challenges, or limitations in the reach of drainage systems could be influencing these varied levels. Addressing these barriers will be crucial in ensuring the long-term sustainability and equitable benefits of these rural development initiatives. Overall, the ongoing utilization and perceived benefits of the developed infrastructure highlight its relevance, while also identifying areas for improvement to maximize its impact.

## Satisfaction levels regarding the quality of infrastructure support provided for rural development



**94%**

respondents satisfied with the quality of road infrastructure developed by CFCL



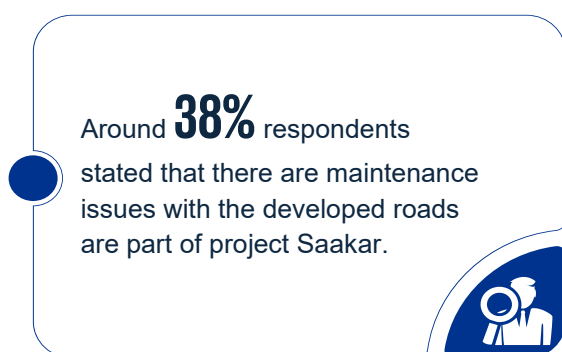
**82%**

respondents satisfied with the quality and maintenance of drainage system being supported under project Saakar.

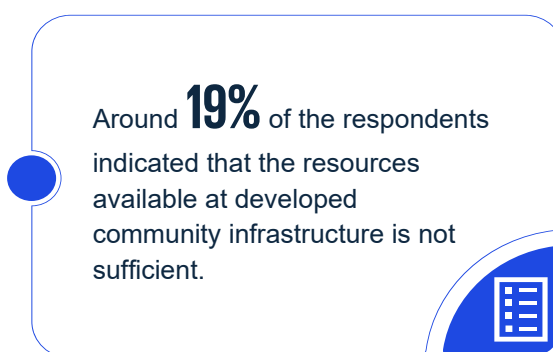
## Efficiency

The efficiency of infrastructure provided as part of rural development is determined by the strategic planning and execution of various activities undertaken during FY 2022-23. Each initiative was meticulously selected based on the specific needs identified in the respective project villages and blocks, ensuring that development efforts were tailored to address the most pressing local challenges. The selection process for infrastructure projects was informed by ground-level assessments, community consultations, and alignment with broader rural development objectives.

To maintain efficiency and ensure quality outcomes, CFCL adopted a systematic approach to project implementation. Various projects and work orders were issued for selecting implementation partners, with each partner thoroughly vetted based on their experience, expertise, and proposed cost structures. This rigorous selection process not only optimized financial resources but also ensured that development activities were executed with precision and sustainability in mind.



Around **38%** respondents stated that there are maintenance issues with the developed roads are part of project Saakar.



Around **19%** of the respondents indicated that the resources available at developed community infrastructure is not sufficient.

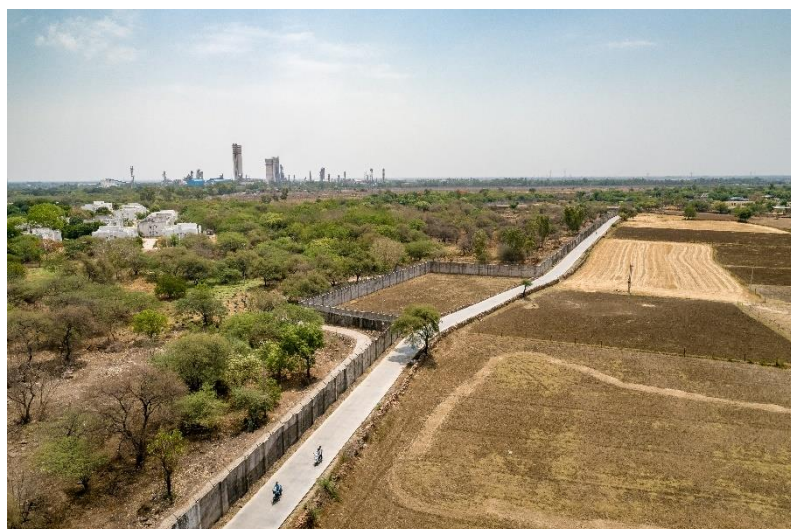
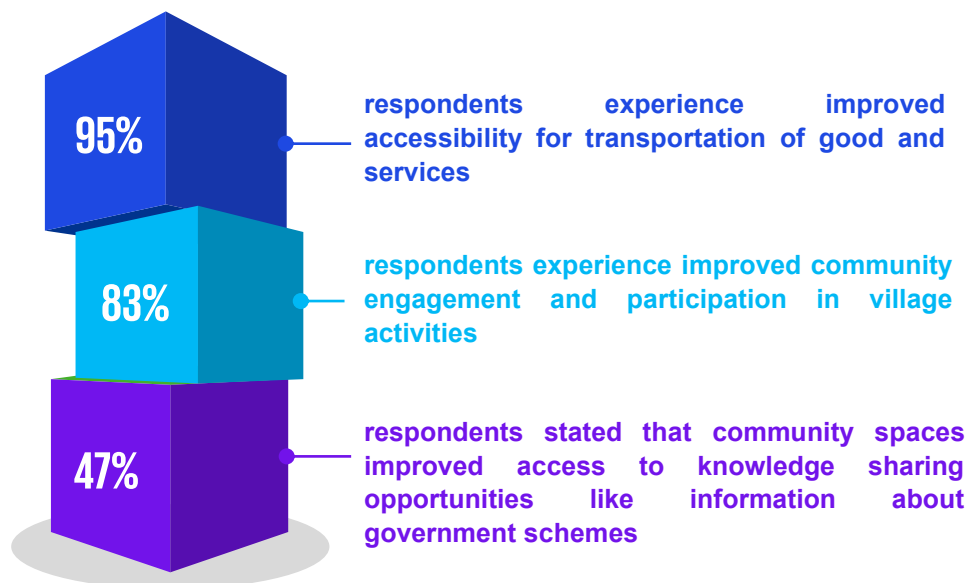
While CFCL's rural development initiatives have significantly contributed to improving infrastructure and community well-being, beneficiary responses indicate key areas where further refinements could enhance efficiency as mentioned in the figure above.

By aligning its infrastructure development activities with localized requirements, CFCL ensured that every intervention had a meaningful impact on rural communities, reinforcing its commitment to sustainable

growth and resilience. Moving forward, continuous monitoring and feedback mechanisms will further refine efficiency, addressing emerging challenges and optimizing resources to maximize benefits for the target beneficiaries.

## Impact

The enhancement of transportation infrastructure has significantly boosted the movement of goods and services across rural areas. Projects such as the Pradhan Mantri Gram Sadak Yojana have been instrumental in expanding all-weather road connectivity, reducing logistical barriers, and enabling smoother trade and economic transactions. CFCL's Project Sakar has further strengthened rural accessibility by developing essential infrastructure like stormwater drains and boundary walls, ensuring safer and more efficient mobility within villages. Based on primary data collected, 95% of respondents reported experiencing improved accessibility for the transportation of goods and services. Improved transportation access means that local farmers and businesses can move their products to markets more reliably, fostering greater economic opportunities and reducing dependencies on intermediaries.



The development of community common spaces under Project Sakar such as community halls and boundary walls has provided a structured environment for village interactions, enabling residents to engage more actively in social and cultural activities. With improved infrastructure, villages experience a surge in community-led events, self-help groups, and educational programs, fostering a stronger sense of unity and collaboration. This increased engagement enhances social well-being and ensures a

more cohesive development model, where villagers collectively participate in initiatives that drive positive change. Community spaces play a critical role in information dissemination, particularly regarding government schemes, subsidies, and development programs. Nearly half of respondents have found that improved communal infrastructure has facilitated access to vital knowledge-sharing opportunities.

### Cleanliness and sanitation

Through the intervention of infrastructure of drainage support, 75% of respondents reported experiencing an overall improvement in cleanliness and sanitation within their communities. This enhanced infrastructure has not only addressed long-standing issues of waste and stagnant water but has also had a ripple effect on public health. A notable outcome has been the perceived reduction in the incidence of water-borne diseases, such as diarrhea and cholera, which are often linked to poor sanitation and contaminated water sources.

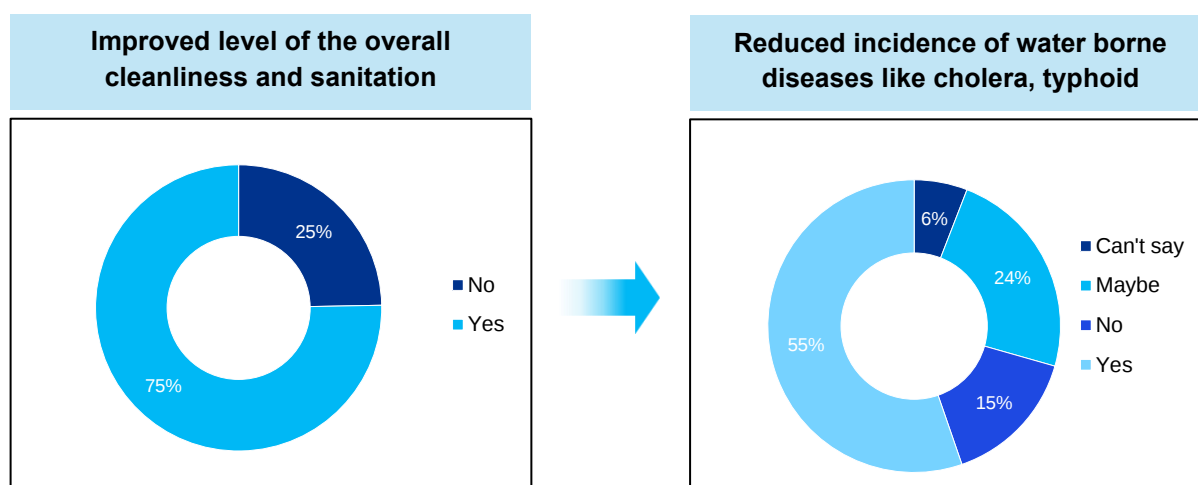


Figure 66: Cleanliness leading to reduced diseases

When asked about their perception of the intervention's impact, 55% of respondents agreed that the improvements significantly reduced health-related risks, including water-borne diseases. Meanwhile, 24% of respondents expressed uncertainty ("maybe"), indicating either limited personal experience of these impacts or a lack of immediate, visible benefits. On the other hand, 15% of respondents did not perceive any notable change, possibly pointing to areas where drainage support has yet to achieve optimal effectiveness or where additional complementary measures are needed. A smaller proportion, 6% of respondents, were unable to provide a definitive response, reflecting either limited awareness or difficulty in assessing the intervention's impact.



## Sustainability

Sustainability is the continued existence of a favorable outcome after active intervention or aid has ceased. The infrastructural development initiatives undertaken by CFCL in the regions of Rajasthan and Haryana demonstrate a commendable commitment to advancing social and institutional sustainability, as outlined under the OECD's sustainability parameters. The project's focus areas—including the construction, revival, and enhancement of community halls, roads, drainage systems, school infrastructure, and street lighting, were selected based on consultations with community members and local leaders. This bottom-up approach ensures that the interventions are directly aligned with the expressed needs and priorities of the beneficiaries, thereby fostering community ownership and enhancing the likelihood of long-term social acceptance and utilization of the assets created.

From a **social sustainability** perspective, the participatory planning process has built trust and strengthened social cohesion within the communities. The infrastructure created is likely to improve quality of life, support community gatherings, enable better access to education, and contribute to overall well-being. The involvement of various stakeholders throughout the planning phase suggests that the community will continue to value and use these assets, promoting sustained social benefits.

In terms of **institutional sustainability**, the engagement with local governance structures and informal leadership networks suggests an effort to embed the interventions within existing local institutional frameworks. By aligning with community governance mechanisms, the project creates an enabling environment where responsibility for the use and oversight of infrastructure can, at least partially, be absorbed into local systems, thereby increasing the resilience and adaptability of the interventions over time.



However, when evaluating the **economic sustainability** of the project, some critical gaps emerge. While the infrastructure addresses immediate and medium-term community needs, primary data from field interactions indicate uncertainty regarding the future repair and maintenance of these assets. Specifically, there is no clear framework or designated body responsible for the ongoing financial and operational upkeep. Without defined funding streams or institutional mechanisms to manage maintenance, there is a risk that the infrastructure may deteriorate

once it requires repairs, potentially reducing the long-term effectiveness and value of the investments made. In summary, while the project demonstrates strong achievements in terms of social and institutional sustainability, its long-term economic sustainability remains uncertain. Addressing this gap, either through the establishment of community maintenance committees, partnerships with local authorities, creation of a maintenance fund, or through capacity building for local stakeholders will be critical to ensuring that the benefits of the infrastructure continue well beyond its initial operational lifespan.

## Project Bhoomi- Environment Sustainability, Animal Health and Soil Health initiatives

### Introduction to stubble burning

Stubble burning is the practice of setting fire to the straw stubble that remains after grains, such as rice and wheat, have been harvested. This method is commonly used to quickly clear fields in preparation for the next planting season. While it is a cost-effective and time-saving practice for farmers, it has significant environmental and health repercussions.

Stubble burning is prevalent in many agricultural regions around the world, particularly in countries like India, China, and parts of North America and Europe. In India, it is especially common in the states of Punjab, Haryana, and Uttar Pradesh. The practice contributes to severe air pollution, releasing large quantities of carbon dioxide (CO<sub>2</sub>), carbon monoxide (CO), oxides of sulfur (SOX), particulate matter, and black carbon into the atmosphere. According to estimates, crop residue burning in India releases approximately 149.24 million tonnes of CO<sub>2</sub>, over 9 million tonnes of CO, and 1.28 million tonnes of particulate matter annually. This pollution exacerbates climate change and poses serious health risks, including respiratory infections and lung cancer.

### Setting a context on stubble burning

Stubble burning is a significant contributor to air pollution and environmental degradation. The practice is particularly prevalent in the northern states of India, where it is used to clear fields quickly between the harvesting of paddy and the sowing of wheat. The short window of 10-20 days between these two cropping seasons leaves farmers with limited options for residue management.

The environmental impact of stubble burning is profound. It releases large amounts of greenhouse gases, including CO<sub>2</sub>, CO, and methane, contributing to global warming. Additionally, the particulate matter released during burning can travel long distances, affecting air quality in urban areas far from the field. For instance, during the stubble burning season, the Air Quality Index (AQI) in Delhi often exceeds safe limits, leading to severe health advisories.

### Need for intervention in stubble burning

The environmental and health impacts of stubble burning necessitate urgent intervention. The practice not only degrades air quality but also affects soil health by killing beneficial microorganisms and reducing soil fertility. Additionally, the smoke from stubble burning contributes to the formation of smog, which can lead to severe respiratory problems and other health issues. Effective intervention strategies include promoting alternative crop residue management practices, such as in-situ and ex-situ methods, and raising awareness among farmers about the benefits of sustainable agricultural practices<sup>23</sup>.

Interventions are needed to provide farmers with viable alternatives to stubble burning. These include mechanical solutions like the Happy Seeder, which allows for direct sowing of wheat without removing the stubble, and biological solutions like the use of PUSA decomposer, which accelerates the decomposition of crop residue. Government policies and incentives also play a crucial role in encouraging farmers to adopt these alternatives<sup>24</sup>.

### About Project Bhoomi

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<sup>23</sup> [26632.pdf](#)

<sup>24</sup> [Project Bhoomi – Crop Residue Management Initiative - Roots Foundation](#)



Project Bhoomi aims to address the challenges of stubble burning in the states of Rajasthan, Haryana, and Punjab. The project focuses on educating and mobilizing farmers to adopt ecological and sustainable practices for crop residue management. By partnering with reputed international and national NGOs, Project Bhoomi promotes no-burn activities, builds community awareness, and engages multiple stakeholders to implement modern agricultural techniques.

Project Bhoomi is crucial in mitigating the environmental and health risks associated with stubble burning. It aims to improve air quality, enhance soil health, and promote sustainable agricultural practices through a combination of awareness campaigns, training programs, and the provision of modern farming equipment. The project also seeks to create a supportive ecosystem for farmers by connecting them with government schemes, subsidies, and market linkage.

## Socio-Economic Profile

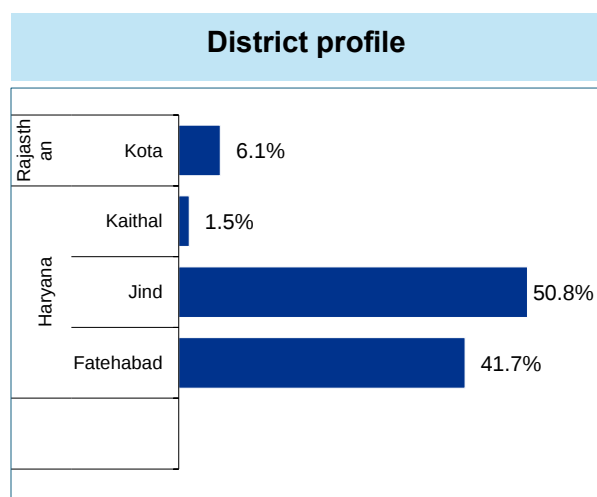


Figure 68: District profile

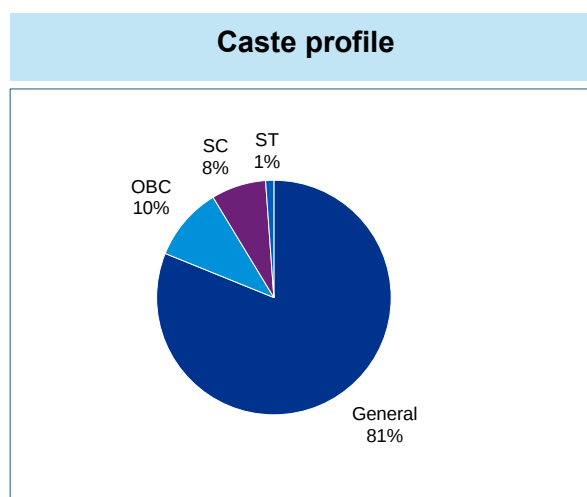
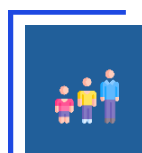


Figure 67: Caste profile



Average age of the respondents:  
**42 Years**



Average number of earning  
members: **1.85 members**

The study included respondents from Jind (50.76%) and Fatehabad (41.29%), indicating a strong focus on these districts. Kaithal and Kota have much smaller representations, with Kaithal at 1.52% and Kota at 6.06%.

The average age of the respondents is 42 years, suggesting that the surveyed population is predominantly middle-aged. This age group is likely to have significant experience in farming and crop residue

management practices.

On average, there are 1.85 earning members per household. This indicates that most households have one or two earning members, which is typical for rural agricultural families.

Most of the respondents belong to the General category, making up over 81% of the sample. This is followed by OBCs at around 10%, SCs at approximately 7.5%, and STs at just over 1%.

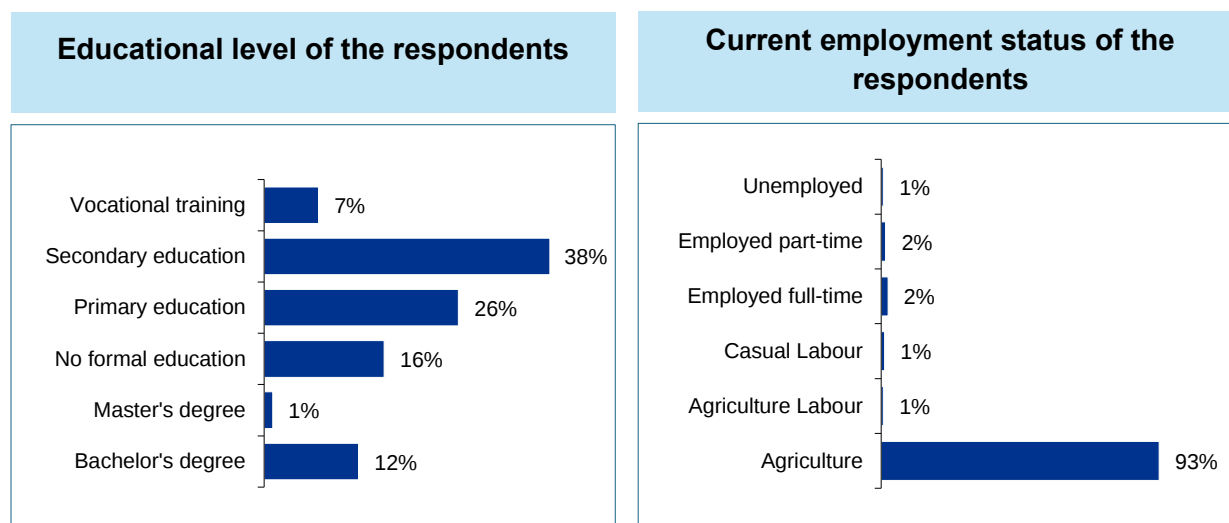


Figure 70: Educational level of the respondents

Figure 69: Current employment status of the respondents

Most respondents have secondary education (37.74%), followed by primary education (25.66%). A significant portion has no formal education (15.85%), while 12.45% have a bachelor's degree, and only 1.13% have a master's degree. Vocational training is reported by 7.17% of respondents. This distribution highlights the need for educational interventions to improve literacy and skill levels among farmers.

Most respondents (92.83%) are engaged in agriculture, indicating that farming is the primary occupation. Other employment categories, such as agricultural labor, casual labor, full-time, and part-time employment, have minimal representation. This underscores the importance of agriculture in the livelihoods of the surveyed population.

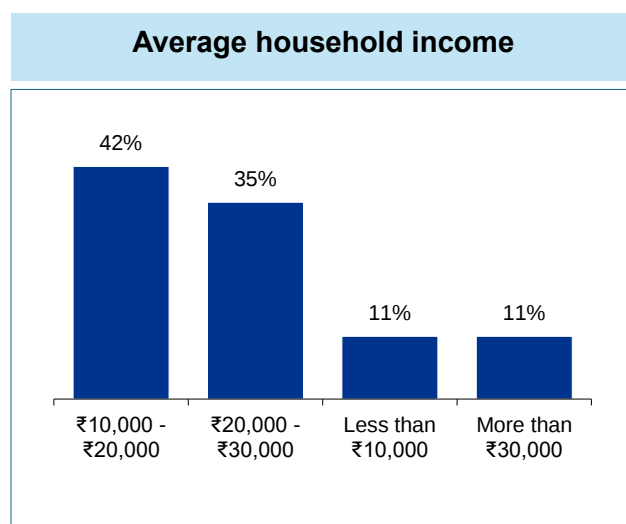


Figure 71: Average household income

Most households have an income between ₹10,000 and ₹20,000 (41.89%), followed by those earning between ₹20,000 and ₹30,000 (35.47%).

A smaller percentage of households earn less than ₹10,000 or more than ₹30,000, both at 11.32%. This income distribution indicates that most households fall within the lower to middle-income brackets, highlighting the economic challenges faced by the farming community.

## Relevance

Project Bhoomi aims to address the pressing issue of stubble burning in the states of Rajasthan, Haryana, and Punjab. The project collaborates with local NGO partners to promote sustainable agricultural practices and reduce the environmental and health impacts of stubble burning.

### Agricultural context of the respondents

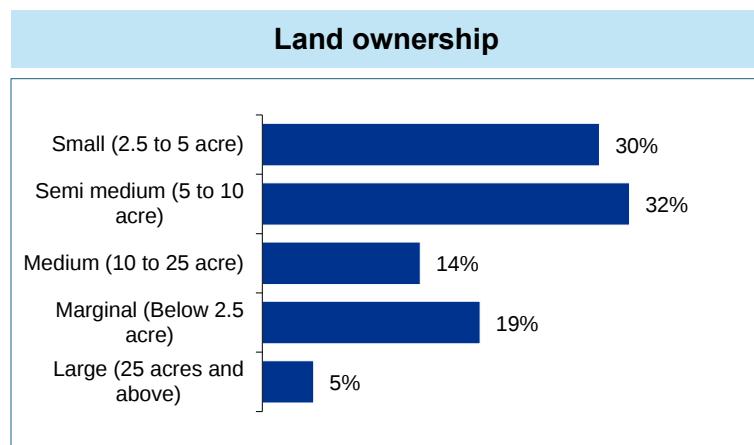


Figure 72: Land ownership

Majority respondents own semi-medium (32.45%) and small (29.81%) landholdings. Marginal landowners constitute 19.25%, while medium and large landowners make up 13.96% and 4.53%, respectively. This distribution indicates that a significant portion of the farming community consists of small to semi-medium landholders, who may face greater economic challenges and have limited resources for adopting sustainable practices.

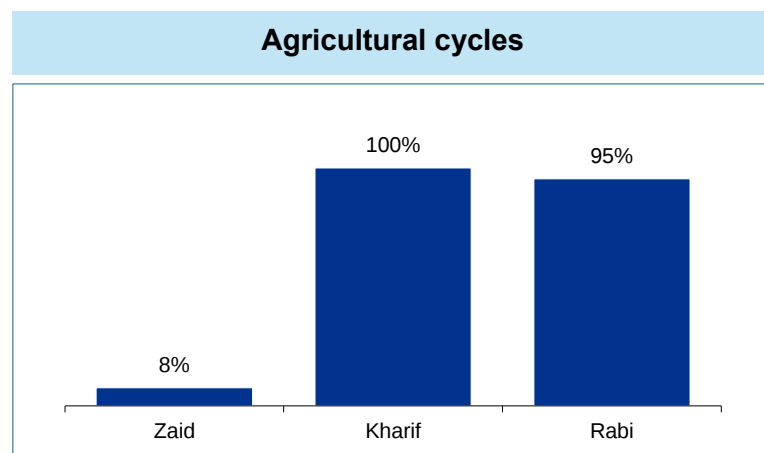


Figure 73: Agricultural cycles

All respondents participate in the Kharif season, with a majority also involved in the Rabi season (95.47%). A smaller percentage (7.55%) engage in the Zaid season.

This highlights the importance of both Kharif and Rabi crops in the region, necessitating effective crop residue management practices for both seasons to prevent stubble burning.

**Lack of Alternative Cropping:** The low engagement in the Zaid season means that fields are left fallow after the Rabi harvest until the next Kharif season. If farmers were to engage more in Zaid cropping, it could provide an alternative use for the crop residue, reducing the need to burn it.

| Crop Grown by Respondents |     |
|---------------------------|-----|
| Wheat                     | 98% |
| Paddy                     | 95% |
| Millets                   | 23% |
| Pulses                    | 7%  |
| Mushroom                  | 2%  |
| Tomato                    | 0%  |
| Vegetables                | 2%  |
| Creepers                  | 0%  |
| Fruits                    | 0%  |
| Potato                    | 1%  |
| Mustard                   | 60% |

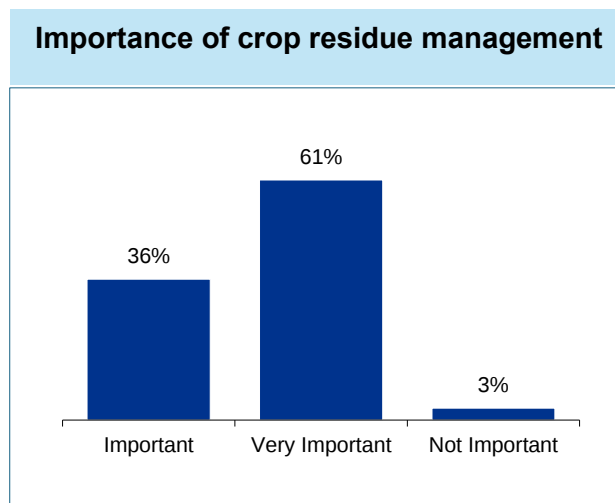


Figure 74: Importance of crop residue management

Wheat and paddy are the predominant crops, grown by 98% and 95% of respondents, respectively. Mustard is also significant, with 60% of respondents cultivating it. The cultivation of other crops like millets, pulses, and vegetables is relatively low.

A substantial majority of respondents (61.13%) consider crop residue management to be very important, while 35.85% view it as important. Only a small fraction (3.02%) does not see it as important.

The crop distribution depicts wheat and paddy as the major crops grown by the farmers. These crops are the major contributors to stubble burning, indicating the need for crop residue management for the two major crops in the study areas.

Further, the study indicates a high level of awareness and concern among farmers regarding the need for effective crop residue management practices.

## Relevance of Project Bhoomi

Stubble burning is a significant environmental issue in India, particularly in the northern states of Punjab, Haryana, and Uttar Pradesh. The practice contributes to severe air pollution, releasing large quantities of greenhouse gases and particulate matter into the atmosphere. This pollution exacerbates climate change and poses serious health risks, including respiratory infections and lung cancer.

1. **Environmental impact:** Stubble burning releases approximately 149.24 million tonnes of CO<sub>2</sub>, over 9 million tonnes of CO<sub>2</sub>, and 1.28 million tonnes of particulate matter annually. This pollution affects air quality and contributes to the formation of smog, which can travel long distances and impact urban areas<sup>25</sup>.
2. **Health risks:** The smoke from stubble burning contains harmful pollutants that can cause respiratory problems, cardiovascular diseases, and other health issues. Reducing stubble burning through Project Bhoomi can significantly improve air quality and public health.

<sup>25</sup> [Stubble Burning: Environmental Impact and Solutions](#)

3. **Soil health:** Stubble burning degrades soil health by killing beneficial microorganisms and reducing soil fertility. Project Bhoomi's promotion of alternative crop residue management practices can help maintain soil health and improve agricultural productivity.

Further, the socio-economic profile of the respondents reveals several key factors that underscore the relevance of Project Bhoomi:

1. **Economic vulnerability:** With most households relying on one or two earning members and falling within lower to middle-income brackets, there is a clear need for economic support and sustainable livelihood options. Project Bhoomi's focus on promoting alternative crop residue management practices can help reduce costs and improve income stability for these families.
2. **Educational interventions:** The varied educational levels, with a significant portion having no formal education, highlight the need for training and capacity-building programs. Project Bhoomi's initiatives to educate and train farmers on sustainable practices are crucial for enhancing their knowledge and skills.
3. **Agricultural dependence:** The overwhelming reliance on agriculture as the primary occupation emphasizes the importance of improving agricultural practices. Project Bhoomi's efforts to promote no-burn activities and sustainable farming techniques are vital for ensuring long-term environmental and economic sustainability.

Project Bhoomi is a critical initiative that addresses the socio-economic and environmental challenges associated with stubble burning. By promoting sustainable agricultural practices, educating farmers, and reducing the environmental impact of stubble burning, the project aims to improve the livelihoods of farming communities and ensure long-term environmental sustainability. The socio-economic data and the status of stubble burning in India underscore the urgent need for such interventions, making Project Bhoomi highly relevant and impactful.

## Coherence

CFCL's CSR interventions in environmental sustainability through Project Bhoomi align with both national priorities on environmental conservation as well as with the Sustainable Development Goals (SDGs). The SDGs include Goal 13: Climate Action and Goal 15: Life on Land. It also aligns with the objectives under the National Action Plan on Climate Change (NAPCC) and the National Policy for Management of Crop Residues

Table 6: Project Bhoomi's coherence with SDGs

| SDG                                                                                 | SDGs target                                                                                             | How is it aligned?                                                                                                                                                                                                                              |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <b>Target 13.2:</b> Integrate climate change measures into national policies, strategies, and planning. | Project Bhoomi focuses on reducing stubble burning, which is a significant source of air pollution and greenhouse gas emissions. By promoting sustainable agricultural practices, the project contributes to climate change mitigation efforts. |

|                                                                                   |                                                                                                                                                                                                               |                                                                                                                                                                           |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <b>Target 15.3:</b> By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought, and floods, and strive to achieve a land degradation-neutral world. | The project's initiatives in crop residue management help maintain soil health and prevent land degradation, ensuring sustainable land use and agricultural productivity. |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### Alignment with national policies

| Policy                                          | Objectives                                                                        | How is it Aligned?                                                                                                                                                                                      |
|-------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| National Action Plan on Climate Change (NAPCC)  | To promote sustainable development while addressing climate change.               | Project Bhoomi's efforts to reduce stubble burning and promote sustainable agricultural practices align with the NAPCC's objectives of mitigating climate change and promoting sustainable development. |
| National Policy for Management of Crop Residues | To promote the adoption of in-situ and ex-situ crop residue management practices. | The project's focus on educating farmers about alternative crop residue management techniques and providing necessary tools and resources aligns with the policy's objectives.                          |

### Stakeholder perspectives

Nearly all stakeholders consulted were of the opinion that Project Bhoomi aligns with national goals of India when it comes to environmental sustainability. The interventions are seen as crucial steps towards achieving the broader objectives of the National Action Plan on Climate Change and the National Policy for Management of Crop Residues, ensuring that farmers in Rajasthan, Haryana, and Punjab adopt sustainable practices and contribute to environmental conservation.

### Conclusion

Project Bhoomi is a coherent and well-aligned initiative that addresses the critical issue of stubble burning and promotes environmental sustainability. By aligning with national policies and international goals, the project not only mitigates the environmental impact of agricultural practices but also enhances the livelihoods of farming communities through sustainable development. The coherence of Project Bhoomi with national and global objectives underscores its relevance and importance in the broader context of climate action and sustainable land management.

### Effectiveness

This chapter evaluates the effectiveness of Project Bhoomi, focusing on several key areas: respondents' participation in workshops, awareness campaigns, and community meetings; their awareness of the negative impacts of crop residue burning before the program; the extent of support received through the project; the adoption of new crop residue management practices; and the reasons behind changes in CSR

practices. By analyzing these aspects, we aim to provide a comprehensive understanding of how Project Bhoomi has impacted the farming community and contributed to sustainable agricultural practices.

### Participation in workshops, awareness campaigns, or community meetings

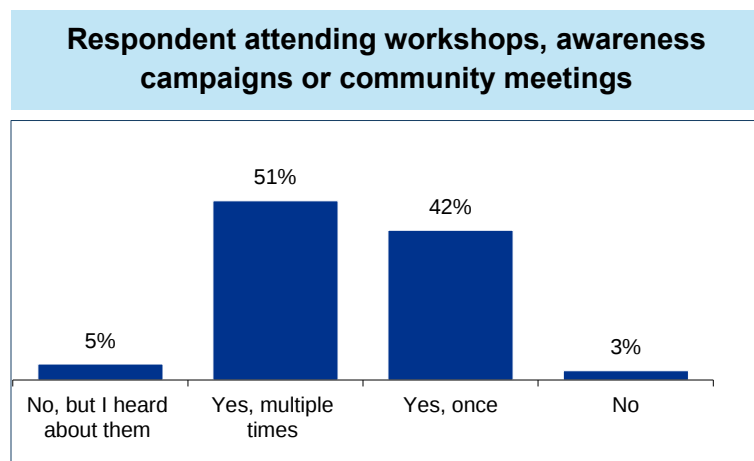


Figure 75: Respondent attending workshops, awareness campaigns or community meetings

The study findings saw only 4.53% of the respondents stating that they have never attended any workshop or meeting, however, they have heard about them. About half the respondents stated that (50.57%) stated that they have attended such events/meetings multiple times while on a similar trajectory, 42.26% respondents stated that they have attend just once.

2.64% respondents never heard of such events/meetings.

A significant majority of respondents (92.83%) have attended workshops,

awareness campaigns, or community meetings at least once, with over half attending multiple times. This high level of participation suggests that the project has been successful in engaging the farming community and raising awareness about crop residue management.

### Awareness of the negative impacts of crop residue burning before the program

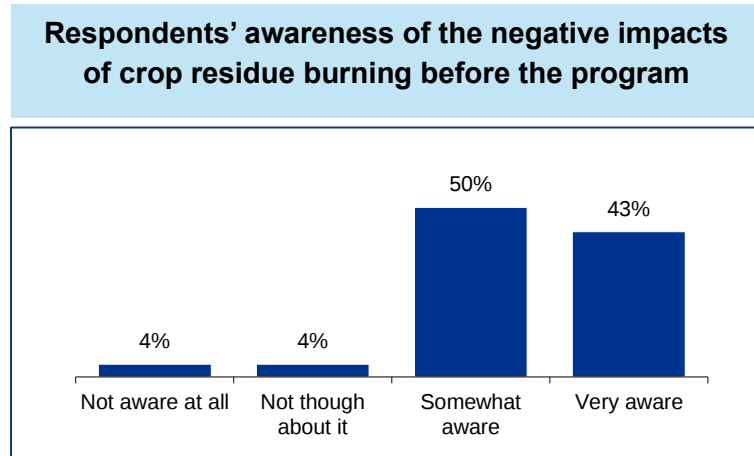


Figure 76: Respondents' awareness of the negative impacts of crop residue burning before the program

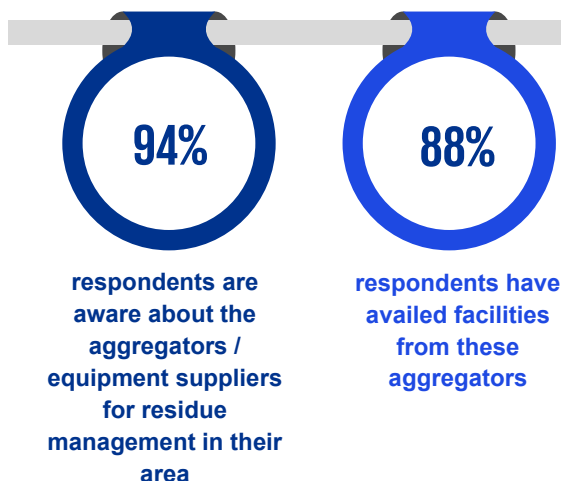
The study found the respondents' awareness levels before the program were as follows:

- Not aware at all: 3.77%
- Not thought about it: 3.77%
- Somewhat aware: 49.81%
- Very aware: 42.64%

Before the program, nearly half of the respondents were somewhat aware of the negative impacts of crop residue burning, while 42.64% were very aware. This indicates a baseline level of awareness that the project could build

upon to further educate and inform farmers about sustainable practices.

### Awareness and utilization of aggregators/equipment suppliers

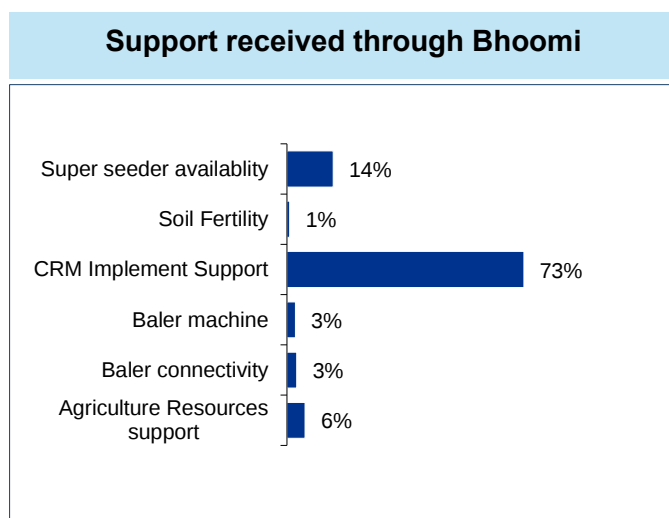


A majority of the respondents were found to be aware of aggregators/equipment suppliers (94%)

A resounding number of respondents stated to have availed facilities from these aggregators (88%)

The high awareness (94%) and utilization (88%) of aggregators and equipment suppliers indicate that the project has effectively connected farmers with the necessary resources for crop residue management. This connectivity is crucial for the adoption of sustainable practices.

### Support received through Bhoomi



The types of support received by respondents through Project Bhoomi varied, with the majority (72.84%) receiving Crop Residue Management (CRM) implement support. This indicates that the project has been successful in providing the necessary tools and resources for sustainable practices. Additionally, 14.22% of respondents reported the availability of super seeders, highlighting the project's focus on promoting advanced agricultural equipment. Other forms of support included agriculture resources (5.60%), baler connectivity (3.02%), baler machines (2.59%), and soil fertility support (0.86%).

Figure 77: Support received through Bhoomi



## Payment to aggregators

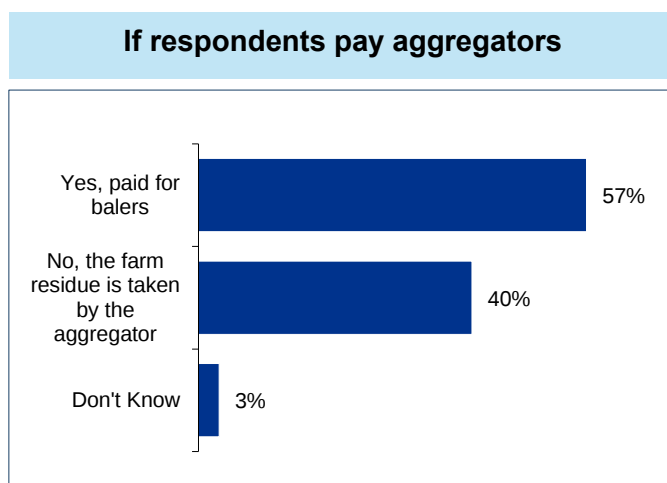


Figure 78: If the respondents pay the aggregators

Regarding payment to aggregators, 56.90% of respondents reported paying for balers, while 40.09% indicated that their farm residue was taken by the aggregator without payment. A small percentage (3.02%) were unsure about the payment arrangements. This mixed approach to managing costs associated with crop residue management suggests that some farmers directly invest in equipment, while others rely on aggregator services.

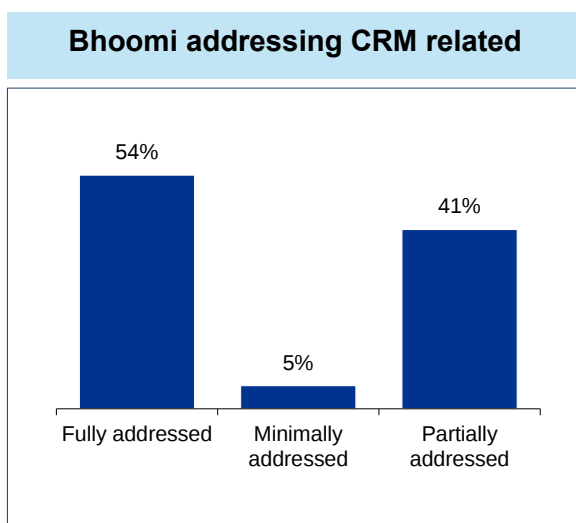


Figure 80: Bhoomi addressing CRM related issues

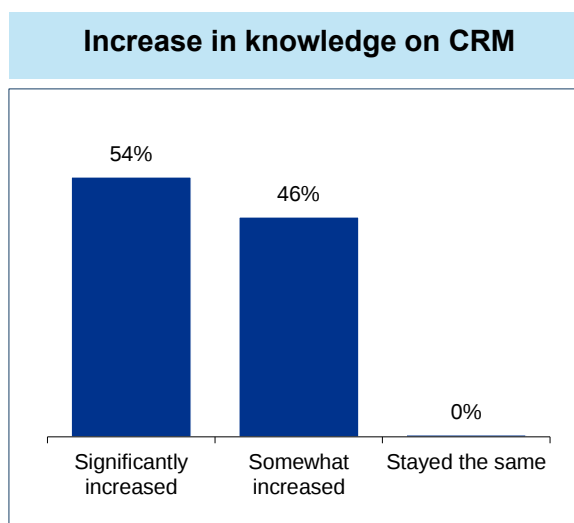


Figure 79: Increase in knowledge on CRM

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crop residue management suggests that some farmers directly invest in equipment, while others rely on aggregator services.

### Addressing CRM-related issues

The effectiveness of Project Bhoomi in addressing CRM-related issues is evident, with 53.58% of respondents stating that these issues were fully addressed. Another 41.13% felt that the issues were partially addressed, while a minimal 5.28% believed they were minimally addressed. This feedback suggests that the project has been largely effective in tackling the challenges associated with crop residue management.

### Increase in knowledge on CRM

The project has also been successful in increasing respondents' knowledge on CRM. A significant majority (99.62%) reported an increase in knowledge, with 53.96% experiencing a significant increase and 45.66% noting a somewhat increased understanding. Only 3.77% felt that their knowledge had stayed the same. This indicates that the project's educational initiatives have been highly effective in enhancing farmers' understanding of sustainable practices.

### Adoption of alternate CRM practices

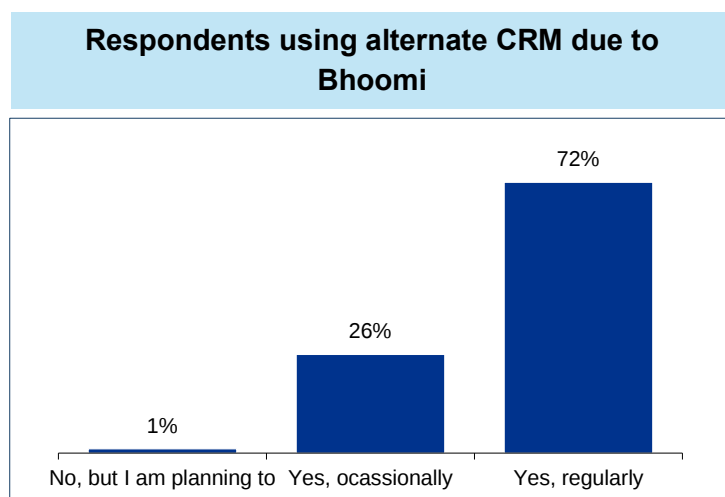


Figure 81: Respondents using alternate CRM due to Bhoomi

The adoption of alternate CRM practices among respondents is another indicator of the project's effectiveness. A substantial majority (72.45%) have regularly adopted these practices, while 26.42% do so occasionally. Only 1.13% are planning to adopt these practices in the future. This high adoption rate reflects the project's success in promoting sustainable agricultural methods.

### Alternate practices adopted by respondents

The most commonly adopted alternate practices include using residue as animal feed (53.82%), baler machines (50.38%), and super seeders (81.68%). Other practices such as using the happy seeder and composting were adopted by a smaller percentage (1.53% each). These practices indicate a shift towards more sustainable and efficient methods of crop residue management.

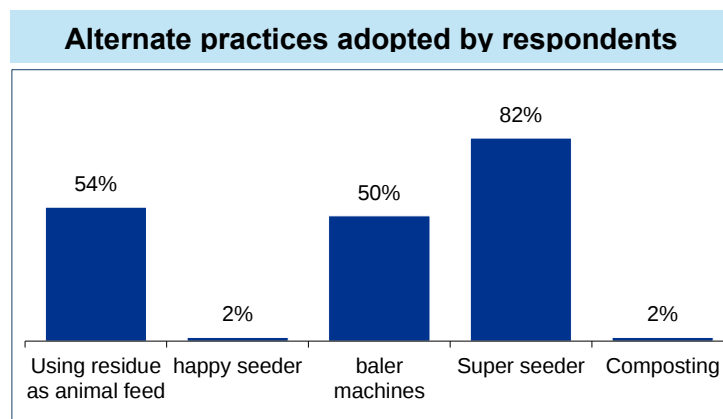


Figure 82: Alternate practices adopted by respondents

## Effectiveness of alternate practices

|             |                                                                                                                   |
|-------------|-------------------------------------------------------------------------------------------------------------------|
| <b>100%</b> | Respondents find the alternate crop residue management practices either <b>effective</b> or <b>very effective</b> |
| <b>99%</b>  | Respondents rated the awareness campaigns, meetings, workshops, etc. as <b>effective</b> or <b>very effective</b> |
| <b>95%</b>  | Respondents stated that they received adequate resource and support to implement crop residue management          |

The effectiveness of alternate crop residue management practices is unanimously positive, with 100% of respondents finding them either effective or very effective. Additionally, 95% of respondents stated that they received adequate resources and support to implement crop residue management. The high ratings for awareness campaigns, meetings, and workshops (99% rated them as effective or very effective) further validate the project's impact on the farming community.

Project Bhoomi has demonstrated significant effectiveness in promoting sustainable agricultural practices and reducing stubble burning. The high levels of participation, awareness, and adoption of new practices among respondents highlight the project's success in addressing crop residue management challenges. The support provided through the project has been instrumental in facilitating this transition, making Project Bhoomi a model initiative for environmental sustainability and agricultural development.

## Efficiency

### Resource allocation and utilization

Project Bhoomi strategically supported various activities aimed at reducing stubble burning and promoting sustainable agricultural practices. The project involved multiple NGO partners, each responsible for specific tasks within their respective regions. The efficient distribution of funds ensured that each partner could effectively carry out their designated activities, such as educating farmers, providing CRM equipment, and conducting awareness campaigns.

### Efficiency of implemented activities

The efficiency of the activities implemented under Project Bhoomi can be assessed through several key indicators:

1. **Participation in workshops and awareness campaigns:** A significant majority of respondents (92.83%) attended workshops, awareness campaigns, or community meetings, with over half attending multiple times. This high level of participation indicates that the project successfully engaged the farming community and raised awareness about sustainable practices.
2. **Support received:** Most respondents (72.84%) received CRM implement support, highlighting the project's success in providing the necessary tools and resources for sustainable practices. Additionally, the availability of super seeders (14.22%) and other forms of support, such as baler connectivity and soil fertility assistance, further demonstrate the project's efficiency in resource allocation.
3. **Adoption of alternate CRM practices:** A substantial majority of respondents (72.45%) regularly adopted alternate CRM practices, while 26.42% did so occasionally. This high adoption rate reflects

the project's success in promoting sustainable agricultural methods and indicates efficient use of resources in encouraging behavior change among farmers.

4. **Improvements in farm productivity and soil health:** Nearly half of the respondents (47.92%) reported significant improvements in farm productivity and soil health, while 49.43% observed somewhat improvement. These positive outcomes suggest that the project's activities were effectively implemented and had a tangible impact on agricultural productivity and soil health.

## Conclusion

Project Bhoomi has demonstrated a high level of efficiency in addressing the issue of stubble burning and promoting sustainable agricultural practices. The strategic allocation of resources, effective implementation of activities, and positive impact on the farming community highlight the project's success. The high levels of participation, adoption of new practices, and improvements in farm productivity and soil health underscore the project's efficiency in achieving its objectives. Overall, Project Bhoomi serves as a model initiative for environmental sustainability and agricultural development, showcasing the effective use of CSR funds to create meaningful and lasting change.

## Impact

This chapter evaluates the impact of Project Bhoomi, focusing on several key areas: respondents' observations of improvements in farm productivity and soil health since adopting the project's practices; specific changes noted by respondents due to the project; the external support received by respondents, including government assistance; and the likelihood of respondents continuing to use crop residue management (CRM) practices in the future. By analyzing these aspects, we aim to provide a comprehensive understanding of the project's effectiveness and its long-term benefits for the farming community.

### Improvements in farm productivity and soil health

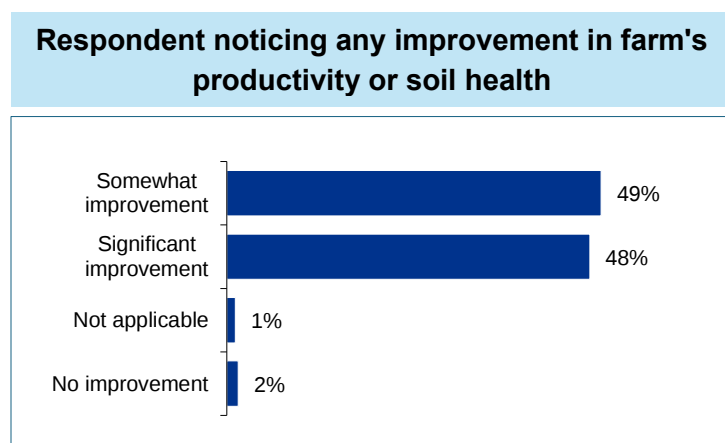


Figure 83: Respondent noticing any improvement in farm's productivity or soil health

The data indicates that a significant portion of respondents have noticed improvements in their farm's productivity and soil health since adopting the practices promoted by Project Bhoomi. Specifically, 47.92% of respondents reported significant improvement, while 49.43% observed somewhat improvement. Only a small fraction (1.51%) reported no improvement, and 1.13% found the question not applicable to their situation. This positive feedback suggests that the sustainable practices advocated by the project are effectively enhancing agricultural productivity and soil health.

### Changes observed by respondents

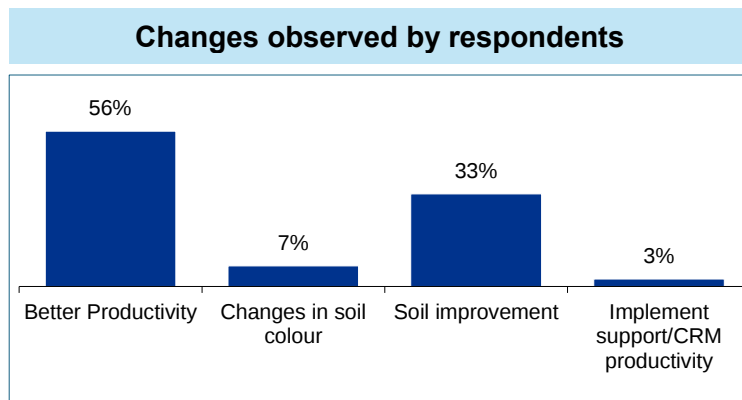


Figure 84: Changes observed by respondents

Respondents have reported various changes due to the implementation of Project Bhoomi. The most notable change is better productivity, observed by 55.81% of respondents. Additionally, 33.33% of respondents noticed improvements in soil quality, while 7.36% observed changes in soil color. A smaller percentage (2.71%) reported improvements in CRM productivity due to the support received. These changes highlight the tangible benefits of adopting sustainable agricultural practices, such as increased crop yields and improved soil health.

Respondents have reported various changes due to the implementation of Project Bhoomi. The most notable change is better productivity, observed by 55.81% of respondents. Additionally, 33.33% of respondents noticed improvements in soil quality, while 7.36% observed changes in soil color. A smaller percentage (2.71%) reported improvements in CRM productivity due to the support received. These changes highlight the tangible benefits of adopting sustainable agricultural practices, such as increased crop yields and improved soil health.

### External support received by respondents

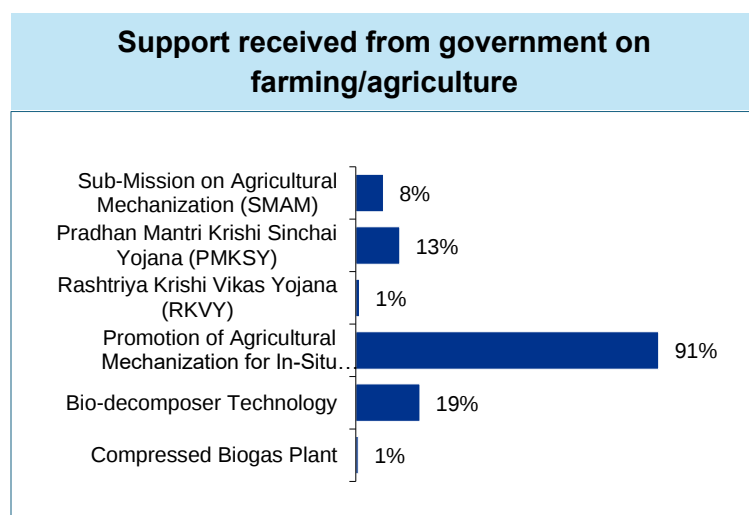


Figure 85: Support received from government on farming/agriculture

Most respondents (76.23%) reported receiving monetary benefits due to the reduction in stubble burning. Additionally, 23.77% received subsidies from the government to purchase farm equipment, and 4.15% received support to adopt modern agricultural equipment from government and other projects apart from CFCL. However, 14.72% of respondents indicated that they did not receive any external support. This data underscores the importance of financial incentives and support in encouraging farmers to adopt sustainable practices.

### Support received from government on farming/agriculture

Respondents reported receiving various forms of support from the government on farming and agriculture. The most common support was the promotion of agricultural mechanization for in-situ management of crop residue, received by 90.94% of respondents. Other forms of support included bio-decomposer technology (19.25%), the Sub-Mission on Agricultural Mechanization (SMAM) (8.30%), the Pradhan Mantri Krishi Sinchai Yojana (PMKSY) (13.21%), and the Rashtriya Krishi Vikas Yojana (RKVY) (1.13%). A small

percentage (0.75%) received support for compressed biogas plants. This wide range of support initiatives highlights the government's commitment to promoting sustainable agricultural practices.

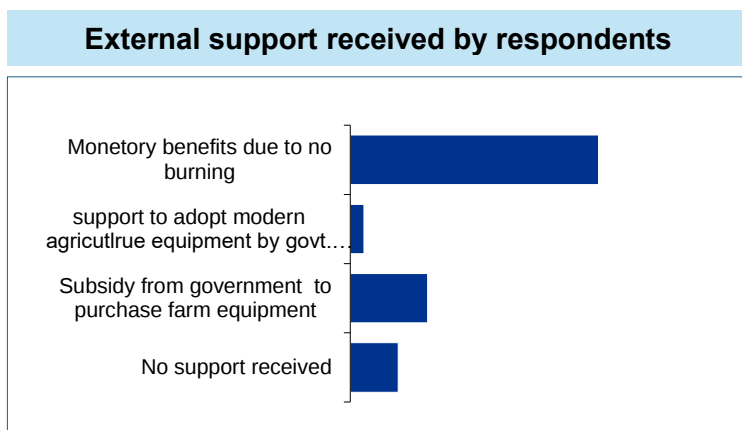


Figure 86: External support received by respondents

### Continuation of CRM practices in the future

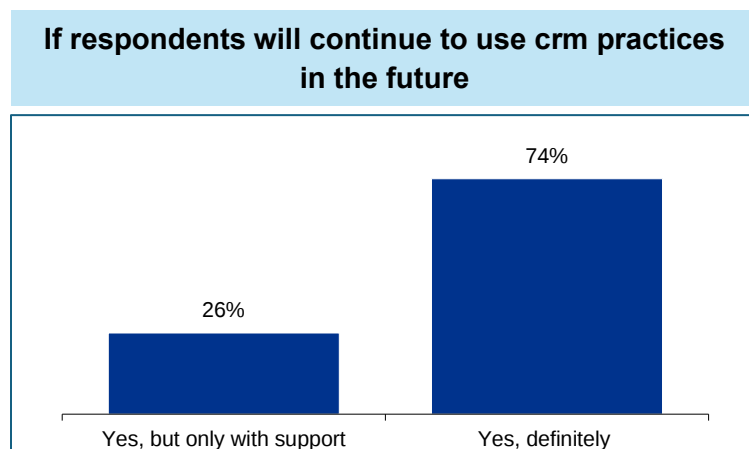


Figure 87: If respondents will continue to use crm practices in the future

The data indicates a strong likelihood of continued use of CRM practices among respondents. A significant majority (74.34%) stated that they would definitely continue using CRM practices in the future, while 25.66% indicated that they would do so only with continued support. This positive outlook suggests that the practices promoted by Project Bhoomi have been well-received and are likely to be sustained in the long term.

Project Bhoomi has had a substantial impact on the farming community in Rajasthan, Haryana, and Punjab. The

improvements in farm productivity and soil health, along with the positive changes observed by respondents, demonstrate the effectiveness of the project's sustainable agricultural practices. The external support received, particularly from the government, has played a crucial role in facilitating the adoption of these practices. The strong likelihood of continued use of CRM practices indicates that the benefits of Project Bhoomi are likely to be sustained in the long term, contributing to environmental sustainability and improved agricultural productivity.

### Sustainability

This chapter delves into the sustainability of Project Bhoomi, a CSR initiative by CFCL aimed at promoting sustainable agricultural practices and reducing stubble burning in Rajasthan, Haryana, and Punjab. The study enquires into the sustainability aspect of the project by examining various factors, including the

challenges faced by respondents in sustaining Crop Residue Management (CRM) practices, the importance of environmental sustainability, the role of behavioral change and awareness, and the support received from government schemes. By analyzing these aspects, we aim to provide a comprehensive understanding of the project's long-term viability and its potential to create lasting environmental and agricultural benefits.

### Challenges faced by respondents in sustaining crm practices

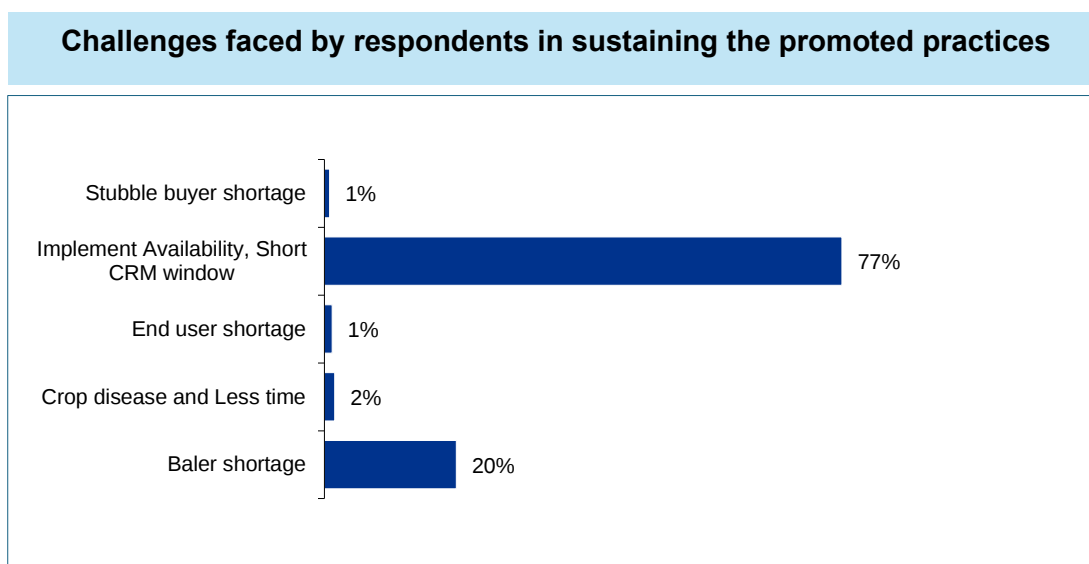


Figure 88: Challenges faced by respondents in sustaining the promoted practices

The study indicates several challenges faced by respondents in sustaining the promoted CRM practices:

- Baler Shortage: 19.62%
- Crop Disease and Less Time: 1.51%
- End User Shortage: 1.13%
- Implement Availability, Short CRM Window: 76.98%
- Stubble Buyer Shortage: 0.75%

The most significant challenge reported by respondents is the availability of implements and the short CRM window, affecting 76.98% of respondents. This highlights the need for timely access to CRM equipment and the importance of efficient scheduling to manage crop residue effectively. The shortage of balers (19.62%) is another major challenge, indicating a need for increased availability and distribution of these machines. Other challenges, such as crop disease, less time, end user shortage, and stubble buyer shortage, affect a smaller percentage of respondents but still represent areas that require attention to ensure the sustainability of CRM practices.

### Importance of environmental sustainability

The practices promoted by Project Bhoomi are designed to ensure environmental sustainability by reducing stubble burning and promoting sustainable agricultural methods. Stubble burning contributes significantly to air pollution, releasing large quantities of greenhouse gases and particulate matter into the atmosphere. By adopting CRM practices, farmers can mitigate these environmental impacts, improve soil health, and enhance agricultural productivity.

### **Behavioral change and awareness**

Behavioral change is a critical component of sustainability and requires time to achieve. The study has found empirical evidence that awareness among farmers has increased significantly due to Project Bhoomi. However, further strengthening of awareness initiatives is necessary to ensure long-term sustainability. Qualitative discussions with farmers, sarpanch, and CSR teams have provided evidence that awareness is key to adopting and maintaining CRM practices. Continuous education and engagement are essential to reinforce the benefits of sustainable practices and encourage widespread adoption.

### **Support and convergence with government schemes**

Support on CRM practices and convergence with government schemes have played a crucial role in the success of Project Bhoomi. The project has facilitated connections with various government initiatives, such as the promotion of agricultural mechanization and bio-decomposer technology, which have provided additional resources and support to farmers. This convergence has helped address some of the challenges faced by respondents and has contributed to the overall effectiveness of the project.

### **Scope for further intervention**

While Project Bhoomi has made significant strides in promoting sustainable agricultural practices, there is still scope for further intervention. Increasing the availability of CRM equipment, providing timely access to resources, and continuing to strengthen awareness initiatives are essential steps to ensure the long-term sustainability of the project. Additionally, ongoing support from government schemes and continuous engagement with the farming community will be crucial in maintaining the momentum and achieving lasting environmental and agricultural benefits.

### **Conclusion**

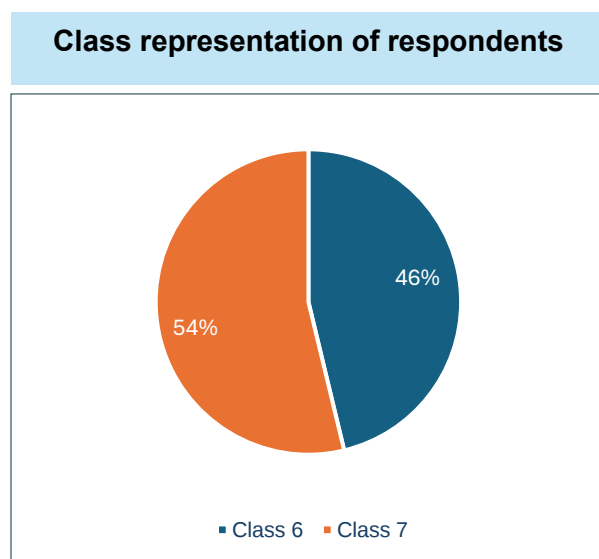
The sustainability of Project Bhoomi depends on addressing the challenges faced by respondents, ensuring continuous awareness and education, and providing ongoing support through government schemes and project initiatives. By focusing on these areas, Project Bhoomi can continue to promote sustainable agricultural practices, reduce stubble burning, and contribute to environmental sustainability. The project's success in increasing awareness and encouraging behavioral change among farmers highlights its potential for long-term impact and underscores the importance of sustained efforts to achieve lasting benefits.

## Promotion of Sports

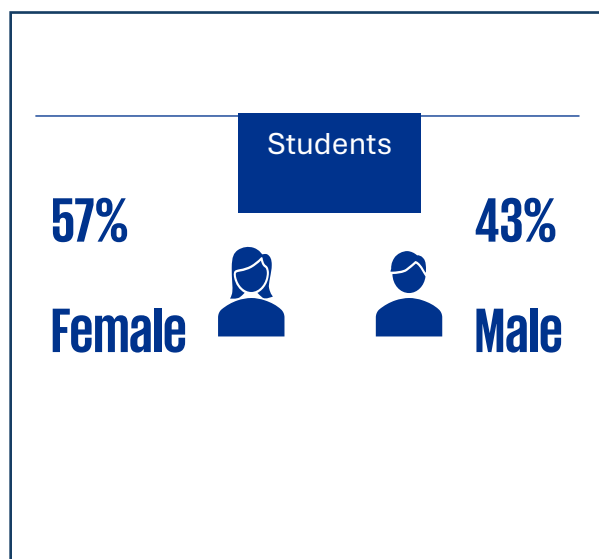
A well-developed sports infrastructure is essential for the holistic development of students, improving physical fitness, cognitive abilities, and social skills while fostering teamwork and leadership. Regular participation in sports has been linked to enhanced academic performance, as it aids concentration and memory retention. Additionally, early exposure to quality sports facilities facilitates talent identification, helping young athletes refine their skills and compete at higher levels. Recognizing its importance, the government has launched initiatives such as Samagra Shiksha and Khelo India, which aim to integrate structured sports programs within school education and provide funding for infrastructure improvements and competitions. However, challenges persist, including budget limitations, lack of trained coaches, and underutilization of existing infrastructure.

## Socio-Economic Profile

### Respondents profile



### Gender



The primary dataset comprises respondents from nine schools distributed across the Kota region. As illustrated in the graph, 54% of the respondents are from Class 6, while the remaining 46% belong to Class 7.

## Relevance

Table 7: Key activities supported by CFCL under Promotion of Sports initiatives

| S.no | Key activities                                                                                                                                                                                          |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | Development of sports ground in schools of project villages                                                                                                                                             |
| 2    | Development of sports ground in adopted schools by CFCL                                                                                                                                                 |
| 3    | Development of Sangod Sports Stadium- <ul style="list-style-type: none"> <li>- fencing and interlocking work,</li> <li>- procurement of indoor gym and open gym equipment for Sangod Stadium</li> </ul> |
| 4    | Introduction of house system in 10 senior secondary school                                                                                                                                              |
| 5    | Procurement and installation of 2 sets of complete basketball poles                                                                                                                                     |
| 6    | Procurement of 2 sets of Kabaddi mats for sports activities in Sports Development Centers                                                                                                               |
| 7    | Distribution of T-shirt, track suit and white canvas shoes in 10 senior secondary schools                                                                                                               |
| 8    | Sports events organized: 2 marathons, 20 annual sports events in villages, 5 cluster level sports events, 1 mega sports event                                                                           |

Sports play a crucial role in fostering national pride, promoting physical well-being, and driving social and economic development. Sports infrastructure in government schools across India plays a critical role in shaping young athletes and fostering physical and mental well-being. Despite its significance, many government schools, especially in rural areas, lack adequate sports facilities, with over 40% not having dedicated grounds for physical activities.<sup>26</sup>

**59%**

of the surveyed students  
reported not having  
adequate sports  
infrastructure before  
CFCL's intervention

The National Education Policy 2020 offers a window of opportunity to integrate sports as a non-alienable part of the curriculum in schools and colleges.<sup>27</sup> The network of schools and colleges makes a perfect platform to scale sports to reach each household. While the current initiatives by Government of India are commendable, there is a long way to go in creating a structured sports culture in India – rural and urban both.<sup>28</sup> Hence, CFCL's intervention to upgrade the current infrastructure in the selected schools based on the arising needs found to be relevant. Recognizing this need, CFCL's intervention aims to enhance existing sports infrastructure in selected schools, addressing

specific gaps identified through systematic assessments. This initiative is particularly relevant given the findings of primary survey, where 59% of the students reported disparities in the quality of sports facilities available in their schools. The lack of uniform access to adequate sports infrastructure underscores the importance of this project, ensuring that students across diverse geographies receive equal opportunities to engage in sports and physical activities. By bridging these gaps, CFCL's efforts contribute not only to strengthening the sporting ecosystem within educational institutions but also to fostering a culture that values sports as an integral aspect of holistic development.

**52%**

of the surveyed students  
reported lack of any sports  
events or competitions  
before CFCL's intervention

<sup>26</sup> [Sports as a Subject in School Education in India: Current Status and Future Directions | Education for All in India](#)

<sup>27</sup> Reinvigorating Sports in Rural Areas | NITI Aayog

<sup>28</sup> Ibid

Further, the engagement of non-profits for promoting sports has significantly enhanced the relevance of this project. By integrating sports into the course curriculum, the NGO has played a crucial role in making sports an integral part of the educational experience. The NGO's efforts in capacity building of school administration and raising awareness among the school community about the importance of sports have been instrumental. This collaboration ensures that the benefits of sports are fully realized, contributing to the holistic development of students and fostering a culture that values physical activity and well-being.

## Coherence

A project's coherence is determined by how well it aligns with the goals and policies of the national and state governments and the principles of the larger international community. In this setting, the project's coherence is understood in terms of both linkages to existent government programmes and community needs. The project aims at holistic development of the students and thus their quality of life.

### Alignment with UN SDGs



The project contributes to the achievement of **SDG 3: Good Health and Well-being** (Target 3.4: Reduce premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being) by promoting physical activity and sports participation, which is essential for maintaining a healthy lifestyle.



**SDG 4: Quality Education:** Through its emphasis on sports, the program facilitates engagement of students in sports that can enhance cognitive skills, improve academic performance, and teach discipline, teamwork, and leadership., essential components for achieving SDG 4.



**SDG 16: Peace, Justice, and Strong Institutions:** Through its emphasis on conducting village level, cluster level sports activities, the programme contributes promoting tolerance, respect, and social cohesion, contributing to peaceful societies, essential components for achieving SDG 16.

### Alignment with national priorities

The project's focus on development of sports infrastructure and the promotion of sports in economically disadvantaged regions is coherent with several national priorities in India. In line with the National Education Policy 2020 and the Khelo India program, the initiative supports the development of sports infrastructure and talent identification, aiming to create a robust sports ecosystem. The Khelo India program, launched in 2017, aims to promote sports development and excellence across India, with a focus on identifying and

nurturing young talent. By providing athletes with regular competitive exposure, the program complements the Khelo India initiative, helping to build a pipeline of skilled and competitive athletes.

## Effectiveness

**Utilization of developed playgrounds for sports and recreational activities.**

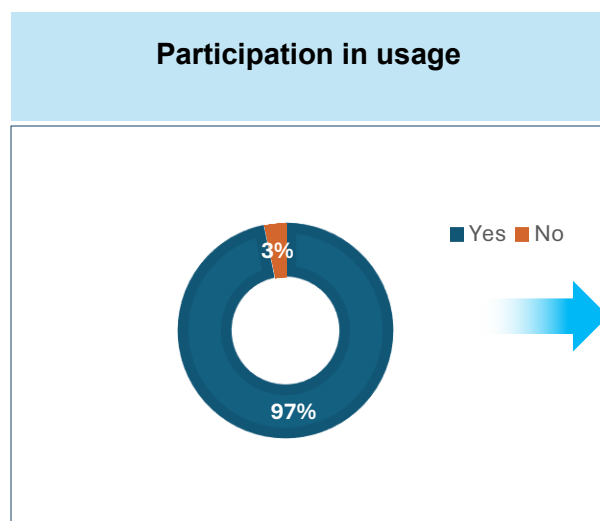


Figure 90: Participation in usage

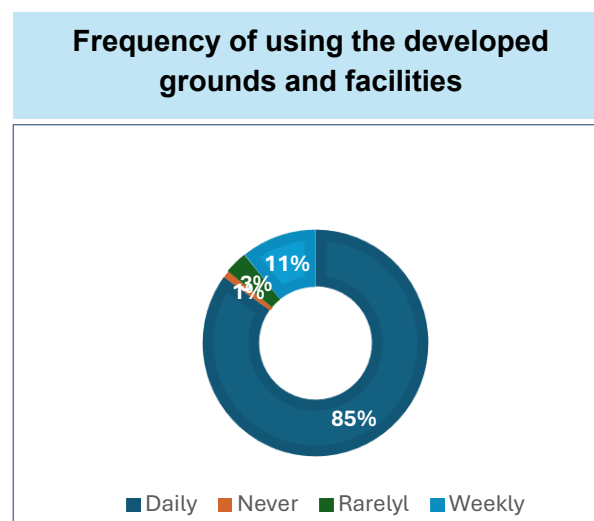


Figure 89: Frequency of using the grounds and facilities

The primary survey conducted in this study mapped the utilization of sports facilities, revealing a remarkable 97% of students reported using them, with 85% engaging in daily usage. Weekly usage was noted by 11% of students, while only 3% and 1% reported rare or no utilization. These findings strongly indicate the effectiveness of the facilities developed by CFCL, as they support high engagement levels and consistent usage.

### Participation number in sports events or competitions organised by CFCL

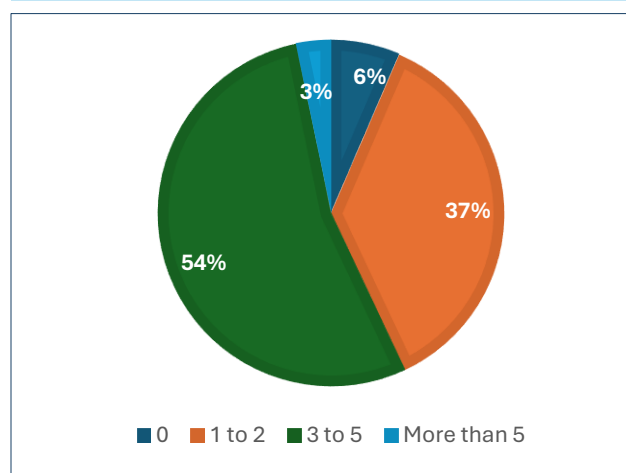


Figure 91: Participation number in sports events or competitions organised by CFCL

Furthermore, when examining student participation in various sporting events, including annual sports events in villages, marathons, and cluster-level competitions, the impact of these facilities becomes even more evident. A significant 54% of surveyed students attended such events 3 to 5 times over the past year, demonstrating a sustained interest in competitive sports. Additionally, 37% participated once or twice, while 3% reported attending more than five events, further reinforcing the role of these facilities in fostering a sports culture.

The high frequency of both facility usage and event participation underscores CFCL's initiative in promoting physical activity, skill development, and a competitive spirit among students, thereby

enhancing overall sporting effectiveness.

### 3.2 Sports related training

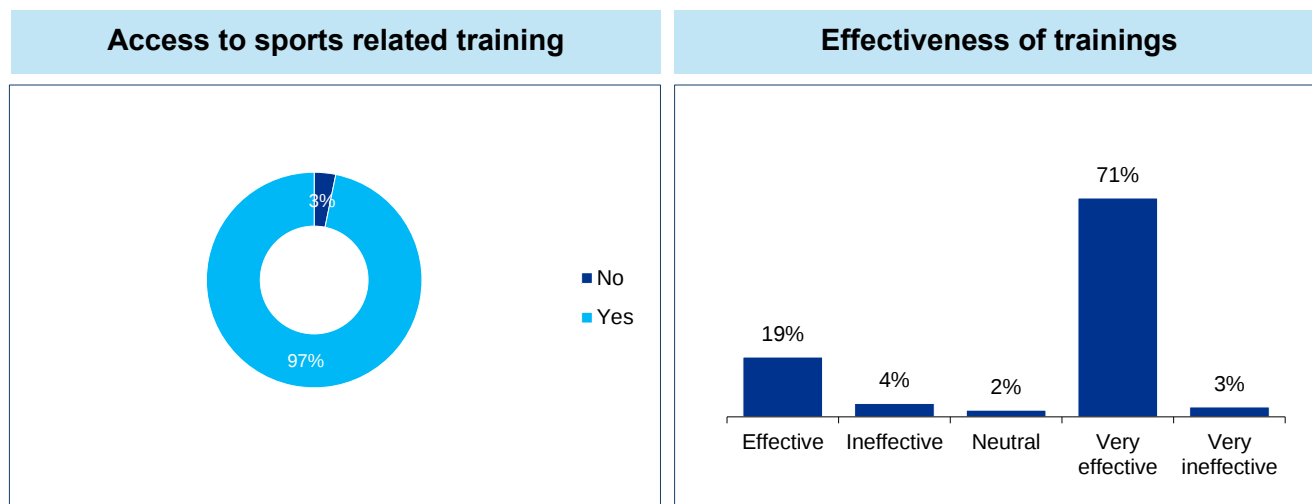


Figure 92: Access to sports related training

Figure 93: Effectiveness of trainings

The programme support has placed a strong emphasis on improving access to sports-related training opportunities, covering a diverse range of disciplines such as Kho - Kho, Kabaddi, Basketball, Karate and Athletics. These training sessions are facilitated by implementation partners, ensuring structured and quality-driven sports training and coaching for students.

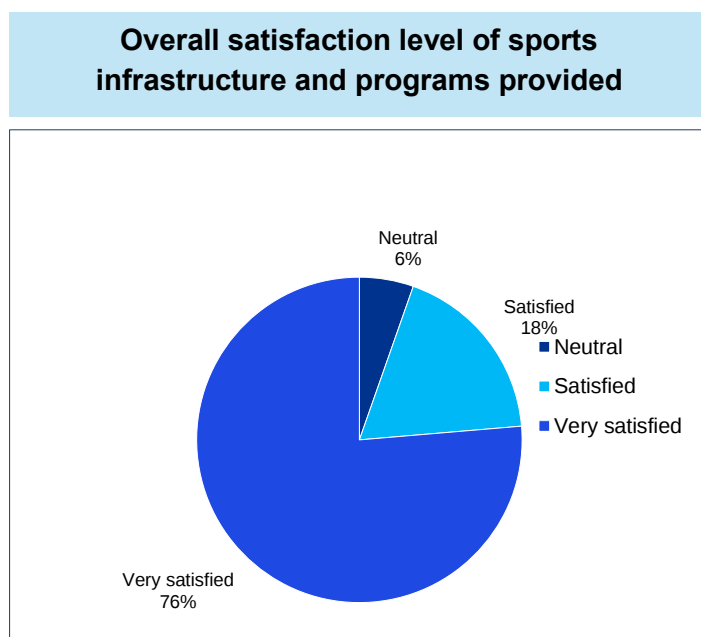


Figure 94: Overall satisfaction level of sports infrastructure and programs provided

According to primary responses, a significant 97% of students actively participate in these sports training programmes, demonstrating a high level of engagement and interest. Furthermore, when assessing the effectiveness of these sessions, 90% of students rated them as beneficial, acknowledging their positive impact on their sports skill development and overall experience. The graph below illustrates student satisfaction with the sports infrastructure and program support provided by CFCL. A substantial 94% of students expressed satisfaction, while 6% reported a neutral stance. Notably, none of the students indicated dissatisfaction. Students have also highlighted that prior to CFCL's intervention, such comprehensive sports training was not available to them. With the introduction of this support, they

now have access to technical training that enhances their capabilities, providing structured learning opportunities that were previously out of reach. Their appreciation for this initiative underscores the tangible benefits it has brought to their personal and athletic growth, enabling them to develop specialized skills in their chosen sports.

## Efficiency

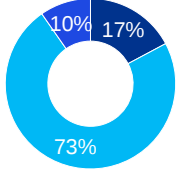
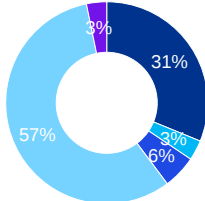
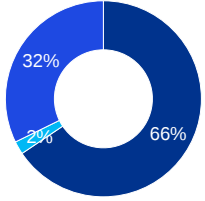
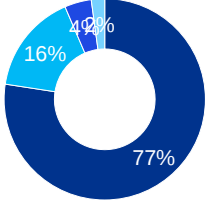
The project has successfully maintained both economic and operational efficiency through a strategic approach to infrastructure development, ensuring that resources are allocated effectively while fostering local engagement. To achieve this, CFCL has employed a meticulous process of mapping the specific needs and requirements of each region, identifying the level and type of infrastructure necessary for individual schools. This targeted approach ensures that development efforts are both relevant and impactful, addressing gaps in educational infrastructure without unnecessary expenditure. Furthermore, CFCL conducts thorough assessments of its implementation partners to evaluate their capability, ensuring that the selected partners align with the project's goals and standards. Instead of relying on a single partner, CFCL strategically distributes purchase orders across multiple partners. This practice not only fosters competition among vendors, driving economic efficiency, but also mitigates the risks associated with dependency on a sole provider, ensuring continuity and quality of service delivery.

The implementation process itself is rigorously monitored, with activities executed in accordance with planned timelines. Review of documents has confirmed that project execution has remained aligned with the planned activities, ensuring timeliness in both infrastructure development and fund disbursement. The timely release of funds has played a crucial role in maintaining operational efficiency, preventing delays that could hinder project progress. Additionally, as mentioned 85% of students have reported using the newly developed facilities daily, signifying their integral role in enhancing the school environment and student experience. This high level of engagement reflects the effectiveness of the infrastructure in meeting student needs and underscores the project's success in achieving functional efficiency. Moreover, the quality of the developed infrastructure, including the school grounds, has received positive feedback, reinforcing the value of the services provided.

## Impact



Table 8: Impact of the project

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>improvement in physical fitness</b></p>  <ul style="list-style-type: none"> <li>■ Moderate improvement</li> <li>■ Significant improvement</li> <li>■ Slight improvement</li> </ul>                                                                                                                                                                                                                      | <p>The project has yielded highly positive outcomes, particularly in enhancing physical fitness through consistent engagement in sports activities. A substantial 73% of students reported experiencing significant improvement in their overall fitness levels. Additionally, 17% observed a moderate improvement, while the remaining 10% noted a slight improvement. Notably, none of the students reported a lack of progress, underscoring the project's effectiveness in fostering physical well-being.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p><b>Better focus on studies</b></p>  <ul style="list-style-type: none"> <li>■ Agree</li> <li>■ Disagree</li> <li>■ Neutral</li> <li>■ Strongly Agree</li> <li>■ Strongly disagree</li> </ul>                                                                                                                                                                                                                | <p>The project has played a significant role in enhancing sports skills among students, with 66% reporting excellent development, 32% noting good progress, and the remaining 2% experiencing fair improvement. This growth is attributed to the structured technical training sessions facilitated by the program, which focuses on diverse sports such as Kho - Kho, Kabaddi, Basketball, Karate and Athletics. They have gained a deeper understanding of the rules, strategies, and techniques required to approach various sport.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p><b>Development of various sports skills</b></p>  <ul style="list-style-type: none"> <li>■ Excellent</li> <li>■ Fair</li> <li>■ Good</li> </ul> <p><b>Impact on team work</b></p>  <ul style="list-style-type: none"> <li>■ Greatly improved</li> <li>■ Improved</li> <li>■ Neutral</li> <li>■ Not improved</li> </ul> | <p>Among the beneficiaries actively utilizing CFCL's sports facilities and participating in various training programs, a significant 88% have reported improved focus on their studies. Additionally, 6% maintain a neutral stance, while another 6% have not experienced such an impact. This correlation is further supported by findings that students who strongly agree with this statement have also reported enhanced academic performance.</p> <p>The students were also interviewed regarding the impact of their experiences on their ability to work in teams and contribute to a cohesive environment within the country. This aspect received overwhelmingly positive feedback, with 93% of students reporting an improvement in their teamwork skills. Additionally, 4% maintained a neutral stance, indicating no significant change, while the remaining 2% did not experience any enhancement in this area.</p> <p>A key contributor to this positive development has been participation in sports activities. These activities have played a crucial role in fostering teamwork and</p> |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | a sense of unity within the school environment, encouraging collaboration among students. As a result, the school's overall atmosphere has improved, creating a more supportive and engaging environment for various academic and extracurricular activities. The influence of sports extends beyond physical fitness, helping students develop essential interpersonal skills that will benefit them in broader social and professional settings |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Sustainability

**Financial sustainability:** The high standards maintained in construction and development validate the project's commitment to sustainability and long-term utility, ensuring that the benefits extend beyond mere accessibility to fostering a conducive learning environment. Beyond ensuring accessibility, it fosters an enriching and enduring learning environment for students. Given CFCL's established presence in the region and its consistent support for the community whenever needs arise, maintenance is currently addressed through a dual approach—CFCL's ongoing assistance alongside school budgeting for the sports ecosystem, supported by government provisions, as these institutions are government schools.

However, a crucial aspect of sustainability lies in ensuring that schools can independently manage their sports facilities and training programs, even if CFCL were to eventually exit from the project intervention. To secure the project's longevity, CFCL's continued support must focus on capacity building, empowering schools with the necessary skills, resources, and knowledge to sustain the facilities and deliver quality sports training autonomously. This includes structured training for school staff, developing maintenance protocols, and fostering partnerships with local stakeholders to create a self-sustaining model.

**Social Sustainability:** Technical teaching supports enhances performance and fosters a culture of lifelong learning, allowing students from the government school to remain competitive and adapt to the evolving



demands of their disciplines. By equipping students in government schools with the competencies needed to remain competitive and adaptable, the project ensures its relevance in the evolving educational landscape.

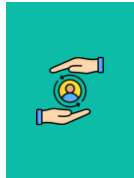
Furthermore, data from student responses indicates a strong social sustainability, showing that sports are actively promoted in their homes and

communities. This positive reception highlights the project's broader societal value, as it not only integrates sports into school curriculum but also encourages engagement beyond the school environment. By embedding sports as a core element of social interaction and personal development, the initiative strengthens long-term sustainability from a community perspective.

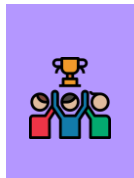
## Recommendations



**Promote Sports in Schools:** CFCL may enhance capacity building and awareness among teachers and school administration to promote sports in the schools.



**Enhance Trainee Retention:** CFCL should offer soft skills training to trainees, in addition to the statutory curriculum, to ensure better post-placement retention.



**Diversify Sports Promotion:** CFCL should promote individual sports like Judo, alongside traditional sports such as Kho-Kho and Kabaddi. This will broaden students' athletic skills and interests.



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