

AUROBINDO PHARMA FOUNDATION

IMPACT ASSESSMENT REPORTS – CSR PROJECTS FY 2023-24

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FROM VISION TO IMPACT

An Impact Assessment of Aurobindo Pharma Foundation's Corporate Social Responsibility endeavor in collaboration with
Pushpagiri Vitreo Retina Institute

2022-23



Project at:

**Kadapa District,
Andhra Pradesh State.**

Report by:

Anusandhan Social Consultants

Implemented by:

Pushpagiri Vitreo Retina Institute

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ACKNOWLEDGEMENTS

We extend our heartfelt gratitude and appreciation to all those who have contributed to the successful completion of this Impact Assessment Study, a testament to the power of collaborative efforts in driving positive change. It is with immense pleasure that we acknowledge the contributions of all individuals and entities.

We express our deepest gratitude to the entire team at Aurobindo Pharma Foundation for their unwavering commitment, visionary leadership, and steadfast support throughout the journey of this impactful CSR initiative. Your dedication to making a meaningful difference in the lives of underprivileged communities has been truly inspiring.

Our heartfelt appreciation goes to the remarkable team at Pushpagiri Vitreo Retina Institute (PVRI) Eye Hospital for their tireless dedication, exceptional medical expertise, and compassionate care. Your unwavering commitment to providing high-quality eye care services has been instrumental in achieving the remarkable outcomes highlighted in this report.

We extend our gratitude to all the beneficiaries, community members, healthcare professionals, administrators, and individuals who participated in surveys, interviews, and discussions. Your valuable insights, perspectives, and cooperation have been pivotal in shaping the depth and breadth of this study.

We extend our appreciation to the dedicated team of researchers, analysts, and experts who meticulously collected, analysed, and interpreted data, ensuring the accuracy and reliability of this Impact Assessment Study.

This study stands as a testament to the transformative potential of collaborative efforts, guided by a shared vision of promoting well-being and sustainable development. It demonstrated the profound impact that can be achieved when organizations, communities, and individuals unite for a common cause. Your collective efforts have not only enriched this report but have also contributed to a brighter and more inclusive future for the communities we serve.

With gratitude,

Team Anusandhan

EXECUTIVE SUMMARY

This executive summary presents an in-depth overview of the comprehensive Impact Assessment Study conducted for the impactful Corporate Social Responsibility (CSR) initiative undertaken by Aurobindo Pharma Foundation in collaboration with the distinguished Pushpagiri Vitreo Retina Institute (PVRI) Eye Hospital. The study aimed to rigorously evaluate the effectiveness, outcomes, and alignment of the CSR intervention with vital sustainable development goals. Launched in February 2022, the CSR initiative was strategically designed to address the pressing need for accessible and high-quality eye care services in the underprivileged communities of the Rayalaseema region, with a special focus on Kadapa and nearby districts. The intervention encompassed a range of impactful activities, including free cataract surgeries, outpatient services, and specialized eye care consultations. This visionary initiative aimed to bridge the gap in eye health services, particularly for vulnerable and economically disadvantaged populations.

The Impact Assessment study, conducted to evaluate a CSR project in Kadapa, employed a detailed and multi-step methodology to assess the effectiveness and relevance of the Eye Hospital and its services. The study aimed to understand patient perspectives, assess the relevance of medical services to community needs, evaluate the effectiveness of the CSR program in health outcomes, analyze resource utilization, ensure sustainability, and measure the program's overall impact. A mixed research design was utilized, combining quantitative and qualitative methods, guided by the REESI Framework from the OECD. Purposive sampling was used to target individuals with specific experiences relevant to the study. The sample size included 137 respondents, split between free cataract surgery patients and out-patients based on the inclusion criteria such as availability, patient consent, daily average footfall etc. Data was collected through structured and semi-structured questionnaires, with qualitative data gathered from key hospital stakeholders. Data analysis involved cleaning, coding, and use of SPSS for creating frequency and variable interaction tables.

The Impact Assessment Study yielded a plethora of insightful findings that underscore the intervention's significance and positive outcomes:

- Notably, a considerable percentage of respondents were elderly individuals (**51%** aged 60 and above), shedding light on the intervention's resonance with the needs of the aging population.
- The study revealed that a significant majority of beneficiaries hailed from socio-economically challenged backgrounds, with **99.3%** possessing White Ration Cards—a testament to the initiative's targeted approach.

- Importantly, **98.5%** of beneficiaries reported a transformative enhancement in their quality of life and overall well-being, attributing it directly to the improved visual acuity following the intervention.
- The resounding sentiment of patient satisfaction emerged as a standout result, with an impressive **98.5%** expressing contentment with various aspects of the intervention, including the quality of care, the empathetic conduct of hospital staff, and the comprehensive nature of post-operative services.

The study's compelling findings underscore several pertinent suggestions to amplify the intervention's impact and extend its benefits which need to be implemented by PVRI:

- Expand the scope of the intervention by conducting eye camps specifically targeting school children, thereby facilitating early detection and intervention for vision issues in the formative years.
- Introduce innovative approaches, such as pictorial patient charters, to enhance communication and comprehension, particularly among beneficiaries with limited literacy levels.
- Bolster awareness campaigns to provide beneficiaries with a more comprehensive understanding of the intervention's processes, services, and long-term advantages.
- Consider undertaking a thorough Social Impact Assessment to holistically quantify and communicate the far-reaching societal benefits of the intervention, thereby reinforcing its significance and generating wider support.

In summation, the Impact Assessment Study definitively affirms that Aurobindo Pharma Foundation CSR initiative, meticulously executed in partnership with PVRI Eye Hospital, has successfully addressed a critical healthcare gap in the underprivileged communities of the Rayalaseema region. The initiative seamlessly aligns with the United Nations Sustainable Development Goals (SDGs), notably making substantial contributions to Goal 3 (Good Health and Well-being) and Goal 10 (Reduced Inequalities). The collaboration between Aurobindo Pharma Foundation and PVRI exemplifies the potent impact of purpose-driven public-private partnerships in driving meaningful change and effectively demonstrates how well-conceived CSR interventions can serve as catalysts for inclusive development.

In a broader context, this study serves as a compelling testament to the efficacy of CSR initiatives as powerful vehicles for transformative change. The robust collaboration between Aurobindo Pharma Foundation and PVRI exemplifies the potential for CSR to create a lasting, positive, and equitable impact on marginalized communities. The study underscores the pivotal role of corporate social responsibility in advancing societal well-being, fostering sustainable development, and nurturing a more inclusive future for all.

CHAPTER II

1.1. INTRODUCTION

The World Bank Council for Sustainable Development defines Corporate Social Responsibility as “The continuing Commitment by business to contribute to economic development while improving the quality of life of the workforce and their families as well as of the community and society at large.” Corporate Social Responsibility (CSR) is a profound concept that embodies a company's commitment to contributing positively to society and the environment beyond its core business activities. It encompasses a genuine sense of responsibility towards the well-being of communities, the protection of the environment, and the promotion of ethical and sustainable practices. CSR encourages companies to be more than profit-driven entities and inspires them to actively engage in initiatives that uplift the lives of people, support vulnerable groups, and address pressing social and environmental challenges.

In an increasingly interconnected and socially conscious world, CSR has become a fundamental aspect of responsible business practices. Companies across the globe, including India, recognize the importance of CSR to create a positive impact on communities, preserve the environment, and contribute to sustainable development goals. India, with its diverse socio-economic and environmental challenges, places significant emphasis on CSR to address issues of poverty, inequality, healthcare, education, and environmental degradation.

The Companies Act, 2013, brought about a transformative change in the CSR landscape in India. This legal provision not only formalized CSR obligations but also instilled greater accountability and transparency in corporate philanthropy. As a result, companies have embraced a more strategic and structured approach to CSR, aligning their initiatives with the needs of the communities they serve. Beyond its positive impact on society, CSR enhances a company's social branding. When companies demonstrate a genuine commitment to social and environmental causes, they earn the trust and loyalty of customers, employees, and stakeholders. Positive social branding strengthens a company's reputation and fosters a sense of pride and purpose among employees, attracting socially conscious consumers.

In conclusion, Corporate Social Responsibility is a profound commitment to making a positive impact on society and the environment, transcending business interests and reflecting a genuine sense of responsibility towards the well-being of humanity and the planet. In the Indian context, CSR subtly addresses critical issues like healthcare access, contributing to the country's sustainable development. As companies embrace the spirit of CSR, including healthcare initiatives, they become catalysts for positive change, fostering inclusive growth and contributing to a brighter and more sustainable future for all.

1.2. IMPORTANCE OF CSR ACTIVITIES IN HEALTHCARE

In a country as populous and diverse as India, access to quality healthcare remains a pressing challenge, particularly for vulnerable and underserved communities. In this context, Corporate Social Responsibility (CSR) activities related to healthcare play a crucial role in addressing the nation's healthcare gaps and contributing to the well-being of its citizens. Such initiatives have far-reaching implications for public health, social development, and sustainable growth, making them an essential component of responsible corporate citizenship.

1. **Bridging Healthcare Disparities:** CSR activities in healthcare help bridge the gap between the haves and have-nots, addressing disparities in access to medical services. By focusing on marginalized communities, remote rural areas, and urban slums, companies can reach those who are often left behind due to socio-economic barriers.
2. **Improving Health Infrastructure:** Many parts of India face a shortage of healthcare infrastructure, including hospitals, clinics, and medical equipment. CSR initiatives directed towards building or upgrading health facilities ensure better access to essential medical services, thus bolstering the healthcare ecosystem.
3. **Disease Prevention and Awareness:** CSR initiatives can contribute significantly to disease prevention and health awareness campaigns. By partnering with healthcare organizations, companies can support vaccination drives, hygiene education, and health screening programs, mitigating the impact of preventable illnesses.
4. **Enhancing Maternal and Child Health:** India continues to grapple with maternal and child health challenges. CSR activities in this domain can focus on providing prenatal care, safe deliveries, and postnatal support, contributing to reducing maternal and infant mortality rates.
5. **Supporting Vulnerable Populations:** Special attention to the healthcare needs of vulnerable populations, including women, children, the elderly, and differently abled individuals, ensures inclusivity and equitable access to healthcare services.
6. **Disaster Relief and Healthcare:** During natural disasters and emergencies, access to healthcare becomes critical. CSR initiatives that offer immediate medical assistance and relief during such crises can be lifesaving.

Figure 1: Healthcare through CSR

HEALTHCARE THROUGH CSR




1.3. IMPACT ASSESSMENT

Impact assessment for CSR activities is a systematic evaluation process that seeks to measure and understand the social, environmental, and economic effects of Corporate Social Responsibility initiatives undertaken by a company. It involves analysing the outcomes and changes brought about by the CSR projects on the targeted beneficiaries, communities, and the environment. The impact assessment aims to assess the effectiveness, efficiency, and sustainability of CSR activities, providing valuable insights for future planning and decision-making.

Impact assessment enables companies to gauge the actual impact of their CSR initiatives beyond mere outputs or deliverables. It holds companies accountable for the resources invested in CSR projects. It ensures transparency by providing evidence-based information on the actual impact of the initiatives, building trust among stakeholders. It also allows companies to align their CSR efforts with the needs and expectations of the communities they serve and other stakeholders and leads to understanding the strengths and weaknesses of their CSR programs. Impact assessment is a critical tool for measuring the effectiveness and long-term impact of CSR activities.

1.4. ABOUT AUROBINDO PHARMA LIMITED

Aurobindo Pharma Limited, founded in 1986 by Mr. P. V. Ramprasad Reddy, Mr. K. Nityananda Reddy, and a group of dedicated professionals, is a leading pharmaceutical company based in India. Commencing its operations in 1988-89 with a single unit manufacturing Semi-Synthetic Penicillin (SSP) in Pondicherry, the company has grown



to become a prominent player in the pharmaceutical industry. In 1992, Aurobindo Pharma became a public company and listed its shares on Indian stock exchanges in 1995.

With a vision to make a positive impact on healthcare and human well-being, Aurobindo Pharma has achieved significant success and leadership in various therapeutic segments, including neurosciences, cardiovascular, anti-retroviral, anti-diabetics, gastroenterology, and antibiotics, among others. The company's strengths lie in its large manufacturing facilities approved by leading regulatory bodies, a diversified product portfolio, and a robust research and development facility in India for formulations and active ingredients. Emphasizing operational excellence, Aurobindo Pharma embraces vertical integration, regulatory expertise, and advanced technology for specialty formulations.

1.5. AUROBINDO PHARMA FOUNDATION

Aurobindo Pharma Foundation is the philanthropic arm of Aurobindo Pharma Limited, dedicated to fostering the social and economic growth of the nation through its Corporate Social Responsibility (CSR) program. Committed to improving social, environmental, and economic practices, the foundation collaborates with community groups and implements initiatives that benefit society and enhance the country's institutions.

Focused on sustained excellence and responsible business practices, Aurobindo Pharma Foundation operates and adheres to essential social and environmental policies. The foundation's CSR initiatives encompass various intervention areas, such as promoting education, supporting preventive healthcare, eradicating hunger, and poverty, ensuring safe drinking water availability, encouraging environmental sustainability, conserving natural resources, and establishing old-age homes and many more.

Through its responsible and compassionate approach, Aurobindo Pharma Foundation exemplifies the commitment of Aurobindo Pharma Limited towards social welfare, sustainability, and inclusive growth, aligning its efforts with the needs of the communities it serves and the well-being of the nation.

1.6. PUSHPAGIRI VIREO RETINA INSTITUTE

Pushpagiri Vitreo Retina Institute (PVRI) is a not-for-profit, NABH accredited super specialty eye hospital with a steadfast commitment to equitable eye health for all. Established in 2007, PVRI operates on a unique cross-subsidy model, ensuring comprehensive and quality eye care services are accessible to people from all sections of society. The organization stands on four pillars: cutting-edge clinical care, visual rehabilitation, robust community health initiatives, and an efficient education system, all of which converge to make a significant impact on eye health.

At the core of PVRI's mission is the belief in providing world-class eye care facilities to underserved areas, and it achieves this through strategic collaborations with corporate partners. One such collaboration is with Aurobindo Pharma Foundation under their Corporate Social Responsibility (CSR) initiative. Through this partnership, PVRI has set up largest Super Specialty Eye Hospital in YSR Kadapa District, Andhra Pradesh. The hospital with its with state-

of-the-art eye care facilities and advanced equipment's is catering to Rayalaseema Region and providing services to patients from Chittoor, Anantapur, Kadapa and Kurnool areas.

1.7. ABOUT THE PROJECT:

With the support of Govt of Andhra Pradesh and Aurobindo Pharma Foundation, PVRI has set up largest Super Specialty Eye Hospital in YSR Kadapa District, Andhra Pradesh.

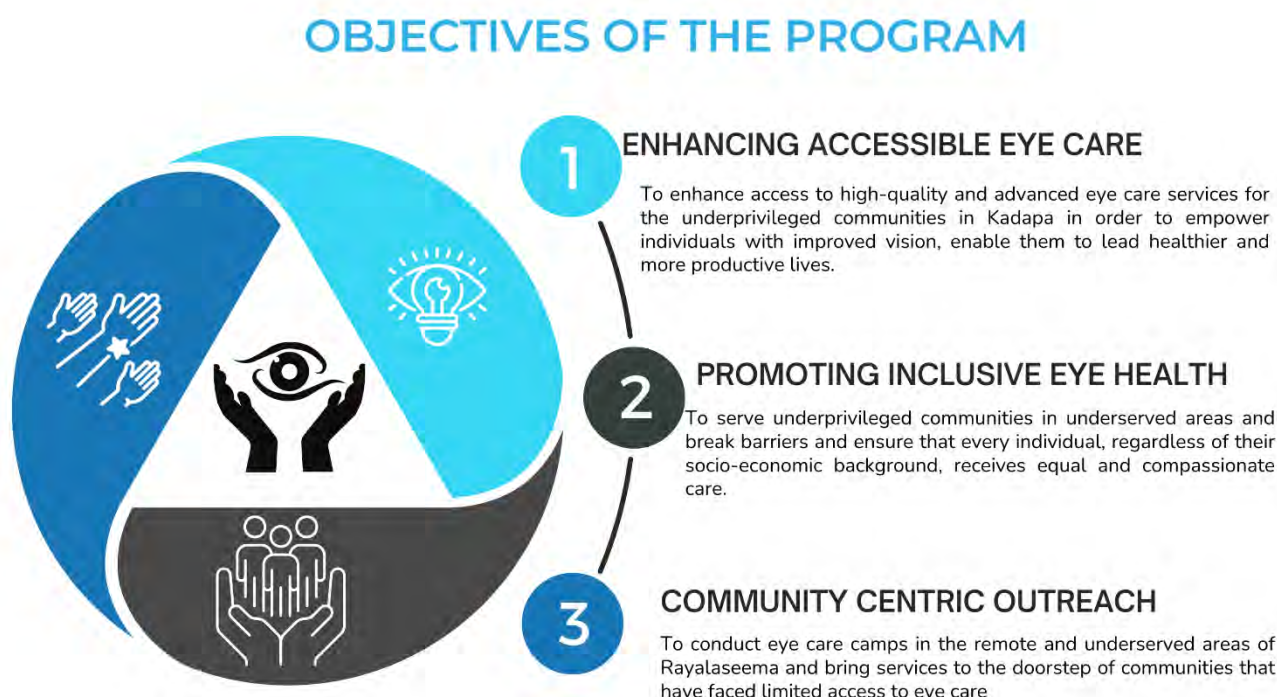
Table 1: Different Stakeholders in Project

S. No.	Stakeholder	Role in Project
1	Government of Andhra Pradesh	Land for construction of the Multi-Speciality Hospital
2.	Aurobindo Pharma Foundation	World Class Equipment for the complete hospital, Bus & Ambulance.
3.	Pushpagiri Vitreo Retina Institute	Construction of the Multi-Speciality Hospital

The project is strategically designed to address critical barriers hindering access to quality eye care services in underserved regions. These barriers include the prohibitive costs associated with eye surgery, both direct and indirect, limited availability of affordable and high-quality eye care facilities, and a lack of awareness about available services. To bridge these gaps, the project aims to implement comprehensive eye screening and treatment services in remote and impoverished areas, where government and private providers have faced challenges in service delivery.

By offering timely and successful treatment for all types of eye diseases, the project aims to significantly impact the well-being of individuals and their families. Improved vision and eye health not only enhance the overall quality of life for beneficiaries but also contribute to the social and economic prosperity of the communities they belong to.

Figure 2: Objectives of the Program









The collaborative approach envisions a brighter and more inclusive future for the people of Kadapa and beyond. By promoting accessible eye care and a spirit of compassionate service, the project aspires to empower individuals with the precious gift of clear vision, ultimately transforming lives and fostering a healthier and more vibrant society.

1.8.ALIGNMENT WITH SGD'S

The CSR activities of Aurobindo Pharma Foundation in collaboration with PVRI Eye Hospital align significantly with the United Nations Sustainable Development Goals (SDGs) by addressing key dimensions of social development and well-being. The following outlines how these activities correspond to specific SDGs and their targets:

Table 2: Alignment with SDG's

Goal	Alignment
SDG 1 – No Poverty	 <p>Through the provision of free eye care services, PVRI Eye Hospital has significantly reduced the financial burden on underprivileged individuals and families, contributing to poverty reduction in the communities it serves.</p>

SDG 3 – Good Health and Well-being		The CSR intervention contributes to universal health coverage by providing free cataract surgeries, outpatient services, and specialized eye care to underprivileged communities, ensuring access to quality eye healthcare services and reducing the financial burden on beneficiaries.
SDG 5 – Gender Equality		The intervention has a positive impact on gender equality by ensuring that both male and female beneficiaries have equal access to eye care services, leading to improved health and well-being.
SDG 8 - Decent Work and Economic Growth		Through its provision of employment opportunities and skill development for healthcare professionals, PVRI Eye Hospital contributes to creating decent work opportunities and promoting economic growth in the region.
SDG 10 – Reduced Inequalities		PVRI Eye Hospital's focus on serving underprivileged communities, including elderly individuals and those from disadvantaged backgrounds, directly aligns with efforts to reduce inequality and ensure social inclusion.
SDG 17 - Partnerships for the Goals		PVRI Eye Hospital's collaboration with government health institutions, private organizations, and civil society partners exemplifies the spirit of multi-stakeholder partnerships, amplifying the impact of its interventions.

1.9. STRUCTURE OF THE REPORT

The Impact Assessment Report is divided into five chapters. Chapter One provides a brief introduction about the current scenario of Corporate Social Responsibility, Importance of Impact Assessment, brief profile of Aurobindo Pharma Limited and Foundation. Chapter Two details the Research Methodology used for Impact assessment including Objectives, Research Design, Data Analysis etc. Chapter Three presents the facts and figures of the project, Objectives, Collaborations and expected Outcomes. Chapter Four presents the data analysis of qualitative and quantitative interviews and Chapter Five briefs the Significance of Project, Findings, Suggestions and Conclusions.

CHAPTER III

2.1. METHODOLOGY

This chapter provides a brief about the Approach used for Impact assessment, Objectives, Research Design, Framework for Impact Assessment, Sample Size, Study Tools, Methods of Data Collection, Sampling Method, Data Analysis and Limitations.

2.2. APPROACH

The Impact assessment was carried out in five steps. In Step One all the relevant documents starting from CSR Annual Action Plan, Project Reports submitted by the Implementing agency were scrutinized. Following which the objectives of the study were designed, Assessment Parameters were selected, and Beneficiaries were identified. In the third step, data was collected through various methods. After the data validation, the data was analysed, and Inferences were drawn from the same. In the last step, based on Quantitative and Qualitative data analysis findings and conclusions were provided.

Figure 3: Approach for Impact Assessment



2.3. OBJECTIVES OF IMPACT ASSESSMENT

The Impact Assessment study aims to comprehensively evaluate the effectiveness and significance of the CSR project undertaken in Kadapa. The study sets out clear objectives to assess the project's services and through a thorough examination of outcomes and societal benefits, the Impact Assessment study will contribute to evidence-

based decision-making, enhancing the project's capacity to create lasting and meaningful change for the community.

1. Understand Patient Perspective, Satisfaction and Awareness towards the Eye Hospital and its services.
2. Assess the relevance of the Eye Hospital and Medical Services to community needs, considering access, awareness, and affordability.
3. Evaluate the CSR program's effectiveness in achieving positive health outcomes and patient satisfaction.
4. Analyse resource utilization and streamline service delivery for improved efficiency.
5. Ensure the sustainability of the Eye Hospital and Medical Services through infrastructure maintenance and community engagement.
6. Measure the program's impact on visual acuity, quality of life, and social development for beneficiaries and the community.

2.4. RESEARCH DESIGN

The research design is intended to provide an appropriate framework for the study. The Research Designed selected for the Impact assessment was Mixed Design. A mixed methods research design is a procedure for collecting, analysing, and “mixing” both quantitative and qualitative research and methods in a single study. The biggest benefit of mixed methods research is that it combines specific, detailed insights from qualitative research (such as focus group discussions) and the generalizable, easily replicable data from quantitative research (such as surveys).

2.5. FRAMEWORK

The REESI Framework developed by Organization for Economic Cooperation and Development (OECD) was adopted to for the Impact Assessment Framework.

Table 3: REESI Framework Parameters

Evaluation	Aspect Description	Parameters
Relevance	Assessing the relevance of the CSR project is crucial to ensure that the services provided by the Eye Hospital and Medical Services meet the needs of the community.	Evaluating factors such as access to services, awareness, affordability helps determine if the project aligns with the specific requirements and priorities of the target population.
Effectiveness	Evaluating the effectiveness of the project helps gauge the extent to which the Eye Hospital	Assessing the quality of treatment, patient satisfaction, treatment outcomes, timeliness of services, and continuity of care provides insights

Evaluation	Aspect Description	Parameters
	and Medical Services are achieving their intended outcomes.	into whether the services are meeting the expectations of the beneficiaries and delivering positive health outcomes.
Efficiency	Efficiency assessment focuses on optimizing the use of resources to maximize the impact of the CSR project.	Understanding the utilization of resources, waiting time management, coordination of services & communication helps identify areas where processes and operations can be streamlined, and improving the overall efficiency of service delivery.
Sustainability	Evaluating sustainability is crucial to ensure the long-term viability and continuity of the Eye Hospital and Medical Services.	Assessing factors such as community involvement and ownership, partnerships and collaborations helps determine if the project can be sustained beyond the initial intervention, securing ongoing benefits for the community.
Impact	Assessing the impact of the project helps determine the broader outcomes and societal benefits resulting from the CSR initiative.	Understanding the impact on improved visual acuity and eye health, enhanced quality of life, and social and economic impact helps measure the effectiveness and value of the project in transforming the lives of the beneficiaries.

2.6. SAMPLE SIZE

Data from Patients in collected from two categories.

1. Free Cataract Surgery Patients – 70
2. Out- Patients (Walk-In's) -67

Sample was selected based on several factors such as Patients who completed six months post the surgery, spread of patients across different surrounding districts and mandals of Kadapa, correct address given in Arogya Sree Portal, correct contact numbers, availability of patients and their willingness to participate in the survey. For the Cataract Surgery beneficiaries, it was ensured that the sample consist of 10% of the beneficiaries who have given their consent for the study. While the OP Patients sample was arrived based on the average daily foot fall of patients and patients willingness to participate in the study.

2.7. STUDY TOOLS

The structure and semi structured questionnaires were designed for the study Both qualitative and quantitative research techniques were applied for the study, Structured Questionnaires were used to collect data from Cataract Surgery Beneficiaries and Out-Patients on Patient Satisfaction, Perception Perspective and Patient Awareness, Quality of Vision, and Patients Socio-Demographic Profiles. Semi-structured Questionnaires were designed to collect data from key stakeholders such as Hospital Administration Head, Doctors, Para-Medical Staff and OT In-charge.

2.8. METHODS FOR DATA COLLECTION

Both Primary and Secondary Data Collection Methods were used in the Impact Assessment Study. Primary Data was collected using Surveys, Key Informant Interviews, Focus Group Discussions, Case Studies, and Observations. Secondary Data was collected by reviewing the literature, annual action plan, Reports, Media coverage and Project Reports submitted by the implementing agencies. A team of three Data Enumerators visited the beneficiaries at their residences and workplaces to collect data using Google Forms. Geo-Tag Photos of the beneficiaries were taken at the time of data collection to authenticate the data collection process. Qualitative Data was collected by the Principal Investigator and Research Team. The same team physically observed the whole premises including the Diagnostic Rooms, Operation Theatres, Patient Wards, Canteen etc to ensure the utilization of all the equipment, maintenance of the hospital and Patient care.

Table 4: Tools & Data Collection Methods

Stakeholders	Data Collection Method	Tools
Cataract Beneficiaries	Survey	Socio-Demographic Profile
		Perception Perspective
		Patient Awareness
		Quality of Vision
		REESI Framework
Out-Patient	Survey	Socio-Demographic Profile
		Perception Perspective
		Patient Awareness
		Patient Satisfaction
Hospital Administration Head	Key Informant Interview	Semi Structured Questionnaire
Doctors	Focus Group Discussion	

Para-Medical Staff	Focus Group Discussion	
OT In-charge	Key Informant Interview	

2.9. SAMPLING METHOD

In line with the research objectives and the specialized nature of the study population, a purposive sampling method was judiciously employed. Purposive sampling, a non-random sampling technique, was chosen to ensure a deliberate selection of participants who possess the specific attributes and characteristics crucial to the study's focus. This method was particularly apt for this study, as it allowed us to target individuals with firsthand experience and knowledge pertinent to the subject matter. Through purposive sampling, the study aimed to capture a comprehensive and nuanced perspective from key stakeholders, contributing to a rich and in-depth exploration of the research questions.

2.10. DATA ANALYSIS

The collected data underwent a rigorous process of analysis to derive meaningful insights and draw informed conclusions. The initial step involved data cleaning, attention was given to identifying and rectifying any inconsistencies, errors, or outliers. Subsequently, the data was subjected to coding, a systematic process of assigning labels or categories to facilitate organization and interpretation. The coded data were then transferred into SPSS (Statistical Package for the Social Sciences), using which simple frequencies, univariate, and bivariate tables were drawn. Simple frequencies provided a clear overview of the distribution of responses for individual variables, while univariate and bivariate tables allowed for deeper insights by examining the interactions between variables.

2.11. LIMITATIONS

The following are the limitations of the study:

- The study's scope is confined to 137 respondents, from both the categories. Therefore, the findings are cautiously interpreted, acknowledging the constraints of generalization.
- The data was collected from beneficiaries based on their availability and their willingness to participate in the study.

CHAPTER III

This chapter briefly describes the Project, its Objectives, Inputs, Outcomes along with Collaboration with Institutions and Referral Network.

Figure 4: Facts & Figures-1

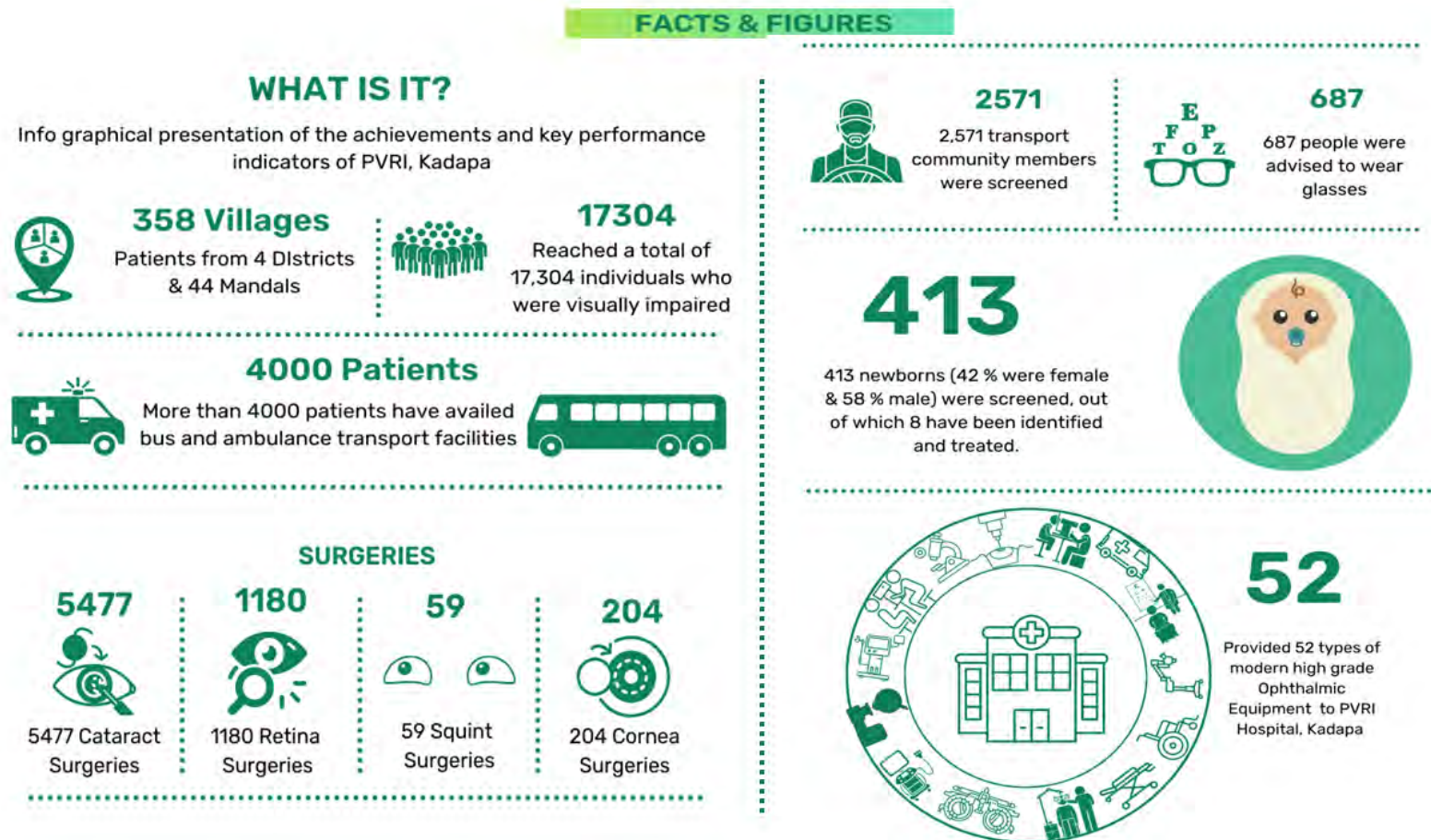
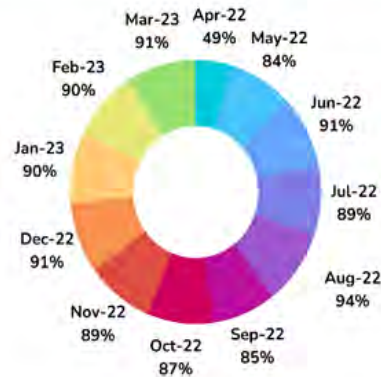


Figure 5: Facts and Figures-2

FREE TREATMENT

96%

Free Treatment and Surgeries provided to 96% of the patients resulting in improved vision and enhanced quality of life



6920

Out of 6920 surgeries performed every month, an average of 86% of them were provided free treatment.

ROP for Pre-Term Babies

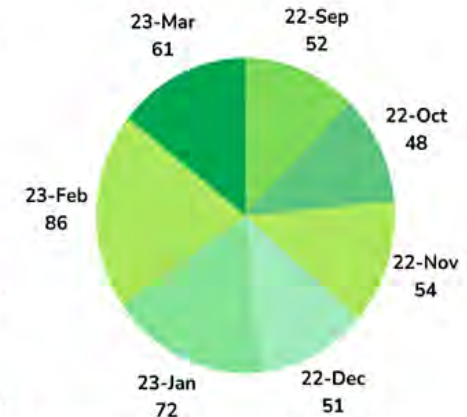
413 Pre-Term New born babies were timely screened and treatment resulting in saving babies' eyesight. 42 % females & 58 % males



**58 %
MALES**



**42 %
FEMALES**



OUT PATIENT DEPARTMENT FY 2022-23

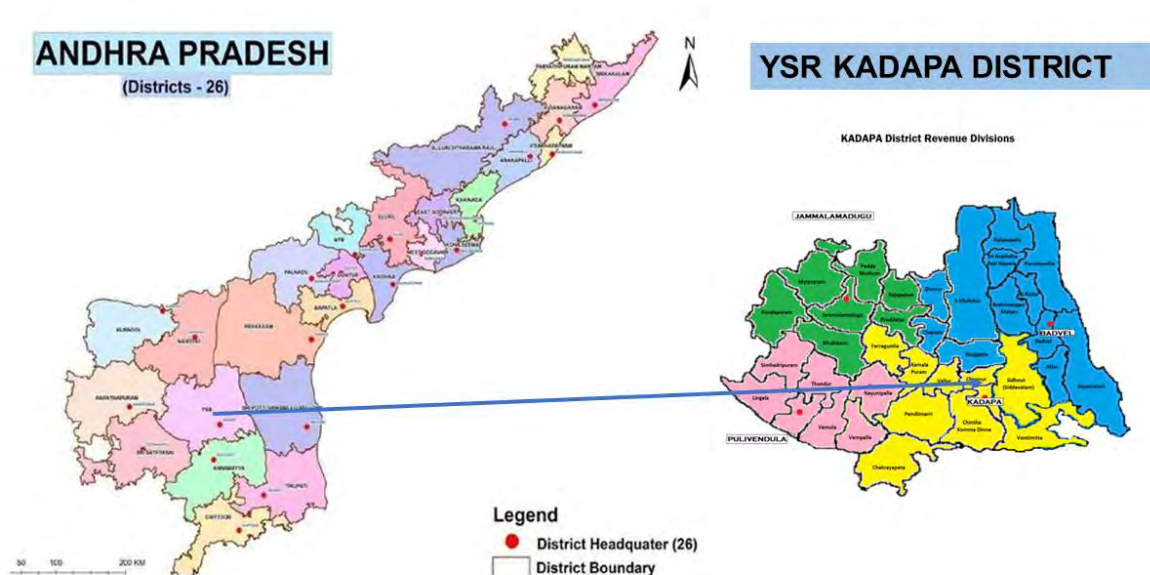


■ General OPD.
■ Speciality OPD.

3.1. ABOUT PROJECT

Pushpagiri Vitreo Retina Institute, Kadapa, poised to become the largest super specialty eye hospital in YSR Kadapa District, Andhra Pradesh was inaugurated by the Hon'ble Chief Minister of Andhra Pradesh, Sri. Y.S. Jagan Mohan Reddy on 20th February 2022. Aurobindo Pharma Foundation, as part of their Corporate Social Responsibility (CSR) activities, has played a pivotal role in empowering PVRI Kadapa with essential resources. The CSR intervention was envisioned to have a profound impact on the eye care services offered by PVRI Kadapa, enhancing their capabilities to reach and serve the underprivileged communities in the region. As anticipated the project's vision extended beyond the boundaries of Kadapa district and have catered to the eye care needs of the entire Rayalaseema Region, including four districts – Chittoor, Anantapur, Kadapa, and Kurnool.

Figure 6: Map of Project State and District



The Foundation's contribution includes providing 52 types of modern high-grade ophthalmic equipment, a dedicated bus for patient transportation, and an ambulance for swift medical response.

By equipping PVRI Kadapa with cutting-edge ophthalmic equipment, the CSR interventions ensure that the hospital can deliver high-quality and advanced eye care services to its beneficiaries. The modern equipment enables accurate diagnosis, efficient treatment, and improved patient outcomes, ultimately enhancing the overall effectiveness of the project.

Figure 7: Equipment's Sponsored through CSR



Moreover, the provision of a dedicated bus and ambulance contributes significantly to breaking barriers to access. The transportation facilities facilitate the mobilization of patients from remote and underserved areas to the hospital, ensuring that individuals who may have faced limited access to eye care services can now benefit from specialized treatment and care.

Figure 8: Bus and Ambulance Sponsored



The CSR initiatives by Aurobindo Pharma Foundation exemplify their commitment to addressing critical health needs and fostering social impact. By partnering with PVRI Kadapa, the foundation has taken a significant step towards realizing its CSR goals of empowering communities through accessible and high-quality eye care. The inception of the project marks the beginning of a transformative journey, one that aims to create lasting positive change in the lives of individuals and communities throughout the Rayalaseema Region.

3.2. PROJECT OBJECTIVES & EXPECTED OUTCOMES

The project represents a significant stride towards addressing eye health disparities in the region. Through strategic inputs, targeted activities, and anticipated outcomes, the collaboration between PVRI Kadapa and Aurobindo Pharma Foundation promises to create lasting positive change and foster a healthier and more vibrant society.

3.2.1. OBJECTIVES

- To enhance access to high-quality and advanced eye care services for the underprivileged communities in Kadapa to empower individuals with improved vision, enable them to lead healthier and more productive lives.
- To serve underprivileged communities in underserved areas and break barriers and ensure that every individual, regardless of their socio-economic background, receives equal and compassionate care.
- To conduct eye care camps in the remote and underserved areas of Rayalaseema and bring services to the doorstep of communities that have faced limited access to eye care.

3.22. INPUTS

- State of art super specialty eye hospital in Kadapa
- High-grade ophthalmic equipment and medical supplies for eye care services.
- Trained medical staff, including ophthalmologists and optometrists.
- Dedicated bus and ambulance for patient transportation of communities in Kadapa to empower individuals with improved vision, enable them to lead healthier and more productive lives.

3.23. ACTIVITIES

- Improved access to high-quality eye care services for underprivileged communities in Kadapa.
- Increased number of underprivileged individuals receiving compassionate eye care in underserved areas.
- Conducting regular eye care camps, reaching a wide range of beneficiaries.
- Efficient eye surgeries and medical treatments.

3.24. EXPECTED OUTCOME

- Enhanced Vision and Well-being - Underprivileged individuals will experience improved vision, leading to better productivity and overall well-being.
- Equity in Eye Care - Regardless of socio-economic background, all individuals will receive compassionate eye care, promoting inclusivity and reducing health disparities.
- Timely Intervention - Eye care camps in remote areas will enable early detection and timely treatment, preventing potential complications.
- Improved Quality of Life - Successful eye surgeries and treatments will positively impact beneficiaries' lives and their families, fostering social and economic development.
- Sustainable Eye Care - The project's outreach and dedicated transportation will contribute to long-term access to eye care services, ensuring lasting benefits for communities.

3.3. COLLABORATIONS WITH INSTITUTIONS

During the project implementation period, the PVRI Kadapa team has actively pursued collaborations with various stakeholders to enhance the impact of the project. Collaborations were sought to increase visibility and effectively reach the maximum number of patients in need. Significant links have been established with various partners in the program's network.

PVRI Kadapa is now empanelled with Aarogyashree, Employee Health Scheme (EHS), and other Third-Party Administrators (TPAs), thereby widening the reach of its services. Moreover, collaborations with government health departments, Government Hospital (RIMS), and District Blindness Control Society have been fostered, reinforcing

the project's alignment with public health initiatives. Additionally, networking efforts have extended to engage with prominent entities such as TTB board members, Saksham Organization, APSDCL, APPCB, and District Municipal Corporation, further enhancing the program's potential impact and contributing to the robustness of the impact assessment.

3.4. COLLABORATIONS THROUGH NETWORK

In addition to its collaborative efforts with various stakeholders, PVRI Kadapa has successfully established a network of dedicated Ophthalmologists and Optometrists spread across four mandals. Their referral networks goes as far 200kms from the hospital. These healthcare professionals play a vital role in mobilizing patients for eye care camps and referring them to PVRI Kadapa for further assessment and treatment. Through their active involvement, the network ensures that individuals in remote and underserved areas receive timely and specialized eye care services.

Figure 9: Outreach Locations



During the eye care camps organized by PVRI Kadapa, the Ophthalmologists and Optometrists collaborate to conduct comprehensive eye screenings, diagnosing various eye conditions and identifying individuals in need of further medical attention. The network's extensive outreach enables the identification of patients who may have otherwise remained unaware of their eye health needs or faced limited access to medical facilities.

Upon identifying patients requiring specialized treatment, the network ensures a smooth referral process to PVRI Kadapa, where the individuals can receive advanced eye care services. The collaboration facilitates prompt follow-up and post-operative care for patients who have undergone eye surgeries, ensuring that their recovery process is monitored, and any potential complications are addressed promptly.

The network of Ophthalmologists and Optometrists plays a crucial role in the continuity of care for patients post-treatment. They take on the responsibility of conducting regular follow-up visits, monitoring patients' progress, and providing any necessary post-operative treatment or adjustments to vision correction devices.

Table 5: List of Camp Locations in Kadapa, Anantapur, Chittoor & Kurnool

S. No.	Area	S. No.	Area
1	Ananthapur	15	Kodur
2	Ananthapuram	16	Koduru
3	Badvel	17	Madhavaram
4	Bathalapalli	18	Nandalur
5	Bhakrapeta	19	Ontimitta
6	Chakrayapeta	20	Owk
7	Chinnamandem	21	Pulivendula
8	Dharmapuram	22	Rajampeta
9	Dharmavaram	23	Rayachoti
10	Gorantla	24	Saksham
11	Kalyanadurgam	25	Tadipatri
12	Kamalapuram	26	Vempalli
13	Kanakanipalli	27	Verapanayani palli
14	Khajipeta	28	Vuravakonda

Figure 10: Outreach Eye Camps



By leveraging the expertise and dedication of these healthcare professionals, PVRI Kadapa extends its impact beyond the initial eye care camps. The network's efforts in mobilizing patients, facilitating referrals, and providing continuous post-operative care contribute significantly to the success of the CSR program. It reflects PVRI Kadapa's commitment to comprehensive eye health and underscores the transformative potential of collaborative partnerships in ensuring long-term positive outcomes for the underprivileged communities it serves.

CHAPTER IV

This chapter provides a detailed assessment of the project. The study was conducted with various stakeholders, in case of Beneficiaries two categories of patients were selected i.e., Out-Patients and Cataract Surgery Beneficiaries. Data was collected by the Team from Kadapa and surrounding villages on patients perspective on services, awareness, satisfaction and on REESI Framework. After the data collection the data was analysed accordingly, and relevant inferences were drawn from it.

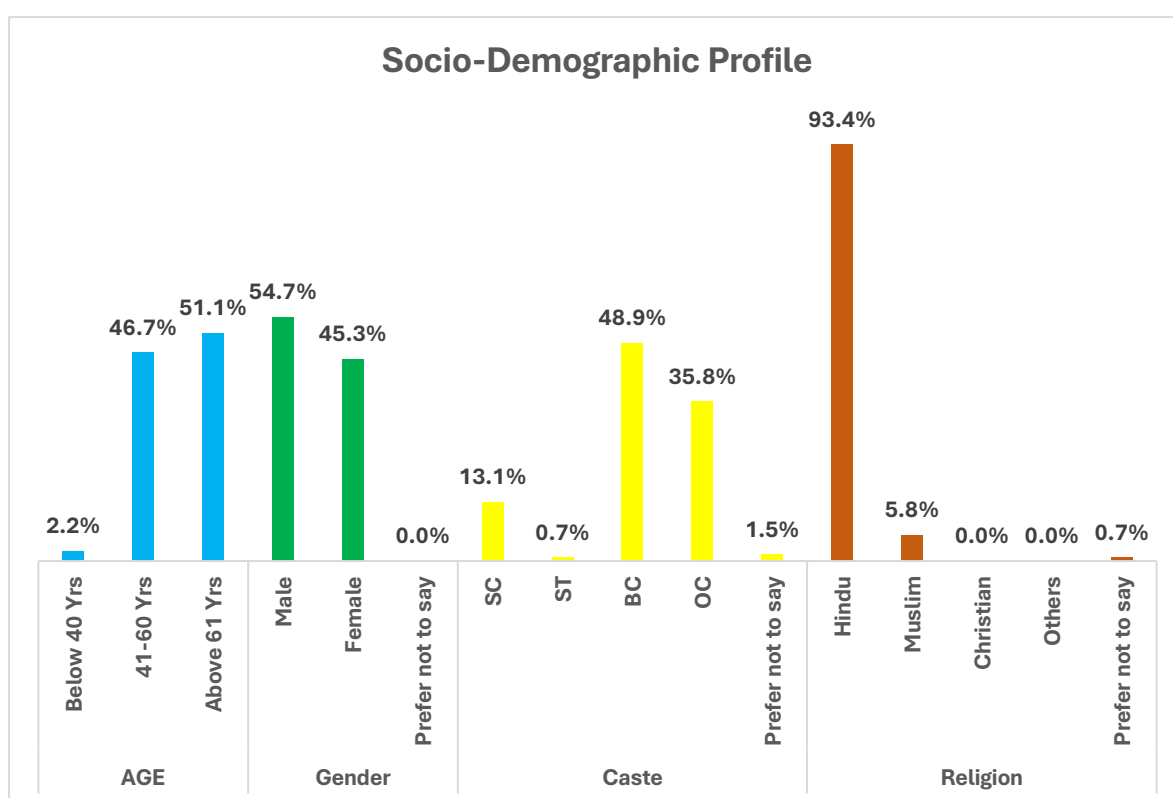
4.1. UNDERSTANDING BENEFICIARIES PERSPECTIVES

In this survey, we explore the attitudes of beneficiaries towards PVRI's eye care services based on various socio-demographic factors, such as age, gender, and education. We also examine the occupational status and family structure of the respondents to gain insights into their specific healthcare needs. Additionally, we analyse the economic status of the beneficiaries to understand the impact of affordability on accessing eye care services. The survey data provides valuable insights into the awareness levels among beneficiaries regarding PVRI as a healthcare provider and the range of services it offers. Furthermore, we delve into the reasons driving beneficiaries to recommend PVRI to others, including the quality of service, positive personal experiences, and hospital recommendations. These findings offer a comprehensive understanding of the beneficiaries' perspectives, guiding the project's strategies to ensure equitable and compassionate eye care services for all.

4.1.1. DEMOGRAPHIC PROFILE OF RESPONDENTS

Of the respondents who participated in the survey majority 51% of them are above 60 plus years, followed by 46.7% in between 41-60 years. It can be inferred that a significant proportion of the respondents are elderly individuals aged 60 years and above. Among Gender, 54.7% were Male respondents and 45.3% were Female respondents. With respect to Caste, 48.9% belong to BC followed by 35.8% belonging to OC and in Religion 93.4% belong to Hindu religion. The higher representation of elderly individuals, combined with the presence of underprivileged communities such as Backward Classes, underscores the importance of the project's objectives in enhancing access to high-quality eye care services for these vulnerable populations. By focusing on reaching out to the elderly and underprivileged communities in the region, the project can address their specific eye health needs and contribute to their overall well-being and quality of life.

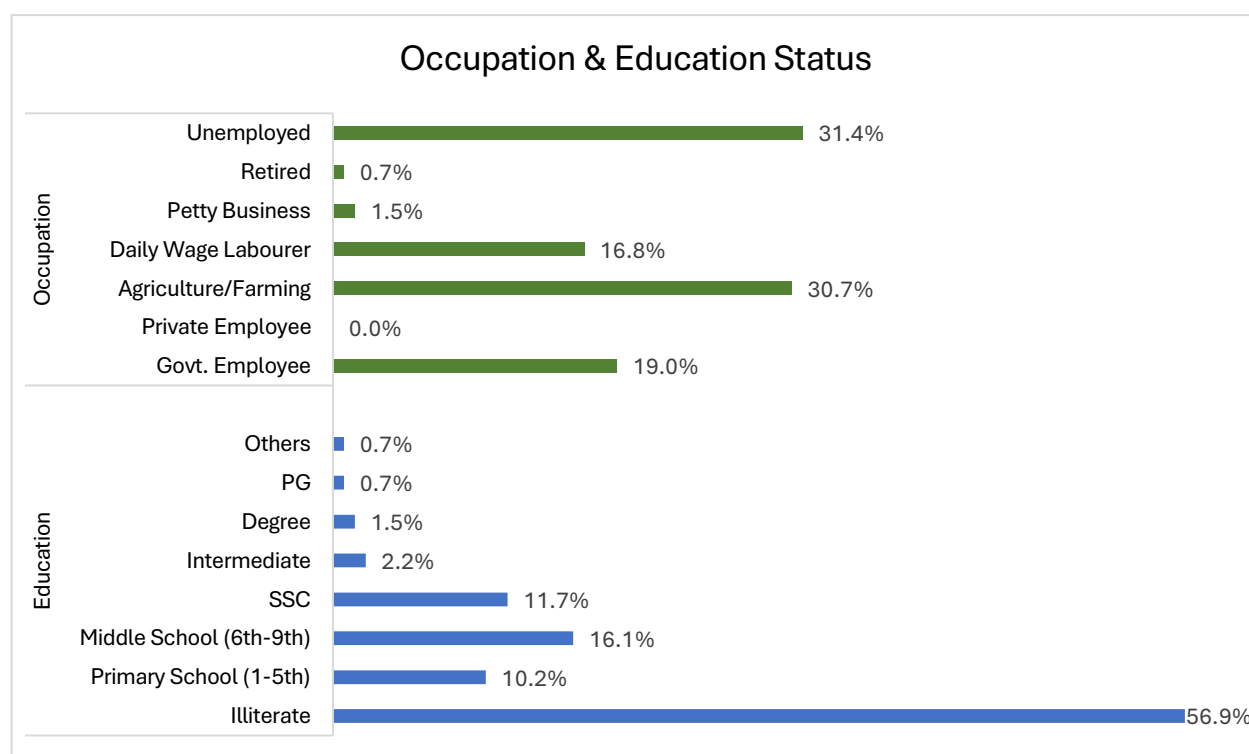
Figure 11: Socio-Demographic Profile of Respondents



4.1.2. EDUCATION & OCCUPATIONAL STATUS

Among the respondents, majority of them are either Unemployed (31.4%) or belong to Agriculture/Farming sector (30.7%). With respect to Education qualification, more than half of them (56.9%) are Illiterate and the rest of the portion have completed only up to their schooling. Based on the survey data, it can be inferred that most of the respondents represent underprivileged and economically vulnerable sections of the community. The fact that a sizeable portion of the respondents are unemployed or engaged in agriculture/farming, coupled with a high percentage of illiteracy or limited education qualifications, points to the prevalence of socio-economic challenges in the surveyed population and implies potential barriers to accessing information and services, including health-related knowledge and awareness.

Figure 12: Occupation & Education Status of Respondents

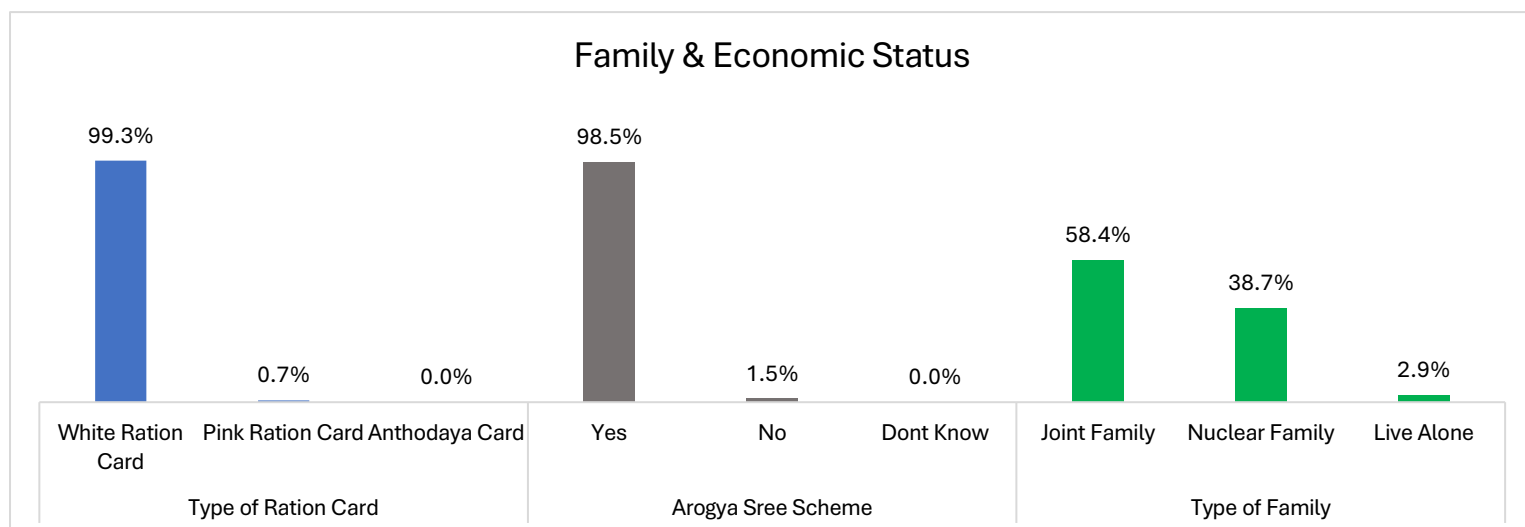


4.1.3. FAMILY & ECONOMIC STATUS

Among the respondents, a staggering 99.3% of the respondents possess a White Ration Card, indicating their socio-economic status as beneficiaries of government-issued subsidies and welfare support. Furthermore, 98.5% of the respondents being covered under the Aarogyashree Health Scheme reaffirms their BPL status, as this government health insurance program primarily targets individuals and families with limited financial means.

With respect to type of Family 58.4% live in Joint Families and 38.7% in Nuclear Families. Joint Families are typically characterized by multiple generations living together under one roof, often with shared resources and responsibilities. This family structure can have implications for healthcare decision-making and access to medical services. This was further validated while interacting with the respondents and hospital staff that most challenging factor faced during eye camps was convincing the identified elderly with vision issues for treatment at hospital. More than 50% of the elderly drop off from coming to hospital for a surgery as they needed to take family approval to stay from them for few days.

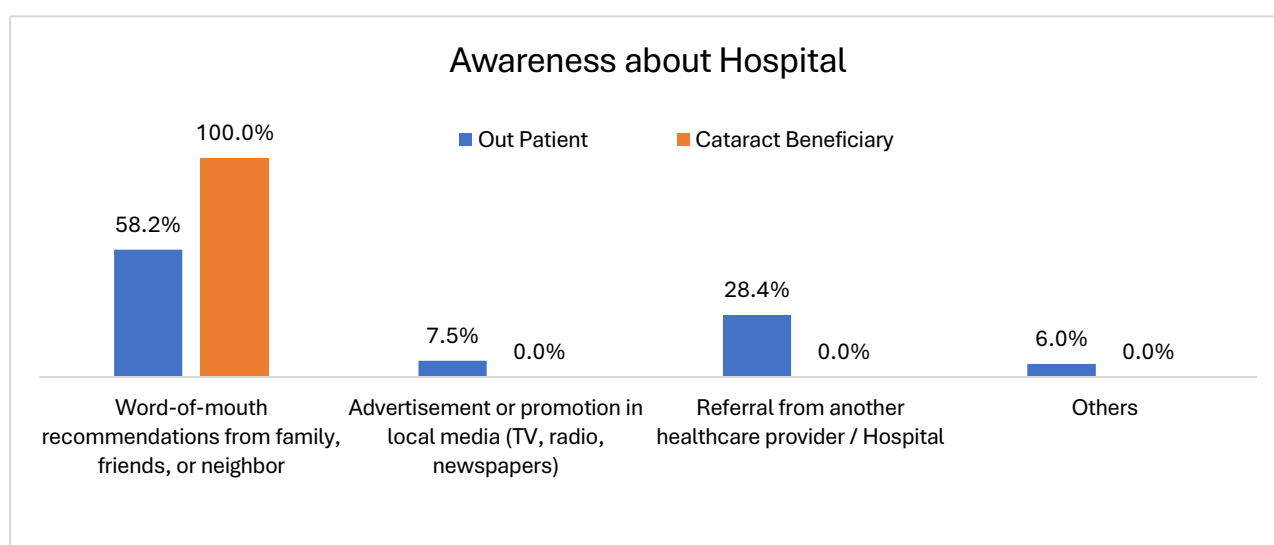
Figure 13: Family & Economic Status of Respondents



4.1.4. AWARENESS ON HOSPITAL

The fact that 100% of cataract surgery beneficiaries have learned about PVRI services through word-of-mouth recommendations from family, friends, or neighbours indicates the strong influence of personal referrals and positive experiences shared within the community. In contrast, a lower percentage of outpatients (58.2%) have opted for word-of-mouth recommendations suggesting it might not be as prevalent among outpatients seeking general eye care services. Interestingly, the survey data also highlights the role of healthcare providers and hospitals in referring patients to PVRI as 24% of outpatients have been informed about PVRI through referrals from other healthcare providers or hospitals. This indicates that medical professionals' endorsements and recommendations play a substantial role in guiding patients to seek specialized eye care services at PVRI.

Figure 14: Awareness about Hospital among Respondents

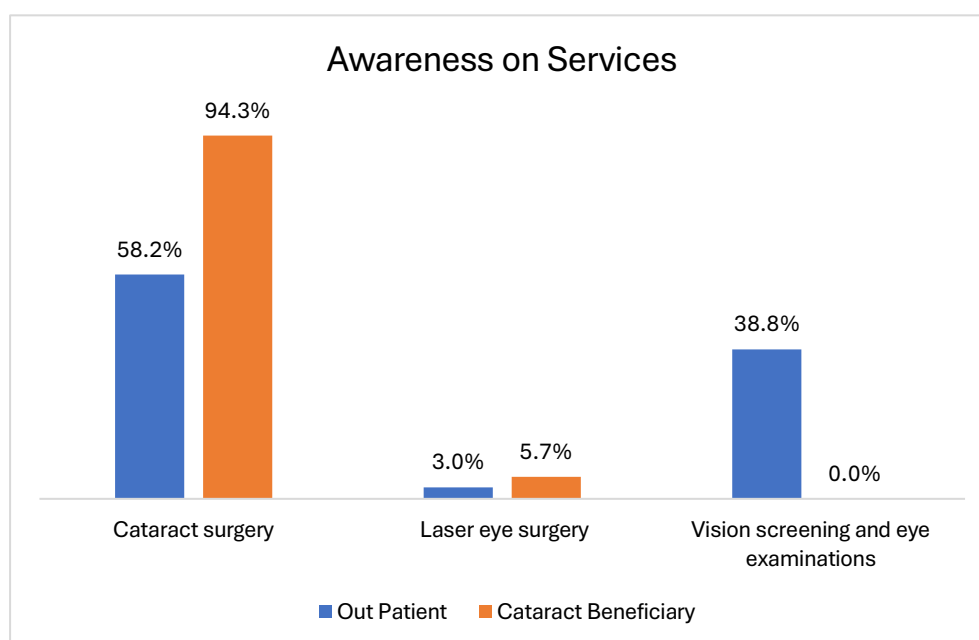


4.1.5. AWARENESS ON SERVICES

Based on the survey data, it can be inferred that among the cataract surgery beneficiaries, a significantly higher percentage (94.3%) are aware of the cataract services offered by PVRI, while only a small proportion (5.7%) of them are aware of its other service, specifically Laser Surgery services. This indicates that the outreach efforts targeted specifically towards potential cataract surgery beneficiaries have been highly effective while there might be scope for improved communication and information dissemination to this specific group of beneficiaries regarding the availability of various other services provided by PVRI.

Among the outpatients, the awareness levels differ for different services. While 58.2% of outpatients are aware of PVRI's cataract services, indicating a fair level of communication, a substantial 38.8% are aware of other services provided by PVRI, particularly Vision Screening Services. This shows that the outreach efforts towards outpatients have been relatively successful in disseminating information about the range of services offered beyond cataract care.

Figure 15: Awareness on Services among Respondents



4.1.6. ATTITUDE TOWARDS EYE CARE

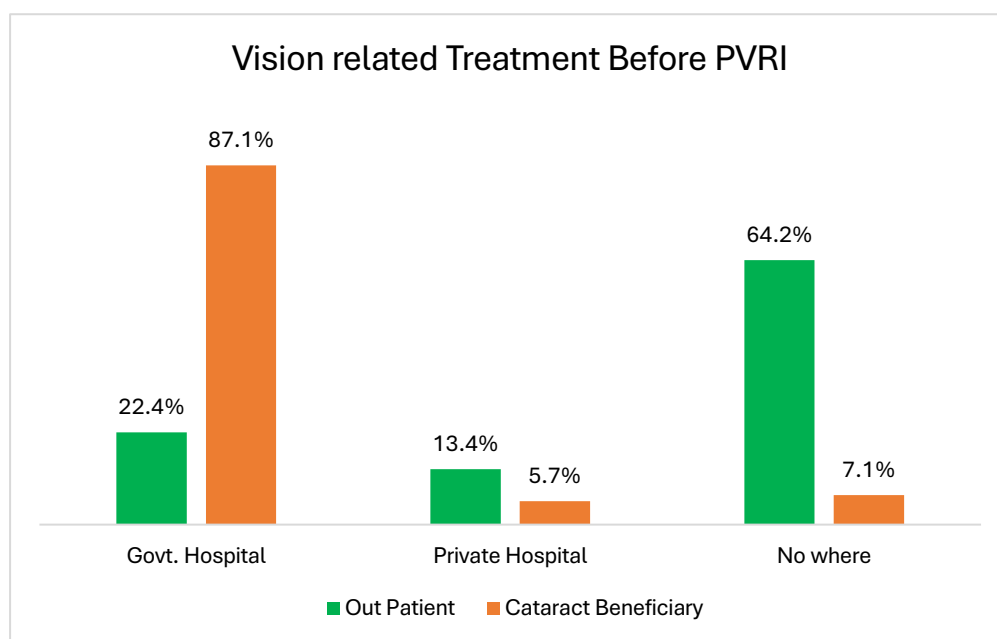
Based on the survey data, it can be inferred that there is a significant difference in the attitudes and behaviours of cataract surgery beneficiaries and outpatients when it comes to seeking vision-related treatment before PVRI's establishment in Kadapa.

For cataract surgery beneficiaries, a majority (87.1%) stated that they would go to a Government Hospital for vision-related treatment. On the other hand, among outpatients, a substantial proportion (64.2%) mentioned that they

would go "Nowhere" for vision-related treatment before PVRI's presence in Kadapa. The majority of respondents seem to seek vision-related treatment only when facing significant issues like cataract, indicating a reactive approach to eye health and lack of proactive approach towards eye care and regular eye screening among the outpatient group.

The survey data also reveals that a small percentage of both cataract surgery beneficiaries (5.7%) and outpatients (13.4%) would opt for Private Hospitals for vision-related treatment. This could imply that some beneficiaries might seek private healthcare services when faced with urgent or critical eye health issues, while others might not consider private hospitals as a viable option due to financial constraints.

Figure 16: Vision related treatment before PVRI

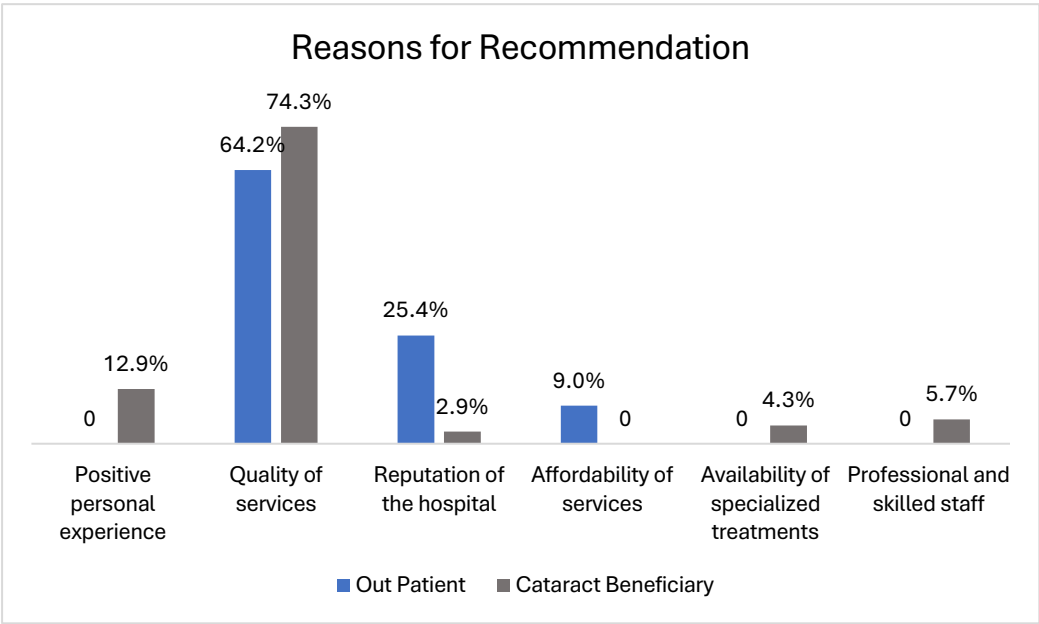


4.1.7. REASONS FOR RECOMMENDATIONS

Based on the survey data, it can be inferred that cataract surgery beneficiaries and outpatients have different priorities and reasons for recommending PVRI to others. For cataract surgery beneficiaries, the top reason for recommending PVRI is the "Quality of Service," which was selected by a 74.3% of respondents, followed by "Positive Personal Experience," by 12% of respondents and 5.7% for "Professional & Skilled Staff". All these indicate that the beneficiaries highly value the quality of care they received during their cataract surgeries at PVRI, in addition individual experiences and positive outcomes contributed significantly to the beneficiaries' willingness to endorse PVRI to others.

On the other hand, among outpatients, the most prevalent reason for recommending PVRI is also "Quality of Service," selected by 64.2% of respondents. Followed by 25.4% who mentioned "Hospital Reputation" possibly from other healthcare providers or hospital networks and lastly 9% of outpatients who mentioned "Affordability of Services". This indicates that the cost-effectiveness and accessibility of services might be a driving factor for outpatients in endorsing PVRI to others.

Figure 17: Reasons for Recommendations




4.1.8. SUMMARY:

The survey data presents valuable insights into the attitudes and perceptions of beneficiaries towards PVRI's eye care services, based on socio-demographic factors, occupational status, family and economic status, awareness levels, and reasons for recommendations. The findings underscore the critical role of targeted communication, personalized care, and affordability in enhancing the overall impact of PVRI's CSR initiative.

The data indicates that the majority of respondents belong to underprivileged and economically vulnerable sections of society, with a significant proportion being elderly individuals. This highlights the project's significance in serving underprivileged communities and breaking barriers to access high-quality eye care services.

Furthermore, the survey reveals a strong reliance on word-of-mouth recommendations among cataract surgery beneficiaries, emphasizing the importance of positive experiences and skilled medical staff in garnering trust and encouraging referrals. For outpatients, hospital recommendations and affordability are key factors influencing their decision to recommend PVRI, indicating the significance of partnerships and cost-effectiveness in expanding outreach.



The high awareness levels among cataract surgery beneficiaries and the need for increased awareness among outpatients about the range of services offered by PVRI reinforce the importance of targeted communication strategies to reach diverse beneficiary groups effectively.

In conclusion, the success of PVRI and Aurobindo Pharma Foundation's CSR initiative lies in its ability to provide equitable, compassionate, and high-quality eye care services to the underprivileged, while fostering a culture of regular eye screenings and proactive eye health measures. By addressing the specific needs and priorities of the beneficiaries, leveraging word-of-mouth referrals, and collaborating with healthcare providers, PVRI can build trust, increase awareness, and extend its impact on eye health in the community. As PVRI continues to serve with excellence, it has the potential to create lasting positive change and empower individuals to lead healthier and more productive lives, achieving its vision of equitable eye health for all in Kadapa and the broader Rayalaseema region.

4.2. OUT-PATIENT SATISFACTION

Patient satisfaction is a critical aspect of healthcare service delivery, reflecting the quality and effectiveness of medical care and the overall patient experience. In this context, the present study aims to assess patient satisfaction using Patient Satisfaction Question (PSQ) among outpatients of PVRI, Kadapa. Using a three-point scale, and respondents were asked to share their perceptions on various aspects of the hospital's services, doctor-patient interactions, waiting times, and appointment accessibility.

Figure 18: Out-Patient Satisfaction

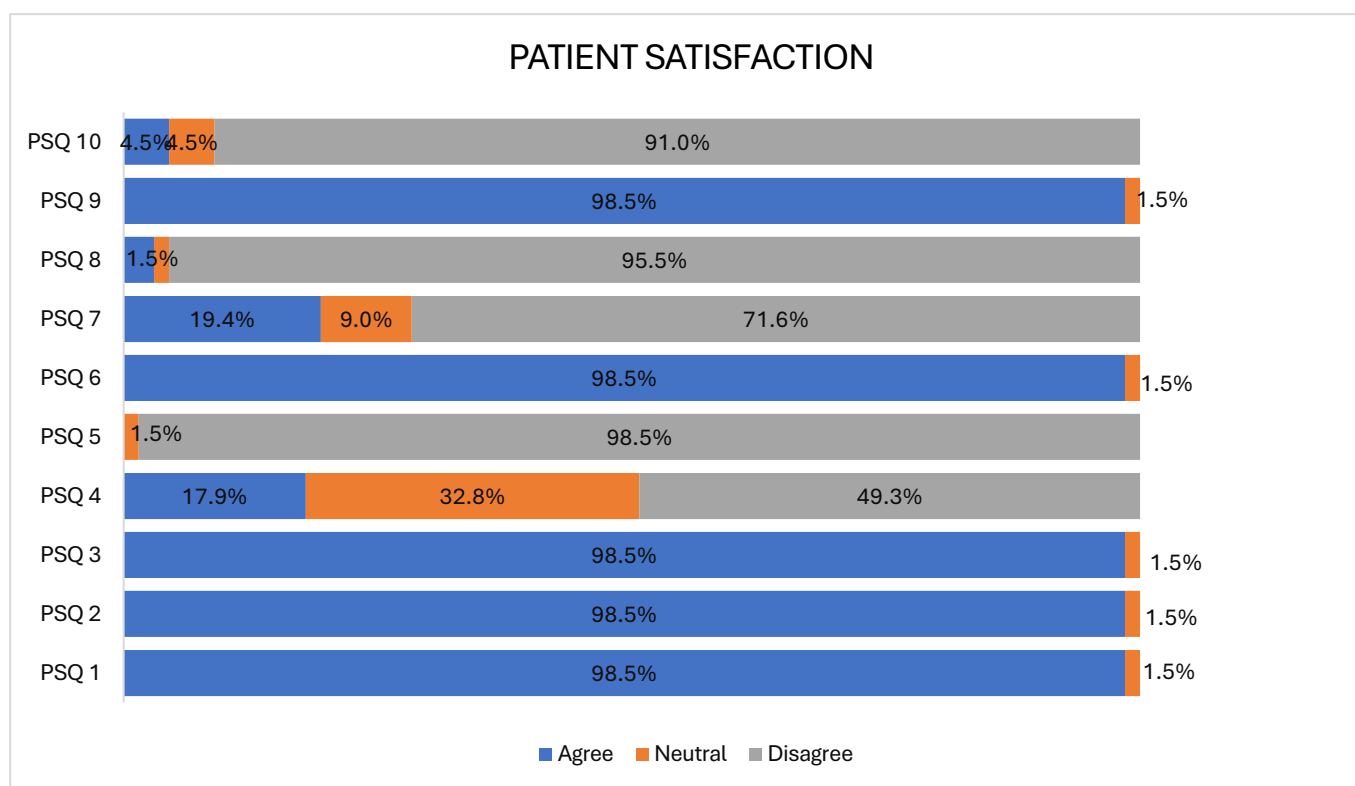


Table 6: Out-Patient Satisfaction Inference

PSQ	Analysis	Inference
PSQ 1	98.5% of respondents expressed agreement that the hospital has everything needed to provide complete eye care.	This high level of satisfaction indicates that the hospital is well-equipped and capable of delivering comprehensive eye care services.
PSQ 2	98.5% of the respondents agreed that the eye care they have been receiving is just about perfect.	This suggests a high level of contentment with the quality of care provided by the hospital.
PSQ 3	98.5% of the respondents agreed that the doctors and optometrists are careful to check everything when treating and examining them.	This demonstrates confidence in the thoroughness and attentiveness of the medical professionals
PSQ 4	49.3% disagreed with the statement, indicating that most patients do not perceive excessive waiting times. However, a considerable percentage (32.8%) expressed a neutral stance.	This would suggest that there might be room for improvement in reducing waiting times.
PSQ 5	98.5% disagreed with the statement that doctors act too businesslike and impersonal.	This would reflect a positive perception of doctors' approachability and empathy towards patients.
PSQ 6	98.5% of the respondents agreed that the doctors treat them in a very friendly and courteous manner,	This would be indicating a positive doctor-patient relationship.
PSQ 7	71.6% disagreed with the statement that staff hurry too much when treating them. However, a notable percentage (19.4%) agreed	Suggesting potential areas for improvement in maintaining an optimal pace during patient interactions.
PSQ 8	Only 5.5% agreed with the statement that doctors sometimes ignore what they tell them	This is indicating a high level of attentiveness and listening skills among the medical professionals.
PSQ 9	98.5% agreed that doctors usually spend plenty of time with them	This is reflecting a positive patient experience with sufficient time allocated for consultations.

PSQ10	91% disagreed with the statement that they find it hard to get an appointment for doctor consultations	It would be indicating that the hospital's appointment system is generally efficient and accessible.
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Overall, the survey data reveals a high level of patient satisfaction among outpatients with the hospital's services and medical professionals. While certain areas for improvement have been identified, such as reducing waiting times and ensuring staff pacing during treatments, the overwhelmingly positive responses indicate that the hospital excels in providing comprehensive, caring, and patient-centred eye care services.

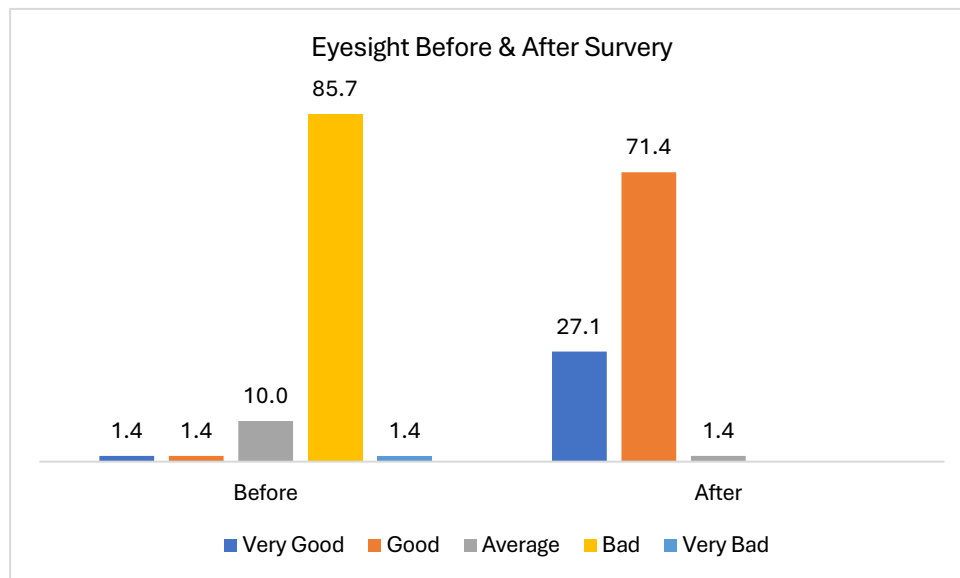
4.3. CATARACT SURGERY BENEFICIARIES

The perception of cataract beneficiaries plays a crucial role in assessing the impact of the CSR intervention at the eye hospital. This section aims to understand the beneficiaries' experiences and perspectives by examining various aspects such as eyesight before and after surgery, quality of vision post-surgery, relevance, effectiveness, efficiency, sustainability, and overall impact. By analyzing these perceptions, we gain valuable insights into the success and transformative potential of the CSR intervention in providing accessible and high-quality eye care services to the underprivileged communities in Kadapa. The beneficiaries' voices serve as a testament to the meaningful changes brought about by the intervention and its profound implications on their lives.

4.3.1. EYESIGHT BEFORE AND AFTER

Based on the survey data, it can be inferred that cataract surgery has a significant positive impact on the visual acuity and overall eyesight of the beneficiaries. Before surgery, the majority of the respondents (85.7%) reported their eyesight as bad, indicating that a significant number of beneficiaries had poor vision prior to the cataract surgery. However, after undergoing the cataract surgery, a substantial improvement in eyesight was observed. A combined 98.5% of the respondents reported their eyesight as either good (71.4%) or very good (27.1%) after the surgery. This indicates that the majority of the beneficiaries experienced a significant improvement in their visual acuity and eyesight following the cataract surgery.

Figure 19: Eyesight Before & After Surgery



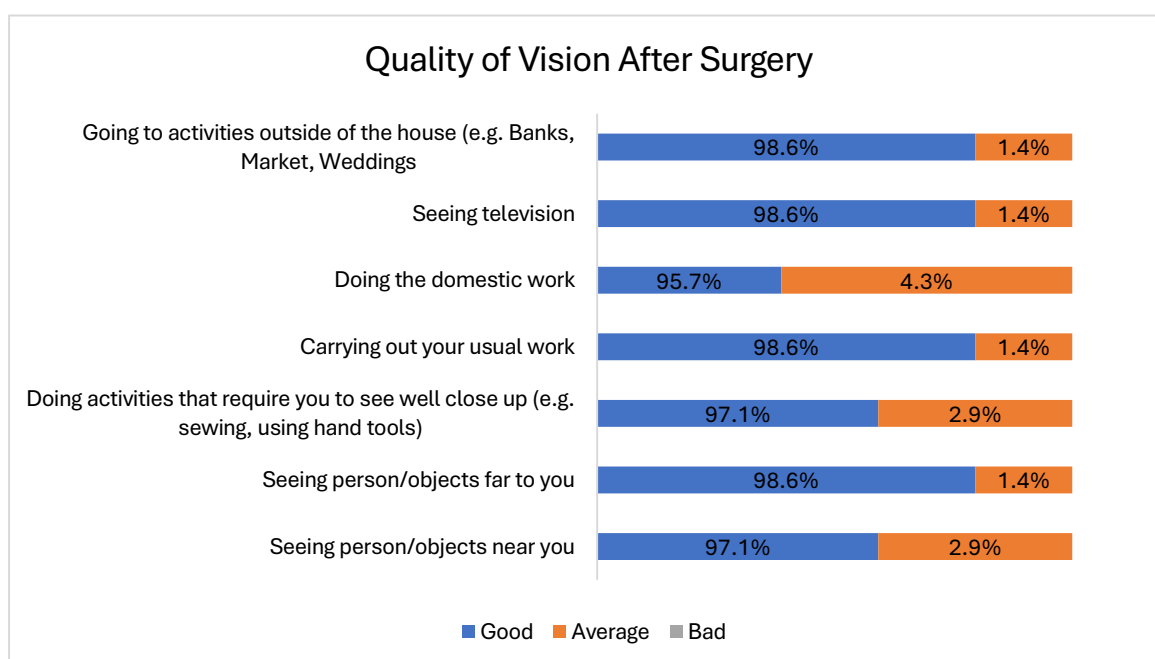
4.3.2. QUALITY OF VISION AFTER SURGERY

Based on the survey data, it can be inferred that cataract surgery has a substantial positive impact on the improvement of the quality of vision for beneficiaries, particularly in various aspects of their daily life. The majority of respondents agreed that cataract surgery significantly improved their ability to see persons and objects both near (97.1%) and far (98.6%) from them indicating a substantial enhancement in their visual acuity, enabling them to engage in activities that require clear vision at different distances.

Additionally, a significant majority of respondents (97.1%) reported that the cataract surgery improved their ability to do activities that require them to see well up close, such as sewing or using hand tools suggesting that the surgery has positively impacted their near vision, allowing them to perform detailed tasks more effectively. Moreover, 98.6% of respondents agreed that cataract surgery improved their ability to conduct their usual work and watch television, indicating that the surgery has positively affected their productivity and leisure activities.

Furthermore, 95.7% of respondents reported an improvement in their ability to perform domestic work after cataract surgery reflect that the surgery has positively influenced their ability to perform household tasks with greater ease and efficiency. Lastly, the majority of respondents (98.6%) reported that cataract surgery improved their ability to engage in activities outside of the house, such as visiting banks, markets, and attending weddings. This highlights the surgery's impact on their mobility and participation in social and community events.

Figure 20: Quality of Vision after Surgery



4.3.3. RELEVANCE OF THE INTERVENTION

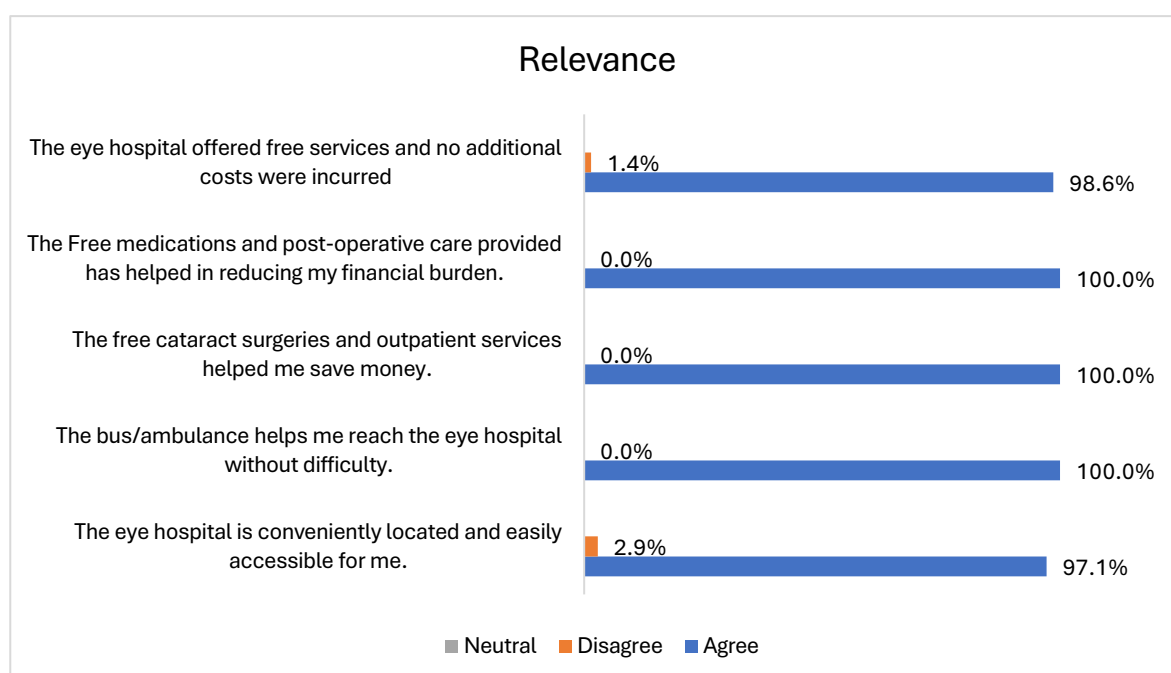
Based on the survey data, it can be inferred that the CSR intervention of providing free cataract surgeries and outpatient services at the conveniently located eye hospital has been highly relevant and beneficial for the beneficiaries. The majority of respondents (97.1%) agreed that the eye hospital is conveniently located and easily accessible for them which concludes that the hospital's strategic location has facilitated easy access to eye care services for the beneficiaries, contributing to the success of the CSR intervention.

Furthermore, 100.0% of the respondents agreed that the bus/ambulance service provided by the hospital has helped them reach the eye hospital without difficulty suggesting transportation facility has been a crucial factor in ensuring that beneficiaries, especially those from remote areas, can access the hospital's services conveniently.

The CSR intervention's effectiveness in reducing financial burdens is evident from the responses of the beneficiaries as 100% agreed that the free cataract surgeries and outpatient services helped them save money. Additionally, they expressed that the free medications and post-operative care provided have further reduced their financial burden.

Furthermore, 100.0% of the respondents agreed that the eye hospital offered free services, and no additional costs were incurred. This reflects the success of the CSR intervention in providing accessible and cost-effective eye care services to the beneficiaries.

Figure 21: Relevance of the Intervention



4.3.4. EFFECTIVENESS OF THE INTERVENTION

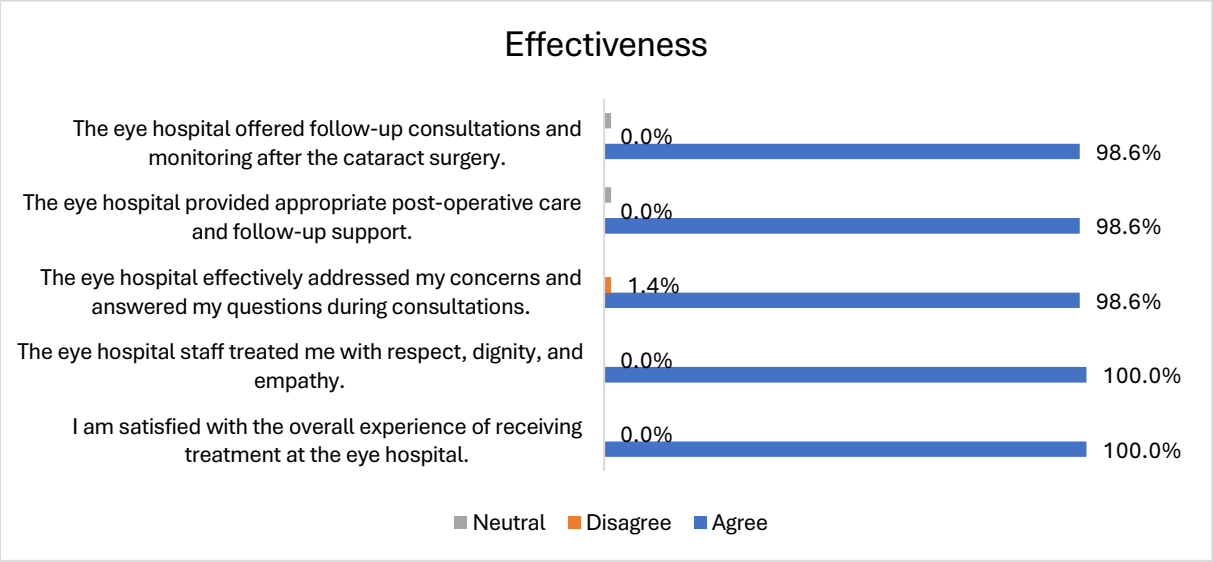
Based on the survey data, it can be inferred that the CSR intervention at the eye hospital has been highly effective in providing a positive and satisfactory treatment experience for the beneficiaries.

The responses indicate a high level of satisfaction among the beneficiaries with the overall treatment experience at the eye hospital, with 100% of them expressing satisfaction which highlights the effectiveness of the CSR intervention in delivering quality and patient-centered care, meeting the expectations and needs of the beneficiaries. Furthermore, 100% of the respondents agreed that the eye hospital staff treated them with respect, dignity, and empathy reflecting that the hospital's staff has demonstrated a compassionate and caring approach towards the beneficiaries, contributing to a positive treatment experience. The majority (98.6%) of the respondents agreed that the eye hospital effectively addressed their concerns and answered their questions during consultations. This suggests that the hospital's healthcare professionals have been attentive and responsive to the beneficiaries' queries and have provided appropriate guidance and information during their interactions.

Additionally, 98.6% of the respondents agreed that the eye hospital provided appropriate post-operative care and follow-up support. This reflects the effectiveness of the CSR intervention in ensuring comprehensive care and support for the beneficiaries beyond the surgical intervention. Moreover, 98.6% of the respondents agreed that the eye hospital offered follow-up consultations and monitoring after the cataract surgery. This indicates that the

hospital's commitment to post-operative follow-up has been successful in ensuring the well-being and recovery of the beneficiaries.

Figure 22: Effectiveness of the Intervention



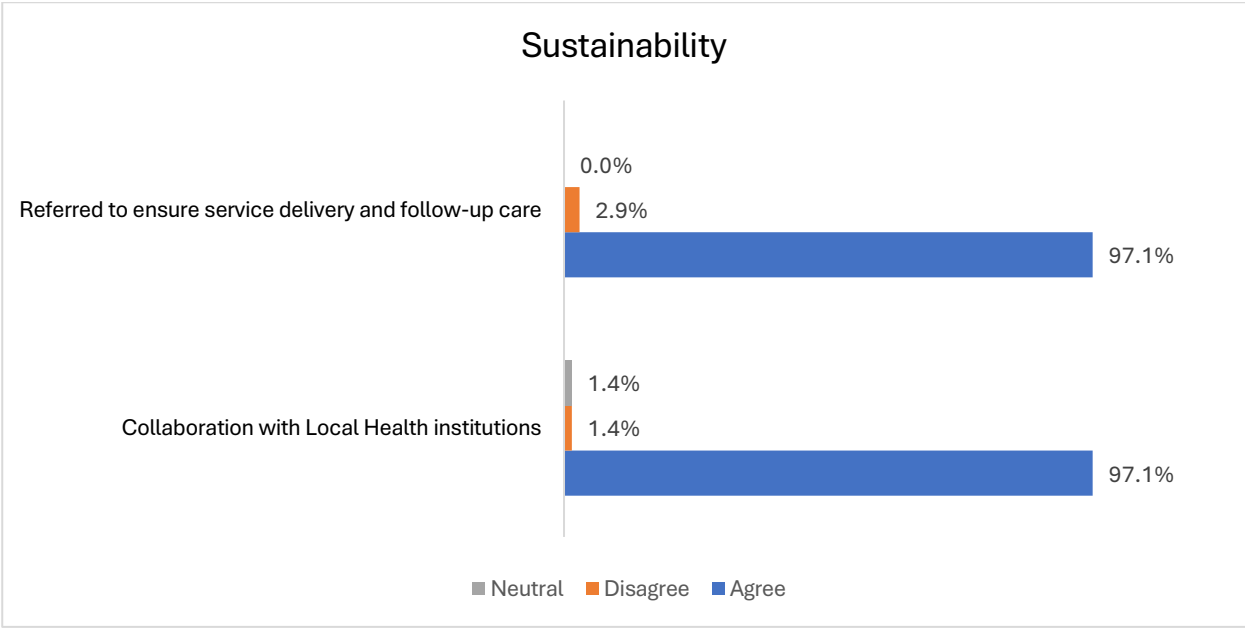
4.3.5. SUSTAINABILITY OF THE INTERVENTION

Based on the survey data, it can be inferred that the CSR intervention at the eye hospital has demonstrated strong sustainability measures, ensuring continued service delivery and follow-up care for the beneficiaries.

The majority (97.1%) of the respondents agreed that the eye hospital collaborated with local health institutions like PHCs (Primary Health Centres) and Anganwadis to provide its services and follow-up care. This collaboration indicates a strategic approach to sustainability, as it leverages existing healthcare infrastructure and networks to extend the reach of eye care services and ensure continuity of care for the beneficiaries.

Additionally, 97.1% of the respondents agreed that the eye hospital has referred them to other private healthcare institutions to ensure service delivery and follow-up care. This practice showcases the hospital's commitment to ensuring that beneficiaries receive comprehensive and continued care beyond their initial interactions with the eye hospital. By establishing these referral networks, the hospital ensures that beneficiaries can access specialized services and support from other healthcare providers when needed.

Figure 23: Sustainability of the Intervention



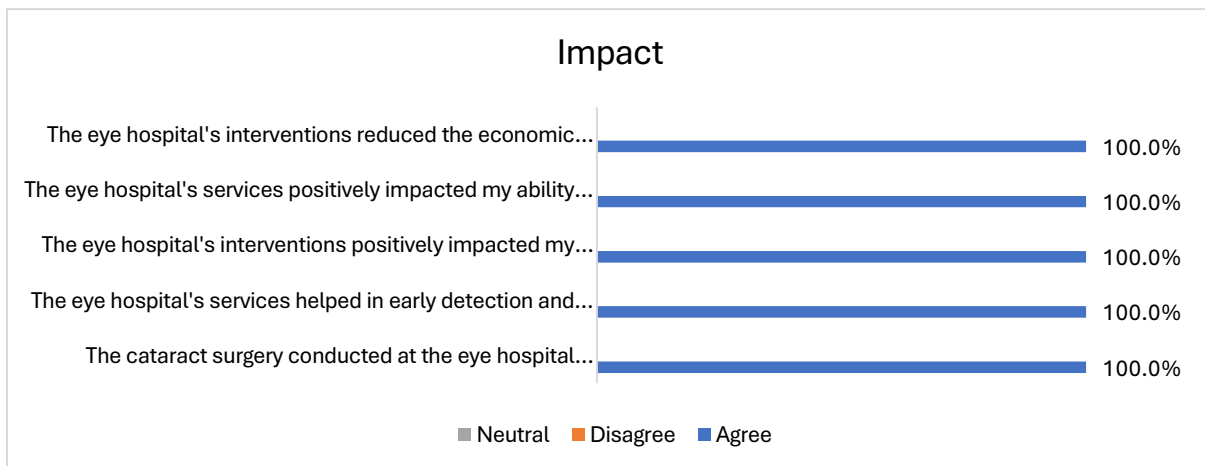
4.3.6. IMPACT OF THE INTERVENTION

Based on the survey data, it can be inferred that the CSR intervention at the eye hospital has had a significant and positive impact on the beneficiaries, as evidenced by the unanimous agreement of 100% of the respondents to all the questions related to the impact of the intervention. The data shows that the cataract surgery conducted at the eye hospital has significantly improved the vision of all beneficiaries, highlighting the effectiveness of the surgical intervention in addressing visual impairments and enhancing the quality of life for the beneficiaries.

Furthermore, the eye hospital's services have been instrumental in early detection and treatment of other eye conditions, emphasizing the importance of the intervention in promoting preventive eye care and reducing the risk of vision-related complications. The intervention has also had a positive impact on the overall health and well-being of the beneficiaries which underscores the comprehensive nature of the eye hospital's services and their broader influence on the beneficiaries' overall health outcomes.

Additionally, the eye hospital's services have positively impacted the beneficiaries' ability to perform daily work activities, indicating the intervention's role in enhancing their productivity and independence. Moreover, the CSR intervention has significantly reduced the economic burden on the beneficiaries and their families by providing free or affordable eye care services. This highlights the socially inclusive nature of the intervention, ensuring that all individuals, regardless of their economic status, can access essential eye care services without financial constraints.

Figure 24: Impact of the Intervention



4.3.7. SUMMARY

The perceptions gathered from cataract beneficiaries provide a comprehensive understanding of the profound impact of the CSR intervention at the eye hospital. The significant improvement in vision after surgery, along with the positive responses regarding the quality of vision and overall health outcomes, underscores the effectiveness and relevance of the intervention. The unanimous agreement on the efficiency and sustainability of the services reflects the well-planned approach and commitment to providing continuous and accessible eye care. Moreover, the positive impact on beneficiaries' ability to perform daily activities and the reduction of economic burden further solidify the intervention's far-reaching influence on their well-being. Overall, the perception of cataract beneficiaries reaffirms the success and significance of the CSR initiative in enhancing eye health and positively transforming the lives of the underprivileged communities in Kadapa. Through their experiences, we witness the power of compassionate and accessible eye care in fostering a brighter and healthier future for all.

4.4. QUALITATIVE STAKEHOLDER PERSPECTIVES

The section presents qualitative interview highlights from key stakeholders, including the General Manager, Ophthalmologist, Optometrist and Operation Theatre In-charge, to gain insights into the process, challenges faced, critical observations, and suggestions for enhancing the services provided by the hospital. Through a comprehensive analysis of these interviews, the report aims to provide valuable inputs for optimizing the impact and effectiveness of the CSR intervention.

4.4.1. KEY ADMINISTRATORS

Process and Service Delivery:

- PVRI Eye Hospital was established in February 2022 and is funded by Aurobindo Pharma Foundation.
- The hospital serves the Rayalaseema region, providing eye care services to underprivileged communities in four districts.

- The hospital conducts outreach activities and collaborates with local health institutions to identify and bring patients to the hospital.
- There is a high demand for eye care services in the area, and PVRI is the largest eye hospital in the region with world-class infrastructure and state-of-the-art facilities.
- The hospital provides free cataract surgeries and outpatient services to beneficiaries under the Aarogyaashree Health Scheme, reducing their financial burden.

Figure 25: Interaction with Key Administrators & Hospital Visit



Challenges and Observations:

- Early detection of eye problems remains a challenge in remote areas, leading to delayed treatment for certain eye conditions.
- Some patients do not return for treatment of the second eye after the first eye has been treated, impacting the effectiveness of the intervention.
- Day-to-day operational challenges exist, including patient waiting times and handling grievances, particularly for the uneducated population.
- Time management and workload in the operation theatre are critical challenges, especially during retina cases.
- Key Administrator and other staff are easily accessible to the patients which is resulting in quick closure of any kind of grievance.

Suggestions for Improvement:

- Strengthen outreach activities and awareness campaigns to improve early detection of eye problems in remote villages.

- Implement strategies to encourage patients to undergo treatment for both eyes, emphasizing the importance of complete eye care.
- Focus on staff training and improved patient communication to address operational challenges and patient grievances.
- Consider expanding working hours for retina cases to meet the increasing demand for surgeries.

4.4.2. EYE CARE EXPERTS

Process and Service Delivery:

- The hospital conducts outreach camps to identify potential patients, especially in remote villages.
- Aarogyashree beneficiaries receive free inpatient facilities for three days after surgery, and the hospital provides bus facilities for transportation.
- Specialization is available for different eye conditions, ensuring comprehensive and specialized care for patients.

Challenges and Observations:

- Early detection of eye problems remains a challenge, leading to delayed treatment for some patients.
- Patients not returning for treatment of the second eye after the first eye is treated impacts the effectiveness of the intervention.
- Managing patient waiting times and handling grievances are day-to-day operational challenges.

Figure 26: Focus Group Discussions with Eye Care Experts



Suggestions for Enhancement:

- Strengthen outreach activities and awareness campaigns to improve early detection of eye problems in remote areas.
- Implement strategies to encourage patients to undergo treatment for both eyes and emphasize the importance of complete eye care.
- Focus on staff training and improved patient communication to address operational challenges and patient grievances.

4.4.3. SURGICAL TEAM

Process and Service Delivery:

- The number of cases treated at the hospital has increased steadily, with a target to further increase treatment cases.
- Cataract surgeries typically take between 15 minutes to half an hour, depending on the grading.
- The hospital operates from 8:30 a.m. to 6:30 p.m., with each doctor performing a maximum of 25 cataract surgeries.
- Specific challenges exist in scheduling, especially for retina cases that may require early starting or late evening surgeries.

Figure 27: Interaction with Surgical Team Experts



Challenges and Observations:

- Time management is a significant challenge in meeting the target number of surgeries and workload in the operation theatre.
- Proper coordination is required to manage patient flow, instrument sterilization, and post-surgery procedures.
- OT staff faces challenges in completing surgeries on time due to the variability in cases and patient load.

Suggestions for Enhancement:

- Implement flow charts and standard operating procedures to improve time management and patient flow in the operation theatre.
- Provide regular training and orientation to staff based on lessons learned from previous cases.
- Consider expanding working hours for retina cases and explore ways to optimize surgical processes.

4.4.4. SUMMARY


The above section identifies the need for stronger outreach activities, improved early detection of eye problems, and streamlined operational procedures to enhance the intervention's impact. Stakeholders' suggestions and observations provide valuable insights for further strengthening the intervention and making it more efficient and effective in reaching its goals. By addressing the identified challenges and leveraging the feedback from key stakeholders, PVRI Eye Hospital can continue to make a significant difference in the lives of the underserved population by providing accessible and high-quality eye care services in Kadapa and the surrounding regions.

CHAPTER V

5.1. SIGNIFICANCE OF THE PROJECT

The significance of the PVRI Eye Hospital project lies in its aim to address the eye care needs of the underprivileged communities in the Kadapa and Anantapur districts. These regions have been identified as areas requiring improved eye care services due to limited access to other eye care facilities. The fact that there are few institutions for eye care in these districts highlights the importance of PVRI Eye Hospital as a specialized eye care center that can cater to the eye health needs of the local population.

The profile of the clients served by the hospital reflects the project's focus on reaching out to vulnerable groups. The majority of the clients are either unemployed or engaged in agriculture/farming, indicating that the project targets economically disadvantaged individuals who may not have the financial means to access eye care services



in private institutions. Additionally, the high percentage of illiterate clients and those with only schooling completion highlights the lack of educational opportunities and awareness about eye health in these communities.

Furthermore, the project's outreach activities in remote and underserved areas of Rayalaseema are essential in bringing eye care services to the doorstep of communities that face limited access to eye care. By conducting eye care camps in these areas, the project not only offers consultation services but also identifies potential beneficiaries for cataract surgeries. This approach demonstrates the project's commitment to breaking barriers and ensuring that every individual, regardless of their socio-economic background, receives equal and compassionate care.

5.2. OUTCOME OF THE PROJECT

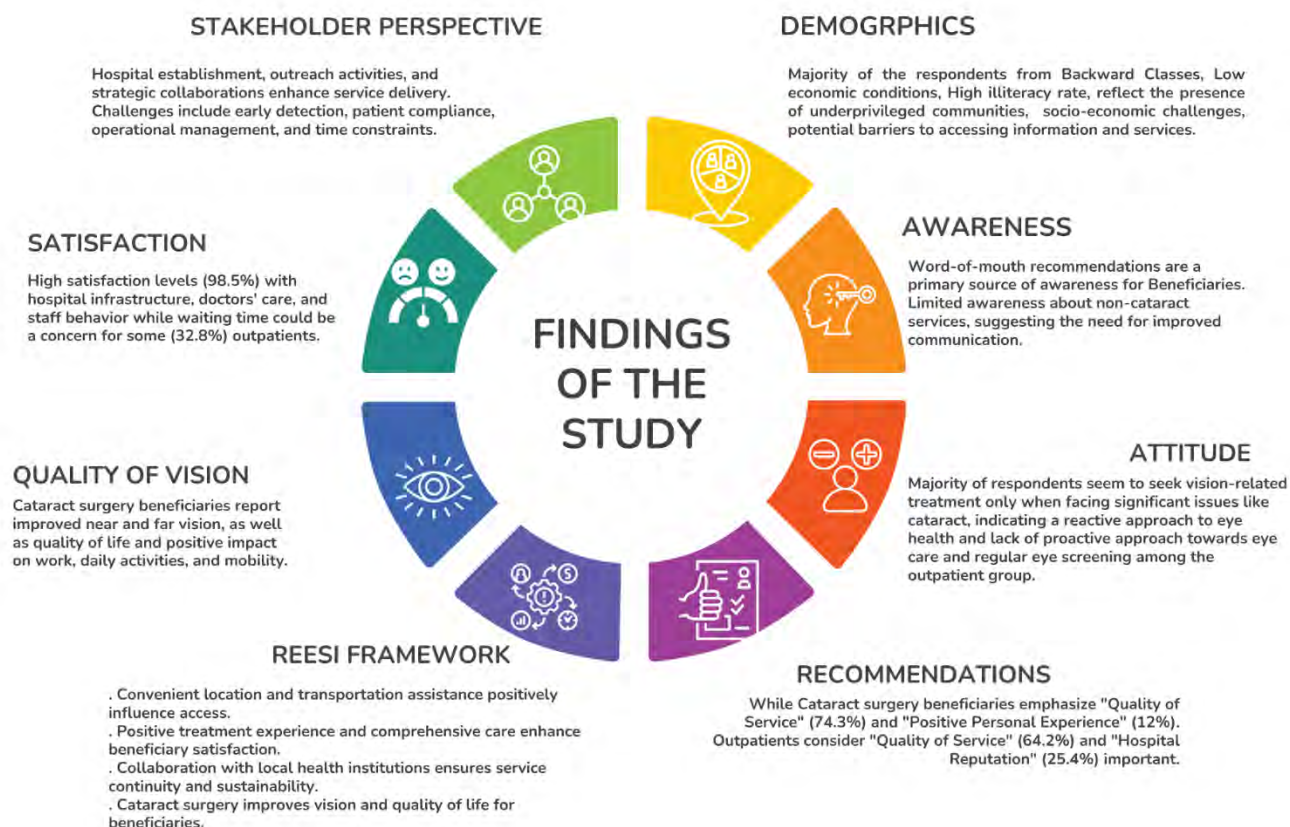
The outcome of the PVRI Eye Hospital project is promising, with overall satisfaction reported among the users, both outpatients seeking consultation and post-operative clients. The fact that 100% of cataract surgery beneficiaries reported a significant improvement in their vision after the surgery is a remarkable achievement. This outcome reflects the high quality and effectiveness of the cataract surgeries conducted by the hospital, which have resulted in improved vision for beneficiaries and subsequently enhanced their quality of life.

Moreover, the positive feedback from outpatients about the consulting services provided by the hospital indicates the success of the project in delivering quality eye care to the broader community. This level of satisfaction suggests that the hospital's staff and infrastructure are adequately equipped to address the eye care needs of outpatients, providing them with accurate diagnoses and appropriate treatment options.

The high level of satisfaction among post-operative clients also signifies the hospital's commitment to providing comprehensive post-operative care and follow-up support. This aspect is crucial in ensuring the success and long-term benefits of cataract surgeries. The positive experiences reported by post-operative clients demonstrate that the hospital's efforts go beyond surgery and extend to proper aftercare, contributing to successful outcomes and minimizing post-surgery complications.

5.3. FINDINGS

Figure 28: Findings of the Study



5.4. SUGGESTIONS

The suggestions outlined above serve as a strategic roadmap for enhancing the impact and effectiveness of the PVRI Eye Hospital project in Kadapa. These recommendations are vital for the continuous improvement of the project's operations, ensuring that it remains responsive to the evolving needs of the community and maximizes its reach and impact. Implementing these suggestions will not only address existing challenges but also unlock new opportunities for the project's growth and sustainability. By embracing these recommendations, the project can further strengthen its position as a transformative force in providing comprehensive and accessible eye care services to the underprivileged, ultimately contributing to the overall well-being and quality of life of the beneficiaries. The following are the suggestions to be taken up by PVRI for project's long-term sustainability.

i. **Enhanced Outreach and Awareness:**

- Strengthen outreach efforts to remote areas for early detection and awareness of eye problems.
- Develop targeted awareness campaigns to educate communities about the full range of services offered by the hospital.
- Organize regular eye camps targeting school children, conduct awareness camps for better academic performance and increased eye health awareness.

ii. **Promote Comprehensive Eye Care:**

- Implement strategies to encourage beneficiaries to undergo treatment for both eyes, emphasizing the importance of complete eye care.
- Conduct regular eye screening camps to detect various eye conditions beyond cataract.

iii. **Operational Efficiency and Patient Experience:**

- Provide training to staff for improved patient communication and grievance handling.
- Introduce digital medical records to enhance the efficiency, process insurance claims, manage payments, schedule patient visits for future.
- Explore options to streamline patient waiting times and optimize operational processes.

iv. **Collaboration and Referral Networks:**

- Strengthen collaborations with local health institutions, such as Primary Health Centers and Anganwadi centers, for a more coordinated approach to patient care.
- Continue building referral networks with private healthcare providers for specialized services and support.

v. **Communication Enhancement:**

- Enhance communication strategies to inform outpatients and potential beneficiaries about the hospital's full spectrum of services.
- Utilize various channels, including community meetings and local media, to raise awareness and promote preventive eye care.

vi. **Strengthen Social Impact Assessment:**

- Conduct periodic social impact assessments to analyze outcomes and benefits as well as vision-related quality of life assessments.

- Measure improved access to healthcare, awareness, changes in livelihood, impact on daily activities, productivity, and well-being.
- Use assessment data to fine-tune strategies and align with evolving community needs.

vii. **Implement Pictorial Patient Charters:**

- Introduce visual patient charters to explain treatment, and to enhance understanding for illiterate or low-literacy populations.
- Empower patients for better treatment adherence, timelines, and outcomes.

5.5. CONCLUSIONS


In conclusion, this Impact Assessment Report has delved into the comprehensive analysis of the CSR activities undertaken by Aurobindo Pharma Foundation and PVRI Eye Hospital, aimed at enhancing eye care services and improving the quality of life for underprivileged communities in Kadapa and nearby districts. The study purpose was to evaluate the significance of the project, assess its outcomes, align it with the goals of Aurobindo Pharma Foundation and PVRI, and understand the intervention's impact on beneficiaries.

The achievements of this CSR initiative have been remarkable. The establishment of PVRI Eye Hospital in February 2022 marked a significant milestone, providing a ray of hope to the elderly and underprivileged individuals who lacked access to quality eye care services. The hospital's strategic approach of conducting outreach activities, collaborating with local health institutions, and providing free cataract surgeries and outpatient services under the Aarogyashree Health Scheme has positively impacted thousands of lives.

Aurobindo Pharma Foundation's unwavering support and commitment to social responsibility have been instrumental in making this intervention possible. By providing funding and resources, Aurobindo Pharma Foundation has not only fulfilled its corporate social responsibility but has also contributed to the realization of sustainable development goals. The partnership between Aurobindo Pharma Foundation and PVRI Eye Hospital exemplifies the power of public-private collaborations in driving positive change and addressing critical societal needs.

The goals of PVRI Eye Hospital, aligned with the broader vision of Aurobindo Pharma Foundation, have been resoundingly achieved. The hospital's focus on reaching out to elderly individuals, underprivileged communities, and school children through specialized eye care services and awareness initiatives has resulted in significant positive outcomes. The enhancement of vision acuity and improvement in the quality of life among beneficiaries are testament to the effectiveness of the intervention.

The impact of this intervention extends beyond medical treatment. It has empowered individuals to lead healthier lives, pursue educational opportunities, and engage actively in their communities. By addressing socio-economic challenges and ensuring accessibility to healthcare, PVRI Eye Hospital with the help of Aurobindo Pharma Foundation has contributed to reducing inequalities and enhancing the overall well-being of the beneficiaries.



In conclusion, the CSR activities of PVRI Eye Hospital, supported by Aurobindo Pharma Foundation, have achieved their intended goals of providing quality eye care services, enhancing the quality of life, and promoting sustainable development. This intervention stands as a shining example of how corporate social responsibility can drive positive societal transformation, leaving a lasting legacy of improved health, empowerment, and inclusivity for generations to come. As we look ahead, the lessons learned from this impactful intervention can guide future endeavors and inspire continued efforts to create a more equitable and healthier society.

CASE STUDIES

Case Study 1: Mrs. Anjana Devi from Kadapa

Living in Picchipatipalli, Kadapa, life took an unexpected turn when my twins were born prematurely in November 2022. They arrived at just 37 weeks, facing the early challenges of life with a delicate start. Their first hurdle was breathing difficulties, requiring oxygen support for a week. It was a tense time, but we were hopeful.

In December, during a routine eye check-up at RIMS, we encountered a new concern for my second twin. The doctors were quick to act, referring us to the Pushpagiri Vitreo Retina Institute (PVRI) for a more detailed examination. There, they found a significant eye issue, which needed immediate attention.

What stood out during our time at PVRI was the blend of professionalism and empathy. Despite our financial constraints, they provided the treatment free of charge, courtesy of their association with the Aurobindo Pharma Foundation. This gesture was a relief, ensuring that financial worries did not overshadow our focus on the twins' health.



Beyond the medical care, the team at PVRI, along with the doctors at RIMS-Kadapa, were instrumental in guiding us through this journey. They explained the importance of regular eye check-ups and the steps we needed to take for our babies' well-being. These follow-up visits showed gradual but positive changes - the twins gained weight and their eye health improved significantly.

Reflecting on this journey, I feel a deep sense of gratitude towards everyone involved - the doctors, nurses, and the support from PVRI and Aurobindo Pharma Foundation. Their expertise, coupled with their compassionate approach, played a crucial role in the health improvements of my twins.

This experience has been an eye-opener about the importance of early medical intervention and continuous care. It's a reminder of the difference that thoughtful, coordinated healthcare can make, especially for those in vulnerable situations. As a mother, seeing my twins grow healthier each day is a source of quiet joy and gratitude.


Case Study 2: Mrs. Haseena , Kadapa

My name is Haseena, and I am a homemaker in Gouse Nagar, Kadapa. My life revolves around simple joys and daily routines. However, the premature birth of my child brought an unexpected twist to our humble existence. My husband, Shaik Mohammad, works tirelessly as a daily laborer, and together we faced the daunting prospect of providing special care for our little one.

When we learned about the need for specialized eye treatment for our baby, the weight of worry was immense. The diagnosis of a severe eye condition at the Pushpagiri Vitreo Retina Institute (PVRI) brought both concern and relief - concern for the health of our child, and relief that we had found skilled hands to entrust our baby's care.

The medical team at PVRI recommended a treatment involving injections and laser sessions. The complexity and cost of these procedures were daunting for a family like ours. However, the support from PVRI, with the backing of the Aurobindo Pharma Foundation, was a beacon of hope. They not only provided the necessary medical care but also ensured it was accessible to us despite our limited means. This generosity eased our financial burden and allowed us to focus on our baby's recovery.





The journey since then has been one of gradual improvement, a path marked by the expertise and kindness of the medical staff. They equipped us with the knowledge and guidance needed to care for a preterm baby, helping us navigate this challenging phase with confidence. Looking back, I am filled with gratitude for the support and care provided by PVRI and Aurobindo Pharma Foundation. Their commitment to healthcare equity has made a significant difference in our lives. It's not just about the medical treatment; it's about the empathy and understanding they showed us. Our story is a testament to the fact that quality healthcare should be a right, not a privilege, regardless of one's economic background.

This experience has instilled in us a sense of empowerment and resilience. As I watch my child grow healthier each day, I am reminded of the kindness that surrounds us and the brighter future that lies ahead. This journey has been more than just a medical intervention; it's been a journey of hope and inclusive care, for which we will always be thankful.

Figure 29: Interacting & Training Data Enumerators



Figure 30 : Equipment provided by Aurobindo Pharma Foundation



Figure 31: Patients under Aarogyashree



Figure 32 : Pre-Op and Post-Op Patients



Figure 33: Data Collection from In-Patients





IMPACT REPORT BY



ANUSANDHAN SOCIAL CONSULTANT LLP

HYDERABAD

NOURISHING IMPACT

Evaluating **Aurobindo Pharma Foundation's**
Corporate Social Responsibility Initiative in
Kitchen & Dining Hall Sustainability at
Dr. B.R. Ambedkar University

2022-23

Project at:

**Dr. B.R. Ambedkar University,
Etcherla,
Srikakulam District,
Andhra Pradesh State.**

Report by:

Anusandhan Social Consultants



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ACKNOWLEDGEMENTS

We extend our heartfelt gratitude to all those who have contributed to the successful completion of this Impact Assessment Study, which has been instrumental in evaluating the transformative CSR initiative undertaken by Aurobindo Pharma Foundation in collaboration with Dr. B.R Ambedkar University, Etcherla, Srikakulam.

We are deeply appreciative of the unwavering support, guidance, and cooperation extended by the Aurobindo Pharma Foundation team. Their visionary leadership and commitment to social responsibility have been the driving force behind this initiative, and their active involvement in every phase of the project has been invaluable.

We would also like to extend our sincere thanks to the dedicated team at Dr. B.R Ambedkar University, whose partnership, insights, and on-ground coordination have been crucial to the success of this endeavour. Their enthusiasm, willingness, and relentless pursuit of excellence have contributed significantly to the positive outcomes witnessed through this study.

Our gratitude extends to all the stakeholders who have participated in this study, including University Administration, Students, faculty members, staff. Their candid feedback, valuable insights, and willingness to share their experiences have enriched our understanding and allowed us to capture a comprehensive perspective of the impact created by this initiative.

Lastly, we acknowledge the collective effort of every individual who has contributed to this project in ways both seen and unseen. Your dedication, support, and commitment have been integral to the completion of this study and the insights gained.

This report stands as a testament to the power of collaboration, dedication, and a shared vision for creating positive change. We are humbled by the opportunity to contribute to this impactful initiative and look forward to witnessing the continued growth and success it brings to the community.

With Gratitude,

Team Anusandhan

EXECUTIVE SUMMARY

The Aurobindo Pharma Limited, a leading pharmaceutical company known for its commitment to social responsibility, collaborated with its foundation, Aurobindo Pharma Foundation to initiate a transformative Corporate Social Responsibility (CSR) project in partnership with Dr. B.R Ambedkar University, Etcherla, Srikakulam. The primary objective of this collaboration was to enhance the campus dining facilities and promote student well-being. This initiative was in direct alignment with the university's mission to provide an enriching academic experience and Aurobindo Pharma Foundation's dedication to community development.

The CSR initiative introduced a pioneering concept by establishing a centralized Kitchen and Dining Hall within the university premises, in addition to the existing decentralized kitchen setup. This transition aimed to optimize resource allocation, streamline meal services, and improve the overall campus dining experience for students, faculty, and staff. The collaboration between Aurobindo Pharma Foundation and Dr. B.R Ambedkar University exemplified the potential of corporate partnerships to drive positive transformations in educational institutions and create lasting impacts on the lives of students.

The methodology involved a comprehensive approach, beginning with the scrutiny of relevant documents. The study's objectives were multifaceted: evaluating the transition's efficiency to a central kitchen, measuring student satisfaction, assessing contributions to sustainable practices and resource management, understanding operational challenges, and aligning with project goals. Mixed methods design was chosen, integrating both quantitative and qualitative approaches. A sample size of 184 students, comprising both boys and girls from UG and PG courses, was selected based on availability and willingness to participate. Data was gathered using structured and semi-structured questionnaires, surveys, interviews, and observations. Key stakeholders like the University Registrar, Hostel Wardens, and Student Committees were involved. Extensive surveys and interviews were conducted to students, to capture their perceptions and experiences regarding the new dining facilities. In-depth interviews were conducted with key stakeholders to gather qualitative insights into the multifaceted aspects of the project. Furthermore, an in-depth analysis of operational records was conducted to quantitatively measure the project's impact on various parameters. Purposive sampling was employed for its suitability in targeting relevant individuals.

The study yielded a range of substantial findings that underscored the positive outcomes of the CSR initiative:

- The establishment of the Central Kitchen with Kitchen equipment and Dining Hall led to a marked improvement in operational efficiency as agreed by **68.6%** of students.

- **84.5%** of students acknowledged that the new Central Kitchen has significantly reduced waiting times and ensured timely meal services.
- With respect to factors attributed to Satisfaction. **72.7%** of hostelers regularly use canteen facilities, a substantial 61% use it more than five times a week, and **71.1%** agree the food serving times being adequate, signifies the high satisfaction among students.

Aurobindo Pharma Foundation's collaborative engagement with Dr. B.R Ambedkar University stood as a vivid illustration of how corporate partnerships can play a pivotal role in enhancing campus infrastructure and elevating student well-being. The project exhibited a strong alignment with the university's commitment to sustainability, as evidenced by the adoption of resource optimization strategies and eco-friendly practices within the dining operations.

Building upon the study's comprehensive analysis, several recommendations to Dr. B.R. Ambedkar University, emerge to further amplify the positive impact of the CSR initiative:

- Strengthening sustainability initiatives by focusing on waste reduction, energy efficiency, and responsible sourcing to significantly diminish the environmental footprint of dining operations.
- Enhancing maintenance practices to ensure a consistently hygienic and efficiently managed kitchen environment, thereby further elevating the quality and safety of the food served.
- Embracing a proactive approach to food safety by adhering to established guidelines, conducting regular inspections, and ensuring strict compliance with regulatory standards to ensure the well-being of all stakeholders.
- Implementing targeted awareness campaigns and behavior change initiatives among students to sensitize them about responsible consumption, thereby mitigating food wastage and nurturing a culture of sustainable dining practices.

The Impact Assessment Study underscores the profound impact of Aurobindo Pharma Foundation's CSR initiative on the campus dining experience at Dr. B.R Ambedkar University, Etcherla, Srikakulam. The project's achievements in enhancing operational efficiency, elevating student satisfaction, and fostering sustainability resonate harmoniously with the core objectives of the university and Aurobindo Pharma Foundation's dedication to social progress. By heeding the study's recommendations and building upon the existing successes, the collaborative partnership between Aurobindo Pharma Foundation and Dr. B.R Ambedkar University has the potential to continue flourishing, setting a noteworthy precedent for the transformative potential of corporate engagements in the realm of education and community development. The positive outcomes witnessed through this initiative exemplify the

far-reaching impact that collaborative efforts can have in enriching the lives of individuals and contributing to the holistic development of society.

CHAPTER II

1.1. INTRODUCTION

In the rapidly evolving landscape of global business, the concept of Corporate Social Responsibility (CSR) has emerged as a guiding philosophy that transcends conventional profit-centric objectives. It is a philosophy that reflects a company's commitment to societal advancement and environmental stewardship. The International Labor Organization (ILO) defines CSR as a mechanism through which companies communicate their values and principles, both within their internal dynamics and in their interactions with diverse stakeholders such as people, communities, and the environment (ILO, 2020).

Beyond the realm of transactional engagements, CSR embodies a holistic approach that seeks to enrich the fabric of society. It encompasses a deep sense of responsibility towards uplifting communities, safeguarding the environment, and upholding ethical and sustainable practices. This profound commitment encourages businesses to assume the role of catalysts for change, actively addressing societal challenges and nurturing the well-being of individuals and the collective as a whole.

In an era characterized by global interdependence and an increasingly socially conscious ethos, the significance of CSR has become central to responsible corporate conduct. Against the backdrop of India's intricate socio-economic dynamics, CSR assumes heightened relevance as a conduit for impactful interventions that address pressing issues such as poverty, inequality, lack of healthcare, access to quality education, environmental degradation and many more.

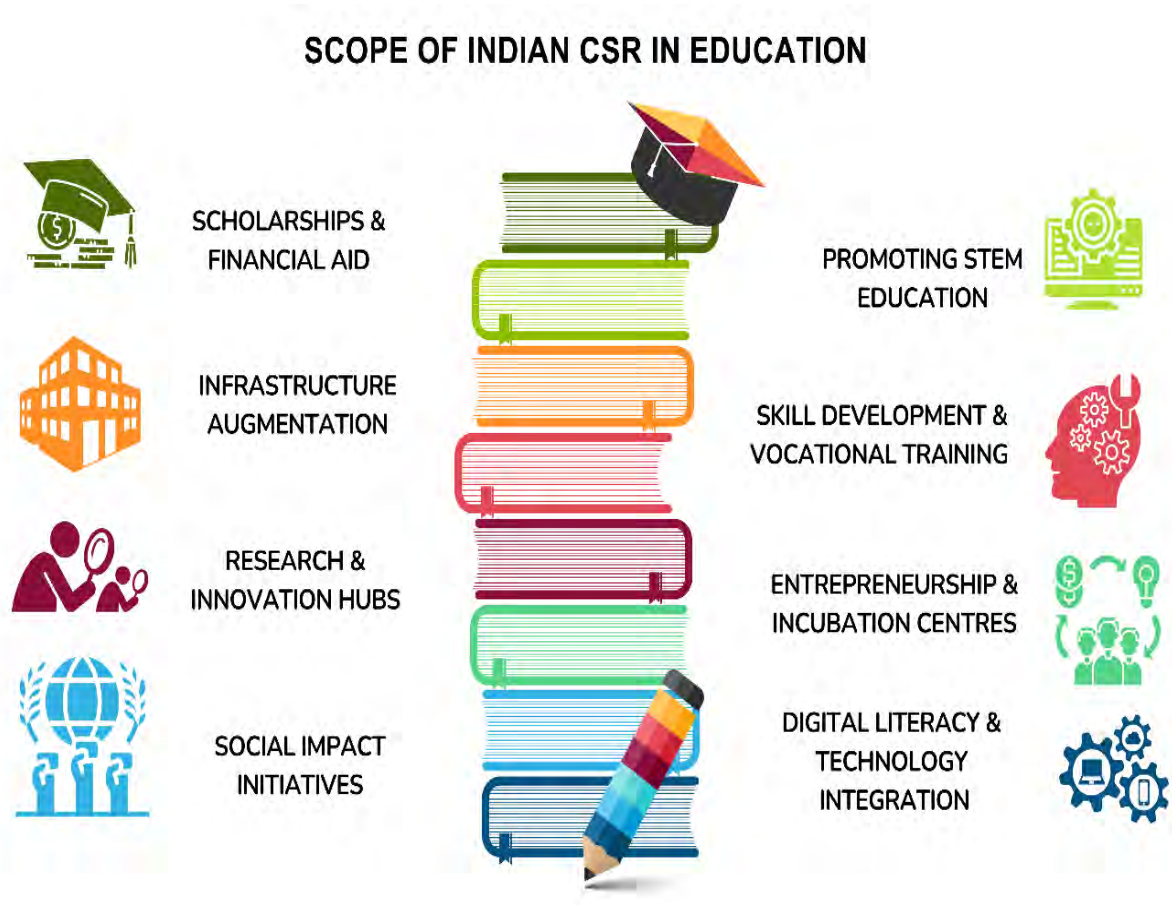
The advent of the Companies Act, 2013 in India marked a paradigm shift in the realm of CSR. This legal framework institutionalized CSR mandates due to which Corporates have embraced a strategic and structured approach to CSR, aligning initiatives with their business values and ethics and in ensuring that their CSR interventions are meeting the unique needs as well as aspirations of the communities they operate in. In conclusion, within the Indian landscape, characterized by intricate challenges Corporate Social Responsibility adeptly steers its course through vital realms with a deep-seated dedication to propelling society forward through a sustained approach.

1.2. SCOPE OF INDIAN CSR IN EDUCATION

Corporate Social Responsibility (CSR) in the realm of education has evolved into a potent force that not only drives societal progress but also strengthens the foundation for a knowledge-driven nation. The Indian CSR landscape

presents a myriad of opportunities to strategically channel resources and expertise towards the enhancement of education, particularly at the university level. This dynamic scope offers a tangible avenue for corporations to forge meaningful partnerships with educational institutions, foster innovation, and contribute to the development of a skilled workforce that drives economic growth.

Figure 34: Scope of Indian CSR in Education Sector



- 1. Scholarships and Financial Aid:** A significant facet of CSR in education lies in providing scholarships and financial assistance to deserving students. Corporates can establish merit-based scholarships, need-based grants, and assistance for under privileged communities, enabling wider access to higher education and bridging socio-economic gaps.
- 2. Infrastructure Augmentation:** Collaborative efforts between corporations and educational institutions can be channelled towards the modernization and expansion of educational institutes infrastructure. This includes the development of state-of-the-art classrooms, canteens, large scale kitchens, research facilities, and technology-equipped lecture halls, that enhance the overall learning experience and provides a conducive environment for students.

- 3. Promoting STEM Education:** CSR initiatives can promote Science, Technology, Engineering, and Mathematics (STEM) education by supporting schools and programs that encourage students' interest and participation in these critical fields.
- 4. Research and Innovation Hubs:** Corporates can establish research and innovation hubs within universities, supporting groundbreaking research endeavours and fostering an environment of creativity and discovery. This initiative aligns with national goals of promoting research-driven growth and technological advancement.
- 5. Skill Development and Vocational Training:** By supporting skill development and vocational training programs within universities, Corporates can contribute to the creation of a job-ready workforce. These initiatives align with national priorities of enhancing employability and reducing skill gaps.
- 6. Entrepreneurship and Incubation Centres:** Corporates can partner with universities to establish entrepreneurship and incubation centres, nurturing innovation and providing students with the resources and guidance to transform ideas into viable businesses.
- 7. Social Impact Initiatives:** CSR can be harnessed to support social impact projects initiated by universities, such as community outreach, health campaigns, and environmental conservation. These initiatives showcase a commitment to holistic development and societal welfare.
- 8. Digital Literacy and Technology Integration:** In a digital age, CSR can promote digital literacy through technology integration in schools/colleges. This involves equipping classrooms with computers, tablets, and digital resources, empowering students with essential digital skills.

In essence, the scope of Indian CSR in education, particularly at the university level, is vast and brimming with opportunities for corporations to make a tangible and lasting impact. By strategically aligning CSR initiatives with educational priorities, corporations not only contribute to the development of individuals but also play a pivotal role in shaping the future of the nation, driving innovation, and fostering sustainable growth. This strategic collaboration between the corporate and educational sectors has the potential to create a synergy that elevates the quality of education, empowers students, and fuels the nation's progress towards a knowledge-driven and prosperous future.

1.3. IMPACT ASSESSMENT

An impact assessment for CSR activities is a methodical evaluation process aimed at comprehensively measuring and comprehending the multifaceted outcomes of Corporate Social Responsibility initiatives of an organization. This entails a thorough analysis of the resulting social, environmental, and economic impact of such initiatives on the targeted audience. The primary objective of impact assessment is to meticulously scrutinize the efficiency, efficacy, and enduring viability of CSR undertakings, thereby yielding invaluable insights about the change for the forthcoming strategic planning.

Furthermore, impact assessment serves as a dynamic mechanism for organizations to harmonize their CSR undertakings with the nuanced requisites and anticipations of the communities they engage with, in addition to other pertinent stakeholders. It facilitates an informed comprehension of the intrinsic strengths and areas for improvement within their CSR initiatives, thereby paving the way for strategic enhancements and refinements. In the broader spectrum, impact assessment serves as a pivotal instrument for meticulously gauging the effectiveness and enduring consequences of CSR activities. It operates as a beacon guiding organizations toward optimizing the societal, environmental, and economic benefits catalysed by their responsible and impactful corporate citizenship initiatives.

1.4. ABOUT AUROBINDO PHARMA LIMITED

Aurobindo Pharma Limited, founded in 1986 by Mr. P. V. Ramprasad Reddy, Mr. K. Nityananda Reddy, and a group of dedicated professionals, is a leading pharmaceutical company based in India. Commencing its operations in 1988-89 with a single unit manufacturing Semi-Synthetic Penicillin (SSP) in Pondicherry, the company has grown to become a prominent player in the pharmaceutical industry. In 1992, Aurobindo Pharma Limited became a public company and listed its shares on Indian stock exchanges in 1995.

With a vision to make a positive impact on healthcare and human well-being, Aurobindo Pharma Limited has achieved significant success and leadership in various therapeutic segments, including neurosciences, cardiovascular, anti-retroviral, anti-diabetics, gastroenterology, and antibiotics, among others. The company's strengths lie in its large manufacturing facilities approved by leading regulatory bodies, a diversified product portfolio, and a robust research and development facility in India for formulations and active ingredients. Emphasizing operational excellence, Aurobindo Pharma Limited embraces vertical integration, regulatory expertise, and advanced technology for specialty formulations.

1.5. ABOUT AUROBINDO PHARMA FOUNDATION

Aurobindo Pharma Foundation is the philanthropic arm of Aurobindo Pharma Limited, dedicated to fostering the social and economic growth of the nation through its Corporate Social Responsibility (CSR) program. Committed to improving social, environmental, and economic practices, the foundation collaborates with community groups and implements initiatives that benefit society and enhance the country's institutions.

Focused on sustained excellence and responsible business practices, Aurobindo Pharma Foundation operates and adhere to essential social and environmental policies. The foundation's CSR initiatives encompass various intervention areas, such as promoting education, supporting preventive healthcare, eradicating hunger, and poverty, ensuring safe drinking water availability, encouraging environmental sustainability, conserving natural resources, and establishing old-age homes and many more.

Through its responsible and compassionate approach, Aurobindo Pharma Foundation exemplifies the commitment of Aurobindo Pharma Limited towards social welfare, sustainability, and inclusive growth, aligning its efforts with the needs of the communities it serves and the well-being of the nation.

1.6. ABOUT DR. B.R. AMBEDKAR UNIVERSITY

Dr. B. R. Ambedkar University, situated in Etcherla, Srikakulam district of Andhra Pradesh, India, stands as a testament to the transformative power of education. Established by the Government of Andhra Pradesh in 2008, the university derives its name from the revered figure, Dr. B. R. Ambedkar. Rooted in a profound vision and a resolute mission, the institution is committed to facilitating socio-cultural liberation and economic empowerment for marginalized communities through innovative and inclusive academic pursuits.

The university offers courses for in UG. PG and Ph. D through three colleges. The College of Arts, Commerce Law & Education at Dr. B. R. Ambedkar University, Srikakulam, was established in 2018-19, encompassing Arts, Commerce, Law, and Education departments. The college houses 11 M.A courses, 2 UG courses, and offers Ph. D programs in Commerce and Management, Economics, and Social Work. Formed in 2018-19, the College of Science features 6 departments – Biotechnology, Mathematics, Geo Science, Organic Chemistry, Computer Science, and Physics. It provides 9 M. Sc courses and a Ph. D program in Biotechnology. Dr. B. R. Ambedkar University's College of Engineering, established in 2018, offers HSS, E.C.E, C.S.E, and MECH branches. It introduces new courses like E.E.E and Civil Engineering, with a focus on holistic student development. The college is the sole Govt. Engineering College in Srikakulam District. Each college strives to impart quality education, innovation, and excellence to its students, contributing to the overall academic landscape of the university.

In this academic realm, Dr. B. R. Ambedkar University, Srikakulam, rises as an embodiment of inclusivity, resilience, and progress, aspiring to shape not just individual destinies, but also the trajectory of society at large.

1.7. ABOUT THE PROJECT & ITS RELEVANCE

Aurobindo Pharma Foundation, as a part of its CSR initiatives established a spacious dining hall with dine-in capacity for more than 250 students and ultra-modern kitchen with kitchen equipment within the Dr. B. R. Ambedkar University's premises at Etcherla, Srikakulam District of Andhra Pradesh. This strategic undertaking was designed to directly address the fundamental requirement for quality, nourishing meals for hostel students, thereby enhancing their holistic living and learning experiences.

1.7.1. PROJECT STAKEHOLDERS

While Aurobindo Pharma Foundation, as the driving force behind the project contributed significantly by providing the necessary infrastructure and equipment, the University Administration and proactive involvement of Student Committees ensured the seamless execution and operationalization of the project.

Table 1: Different Stakeholders in Project

S. No.	Stakeholder	Role in Project
1	Aurobindo Pharma Foundation	<ul style="list-style-type: none"> Earmarked substantial resources to finance the construction, equipping, and provisioning of the ultra-modern kitchen and dining hall. Aligned its corporate social responsibility ethos with the university's mission, showcasing a commitment to the holistic welfare of hostel students.
2.	Dr. B.R. Ambedkar University - Administration	<ul style="list-style-type: none"> Initiated and oversaw the construction of the kitchen and dining area, meticulously managing logistical aspects. Ensured that the facility's operational framework integrated seamlessly within the university's existing administrative structure.
3.	Dr. B.R. Ambedkar University – Student Committees	<ul style="list-style-type: none"> Efficiently coordinated operational activities such as vendor finalization, raw material procurement, menu planning, and store management. Demonstrated the symbiotic relationship between student engagement and the successful functioning of the dining and kitchen spaces.

The establishment of the dining and ultra-modern kitchen at Dr. B. R. Ambedkar University, Srikakulam, through collaborative CSR efforts, encapsulates a commitment to holistic student development, infrastructure enhancement, and socio-cultural integration. This partnership illustrates the capacity of collaboration to drive meaningful change, leaving a lasting positive impact on the university community and the broader societal context it serves.

1.7.2. RELEVANCE OF THE PROJECT

The strategic undertaking of establishing a dining hall and ultra-modern kitchen with kitchen equipment at Dr. B. R. Ambedkar University is deeply significant within the current context of the institution. This initiative seamlessly intersects with various dimensions, magnifying its relevance and impact.

- Addressing Limited Access to Modern Facilities:** The university struggles with the challenge of providing contemporary amenities due to geographical limitations. The creation of a dining hall and an ultra-modern kitchen emerges as a solution that transcends these constraints. By offering these facilities, the initiative not only enriches students' campus experience but also bridges the gap in access to modern conveniences.

2. **Catering to Nutrition and Well-being:** The primary focus of the project is directly catering to the nutritional requirements of hostel residents. The initiative's provision of balanced and hygienically prepared meals holds far-reaching implications, extending beyond the realm of physical sustenance. By nurturing the students' health and well-being, the project facilitates an environment where they can enhance their ability to concentrate and improve their academic performance.
3. **Empowering Socio-Economic Diversity:** Dr. B. R. Ambedkar University's steadfast dedication to uplifting economically disadvantaged students finds resonance in this initiative. The project not only aligns with the university's ethos of socio-economic inclusivity but also emphasizes its commitment to ensuring that every student, regardless of their socio-economic background, has equitable access to high-quality nutrition.
4. **Cognizant of Unique Student Demographics:** The project's relevance is further illuminated by the distinctive composition of the university's student body. A substantial proportion of students are from underprivileged and first-generation learner backgrounds, often facing economic hardships. For these students, the university's hostel emerges as a sanctuary, where access to three nutritious meals becomes not only a practical necessity but a lifeline that bridges the nutritional gap prevalent in their home environments.

In essence, the multifaceted relevance of this CSR project harmonizes with the university's core values and Aurobindo's CSR Commitment. The project aims to address challenges, empower students, and nurture a learning environment that encompasses both physical and intellectual nourishment.

1.7.3. OBJECTIVES OF THE PROJECT

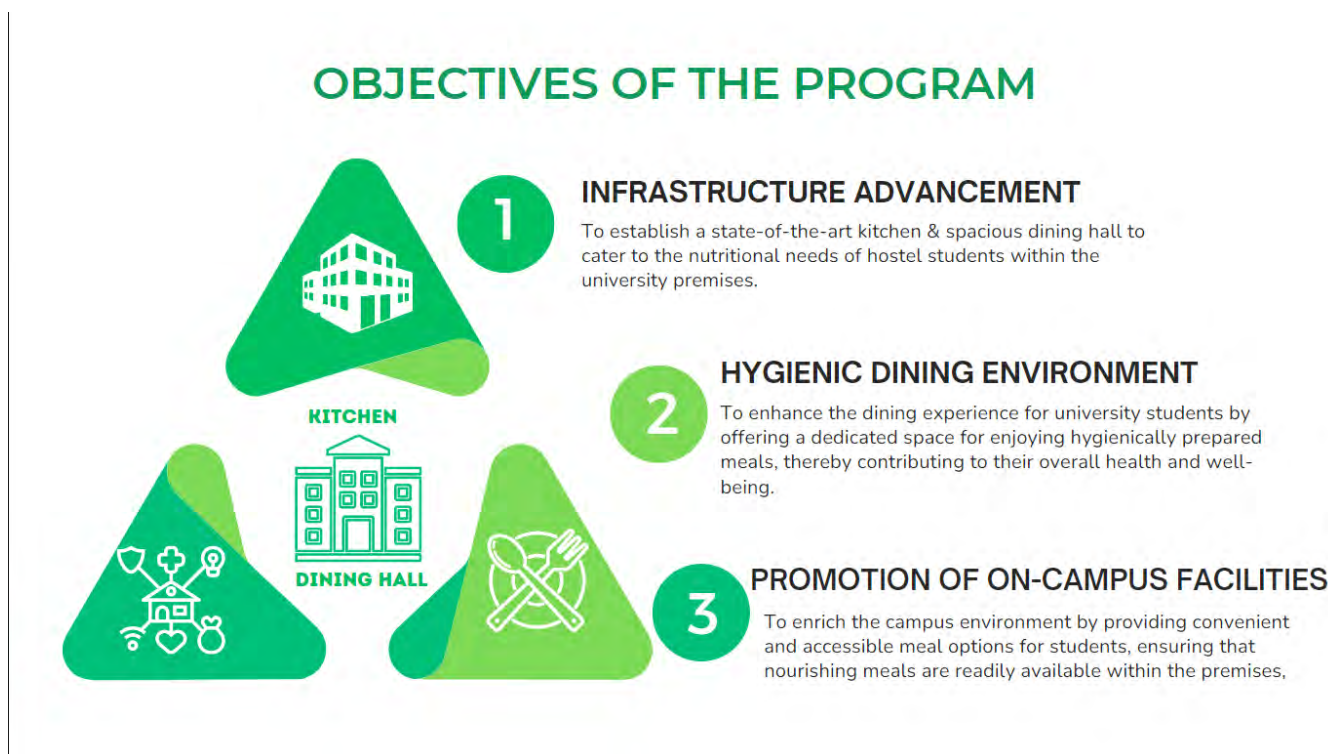
Project Objectives not only offer a sense of direction and purpose they also amplify the significance of CSR initiatives. They serve as the navigational tool that steers the project from conception to realization, ensuring that efforts are strategically aligned with the desired outcomes.

In the context of the establishment of a modern kitchen and dining hall at Dr. B. R. Ambedkar University, these objectives form the blueprint for transformative efforts and channel the collective efforts of Aurobindo Pharma Foundation, the University, and its stakeholders towards a common goal. The objectives of this project are:

1. **Infrastructure Advancement:** To establish a state-of-the-art kitchen facility equipped with modern culinary technology, coupled with the creation of a spacious dining hall, catering to the nutritional needs of hostel students within the university premises.
2. **Hygienic Dining Environment:** To enhance the dining experience for university students by offering a dedicated space for enjoying hygienically prepared meals, thereby contributing to their overall health and well-being.

3. **Promotion of On-Campus Facilities:** To enrich the campus environment by providing convenient and accessible meal options for students, ensuring that nourishing meals are readily available within the premises, fostering a holistic and conducive learning atmosphere.

Figure 35 : Objectives of the Program








In essence, the importance of project objectives transcends mere words; they are the catalysts that drive progress.

1.8. ALIGNMENT WITH SDG'S

The CSR initiative of establishing a modern kitchen and dining hall at Dr. B. R. Ambedkar University aligns seamlessly with several Sustainable Development Goals (SDGs) highlighting its contribution to a holistic and sustainable future:

Table 2: Alignment with Sustainable Development Goals

Goal	Alignment
SDG 2 – Zero Hunger	 <p>By ensuring the provision of nutritious and balanced meals, the project directly contributes to the goal of ending hunger, promoting food security, and improving nutrition.</p>

SDG 3 – Good Health and Well-being		The initiative aligns with this target by enhancing access to hygienically prepared meals, thereby promoting health and well-being among the university's students of whom majority are from underprivileged background and are first-generation learners.
SDG 4 – Quality Education		The availability of nourishing meals within the campus environment supports quality education by ensuring that students have the sustenance needed to engage effectively in their studies.
SDG 10 – Reduced Inequalities		Through its focus on underprivileged students and first-generation learners, the project contributes to reducing inequalities in access to nutrition and quality facilities.
SDG 17 – Partnerships for the Goals		The collaborative effort between Aurobindo Pharma Foundation and Dr. B. R. Ambedkar University illustrates the power of partnerships in achieving common goals and promoting sustainable development.

1.9. STRUCTURE OF THE REPORT

The Impact Assessment Report is divided into five chapters. Chapter One provides a brief introduction about the current scenario of Corporate Social Responsibility, Importance of Impact Assessment, brief profiles of Aurobindo Pharma Limited, Aurobindo Pharma Foundation, Dr. B. R. Ambedkar University and about the CSR Collaboration. Chapter Two details the Research Methodology used for Impact assessment including Objectives, Research Design, Data Analysis etc. Chapter Three presents the details of the hostel students, Objectives, and expected Outcomes. Chapter Four presents the data analysis of qualitative and quantitative interviews and Chapter Five briefs the Significance of Project, Findings, Suggestions and Conclusions.

CHAPTER III

2.1. METHODOLOGY

This chapter provides a brief about the Approach used for Impact assessment, Objectives, Research Design, Framework for Impact Assessment, Sample Size, Study Tools, Methods of Data Collection, Sampling Method, Data Analysis and Limitations.

2.2. APPROACH

The Impact assessment was carried out in five steps. In Step One all the relevant documents starting from CSR Annual Action Plan, Project Reports submitted by the Implementing agency were scrutinized. Following which the objectives of the study were designed, Assessment Parameters were selected, and Beneficiaries were identified. In the third step, data was collected through various methods. After the data validation, the data was analysed, and Inferences were drawn from the same. In the last step, based on Quantitative and Qualitative data analysis findings and conclusions were provided.

Figure 36 : Approach for Impact Assessment



2.3. OBJECTIVES OF IMPACT ASSESSMENT

The Impact Assessment study aims to comprehensively evaluate the effectiveness and significance of the CSR project undertaken in Kadapa. The study sets out clear objectives to assess the project's services and through a thorough examination of outcomes and societal benefits, the Impact Assessment study will contribute to evidence-based decision-making, enhancing the project's capacity to create lasting and meaningful change for the community.

1. Evaluate the efficiency and quality improvement achieved through the transition from decentralized food preparation to the new central kitchen.
2. Measure students' satisfaction levels and perceived well-being regarding the quality, variety, and accessibility of meals provided by the central kitchen and dining hall.
3. Evaluate the extent to which the new central kitchen and dining hall contribute to sustainable practices and efficient resource management.
4. Gain insights to understand the mechanism related to Food Safety and Hygiene, Grievance Redressal and Challenges faced.
5. Assess the extent to which the implementation of the central kitchen and dining hall aligns with the initial project goals and enhances the overall student experience.
6. Identify areas of improvement, potential enhancements, and students' recommendations for enhancing the dining experience.

2.4. RESEARCH DESIGN

The research design is intended to provide an appropriate framework for the study. The Research Designed selected for the Impact assessment was Mixed Design. A mixed methods research design is a procedure for collecting, analysing, and “mixing” both quantitative and qualitative research and methods in a single study. The biggest benefit of mixed methods research is that it combines specific, detailed insights from qualitative research (such as Key Informant Interviews) and the generalizable, easily replicable data from quantitative research (such as surveys).

2.5. IMPACT FRAMEWORK

Based on the objectives of the project and Impact Assessment, the following framework is deigned.

Table 3: Impact Assessment Framework Parameters

Evaluation Criteria	Aspect Description	Parameters
Operational Efficiency and Quality Enhancement:	This aspect focuses on evaluating the effectiveness and efficiency of the canteen operations and the quality of meals provided.	Meal quality, hygiene, menu diversity, and affordability.

Evaluation Criteria	Aspect Description	Parameters
Student Satisfaction and Well-being	This aspect assesses the impact of canteen services on student well-being, satisfaction, and overall experience.	Impact on physical health and decision-making, dining environment and comfort, student feedback and suggestions.
Sustainability and Resource Management	This aspect examines the sustainable practices and resource management of the canteen.	Efficient resource usage, waste reduction, resource management, and adoption of sustainable practices.
Understand Operational Challenges	This aspect aims to gain insights into the Food Safety, Operational Challenges faced and Hygiene, Grievance Redressal	Hygiene maintenance, Grievance Redressal and Challenges faced
Alignment with Project Objectives	This aspect examines the extent to which canteen services align with the project's original objectives.	Perception of canteen services' importance, contribution to health and well-being.
Identify Areas of Improvement	This aspect seeks to identify specific areas for enhancement and gather suggestions for improvement.	Student recommendations for enhancing meal quality, variety, and overall experience.

2.6. SAMPLE SIZE

As per the University Authorities, the canteen and dining hall services are only availed by Hostel Students from UG and PG courses.

Table 7: Course and Gender Wise Hostel Students

College	Boys	Girls
UG & PG - Arts, Science, Commerce & Law	175	188
UG-B. Tech	329	228

Table 8: Sample Size

Strength	Boys	Girls
Total	504	416
Sample	103	81

Based on the universe, a minimum of 20% of the students were interviewed. Sample was selected based on students availability and their willingness to participate in the survey.

2.7. STUDY TOOLS

The structure and semi structured questionnaires were designed for the study Both qualitative and quantitative research techniques were applied for the study, Structured Questionnaires were used to collect data from Hostel Students availing canteen and Dining Hall Services. Semi-structured Questionnaires were designed to collect data from key stakeholders such as Registrar, Hostel Wardens, Canteen Manager and Student Committees.

2.8. METHODS OF DATA COLLECTION

Both Primary and Secondary Data Collection Methods were used in the Impact Assessment Study. Primary Data was collected using Surveys, Key Informant Interviews, Focus Group Discussions, and Observations. Secondary Data was collected by reviewing the literature, annual action plan, Media coverage and Project Reports available with the Client. A team of two Data Enumerators interacted with the students and collected data using Google Forms. Qualitative Data was collected by the Principal Investigator and Research Team. The same team physically observed the whole premises including the kitchen area, store and dining hall to assess the utilization of all the equipment and its maintenance.

Table 9 : Tools & Data Collection Methods

Stakeholders	Data Collection Method	Tools
University Registrar	Key Informant Interview	Semi Structured Questionnaire
Hostel Chief Warden	Key Informant Interview	
Canteen Manager	Key Informant Interview	
Student Committees-Boys	Focus Group Discussions	
Student Committees-Girls	Focus Group Discussions	
Students	Survey	Structured Questionnaire

2.9. SAMPLING METHOD

In alignment with the research project's specific objectives and based on the study's participants, a Purposive Sampling approach was employed. This non-random sampling technique was chosen to deliberately select participants who possess the essential attributes and knowledge relevant to the project's focus. This method was particularly suitable for the project, as it enabled the researchers to target individuals with firsthand experience and expertise related to the project. Through the use of purposive sampling, the study aimed to gather a comprehensive perspective from key stakeholders.

2.10. DATA ANALYSIS

The collected data was carefully analysed to find meaningful insights and make well-informed conclusions. The initial step involved data cleaning, attention was given to identifying and rectifying any inconsistencies, errors, or outliers. Subsequently, the data was subjected to coding, a systematic process of assigning labels or categories to facilitate organization and interpretation. The coded data were then transferred into SPSS (Statistical Package for the Social Sciences), using which simple frequencies and univariate tables were drawn. Simple frequencies provided a clear overview of the distribution of responses for individual variables, while univariate tables allowed for deeper insights by examining the interactions between variables.

2.11. LIMITATIONS

The following are the limitations of the study:

- The study's scope is confined to only 194 respondents, including boys and girls from UG and PG Courses. Therefore, the findings are cautiously interpreted, acknowledging the constraints of generalization.
- The data was collected from students based on their availability and their willingness to participate in the study.

CHAPTER III

This chapter briefs about the Project, its Objectives, Inputs, Outcomes along with Collaboration with Institutions and Referral Network.

Figure 37: Year Wise Student Strength

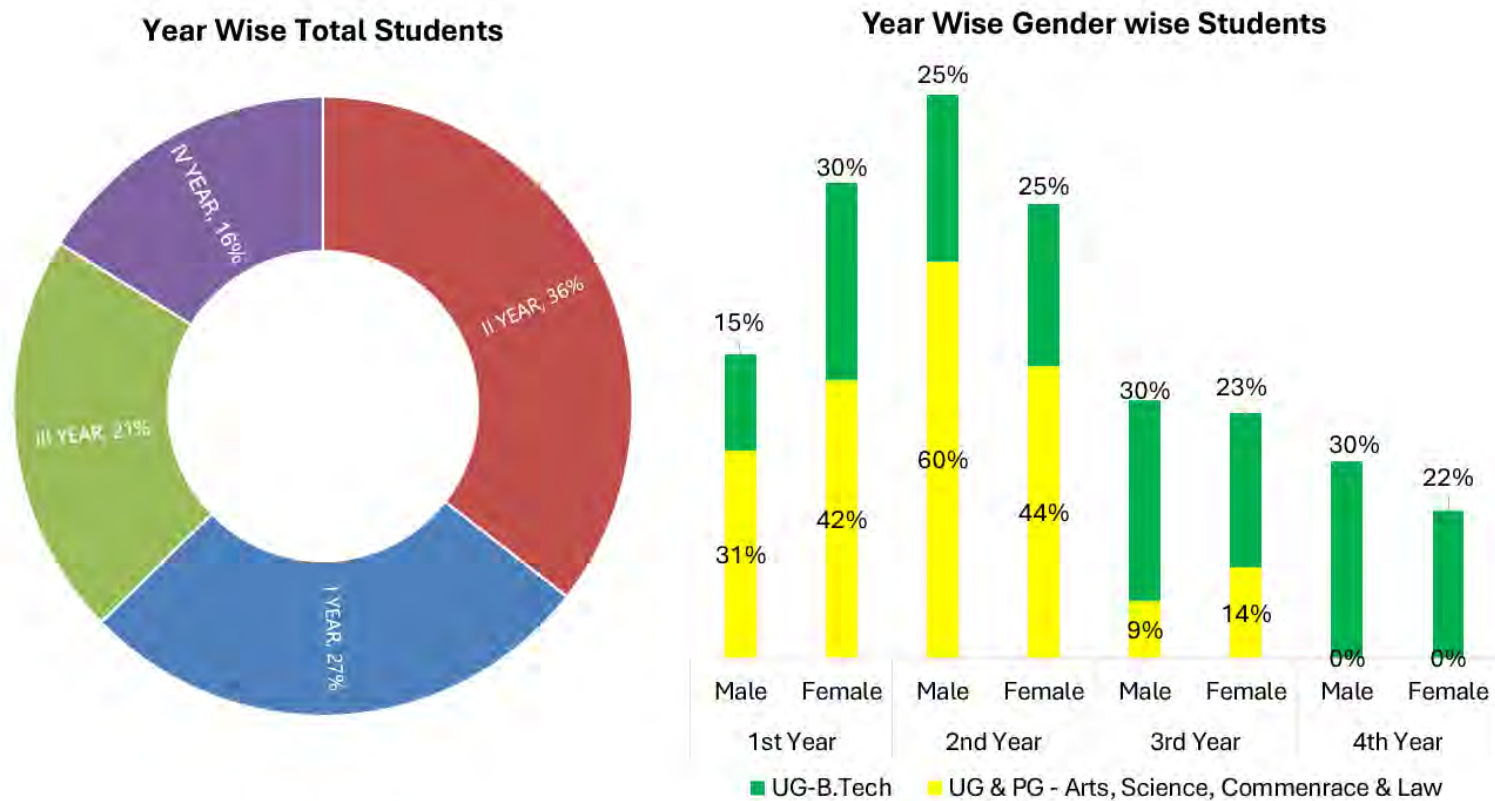
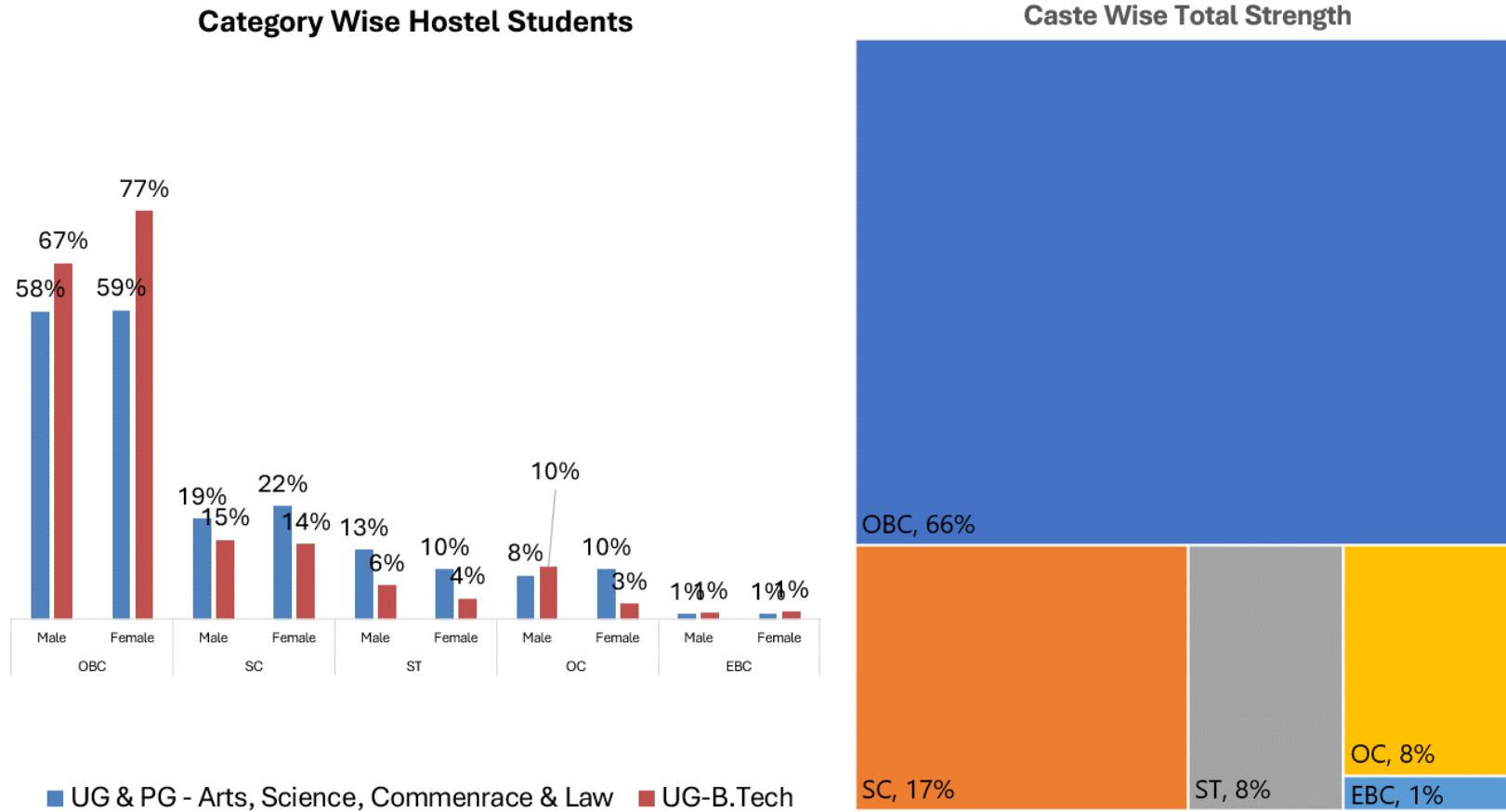
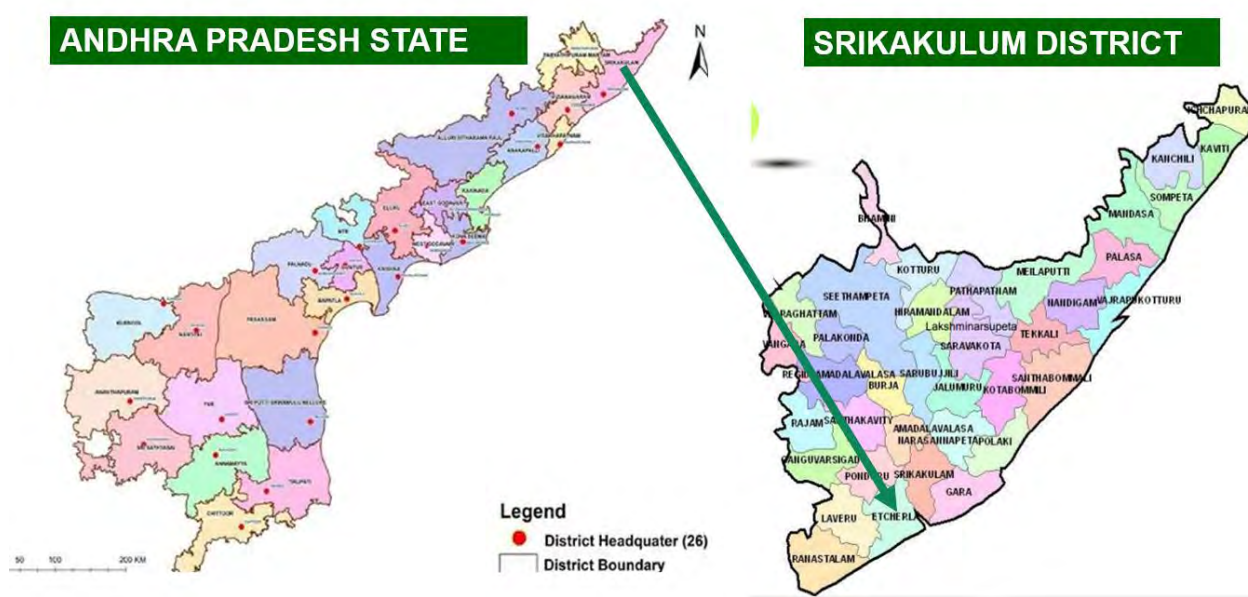


Figure 38 : Category Wise Student Strength



The collaborative initiative between Aurobindo Pharma Foundation and Dr. B. R. Ambedkar University marks a significant stride towards transforming the campus dining experience. In recognition of the evolving needs of the student community, the project centre's around the establishment of an Ultra-Modern Central Kitchen and a contemporary Dining Hall with modern equipment within Dr. B. R. Ambedkar University, Etcherla, Srikakulam district premises.



The project's inception was inspired by a vision to enhance the nutritional well-being and overall quality of life for students. Previously, canteen services were fragmented, with separate facilities for boys and girls, often relying on firewood for meal preparation. This approach posed challenges during food shortages and lacked efficiency in catering to diverse dietary requirements. With the advent of the new Central Kitchen, a unified approach has been embraced, enabling the simultaneous preparation of nutritious meals for all students.

Figure 40: The Project Milestones



Figure 41 : Dining Hall and Kitchen



Notably, the project's impact extends beyond cooking efficiency. The introduction of a modern Dining Hall, capable of accommodating up to 250 students at a time, has transformed the communal dining experience. In contrast to the previous arrangement where boys ate within their hostels, the new Dining Hall fosters a sense of community

and social interaction. Hostel administration includes a Chief Warden, Deputy Wardens for boys and girls, and supporting staff for maintenance, kitchen, and hostel office. Centralized kitchen has 2 supervisors, cooks, helpers, servers, matrons, and other staff. This shift aligns with the university's ethos of holistic development, providing students with a conducive environment that supports their academic journey and personal growth.

Furthermore, the project's benefits reach far beyond convenience and aesthetics. The establishment of the Central Kitchen and Dining Hall has gone beyond traditional boundaries, resonating with the broader goal of empowering underprivileged students. By ensuring equitable access to nourishing meals, the initiative features the foundation's commitment to socio-economic inclusivity and overall student well-being.

Figure 42 : Dining Hall Facility



The impact assessment for this project is anchored in understanding the tangible improvements that the Central Kitchen and Dining Hall have brought to the students' daily lives. By focusing on aspects such as operational efficiency, student satisfaction, sustainability, and alignment with project objectives, we aim to comprehensively evaluate the transformative impact of this initiative. The project's legacy is not solely defined by its infrastructure but by its potential to enrich experiences, promote social interaction, and create lasting positive change within the university community.

3.2. PROJECT OBJECTIVES & EXPECTED OUTCOMES

The collaborative initiative between Aurobindo Pharma Foundation and Dr. B. R. Ambedkar University aims to transform the campus dining experience. By establishing an Ultra-Modern Central Kitchen and a contemporary Dining Hall, the project aspires to elevate student well-being, foster a sense of community, and contribute to the holistic growth of the university's diverse student body.

3.2.1. OBJECTIVES

1. **Infrastructure Advancement:** To establish a state-of-the-art kitchen facility equipped with modern culinary technology, coupled with the creation of a spacious dining hall, catering to the nutritional needs of hostel students within the university premises.
2. **Hygienic Dining Environment:** To enhance the dining experience for university students by offering a dedicated space for enjoying hygienically prepared meals, thereby contributing to their overall health and well-being.
3. **Promotion of On-Campus Facilities:** To enrich the campus environment by providing convenient and accessible meal options for students, ensuring that nourishing meals are readily available within the premises, fostering a holistic and conducive learning atmosphere.

3.2.2. INPUTS

1. Funding and support from Aurobindo Pharma Foundation.
2. Collaboration and resources from Dr. B. R. Ambedkar University.
3. Culinary technology and equipment for the Central Kitchen.
4. Expertise of qualified chefs and canteen staff.

3.2.3. ACTIVITIES

- Construction and setup of an Ultra-Modern Central Kitchen with equipment.
- Design and creation of a spacious and modern Dining Hall.
- Implementation of eco-friendly cooking methods, waste management.
- Food preparation in hygienic place in lesser time.

3.2.4. OUTPUTS

- Streamlined meal preparation, improved food quality.
- Accessible and comfortable dining space, balanced meals
- Reduced environmental impact, optimized resource utilization.

3.2.5. EXPECTED OUTCOMES

1. Efficient food service, enhanced dining experience.
2. Improved student satisfaction, enhanced well-being.
3. Informed decision-making improved operational efficiency.

3.3. SUMMARY

In summary, the Central Kitchen and Dining Hall project not only addresses practical needs but also fosters an environment where students can thrive academically, socially, and nutritionally. This approach underlines the significance of creating a campus where the pursuit of knowledge is complemented by nourishment, camaraderie, and a shared sense of purpose.

CHAPTER IV

The Analysis chapter delves into a comprehensive assessment of the Ultra-Modern Kitchen and Dining Hall Project, focusing on six distinct aspects that collectively contribute to its overall impact and effectiveness. Through an in-depth exploration of operational efficiency, student satisfaction, sustainability, operational insights, project alignment, and areas of improvement, this chapter provides a complete understanding of the project's multifaceted outcomes.

4.1. OPERATIONAL EFFICIENCY AND QUALITY ENHANCEMENT

This section scrutinizes the operational efficiency of the Central Kitchen and Dining Hall through the lens of student feedback. Insights gathered from aspects such as synchronization dining hall timings, timely food availability and how the conditions changed after the intervention reflect the project's success in optimizing operational processes and ensuring high standards.

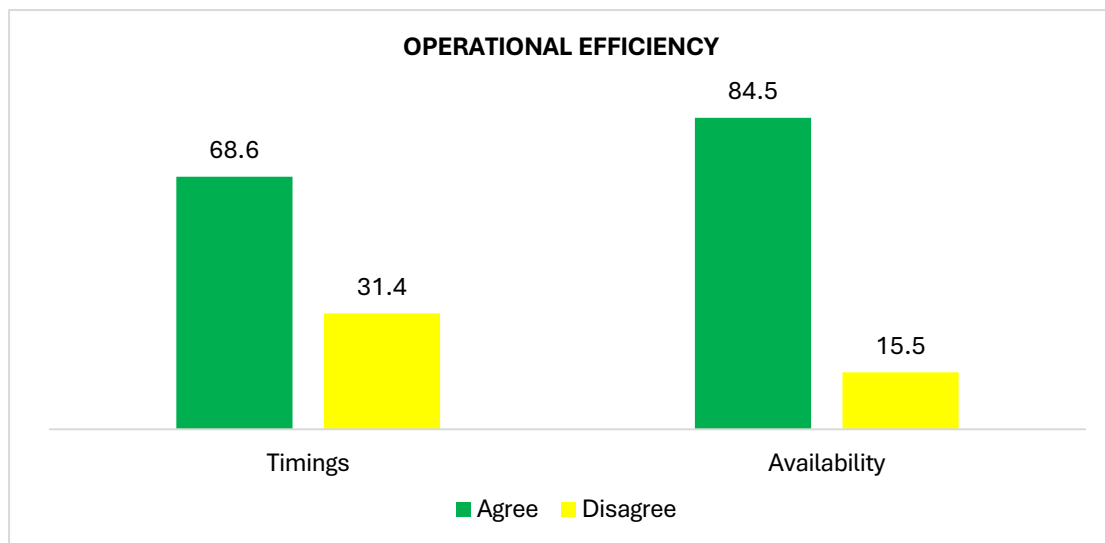
4.1.1. OPERATIONAL EFFICIENCY

Before the establishment of the centralized kitchen, the dining experience at the university was marked by inconsistent food availability and mismatched dining hall timings with the students' academic schedules. Students often faced challenges in accessing meals that aligned with their class timings, and there was a noticeable lack of efficiency in meal preparation and distribution.

The introduction of the centralized kitchen dramatically transformed this scenario. With the centralized kitchen, the operational efficiency in food preparation and distribution improved significantly. The readiness and availability of meals during regular dining hall timings increased, as evidenced by 68.6% of students affirming the availability of food. This system helped in addressing issues like the shortage of certain breakfast items, indicating a more streamlined approach to manpower and resource management.

Moreover, the synchronization of dining hall timings with students' class schedules, which 84.5% of students appreciated, shows a thoughtful consideration of student needs. This change not only enhanced the dining experience but also ensured that students could access nutritious meals without disrupting their academic commitments. The direct feedback from students during conversations further highlights the positive impact of the centralized kitchen on their daily lives.

Figure 43 : Operational Efficiency



4.1.2. QUALITY ENHANCEMENT

The implementation of the project has significantly advanced the quality and hygiene standards of the meals prepared for the university students. A key factor contributing to this enhancement is the incorporation of modern kitchen equipment. This has brought about a transformative change in the cooking processes, ensuring that meals are not only prepared more efficiently but also adhere to higher standards of hygiene and food safety.

The modern equipment enables precise temperature control, reducing the risk of undercooked or overcooked food, which is crucial for both the taste and safety of the meals. Additionally, it ensures a more sterile cooking environment, effectively minimizing the risk of contamination. The use of automated and standardized cooking processes has also contributed to a consistent quality in meals, ensuring that every serving meets the established standards.

Moreover, the modern kitchen setup has facilitated easier and more effective cleaning protocols, further elevating the hygiene levels in food preparation areas. This, in turn, has a direct positive impact on the health and well-being of the student community, as they are assured of meals that are not just nutritious but also prepared in an environment that prioritizes cleanliness and hygiene.

Overall, the utilization of modern kitchen equipment under this project has been a pivotal step in enhancing the quality and hygiene of the meals served at the university, reflecting a commitment to the health and satisfaction of the student body.

4.1.3. SUMMARY

The Central Kitchen and Dining Hall project at the university has markedly improved operational efficiency and meal quality. The centralized kitchen has resolved issues of food availability and dining hall timings, aligning them with

students' schedules, as affirmed by a majority of the student body. Modern kitchen equipment has been instrumental in elevating meal quality and hygiene, ensuring food safety and consistency. These enhancements have significantly improved the dining experience for students, aligning it with their academic and health needs, thereby reflecting the university's commitment to their overall well-being.

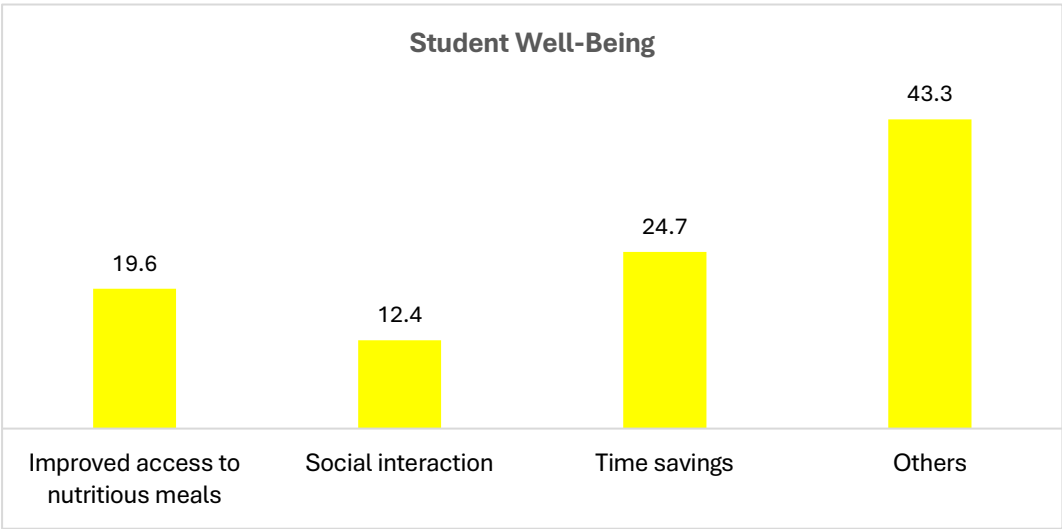
4.2. STUDENT SATISFACTION AND WELL-BEING

Understanding the impact of the new kitchen and dining hall on student satisfaction and well-being is essential for evaluating the success of the project. This section focuses on students' perceptions of positive changes and their overall experience with canteen facilities.

4.2.1. STUDENT WELL-BEING

The introduction of the new kitchen and dining hall has resulted in substantial improvements in students' well-being. A notable proportion (19.6%) recognized enhanced access to nutritious meals, indicating the project's success in positively impacting students' physical health. Furthermore, 12.4% highlighted improved social interactions, reflecting the role of the dining hall in fostering a sense of community and camaraderie. The significant response (24.7%) indicating time-saving benefits highlights the project's contribution to optimizing students' daily routines. The project has not only provided nourishment but also facilitated meaningful social interactions and efficiency gains, collectively contributing to an improved quality of life for the students.

Figure 44: Student Well-Being

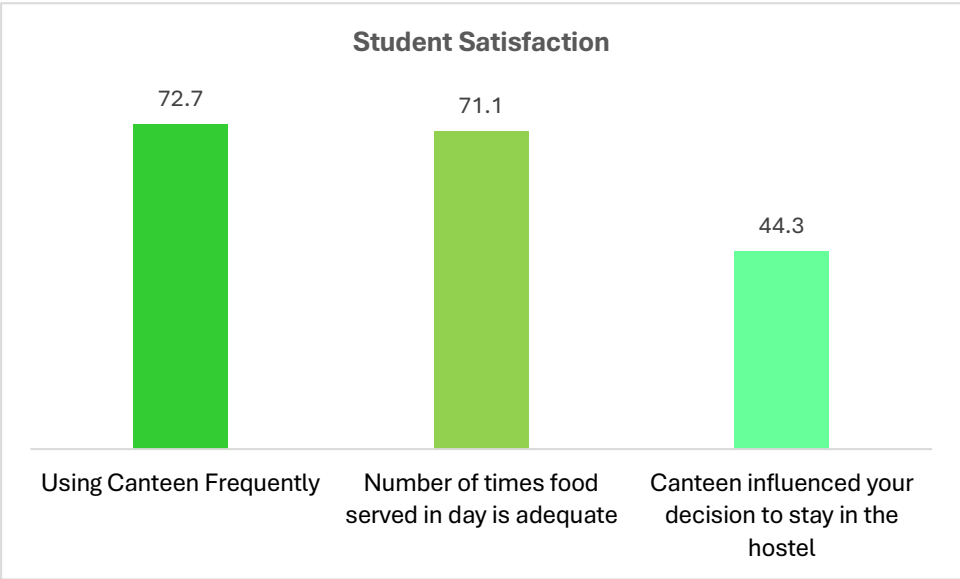


4.2.2. STUDENT SATISFACTION

The analysis of canteen usage and frequency reflects high levels of student satisfaction. With 72.7% of hostelers regularly availing canteen facilities, and a substantial 61% using it more than five times a week, the project has effectively met the students' dining needs. Additionally, the agreement from 71.1% that the food serving times are

adequate signifies the project's successful alignment with student schedules. Moreover, 44.3% highlighting the canteen's influence on their decision to stay in the hostel emphasizes the project's positive impact on overall student satisfaction. The project's availability, accessibility, and influence on students' living choices showcase its successful integration into the hostel life, ultimately leading to higher levels of student contentment.

Figure 45 : Students Satisfaction



4.2.3. SUMMARY

The evaluation of student satisfaction and well-being following the implementation of the new kitchen and dining hall reveals significant positive changes. The project has successfully contributed to students' access to nutritious meals, fostering social interactions through the dining hall, and optimizing their daily routines. High levels of student satisfaction are evident, with regular and frequent utilization of canteen facilities and positive perceptions of food serving times. The project's influence on students' decision to reside in the hostel further underscores its impact on overall student contentment. In summary, the new kitchen and dining hall have proven to enhance student well-being and satisfaction by catering to their needs, promoting social engagement, and seamlessly integrating into their hostel experience.

4.3. SUSTAINABILITY AND RESOURCE MANAGEMENT

This section delves into the eco-friendly practices and efficient resource utilization within the newly established kitchen and dining hall. It explores students' perceptions of sustainability, waste reduction, and the overall management of essential resources. The following analysis presents insights into these aspects and their impact on the operational framework and student experience.

4.3.1. CLEAN & SAFE DRINKING WATER

The survey results indicated that a significant portion of the university community is content with the quality of drinking water provided. They consider the drinking water to be clean and safe when compared to earlier. This is a positive sign, as access to clean and safe drinking water is essential for the well-being of students and staff. This indicates a relatively high level of satisfaction with the quality of drinking water provided.

Figure 46 : Opinion on Availability of Safe Drinking Water

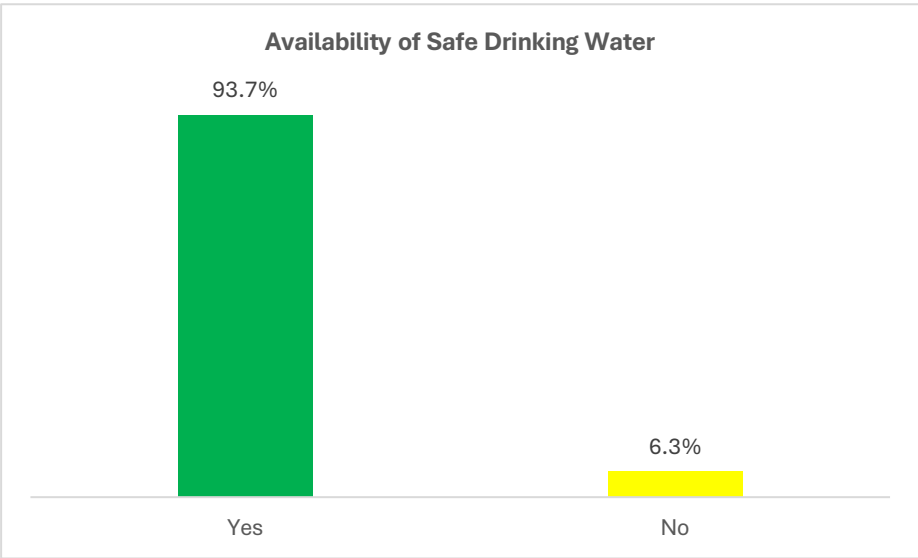


Figure 47: Availability of RO Water Plants in Dining Hall



4.3.2. DINING HALL SPACE

Regarding accommodation facility of the Dining Hall, the data shows that the vast majority of the university community is content with the spaciousness of the dining hall. This is a positive finding, as a comfortable and roomy dining area can contribute to a more pleasant dining experience. The high satisfaction rate with the spaciousness of the dining hall reflects well on the university's infrastructure planning and design. A well-designed dining space can positively impact the overall campus experience.

Figure 48 : Opinion on Dining Hall Space

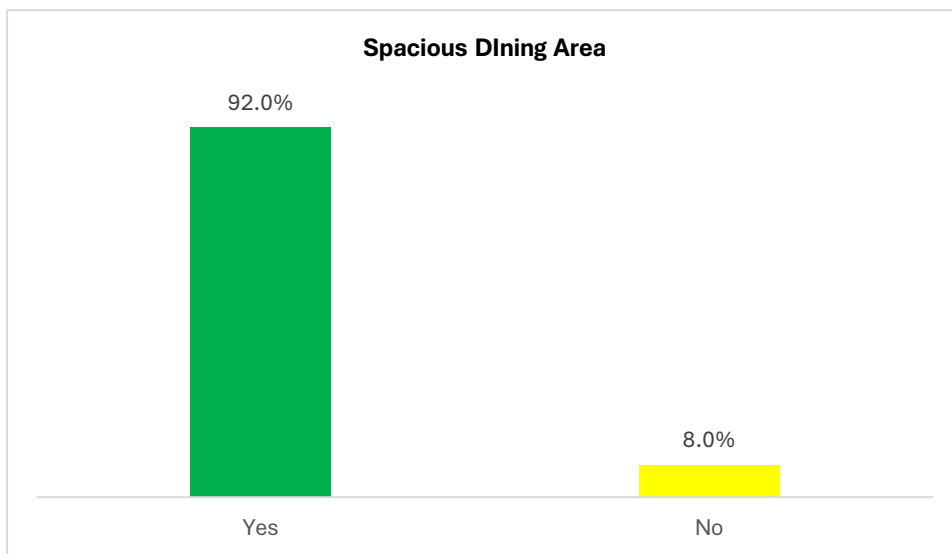


Figure 49: Dining Hall



4.3.3. WASTE REDUCTION

A significant majority of students (76.8%) affirming that they are advised on reduction of food wastage and appropriate conduct, on-site observations have revealed instances of minimal food wastage. However, factors contributing to this even the minimal wastage as per students include the repetition of certain dishes and the presence of highly spiced meals. To address this concern, it is recommended that the Warden's Office take proactive measures to deter food wastage. These measures could encompass the placement of informative posters within the dining premises and the implementation of positive reinforcement strategies aimed at fostering responsible behaviour among students.

Figure 50: University Students during Lunch Hour

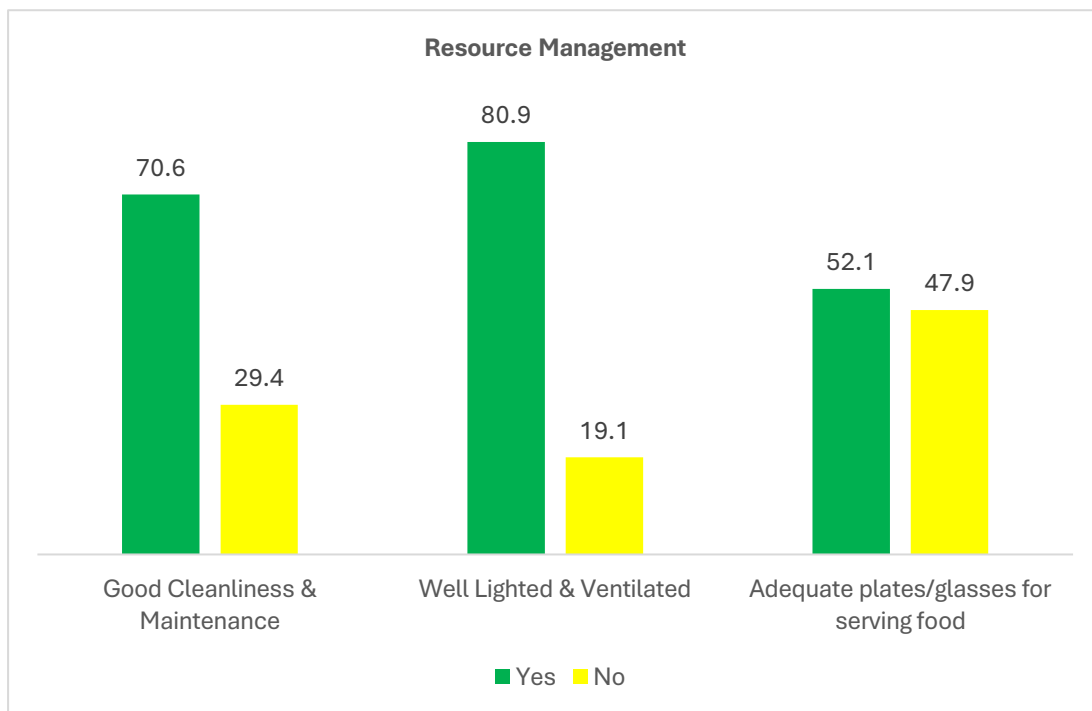


4.3.4. RESOURCE MANAGEMENT

Based on the survey data, inference regarding the students' perceptions of the dining hall's cleanliness, lighting, ventilation, and availability of serving items have been drawn. With respect to Cleanliness and Maintenance, the data indicates that a significant proportion of students (70.6%) have a positive view of the dining hall's cleanliness and maintenance which implies that the management's commitment to maintaining a hygienic dining area has been relatively successful. Moving to Lighting and Ventilation of the dining hall, the overwhelming agreement (80.9%) among students is indicative of a well-designed and comfortable space.

However, coming to the aspect of having sufficient plates, glasses, and other serving items the data reveals a mixed response, with 52.1% of students agreeing that the dining hall has adequate supplies, while 47.9% disagree. The reasons for negative responses surfaced during focus group discussions which indicate occasional shortages such as availability of glasses for drinking or inconsistencies in maintaining a sufficient quantity of serving items, which if addressed can enhance student satisfaction.

Figure 51: Resource Management



A positive view on the dining hall's cleanliness and maintenance suggests that the efforts put into ensuring a clean and well-maintained environment have been noticeable by a majority of the student population. Adequate lighting and ventilation contribute to a pleasant dining experience, and the positive perception aligns with the project's objectives of enhancing the overall campus environment. However, there is an opportunity to address the concerns of the students who indicated inadequate supplies of serving items. These findings contribute valuable insights for the ongoing efforts to optimize the dining hall's facilities and ensure a satisfactory dining experience for all students.

4.3.5. SUMMARY

The sustainability and resource management study of the newly established kitchen and dining hall at the university highlights several key aspects. It explores student perceptions on clean and safe drinking water, adequacy of dining hall space, waste reduction initiatives, and overall resource management. The introduction of an RO Water system

has notably improved access to clean drinking water. In terms of dining hall space, the general student consensus is positive, reflecting the adequacy of the facilities. The study also points out opportunities for waste reduction, particularly in relation to repetitive and spiced dishes, suggesting the implementation of informative measures and positive reinforcement strategies. Moreover, aspects such as cleanliness, lighting, ventilation, and availability of serving items generally receive positive feedback, indicating effective management and a commitment to providing a hygienic and comfortable dining environment. However, the occasional shortages of serving items are noted as areas for improvement, emphasizing the need for enhanced resource management to further increase student satisfaction in the dining experience.

4.4. OPERATIONAL CHALLENGES OF UNIVERSITY

This section explores the aspects of operational challenges faced by the University. In reviewing the food safety and cleanliness aspects of the university's dining services, it's encouraging to note the potential for further enhancements in these areas. While formal inspections on food safety have not yet been conducted, this presents a valuable opportunity for the university to implement such procedures. Introducing regular food safety checks and maintaining documentation would significantly contribute to upholding high standards of food hygiene.

Figure 52 : Kitchen after cleaning



The feedback from students regarding the need for servers to use hand gloves and caps is particularly insightful. This highlights an opportunity for the university to enhance staff training in food handling and reinforce strict sanitation practices. Such measures would not only address student concerns but also emphasize the university's commitment to maintaining a high standard of hygiene in its dining facilities.

Furthermore, the evaluation brings to the forefront the presence of a grievance redressal mechanism, which allows students to voice their feedback and concerns. As per the Administration the students reach out to warden office whenever there is a grievance faced and it is addresses by them shortly. However, maintaining the documentation of the grievances raised and addressed by the warden office to substantiate the same would add more transparency to the operations.

Figure 53 : Serving of Food



In light of these findings, a holistic approach emerges as imperative to enhance food safety and hygiene practices, strengthen the grievance redressal mechanism, and address the operational challenges identified. Enforcing food safety standards, investing in comprehensive staff training, instituting clear communication channels for grievances, by the university stand out as strategic measures to elevate operational efficiency and ensure student satisfaction within the canteen and dining hall facilities.

4.5. ALIGNMENT WITH PROJECT OBJECTIVES

The evaluation of the implementation of the central kitchen and dining hall reveals a mixed alignment with the initial project goals and an overall improvement in the student experience. The establishment of a centralized kitchen and dining hall aimed to address several objectives, including enhancing food quality, variety, hygiene, operational

efficiency, and overall student satisfaction. A thorough analysis of student feedback, satisfaction levels, operational processes, and challenges provides insights into the extent to which these goals have been achieved.

The introduction of the central kitchen has led to an increase in dining capacity, accommodating a larger student population compared to the previous. This indicates a successful alignment with the goal of catering to a growing student count efficiently. However, the analysis highlights areas of concern such as food quality and variety which state the need for ongoing improvements in menu planning and other aspects to align with the initial project goal of enhancing food quality and variety.

Operational efficiency has been positively impacted by the central kitchen model, streamlining resource allocation and staff management. Yet, challenges related to staff shortages and service delays indicate room for further enhancement in operational efficiency. The alignment with the goal of operational efficiency is partially met, with scope for continuous improvement.

The central kitchen's introduction also aimed to promote food safety and hygiene. The analysis points out the importance of stringent food safety protocols, consistent quality control, and sanitation practices to ensure a hygienic dining environment. While the establishment of a grievance redressal mechanism aligns with the goal of addressing student concerns, there is potential for improvement in effectively resolving grievances and ensuring a seamless student experience.

Financial aspects have been positively impacted, with a transparent fee structure and the convenience of UPI-based payments. Although, some student's expressed dissatisfaction with the cost of the mess bill, it was observed that the per day cost of providing a three-time nutritious meal is falling to approximately Rs.70/- to Rs. 80/- which seemed quite reasonable. This indicates that the project is in alignment with the project's goal of providing cost-effective dining options.

In conclusion, the implementation of the central kitchen with kitchen equipment and dining hall aligns with certain project goals, such as operational efficiency, increased dining capacity, and improved financial processes. However, there are challenges related to food quality, variety, hygiene, and grievance redressal that require continued attention to fully realize the project's objectives. The insights gained from the analysis provide valuable inputs for refining operational processes, addressing challenges, and enhancing the overall student experience within the canteen and dining hall services.

4.6. QUALITATIVE STAKEHOLDER PERSPECTIVES

Understanding the intricate dynamics of Canteen and Kitchen Management within the University requires a comprehensive examination of various stakeholders' perspectives. The qualitative insights gained from Key Informant Interviews (KIIs) and Focus Group Discussions (FGDs) provide a holistic view of the process, challenges, and potential improvements. In this report, we delve into the thoughts and observations shared by three key

stakeholders: the Chief Warden, Warden Office & Canteen Manager, and the Student Committees. Each stakeholder's unique viewpoint contributes to a more nuanced understanding of the complexities involved in maintaining an efficient and student-friendly hostel and mess management system.

Figure 54 : Interaction with Chief Warden & Canteen Manager



Figure 55 : Interaction with Student Committees



The overall experience of stakeholders with the university's dining services reflects a concerted effort toward improvement and efficiency. The transition to a centralized kitchen has notably streamlined food production and distribution, ensuring consistency in meal quality. The involvement of student committees in menu curation and vendor interactions empowers them with decision-making roles, fostering a sense of responsibility and ownership. Financial aspects, including a structured payment system, have introduced predictability in budgeting. The institution's commitment to inclusivity is evident in the student-centric approach to pricing and the orchestration of college functions, enhancing campus engagement. Challenges such as staffing concerns have been identified, emphasizing the importance of robust resource optimization. Continuous improvement in service quality, staff training, menu flexibility, and regular maintenance are suggested to further enhance the dining experience, ensuring it meets the evolving needs and expectations of the student community.

4.7. CONCLUSION

Incorporating insights from Chief Warden, Previous Chief Warden, and Student Committees, it is evident that the implementation of the central kitchen and dining hall aligns with the goal of enhancing student experiences. The transition to a centralized kitchen has streamlined processes, and student involvement fosters responsibility and ownership. Food committees bridge the gap between students and operations, ensuring menu alignment and prompt grievance resolution. Challenges such as payment collection, deficit management, and infrastructure issues indicate the need for refined strategies. For Dr. B R Ambedkar University to sustain the initial goals of this project and continue to enrich the student experiences, it is important to address these aspects.

CHAPTER V

5.1. SIGNIFICANCE OF THE PROJECT

The establishment of the spacious dining hall and ultra-modern kitchen and kitchen equipment by Aurobindo Pharma Foundation within the premises of Dr. B. R. Ambedkar University holds immense significance on multiple fronts. This transformative initiative directly addresses the fundamental need for quality, nourishing meals for hostel students, thereby contributing to their holistic well-being and academic success.

At its core, the project signifies a commitment to enhancing the overall living and learning experiences of students. By providing a dedicated and well-equipped dining facility, the project ensures that students have access to nutritious meals in a comfortable and conducive environment. This addresses a critical need, as many students come from diverse socio-economic backgrounds and may face challenges in obtaining proper meals. The provision of balanced and hygienically prepared food not only promotes their physical health but also positively impacts their mental and emotional well-being.

Moreover, the project aligns with the university's mission of socio-economic inclusivity and empowerment. By catering to students' nutritional needs, regardless of their background, the initiative supports the university's efforts to create an equitable and inclusive learning environment. It bridges gaps and levels the playing field, enabling all students to thrive academically without the burden of inadequate nutrition.

Additionally, the project showcases the power of collaboration between the corporate sector and educational institutions. Aurobindo Pharma Foundation's proactive involvement in establishing the dining hall and kitchen highlights their commitment to social responsibility and community development. This collaboration exemplifies how the private sector can contribute to the betterment of society by addressing tangible needs within educational settings.

5.2. OUTCOME OF THE PROJECT

The project has brought about a notable improvement in operational efficiency within the university's dining services. The centralization of food production and meal planning has resulted in streamlined processes, enabling the synchronized timing of dining hall operations with students' academic schedules. This synchronization has eliminated unnecessary delays, allowing students to access meals conveniently. The optimized workflow has also contributed to reduced food wastage, efficient inventory management, and better utilization of resources.

The central kitchen and dining hall project have expanded the university's dining capacity significantly. The provision of a spacious dining hall with modern amenities has increased the seating capacity, accommodating a larger number of students comfortably. This expansion has minimized overcrowding and long queues, enhancing the

overall dining experience. The increased dining capacity has also facilitated a more inclusive atmosphere, encouraging students from diverse backgrounds to gather and share meals, fostering a sense of community.

With the centralization of food production and procurement, the project has optimized resource utilization. Bulk procurement of raw materials and ingredients has led to time savings. The efficient allocation of resources, such as staff, equipment, and ingredients, has contributed to a smoother operation of the dining hall. Moreover, the project's emphasis on sustainability and resource management has raised awareness among students about responsible consumption and environmental conservation.

The project's outcomes collectively reflect a holistic approach to addressing various dimensions of student satisfaction. From providing nutritious meals to creating a conducive environment for social interactions, the project aims to enhance students' overall well-being. By considering operational efficiency, dining capacity, resource utilization, and student engagement, the outcomes demonstrate a comprehensive strategy to elevate the campus dining experience.

5.3. ALIGNMENT WITH DIFFERENT AGENCY PRIORITIES

The project's alignment with both Aurobindo Pharma Foundation's CSR ethos and the university's priority areas underscores its strategic importance and relevance.

a. Aurobindo's CSR Commitment: Aurobindo Pharma Foundation's commitment to holistic well-being, socio-economic development, and community empowerment is evident in the project's focus on providing nutritious meals to students. By addressing basic needs, Aurobindo's CSR objectives are realized through tangible actions that positively impact individuals and society.

b. University's Socio-economic Inclusivity: Dr. B. R. Ambedkar University's priority of promoting socio-economic inclusivity and catering to the needs of economically disadvantaged students is directly addressed by the project. The provision of affordable and high-quality meals ensures that students from all backgrounds have access to essential nutrition.

5.4. KEY FINDINGS

The comprehensive evaluation of the central kitchen and dining hall project reveals key insights that illuminate the project's impact on various dimensions of student dining experiences. These key findings offer a deeper understanding of operational efficiency, student satisfaction, resource management, and alignment with project objectives.

- **Operational Efficiency and Timeliness:** Students acknowledge the availability of food during regular dining hours and appreciate synchronized dining hall timings with their class schedules. However, challenges persist in ensuring timely breakfast availability due to manpower limitations.
- **Student Satisfaction:** The project has led to improved student well-being, with enhanced access to nutritious meals. The dining hall serves as a hub for increased social interactions and community building, contributing to a more vibrant hostel life.
- **Quality and Variety Enhancement:** Student feedback highlights opportunities for enhancing food quality, taste, and variety. A focus on nutritious and value-for-money meals, along with addressing taste preferences, emerges as an avenue for improvement.
- **Resource Management:** Despite challenges, positive feedback on cleanliness, lighting, and ventilation showcases successful resource management practices.
- **Hygiene and Grievance Redressal:** Food safety and hygiene concerns raised by students emphasized the need for robust quality control measures and staff training. A structured grievance redressal mechanism exists, but there is potential for improvement in addressing and documenting student concerns.
- **Alignment with Initial Goals and Future Enhancement:** While the project aligns with goals of operational efficiency, increased dining capacity, and affordability, challenges in food quality, variety, and facility maintenance indicate areas for continuous improvement. Stakeholder perspectives provide valuable insights for refining strategies and enhancing the overall dining experience.

Figure 56 : Key Findings of the Study

GRIEVANCE REDRESSAL

A structured grievance redressal mechanism exists, but there is potential for improvement in addressing and documenting student concerns.

ALIGNMENT WITH GOALS

While meeting goals of efficiency, increased capacity, and affordability, challenges in facility maintenance require continuous improvement

RESOURCE MANAGEMENT

Despite challenges, positive feedback on cleanliness, lighting, & ventilation showcases successful resource management practices.

DEFICIT MANAGEMENT

Challenges related to deficit management and payment collection require attention



OPERATIONAL EFFICIENCY

Students acknowledge the availability of food during regular dining hours and appreciate synchronized dining hall timings with their class schedules.

STUDENT SATISFACTION

The project has led to improved student well-being , with enhanced access to nutritious meals.

AFFORDABILITY

While opinions on food affordability vary, it was observed that food was affordable and would cost Rs.70-80/- per day

QUALITY & VARIETY ENHANCEMENT

Student feedback highlights opportunities for enhancing food quality, taste and variety.

5.5. SUGGESTIONS

The suggestions outlined below have been meticulously developed based on an in-depth analysis of various aspects of the central kitchen and dining hall operations. These suggestions are aimed at addressing challenges, optimizing processes, and enhancing the overall dining experience for students. By implementing these recommendations, the institution can further align its dining services with the needs and expectations of the student community, fostering a welcoming and efficient dining environment.

Table 10: Suggestions

S.No	Suggestion	Statement	Reason	Outcomes
1	Conversion of Food Waste into Biogas for Energy Generation by University	University to establish a biogas plant to convert food waste generated canteens into biogas, which can then be utilized to supplement energy needs in hostel kitchens.	This sustainable practice not only reduces food waste but also contributes to renewable energy generation, aligning with the institution's environmental goals and potentially reducing energy costs.	Substantial reduction in food waste, decreased energy expenditure, and a positive environmental impact through renewable energy generation.
2	Nutrition and Kitchen Gardens to be setup by University for Sustainability	University to initiate nutrition and kitchen gardens on the university campus to promote sustainable food sources, involving related departments to guide student committees and hostlers in setting up and maintaining the gardens.	Nutrition and kitchen gardens offer fresh produce, contribute to sustainability, and provide hands-on learning opportunities for students while potentially lowering the burden on students' mess bills.	Increased availability of fresh produce, improved sustainability practices, hands-on learning opportunities, and potential reduction in food costs for students.

3	University to enhance Infrastructure Maintenance and Water Quality	University to prioritize regular maintenance of kitchen facilities, equipment, and water systems, while maintaining comprehensive documentation to ensure hygiene, safety, and accountability.	Regular upkeep of kitchen infrastructure and water systems is essential for a hygienic environment and safe water supply, contributing to improved food quality and student satisfaction.	Enhanced kitchen cleanliness, improved water quality, reduced risk of contamination, and a more pleasant dining experience for students.
4	Strengthening Food Safety and Compliance	University to establish a robust food safety framework by implementing comprehensive documentation practices, adhering to UGC guidelines for Mess maintenance and Food Safety License requirements, and conducting regular inspections to ensure hygiene and safety.	By combining documentation, guidelines adherence, and inspections, the institution can ensure a culture of food safety, accountability, and regulatory compliance, ultimately enhancing the dining experience for students.	Enhanced food safety practices, strict adherence to regulatory standards, improved hygiene measures, and a safer and more satisfying dining environment.
5	Mitigating Food Wastage Through Awareness and Behaviour Change	University to implement measures to address food wastage, such as placing informative posters in dining areas and employing positive reinforcement techniques to encourage responsible food consumption	By raising awareness and fostering positive behavior change, the institution can significantly reduce food wastage and promote a culture of responsible food consumption.	Reduced food wastage, increased awareness about responsible food consumption, and a more sustainable dining environment.

		behaviours among students.		
6	Augmentation of Kitchen Staff for Efficient Operations	University to increase the number of kitchen staff to ensure efficient food preparation and timely service, addressing challenges related to staffing inadequacies and service delays.	Adequate staffing levels contribute to smoother operations, faster service, and improved overall dining experiences for students.	Enhanced operational efficiency, reduced service delays, and improved dining experiences for students.

5.6. CONCLUSIONS

In a dynamic educational ecosystem, student well-being, operational efficiency, and sustainability are paramount considerations for fostering a conducive learning environment. This Impact Assessment Report has embarked on a comprehensive journey to evaluate the transformative effects of the Central Kitchen and Dining Hall intervention at Dr. B.R. Ambedkar University, shedding light on its achievements, challenges, and contributions to the institution's overarching goals.

The primary purpose of this study was to delve into the Impact of the Central Kitchen and Dining Hall on operational efficiency, student satisfaction, sustainability, and overall campus experience. Through a meticulous analysis of student feedback, stakeholder perspectives, and operational intricacies, a nuanced picture emerged, highlighting the project's successes and areas warranting continued improvement.

The introduction of the Central Kitchen and Dining Hall showcased a commendable alignment with Aurobindo Pharma Foundation's goals of enhancing operational efficiency and student satisfaction. The shift from decentralized kitchens to a centralized model optimized resource allocation and streamlined meal delivery, effectively accommodating a growing student population. Synchronized dining hall timings, UPI-based payments, and transparent fee structures epitomized the intervention's contributions to operational excellence.

The impact on student well-being was noteworthy, as reflected in heightened access to nutritious meals, improved social interactions, and enhanced efficiency in daily routines. The central kitchen's role as a social nexus and catalyst for community building became evident, attesting to its significance beyond sustenance.

Aurobindo Pharma Foundation's collaboration played a pivotal role in realizing these achievements. Their vision for an improved campus dining experience and commitment to fostering well-being among students culminated in a transformative intervention. By synergizing pharmaceutical expertise with campus life enhancement, Aurobindo Pharma Foundation has exemplified how corporate partnerships can catalyze positive change in the academic realm.

While celebrating the successes, this report also underscores the need for continuous improvement. Sustainability initiatives, waste reduction strategies, enhanced maintenance practices, and adherence to food safety standards emerged as pathways for future enhancement. By integrating these recommendations, the University can reinforce its commitment to operational excellence, student well-being, and a greener campus.

In conclusion, the Central Kitchen and Dining Hall intervention at Dr. B.R. Ambedkar University stands as a testament to the positive transformation that can be achieved through collaborative efforts. As the university continues its journey towards excellence, the lessons from this assessment will serve as guiding beacons to illuminate the path ahead, ensuring a holistic and enriching campus experience for all.

CASE STUDIES

Case Study 1: Dr. Vijay Bhaskar, Chief Warden, Dr. B R Ambedkar University.

As the Chief Warden, while reflecting on the transformative journey of our university's dining services, I want to extend our deepest gratitude to Aurobindo Pharma Foundation. Their generous support and collaboration have been instrumental in bringing this vision to fruition. The centralized kitchen system with a dining hall, a significant leap in enhancing our dining services, was made possible due to their unwavering commitment and assistance.



The shift to a centralized kitchen system has been a major step forward in enhancing the dining experience for our students. This strategic change from individual hostel kitchens to a unified model has streamlined food production and distribution, significantly improving the consistency and quality of meals. The introduction of canteen student committees has been a key aspect of this transformation. Empowering students with roles in menu planning, vendor interactions, and procurement has not only cultivated a sense of ownership but also ensured that their preferences and needs are directly reflected in the dining experience. It's inspiring to see students actively engaged in shaping their campus life.

The impact on students' dining experiences has been profound. The enhanced quality of food, the efficiency of service, and the involvement in decision-making have collectively uplifted their overall campus life. Students now enjoy a more cohesive, enjoyable, and satisfying dining experience, which is an integral part of their daily routine. This intervention has not just transformed the way we manage and deliver food services; it has enriched the university's on-campus experience. The positive feedback from our students is a testament to the success of these changes. We are committed to building on this progress, continually seeking ways to further enhance the quality of life for our university community.

Case Study 2: Student Canteen Committee, Dr. B R Ambedkar University.

As representatives of the Student Committee, we are thrilled to share our experiences on the transformative journey brought about by the Central Kitchen and Dining Hall in our university. Before this, our dining experience was quite different. Meals were often inconsistent in quality, with limited options, and the whole process lacked a sense of student involvement or engagement.



The transition to the Central Kitchen has been a turning point. Previously, the scattered hostel kitchens faced challenges in maintaining consistency in food quality and managing resources efficiently. Now, with the centralized system, we've seen a remarkable improvement in the standardization of meal quality. The food is not only consistently good but also more aligned with our nutritional needs and preferences.

Our involvement in the decision-making process through student committees has been empowering. In the past, there was a gap between student needs and what was served. Now, we actively participate in menu planning, leading to a diverse range of food that caters to different tastes and dietary requirements. This has significantly elevated our dining experience, making it more enjoyable and satisfactory. Moreover, the new dining hall has become a vibrant space for social interaction, a stark contrast to the earlier scenario where dining was just a routine activity. It's now a place where students gather, interact, and enjoy meals together, enhancing our campus life and community feeling.

The Central Kitchen and Dining Hall has not just changed how we eat; it has transformed our entire dining experience, making it an integral and delightful part of our university life. It's a change that has positively affected every student on campus, for which we are incredibly thankful.

Figure 57: Focus Group Discussion with Student Committees



Figure 58 : Data Collection



Figure 59: Chief Wards and Chief Warden and FGD with Students



IMPACT REPORT BY



ANUSANDHAN SOCIAL CONSULTANT LLP

HYDERABAD

IMPACT
ASSESSMENT

2022-23



AUROBINDO PHARMA
FOUNDATION

NOURISHING COMMUNITIES

An Impact Assessment Report of
Aurobindo Pharma Foundation's
Corporate Social Responsibility
Initiative on Centralized Kitchen in
partnership with Hare Krishna
Movement Charitable Foundation

Project at:

**Mahabubnagar District,
Telangana State.**

Implemented by:

Hare Krishna Movement Charitable Foundation

Report by:

Anusandhan Social Consultants



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ACKNOWLEDGEMENTS

We extend our heartfelt gratitude and appreciation to all those who have contributed to the successful completion of this Impact Assessment Study, a testament to the power of collaborative efforts in driving positive change. It is with immense pleasure that we acknowledge the contributions of all individuals and entities.

We express our deepest gratitude to the entire team at Aurobindo Pharma Foundation for their unwavering commitment, visionary leadership, and steadfast support throughout the journey of this impactful CSR initiative. Your dedication to making a meaningful difference in the lives of underprivileged communities has been truly inspiring.

Our heartfelt appreciation goes to the remarkable team at Hare Krishna Movement Charitable Foundation for their tireless dedication, in enhancing the well-being of students and commoners. Their support has been instrumental in achieving the project's goals, and we are honoured to have partnered with you.

We extend our gratitude to all the school students, community members, school headmasters, teachers who participated in surveys, interviews, and discussions. Their valuable insights, perspectives, and cooperation have been pivotal in shaping the depth and breadth of this study.

We extend our appreciation to the dedicated team of researchers, analysts, and experts who meticulously collected, analysed, and interpreted data, ensuring the accuracy and reliability of this Impact Assessment Study.

This report reflects the collaborative efforts of a multitude of individuals and organizations working towards a common purpose. Your collective contributions have played a crucial role in shaping the outcomes presented in this assessment, and we extend our heartfelt thanks for your support and collaboration.

With gratitude,

Team Anusandhan

EXECUTIVE SUMMARY

This executive summary presents an in-depth overview of the comprehensive Impact Assessment Study conducted for the impactful Corporate Social Responsibility (CSR) initiative undertaken by Aurobindo Pharma Foundation in collaboration with the distinguished Hare Krishna Movement Charitable Foundation. This report evaluates the impact of the Centralized Kitchen Project in Mahbubnagar, highlighting how such CSR initiatives align with India's broader CSR framework and contribute to the nation's socio-economic development. It emphasizes the importance of CSR activities aligning with the United Nations' Sustainable Development Goals (SDGs), particularly SDG 2 (Zero Hunger), and discusses how CSR initiatives can combat food insecurity, support sustainable agriculture, provide nutrition education, address malnutrition, empower local communities, and offer support during crises.

The kitchen was built in 2-acre land and has a meal capacity of 20,000 meals. Currently the kitchen provides meals under three program – Mid-Day Meal, Swasthya Aahar, and Annapurna Canteens. As on date the kitchen provides Breakfast to 7 schools, Mid-Day Meals to 149 schools and 2 Annapurna Canteens. There are 13,026 children benefiting from these meals on daily basis. A total of 1.83 Lakh meals are provided from the kitchen in the FY 2022-23

The impact assessment of a CSR project was conducted using a comprehensive methodology, focusing on evaluating the effectiveness and efficiency of a centralized kitchen and its impact on the community. The study aimed to assess various aspects, including operational efficiency, student satisfaction, educational impact, and beneficiaries' feedback on canteen services. A mixed research design was employed, combining quantitative and qualitative methods, and the REESI Framework by the OECD guided the assessment. The study encompassed a diverse sample size of 596 respondents, including students, teachers, and canteen beneficiaries across five mandals, with data collected through structured and semi-structured questionnaires, surveys, interviews, and observations. Purposive sampling was chosen to target individuals with relevant experience and knowledge. Data analysis was performed using SPSS, focusing on frequencies and variable interactions to draw meaningful insights.

The Impact Assessment Study yielded insightful findings that features the intervention's significance and positive outcomes:

Students Perspective:

- **94.6%** of students displayed a distinct preference for meals provided by the Centralized Kitchen over school-prepared food,

- The majority of students expressed high satisfaction with the program, including **93.3%** content with food quality, **86.5%** enjoying the taste, and **95.2%** finding portion sizes adequate.
- **98.8%** of students commended the program for its efficient service, ensuring prompt meal delivery during breakfast and lunch hours. Additionally, students reported significant improvements in their energy levels and focus, with **93.8%** agreeing that the meals positively impacted their well-being.
- **97.8%** expressed heightened motivation to attend school regularly due to the provision of meals and **98%** believe the meals met their nutritional needs for growth and development.

Teachers Perspective:

- **100%** of the Teachers expressed significantly higher satisfaction and positive perceptions regarding food prepared in the Central Kitchen compared to food prepared in school.
- All surveyed teachers unanimously agree that the meals provided by the ultra-modern kitchen are appropriate in terms of portion size and adequately meet overall nutritional needs of the students.
- While **95%** of the Teachers observed an improvement in students' attendance rates, **100%** observed increased classroom participation, concentration, academic performance, learning outcomes and **97.5%** agreed that there has been a significant change in student well-being.
- **97.5%** of teachers believe that the kitchen project has contributed to reducing malnutrition and related health issues among the students.
- **100%** of the Teachers appreciated the kitchen's timely meal delivery and its role in smooth school operations and acknowledged their responsiveness to student and school community feedback.
- **95%** of the Teachers agree that providing meals from the kitchen significantly encourages students to be punctual and **97.5%** agreed that food from Kitchen has a positive impact on students' overall well-being.

Canteen User Perspective:

- The canteen users are predominantly male and are from economically disadvantaged group, including daily wage laborers and those engaged in agriculture.
- Accessibility and perceived nutritional value are the primary reasons for choosing the canteen, with **53.3%** favoring accessibility and 40% valuing nutrition.
- Beneficiaries express high satisfaction with the canteen's quality (**100%**), variety (**88.3%**), pricing (**85%**), staff behaviour (**95%**), and hygiene (**88.3%**). However, waiting times need attention to enhance the overall dining experience.
- Subsidized meals are reported to fulfill dietary requirements (**93.3%**), improve health and well-being (**78.3%**), enhance food security (**81.7%**), and promote healthier eating habits (**70%**) among beneficiaries.
- The canteen's location is easily accessible for **75%** of beneficiaries, but operating hours might need adjustment for some (**21.7%**) and the canteen has reduced food expenses for **87%** of beneficiaries.

The Impact Assessment Report also recognizes opportunities for further improvement and these suggestions are rooted in the desire to maintain and expand the positive changes the project has brought to the community, making it more sustainable and beneficial in the long term.

1. Baseline Assessment of the Students:

A baseline study establishes a reference point against which the project's progress and impact can be measured. It is suggested that Aurobindo Pharma Foundation ensures that the Implementing Partners conduct a Baseline Assessment at the time of commencement of the Project. By collecting data on key indicators such as student health, nutritional status, and school enrollment, the project gains valuable insights into the specific needs and challenges faced by the school communities. This evidence-based approach enables both the funding and implementing teams at the time of Impact assessment to compare the pre and post intervention changes.

2. Improvement of Canteen Shelter Facilities:

The Implementing Partner need to focus on enhancing canteen shelter facilities by providing adequate seating, cleanliness, and accessibility which will make beneficiaries feel valued and welcomed. This improvement will encourage regular use of the canteens and promote a sense of community well-being.

In conclusion, the project serves as a testament to the power of collaboration, community engagement, and holistic approaches to address pressing issues of nutrition, food security, and education. It has already achieved remarkable results but also stands poised for further growth and impact, guided by the lessons learned and the commitment to the well-being of those it serves. The project is not only about nourishing bodies but also nurturing dreams, aspirations, and a brighter future for the communities it touches.

CHAPTER II

1.1. INTRODUCTION

According to the World Business Council for Sustainable Development (WBCSD), CSR is defined, “Corporate Social Responsibility is the continuing commitment by business to contribute to economic development while improving the quality of life of the workforce and their families, as well as the community and society at large.” In today's corporate landscape, the importance of Corporate Social Responsibility (CSR) goes beyond merely a regulatory obligation but a commitment to creating positive social impact.

CSR is no more a corporate buzzword but a moral and ethical obligation for companies to give back to the communities that sustain them. Beyond profitability, businesses are increasingly recognizing their role as responsible corporate citizens. CSR initiatives serve as a mechanism for companies to contribute positively to society, fostering a symbiotic relationship with the communities they operate in. Today's CSR is more about engaging directly with the local communities, identifying their basic needs, and integrating those needs with business goals and strategic intent. It is also about how businesses take into account the social, environmental impact of the way they operate.

In India CSR is looked upon as an essential part of corporate philanthropy in which business organizations enhance the social development to assist the initiatives of the government to benefit the society. However, with the passage of time, the state of CSR has transformed a lot: from being philanthropic to being socially responsible to multi stake holders to legalization. CSR now embodies a commitment to sustainable practices, ethical conduct, and the betterment of society at large. India has made significant strides in mandating CSR activities for businesses through The Companies Act, 2013, which has sets it apart from many global economies. This has led to the implementation of diverse and impactful social initiatives and also encouraged companies to align their initiatives with India's pressing social and developmental challenges.

In conclusion, India's approach to CSR has reshaped the CSR landscape within the country. It reflects a commitment to leveraging corporate resources for the greater good. This report, assessing the impact of the Centralized Kitchen Project in Mahbubnagar, accentuates how such CSR initiatives align with the broader Indian CSR framework and contribute to the nation's socio-economic development.

1.2. IMPORTANCE OF CSR ACTIVITIES IN HEALTHCARE

In the global pursuit of sustainable development, the United Nations' Sustainable Development Goals (SDGs) serve as a guiding framework to address some of the world's most pressing challenges. Among these goals, SDG 2 - Zero Hunger, holds immense significance, as it seeks to eradicate hunger, achieve food security, improve nutrition, and

promote sustainable agriculture. In this context, CSR activities play a pivotal role in addressing the nation's hunger gaps and contributing to the well-being of its citizens. These initiatives have profound implications for public health, social development, and sustainable growth, making them an essential component of responsible corporate citizenship.

1. **Combatting Food Insecurity:** CSR activities in the context of Zero Hunger aim to combat food insecurity, particularly among disadvantaged and underserved communities. By targeting vulnerable populations such as rural communities, urban slums, and marginalized groups, companies can help ensure that nutritious food reaches those who need it the most.
2. **Supporting Sustainable Agriculture:** Achieving Zero Hunger requires a sustainable and resilient agricultural system. CSR initiatives can invest in sustainable farming practices, support smallholder farmers, and promote agricultural innovations that increase food production while preserving the environment.

Figure 60: Addressing Zero Hunger through CSR

ADDRESSING SDG-2 ZERO HUNGER THROUGH CSR



3. **Nutrition Education:** CSR programs can contribute significantly to nutrition education and awareness campaigns. By partnering with healthcare organizations and schools, companies can help raise awareness about the importance of a balanced diet, hygiene, and proper nutrition, especially among children and pregnant women.

4. **Addressing Malnutrition:** Malnutrition is a complex challenge in India, affecting both children and adults. CSR activities can focus on addressing malnutrition by providing nutrient-rich meals, supplements, and fortified foods, particularly to school children and pregnant women, thereby improving their health and well-being.
5. **Empowering Local Communities:** CSR initiatives that empower local communities to take ownership of food production and distribution can have a lasting impact on Zero Hunger efforts. This includes providing training, resources, and infrastructure to enhance food security at the grassroots level.
6. **Support During Crises:** In times of natural disasters or emergencies, access to food becomes critical. CSR activities that offer immediate relief, including food distribution and meal programs, can be lifesaving for affected communities.

1.3. IMPACT ASSESSMENT

Impact Assessment is a systematic process used to evaluate and measure the effects, both positive and negative, of a particular project, program, policy, or initiative on various aspects of society, the economy, the environment, and individual lives. It involves gathering data and evidence to assess how a project has influenced or is likely to influence different stakeholders and the broader community. Impact assessments help organizations and decision-makers make informed choices, understand the consequences of their actions, and optimize their strategies for maximum positive outcomes. Impact assessment ensures that organizations, especially those involved in CSR initiatives, are held accountable for their actions and investments. It provides transparency and demonstrates commitment to stakeholders and the public. By assessing the impact, organizations can understand what works and what doesn't, allowing them to allocate resources more effectively. This leads to greater efficiency in achieving project objectives. For CSR initiatives, impact assessment is a way to demonstrate a company's commitment to social responsibility. It showcases the concrete impact made beyond financial contributions. Impact assessment involves engaging with stakeholders, including beneficiaries, local communities, and partners. This not only gathers valuable insights but also fosters a sense of ownership and participation in the project.

1.4. ABOUT AUROBINDO PHARMA LIMITED

Aurobindo Pharma Limited, founded in 1986 by Mr. P. V. Ramprasad Reddy, Mr. K. Nityananda Reddy, and a group of dedicated professionals, is a leading pharmaceutical company based in India. Commencing its operations in 1988-89 with a single unit manufacturing Semi-Synthetic Penicillin (SSP) in Pondicherry, the company has grown to become a prominent player in the pharmaceutical industry. In 1992, Aurobindo Pharma became a public company and listed its shares on Indian stock exchanges in 1995.

With a vision to make a positive impact on healthcare and human well-being, Aurobindo Pharma has achieved significant success and leadership in various therapeutic segments, including neurosciences, cardiovascular, anti-retroviral, anti-diabetics, gastroenterology, and antibiotics, among others. The company's strengths lie in its large manufacturing facilities approved by leading regulatory bodies, a diversified product portfolio, and a robust research

and development facility in India for formulations and active ingredients. Emphasizing operational excellence, Aurobindo Pharma embraces vertical integration, regulatory expertise, and advanced technology for specialty formulations.

1.5. AUROBINDO PHARMA FOUNDATION

Aurobindo Pharma Foundation is the philanthropic arm of Aurobindo Pharma Limited, dedicated to fostering the social and economic growth of the nation through its Corporate Social Responsibility (CSR) program. Committed to improving social, environmental, and economic practices, the foundation collaborates with community groups and implements initiatives that benefit society and enhance the country's institutions.

Focused on sustained excellence and responsible business practices, Aurobindo Pharma Foundation operates and adheres to essential social and environmental policies. The foundation's CSR initiatives encompass various intervention areas, such as promoting education, supporting preventive healthcare, eradicating hunger, and poverty, ensuring safe drinking water availability, encouraging environmental sustainability, conserving natural resources, and establishing old-age homes and many more.

Through its responsible and compassionate approach, Aurobindo Pharma Foundation exemplifies the commitment of Aurobindo Pharma Limited towards social welfare, sustainability, and inclusive growth, aligning its efforts with the needs of the communities it serves and the well-being of the nation.

1.6. HARE KRISHNA MOVEMENT CHARITABLE FOUNDATION

The Hare Krishna Movement Charitable Foundation is a globally recognized spiritual and charitable organization. HKMCF is renowned for its humanitarian efforts, particularly in providing nutritious meals to the underprivileged.

The Foundation has been actively involved in providing nutritious meals to school children, the disadvantaged, and communities in need. As a key implementation partner in Aurobindo Pharma Foundation's Centralized Kitchen Project, HKMCF brings its extensive experience in food distribution and hygiene. Their expertise in food preparation, quality standards, and hygiene aligns perfectly with the goals of the Centralized Kitchen Project, which aims to eradicate malnutrition and provide healthy meals.

Their commitment to values like compassion, social responsibility, and community engagement aligns seamlessly with the project's goal of eradicating malnutrition and ensuring access to healthy meals. This partnership emphasizes their dedication to fostering positive social change in the Mahbubnagar region of Telangana, and beyond.

1.7. ABOUT THE PROJECT

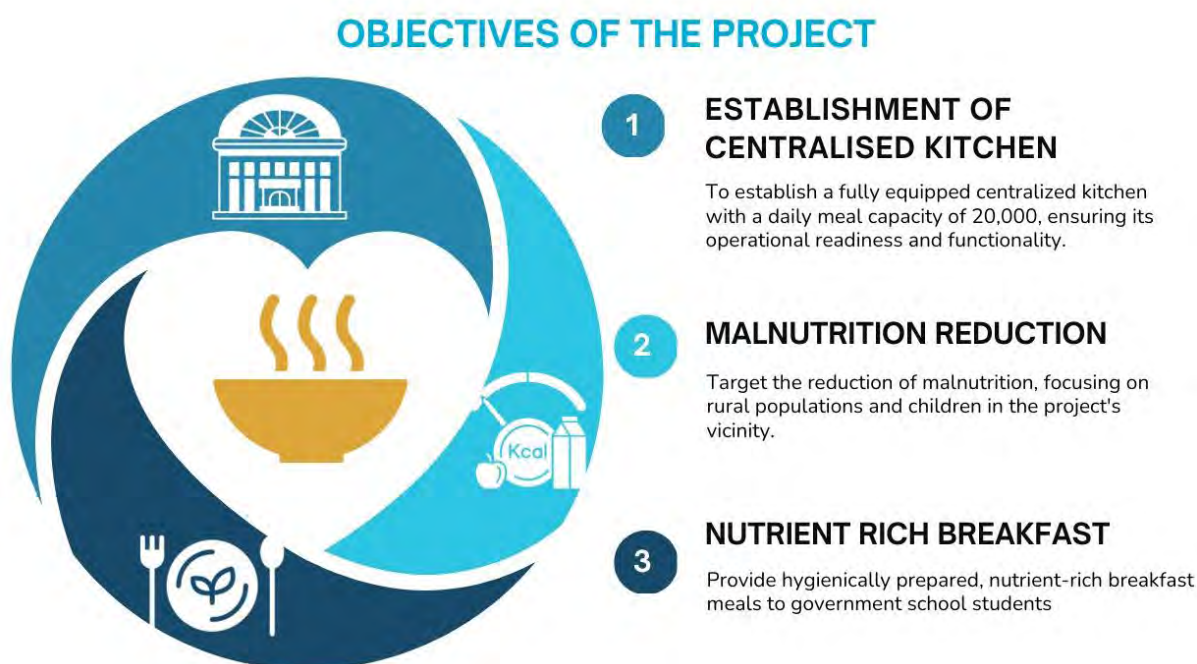
The Centralized Kitchen Project in Mahbubnagar, Telangana, represents a commendable collaboration between Aurobindo Pharma Foundation through its CSR wing, the Aurobindo Pharma Foundation, and the Hare Krishna Movement Charitable Foundation.

Table 11: Different Stakeholders in Project

S. No.	Stakeholder	Role in Project
1	Govt. of Telangana	Key initiator and Sponsor of the Annapurna Canteen program.
2.	Aurobindo Pharma Foundation	Facilitated the establishment by financing the land purchase, kitchen construction, and essential infrastructure & equipment.
3.	Akshya Patra	Sponsor for Mid-Day Meals Schemes

Mahbubnagar has a significant rural population, with many families engaged in agriculture and related occupations. The predominantly rural nature of the region can often present challenges related to access to education and healthcare. Malnutrition is one the most pressing issue among children in the district, especially in vulnerable populations. Access to nutritious meals is critical to address this concern and improve child health. The project is strategically designed to address Malnutrition, Health and Education needs of the people of Mahbubnagar district.

Figure 61: Objectives of the Program









The project addresses pressing socio-demographic challenges and contributes to improving the overall well-being of the local community by providing access to wholesome food and supporting educational outcomes. Further the projects' commitment to achieving Sustainable Development Goals (SDGs) 2 (Zero Hunger) and 4 (Quality Education) reflects an aspiration to uplift the socio-demographic conditions of the district by addressing critical needs related to food security and child education.

1.8. ALIGNMENT WITH SDG'S

The CSR activities of Aurobindo Pharma Foundation in collaboration with HKMCF align significantly with the United Nations Sustainable Development Goals (SDGs) by addressing key dimensions of social development and well-being. The following outlines how these activities correspond to specific SDGs and their targets:

Table 12: Alignment with SDG's

 <p>SDG 2 – Zero Hungry</p> <p>By implementing the centralized kitchen and providing nutritious meals, the project contributes to ending hunger, ensuring access to safe, nutritious, and sufficient food for all.</p>	 <p>SDG 3 – Good Health & Well-Being</p> <p>By providing nutritious breakfast meals in hygienic conditions, the project promotes a health and overall improvement in well-being of Children and underprivileged.</p>
 <p>SDG 4 – Quality Education</p> <p>The provision of nutritious breakfast meals to students in government schools contributes to scope that all children complete free, equitable, and quality primary and secondary education.</p>	 <p>SDG 5 – Gender Equality</p> <p>The project promotes gender equality by ensuring that both girls and boys in government schools have access to nutritious meals, eliminating gender disparities in access to education and nutrition</p>
 <p>SDG 10 – Reduced Inequalities</p> <p>The project contributes to empowering and promoting the social, economic, and political inclusion of all, regardless of their economic or social status, by providing nutritious meals to underprivileged children and communities.</p>	 <p>SDG 12 – Responsible Production & Consumption</p> <p>By establishing a centralized kitchen with high-tech and hygienic equipment, the project promotes sustainable practices in food production and distribution.</p>



SDG 17 – Partnerships for the Goals

The collaboration between Aurobindo Pharma Foundation and Hare Krishna Movement Charitable Foundation exemplifies the importance of multi-stakeholder partnerships in achieving the SDGs.

1.9. STRUCTURE OF THE REPORT

The Impact Assessment Report is divided into five chapters. Chapter One provides a brief introduction about the current scenario of Corporate Social Responsibility, Importance of Impact Assessment, brief profile of Aurobindo Pharma Limited and Foundation. Chapter Two details the Research Methodology used for Impact assessment including Objectives, Research Design, Data Analysis etc. Chapter Three presents the facts and figures of the project, Objectives, Collaborations and expected Outcomes. Chapter Four presents the data analysis of qualitative and quantitative interviews and Chapter Five briefs the Significance of Project, Findings, Suggestions and Conclusions.

CHAPTER III

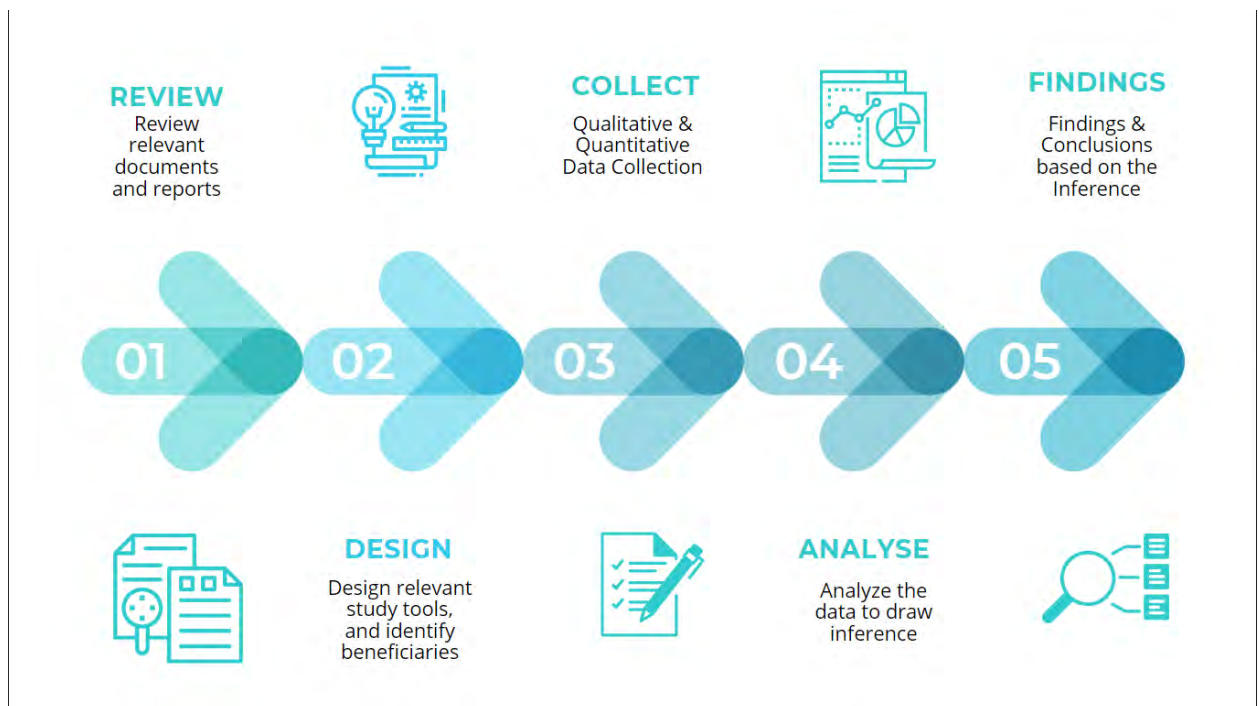
2.1. METHODOLOGY

This chapter provides a brief about the Approach used for Impact assessment, Objectives, Research Design, Framework for Impact Assessment, Sample Size, Study Tools, Methods of Data Collection, Sampling Method, Data Analysis and Limitations.

2.2. APPROACH

The Impact assessment was carried out in five steps. In Step One all the relevant documents starting from CSR Annual Action Plan, Project Reports submitted by the Implementing agency were scrutinized. Following which the objectives of the study were designed, Assessment Parameters were selected, and Beneficiaries were identified. In the third step, data was collected through various methods. After the data validation, the data was analysed, and Inferences were drawn from the same. In the last step, based on Quantitative and Qualitative data analysis findings and conclusions were provided.

Figure 62 : Approach for Impact Assessment



2.3. OBJECTIVES OF IMPACT ASSESSMENT

The Impact Assessment study has a definitive purpose to conduct a comprehensive evaluation of the CSR project in Mahbubnagar, examining its efficiency and importance. By meticulously analysing the project's results and the societal advantages it yields, this study seeks to provide well-founded insights for decision-making, ultimately strengthening the project's ability to generate enduring and significant positive effects within the community.

1. To evaluate the operational efficiency and effectiveness of the centralized kitchen, while adhering to hygiene standards.
2. To measure the level of satisfaction among school students who receive breakfast or mid-day meals, considering factors such as food taste, variety, and nutritional quality.
3. To analyse the impact of the project on students' education and concentration levels by gathering feedback from teachers, aiming to understand its contribution to improved educational outcomes.
4. To collect feedback from beneficiaries of the Annapurna canteens located at bus shelters and hospitals, assessing their satisfaction with food quality, affordability, and overall dining experience.

2.4. RESEARCH DESIGN

The research design is intended to provide an appropriate framework for the study. The Research Designed selected for the Impact assessment was Mixed Design. A mixed methods research design is a procedure for collecting, analysing, and “mixing” both quantitative and qualitative research and methods in a single study. The biggest benefit of mixed methods research is that it combines specific, detailed insights from qualitative research (such as KII’s) and the generalizable, easily replicable data from quantitative research (such as surveys).

2.5. FRAMEWORK

The REESI Framework developed by Organization for Economic Cooperation and Development (OECD) was adopted to for the Impact Assessment Framework.

Table 13: REESI Framework Parameters

Evaluation	Parameters	Description
Relevance	Nutritional Adequacy Evaluation	To assess the extent to which the establishment of the centralized kitchen aligns with the nutritional needs and growth requirements of government school students, in accordance with the project's goal of providing nutrient-rich meals.

Evaluation	Parameters	Description
	Affordability and Satisfaction Assessment	To evaluate the relevance of subsidized meals at Annapurna Canteen by assessing whether they are reasonably priced and meet beneficiary expectations regarding meal affordability.
Effectiveness	Impact on Nutritional Needs	To measure the effectiveness of the project in meeting the nutritional needs of students, and canteen beneficiaries, considering their dietary requirements and overall well-being.
	Educational and Health Impact	To evaluate the effectiveness of the project in improving students' educational outcomes, health, and overall well-being, particularly in reducing malnutrition.
Efficiency	Operational Efficiency	To assess the efficiency of the centralized kitchen in achieving its daily meal capacity while maintaining operational readiness and functionality.
Sustainability	Evaluating Behavioural and Dietary Sustainability.	To evaluate the sustainability of changes in dietary behaviours, food choices, and overall health among students, and canteen beneficiaries
Impact	Overall Impact Assessment	To measure the project's overall impact on the nutritional status, satisfaction, and well-being of students, and canteen beneficiaries, aligning with the broader project goals of eradicating malnutrition and providing nutritious meals

2.6. SAMPLE SIZE

A total of 596 respondents have participated in the study. Data was collected from all the 5 Mandals where the project is executed. Out of 156 schools from 5 mandals, 27 schools (ensuring a minimum of 10%) with 496 students and 40 teachers were covered in the study. Similarly, in case of Canteen beneficiaries, 30 sample from both the locations is considered for the study as each centre have a footfall of 250-300 every day. It was ensured that the sample consist of 10% of the beneficiaries who have given their consent for the study.

Table 14: Sample Size of Students

Mandal	Total Schools	Sample Schools	Sample Students
Addakal	29	5	103
CC Kunta	36	5	111
Devarkadra	45	4	121
Mahbubnagar (Rural)	39	6	77
Mahbubnagar (Urban)	7	7	84
Total	156	27	496

Table 15: Sample Size of Teachers

Mandal	Sample
Addakal	8
CC Kunta	11
Devarkadra	16
Mahbubnagar (Rural)	8
Mahbubnagar (Urban)	7
Total	40

Table 16: Sample Size of Canteen Beneficiaries

Location	Sample
Addakal Govt. Hospital	30
Bus Shelter	30
Total	60

2.7. STUDY TOOLS

The structure and semi structured questionnaires were designed for the study Both qualitative and quantitative research techniques were applied for the study, Structured Questionnaires were used to collect data from Students, Teachers and Commoners availing canteen facilities on Satisfaction, Impact on health, well-being, education, dietary diversity, nutritional needs, convenience, accessibility, and basic Socio-Demographic details. Semi-structured Questionnaires were designed to collect data from key stakeholders such as Heads of Implementing Agency, School Headmasters, Canteen Supervisors, Operational Manager, Logistics and Transport Manager and Kitchen Staff.

2.8. METHODS FOR DATA COLLECTION

Both Primary and Secondary Data Collection Methods were used in the Impact Assessment Study. Primary Data was collected using Surveys, Key Informant Interviews, Focus Group Discussions, Case Studies, and Observations. Secondary Data was collected by reviewing the literature, annual action plan, Reports, Media coverage and Project Reports submitted by the implementing agencies. A team of three Data Enumerators visited the beneficiaries at their residences and workplaces to collect data using Google Forms. Geo-Tag Photos of the beneficiaries were taken at the time of data collection to authenticate the data collection process. Qualitative Data was collected by the Principal Investigator and Research Team. The same team physically visited the Central Kitchen to ensure the utilization of all the equipment, and maintenance of the kitchen.

Table 17: Tools & Data Collection Methods

Stakeholders	Data Collection Method	Tools
School Students	Survey	Structured Questionnaire
Teachers		
Canteen Beneficiaries		
HKMCF CEO	Key Informant Interview	Semi Structured Questionnaire
HKMCF Operations Manager		
HKMCF Transport Manager		
Canteen Supervisors		

2.9. SAMPLING METHOD

In line with the research objectives and the specialized nature of the study population, a purposive sampling method was judiciously employed. Purposive sampling, a non-random sampling technique, was chosen to ensure a deliberate selection of participants who possess the specific attributes and characteristics crucial to the study's focus. This method was particularly apt for this study, as it allowed us to target individuals with firsthand experience and knowledge pertinent to the subject matter. Through purposive sampling, the study aimed to capture a comprehensive and nuanced perspective from key stakeholders, contributing to a rich and in-depth exploration of the research questions.

2.10. DATA ANALYSIS

The collected data underwent a rigorous process of analysis to derive meaningful insights and draw informed conclusions. The initial step involved data cleaning, attention was given to identifying and rectifying any inconsistencies, errors, or outliers. Subsequently, the data was subjected to coding, a systematic process of assigning labels or categories to facilitate organization and interpretation. The coded data were then transferred into SPSS (Statistical Package for the Social Sciences), using which simple frequencies, univariate, and bivariate tables were drawn. Simple frequencies provided a clear overview of the distribution of responses for individual variables, while univariate and bivariate tables allowed for deeper insights by examining the interactions between variables.

2.11. LIMITATIONS

The following are the limitations of the study:

- The study's scope is confined to 596 respondents, from all the categories. Therefore, the findings are cautiously interpreted, acknowledging the constraints of generalization.
- The data was collected from beneficiaries based on their availability and their willingness to participate in the study.

CHAPTER III

This chapter briefs about various aspects of the Centralized Kitchen project, including its schemes, kitchen operations, food preparation processes, transportation logistics. It also mentions Inputs, Activities, Outputs and Outcomes of the Project.

3.1. ABOUT PROJECT

The Centralized Kitchen established by the Hare Krishna Movement Charitable Foundation (HKMCF) in Mahbubnagar Town & District, Telangana State, is a transformative initiative that addresses critical societal issues. Launched during the fiscal year 2020-21, the project reached a significant milestone with its formal inauguration on 19th February 2022, at Kodur, Mahbubnagar Urban. The project's inception was rooted in the pressing concern of malnutrition, particularly among rural populations and school-going children in the vicinity. The core objective was twofold: to eradicate malnutrition and enhance the nutritional well-being of the community. Additionally, the project aimed to provide hygienically prepared, nutrient-rich breakfast meals to government school students in alignment with the Swasthya Ahara program.

Figure 4: Map of Project State and District

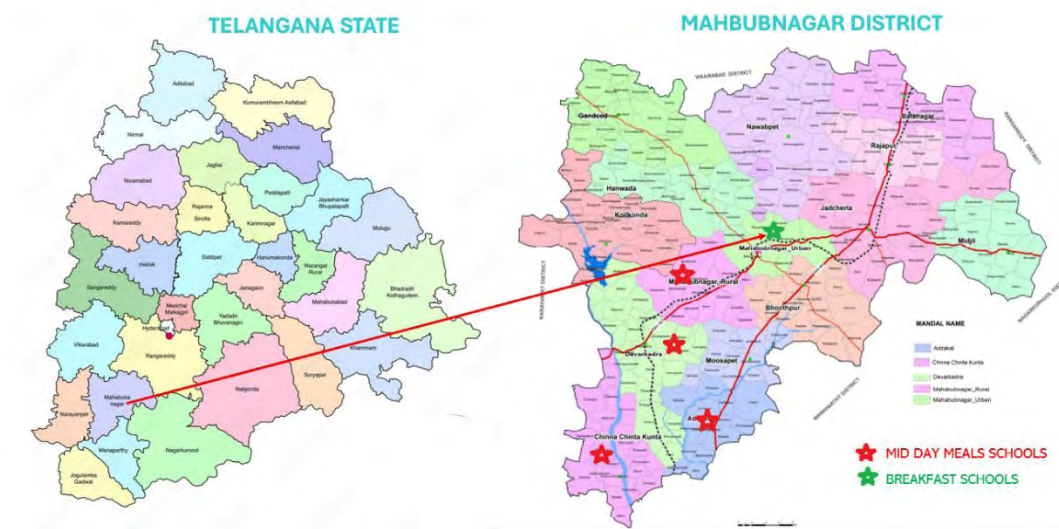


Figure 5: Kitchen at Mahbubnagar



3.1.1. TYPES OF SCHEMES IMPLEMENTED

The Centralized Kitchen project is currently serving food under three schemes to cater to the nutritional needs of diverse sections of society:

1. **Swasthya Ahara – Nutritious Breakfast:** This scheme focuses on providing hot, nutritious breakfast prepared under stringent hygienic conditions. Its primary beneficiaries are students from 7 schools in Mahbubnagar Urban area, ensuring that they receive essential nutrients crucial for their growth and development.
2. **Mid-Day Meals:** Under this scheme, mid-day meals are provided to school children, with a primary goal of addressing malnutrition among this vulnerable demographic. While breakfast focuses on nutritional adequacy, mid-day meals contribute to a comprehensive dietary plan for the beneficiaries. The Mid-Day Meals are provided to 13026 children from 149 schools present in Addakal, C.C. Kunta, Devarakadra and Mahbubnagar Rural mandals of Mahbubnagar.

Figure 6: School Children having Mid-Day Meal



3. **Annapurna Canteen:** The Annapurna Canteen program is designed to offer affordable and hygienic meals to underprivileged segments of society, including commercial drivers, industrial laborers, students, and more. These strategically located canteens serve as vital sources of nutritious meals, accessible at a subsidized rate of Rs. 5/-. In Mahbubnagar, the Annapurna Canteens are situated at Govt. Hospital and near Bus Stop.

Figure 7: Annapurna Canteens



3.1.2. ABOUT KITCHEN

The centralized kitchen is built over 2 acres of land in Kodur, Mahbubnagar. This state-of-the-art kitchen is equipped with modern, high-tech, and hygienic equipment, ensuring efficient meal preparation while upholding the highest food safety standards.

Figure 8: Kitchen Equipment



The project relies on a dedicated team of 40 members who play diverse roles, including cooking, chopping, cleaning, sterilizing, quality control, distribution, and maintenance. The workforce includes 2 cooking masters, 6 staff members responsible for chopping, 10 staff members handling cleaning, sterilization, food preparation, and cooking, 2 security personnel, 2 maintenance staff (one for day shift and one for night shift), 7 staff members assigned to operations, quality control, distribution (2), stores (1), and Production In-charge.

The planning for raw material procurement commences a month in advance. The Stores In-charge collaborates with the General Manager of Operations to determine the required quantities. Factors such as holidays, historical meal consumption trends, and existing stock levels in the kitchen stores influence this calculation. The Stores In-charge then compiles a list of ingredients needed for procurement. After the raw materials arrive at the kitchen stores, it undergoes quality check as per the standard operational procedures.

3.1.3. FOOD PREPARATION PROCESS

The Kitchen follows a meticulous implementation process that ensures the delivery of hygienic and nutritious meals to beneficiaries. The process spans several stages, from raw material procurement to the final food delivery, with a steadfast commitment to quality, safety, and efficiency at every step.

Figure 9: Chopping & Cleaning Activities



Figure 10: Cooking Process



Prior to the commencement of the cooking process, the Quality and Stores In-charge oversee the required raw materials on a daily basis. Based on daily production indents, a packaging sheet is meticulously prepared. This sheet contains crucial details regarding delivery locations, designated vehicles, and the precise quantity of each item required for the respective day. Furnished with this information, the production team proceeds to gather the necessary raw materials from the kitchen stores.

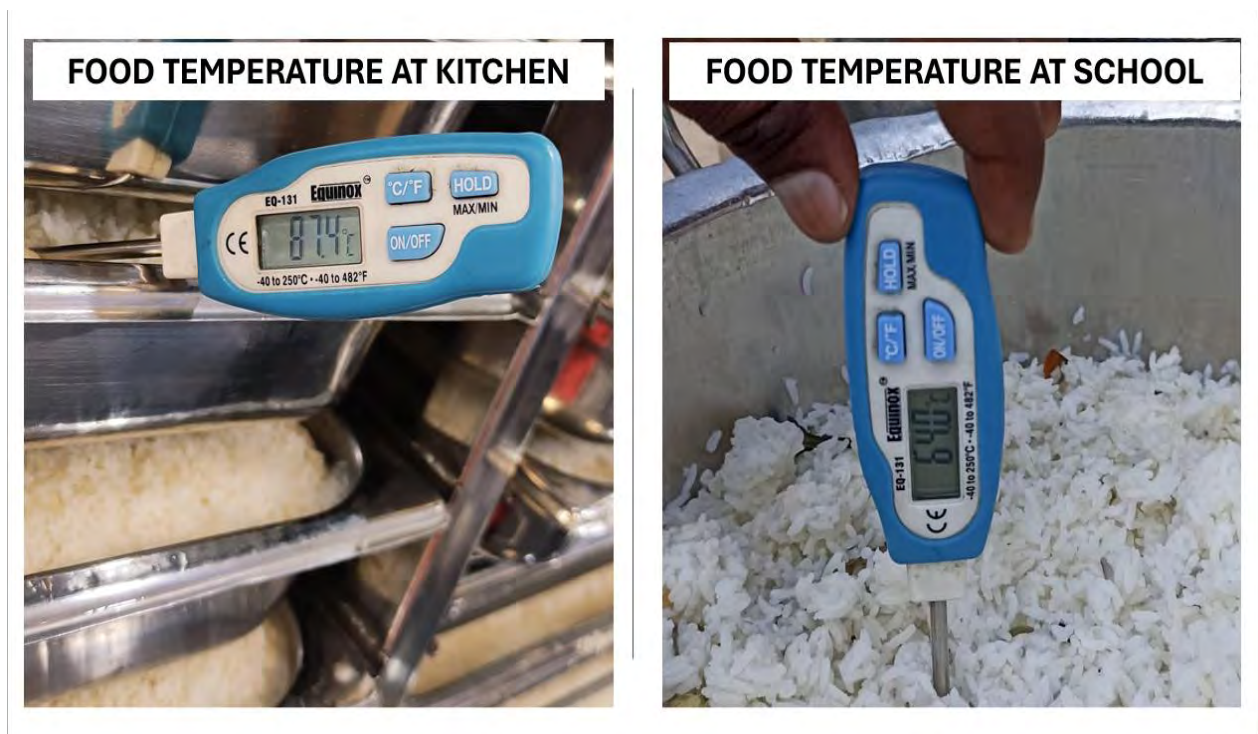
The daily operations of the kitchen are a well-orchestrated symphony, commencing as early as 3 AM. The process of washing vegetables happens in three phases through water and chlorination, cleaning of vessels with steam and the sterilization of machines is carried out from 3:00 to 4:00 AM ensuring that the kitchen is prepared for a day of meal preparation. Simultaneously, breakfast preparation, including chopping takes place depending on the specific curry being prepared. Cooking starts at 5:00 AM and requires around 4 hours to complete. To further guarantee that hygiene and safety standards are upheld, the team conducts regular checks to ensure employees are following Standard Operating Procedures (SOPs). This includes verifying that workers are wearing essential protective gear such as hairnets, gloves, safety shoes, and aprons.

3.1.4. LOADING AND TRANSPORTATION

The kitchen's transportation operations are essential for delivering meals to beneficiaries. The kitchen operates a fleet of 11 vehicles, sourced from multiple contractors. The vehicle composition includes 9 Boleros, 1 Ashok Leyland, and 1 Tata Ace. These vehicles are unique in a way as they are operated by the owner-cum-drivers themselves ensuring a sense of responsibility and ownership in the delivery process. They are accompanied by a helper to ensure smooth meal delivery.

Following the preparation of food, the loading team arranges cans/vessels into vehicles based on the packaging sheet's instructions. The first batch for Breakfast departs from the kitchen by 6:30 – 7:00 AM to ensure the food reaches all the schools by 8:00 to 8:30 AM every day. The second batch of food is for Mid-Day Meals, which departs by 8:30 to 9:00 AM. The Mid-Day Meals are distributed to schools which are within 3 KM to as far as 70 KM. The third batch of food is supplied to Annapurna Canteen which departs by 9:30 AM from the kitchen.

Figure 63: Temperature Check



The kitchen adheres to a strict policy regarding the time between cooking and consumption. Cooking is conducted at a temperature range of 85-90°C, ensuring that when the food reaches schools & canteens, it maintains a temperature of approximately 60-75°C, serving meals that are consistently hot and safe for consumption. The delivery of the food was planned in a strategic way so as to ensure that the cooked food is consumed within 3 to 4 hours after cooking, reflecting the commitment to providing freshly prepared meals. At each distribution centres, the supervisor diligently records the time and quantity of food delivered. Drivers collect these records and wait at the last centre until the distribution process is completed. They then commence collecting empty cans, eventually returning to the kitchen.

3.1.5. MAINTENANCE AND QUALITY ASSURANCE

Maintenance is a key aspect of ensuring operational efficiency. Vessels, stoves, and equipment undergo internal audits on a monthly basis. Additionally, external audits are conducted every six months to guarantee that all equipment is in optimal working condition. Quality checks are at the heart of the kitchen's operations. Weekly temperature checks are conducted over three days to monitor and maintain food safety standards. Waste food and kitchen wastage are efficiently managed through animal rearing for food, reflecting a commitment to sustainability and responsible waste disposal. Furthermore, the kitchen is in the process of obtaining ISO certification, a testament to its commitment to maintaining the highest quality standards.

To further enhance quality assurance, Government Officials from the Mahbubnagar Municipality undertake spontaneous cross-verification visits to the distribution centres. These visits ensure the quantity of food provided aligns with the intended distribution.

In conclusion, the centralized kitchen in Mahbubnagar stands as a model of efficient, hygienic, and nutritionally sound meal preparation and distribution. Its practices and commitment to quality not only address malnutrition but also contribute to the overall well-being of the community it serves. As it strives to overcome challenges and expand its reach, the kitchen continues to be a beacon of hope for the region's nutritional needs.

3.2. PROJECT OBJECTIVES & EXPECTED OUTCOMES

The project represents a significant stride towards addressing disparities in the region. Through strategic inputs, targeted activities, and anticipated outcomes, the collaboration between HKMCF and Aurobindo Pharma Foundation promises to create lasting positive change and foster a healthier and more vibrant society.

3.2.1. OBJECTIVES

- To establish a fully equipped centralized kitchen with a daily meal capacity of 20,000, ensuring its operational readiness and functionality.
- Target the reduction of malnutrition, focusing on rural populations and children in the project's vicinity.
- Provide hygienically prepared, nutrient-rich breakfast meals to government school students.

3.2.2. INPUTS

- Financial resources allocated by Aurobindo Pharma Foundation.
- Land for constructing the centralized kitchen.
- High-tech kitchen equipment and infrastructure.
- Food ingredients and supplies.
- Skilled kitchen staff and support personnel.
- Collaboration with government schools and other stakeholders.

3.2.3. ACTIVITIES

- Construction of the centralized kitchen facility.
- Procurement and installation of modern kitchen equipment.
- Recruitment and training of kitchen staff.
- Menu planning and preparation of hygienic breakfast meals.
- Distribution logistics for delivering meals to government schools.
- Coordination with government authorities and stakeholders.

3.2.4. EXPECTED OUTPUT

- Construction of the centralized kitchen facility.
- Procurement and installation of modern kitchen equipment.
- Recruitment and training of kitchen staff.
- Menu planning and preparation of hygienic breakfast meals.
- Distribution logistics for delivering meals to government schools.
- Coordination with government authorities and stakeholders.

3.2.5. EXPECTED OUTCOMES

1. Improved nutritional status of government school students.
2. Reduction in the prevalence of malnutrition among rural populations and children in the project's vicinity.
3. Increased attendance and engagement of students in schools.
4. Enhanced health and well-being of beneficiaries.
5. Greater food security and affordability for canteen beneficiaries.
6. Positive changes in dietary behaviors and food choices among the community.

3.2.6. SUMMARY

In conclusion, the Centralized Kitchen project by HKMCF stands as a beacon of hope, effectively addressing malnutrition and providing nutritious meals to school children and underserved communities. Its day-to-day operations underscore its commitment to excellence, making a lasting impact on the nutritional well-being of the community. With continuous improvements and an unwavering dedication to its mission, the project paves the way for a healthier and nourished future.

CHAPTER IV

This chapter provides a detailed assessment of the project. The study was conducted among students receiving breakfast, mid-day meals, commoners availing canteen services & teachers. Data was collected by the Team from 5 Mandals of Mahbubnagar on satisfaction, impact on education and on REESI Framework. After the data collection the data was analysed accordingly, and relevant inferences were drawn from it.

4.1. UNDERSTANDING STUDENTS PERSPECTIVES

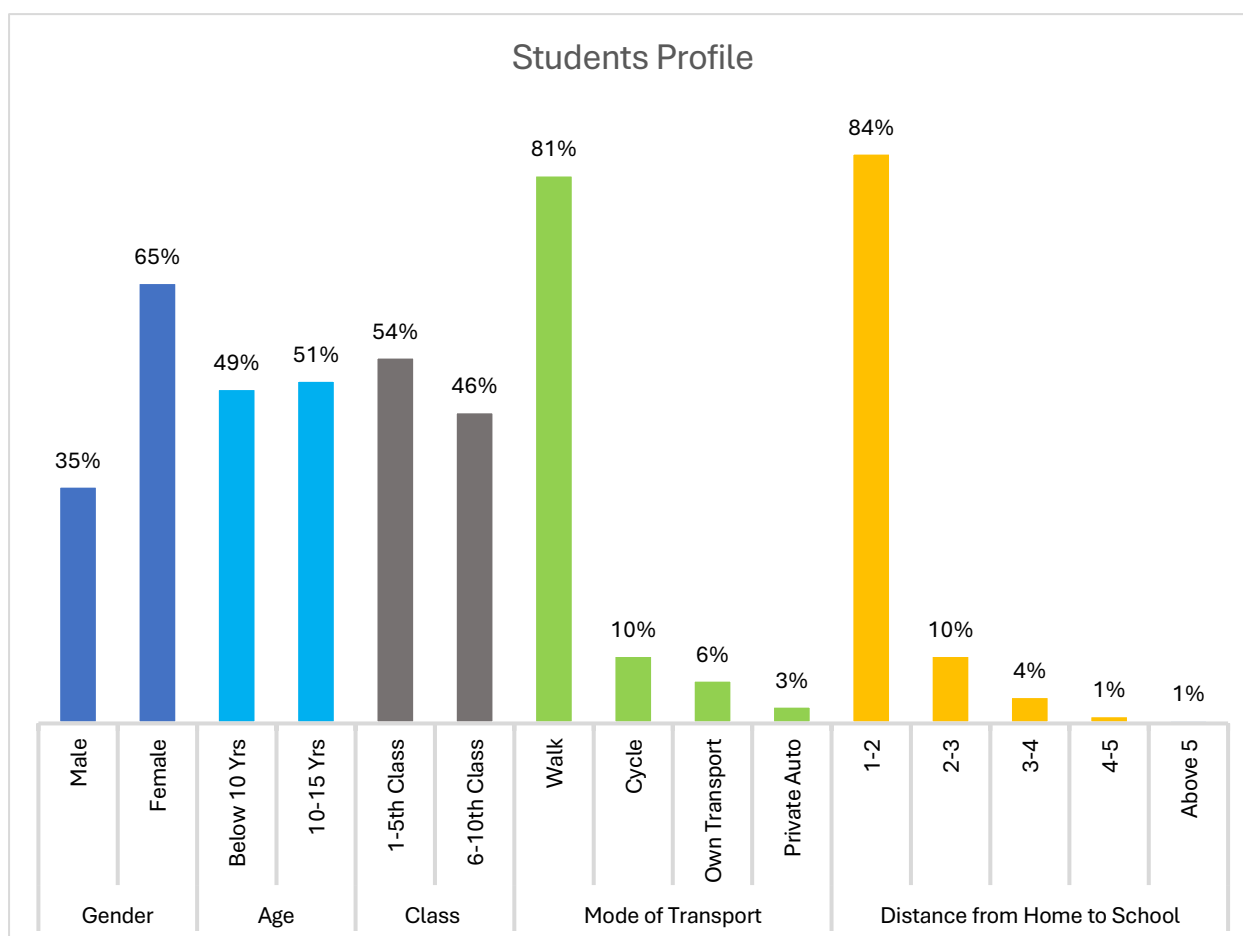
This comprehensive analysis delves into various facets of the centralized kitchen program's impact on students receiving breakfast and mid-day meals. It provides valuable insights into the demographic profile of the respondents, their perceptions of food quality, satisfaction with the program, and the effects of the initiative on their attendance, concentration, motivation, and nutritional fulfilment. By examining these dimensions, this analysis sheds light on the multifaceted influence of the centralized kitchen program on students' well-being and educational experiences.

4.1.1. PROFILE OF RESPONDENTS

The survey was conducted among students who are receiving breakfast and mid-day meals from the Centralised Kitchen. Among the students who actively participated in the survey, it was observed that 35% of the participants were male students, and 65% were female students.

The data provides insights into the demographic characteristics and commuting patterns of the surveyed students. It indicates a diverse representation of age groups with majority falling in the age range of 10-15 years. The data also shows a diverse representation of different school levels.

Figure 642: Profile of the Respondents



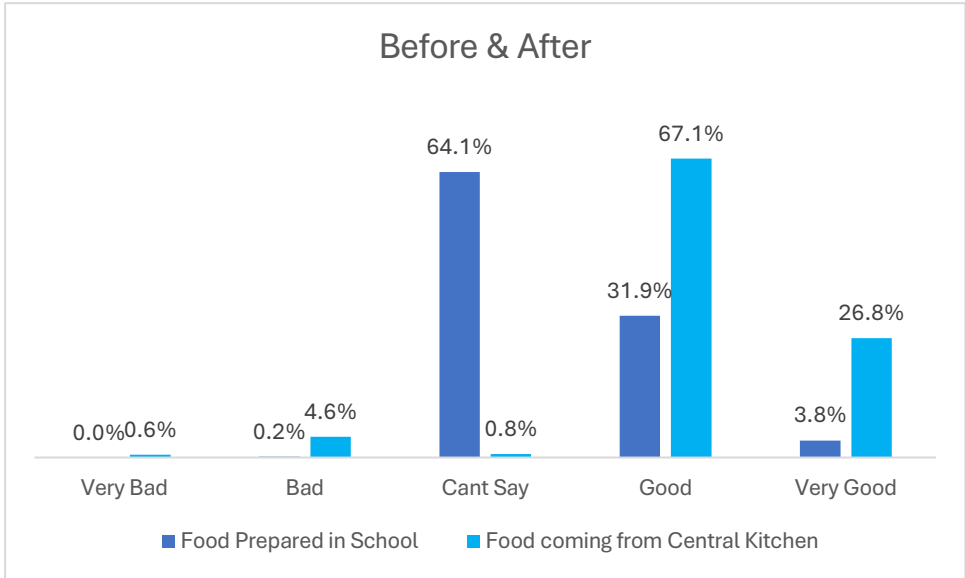
The data indicates that the majority of students (81%) commute to school on foot and majority (84%) of them walk at least 1-2 KM every day. This high percentage of students who walk to school presents a compelling justification for the provision of food, especially in the form of breakfast and mid-day meals. Students, especially those in the age range of 10-15 years, are in a critical phase of growth and development. Meeting their nutritional needs is essential for their physical and cognitive development. Breakfast and mid-day meals help fulfil these nutritional requirements.

4.1.2. BEFORE & AFTER CONDITIONS

The data suggests that students generally have a more positive opinion of the food provided by the Centralized Kitchen compared to food prepared in school. While a significant proportion (64%) of students had no strong opinion about school-prepared food, the majority (94.6%) favoured the Central Kitchen food, indicating a preference for the meals provided through this initiative. This favourable

perception could be attributed to the project's focus on quality, hygiene, and nutrition, as well as the centralization of meal preparation and distribution.

Figure 653: Before and After Conditions

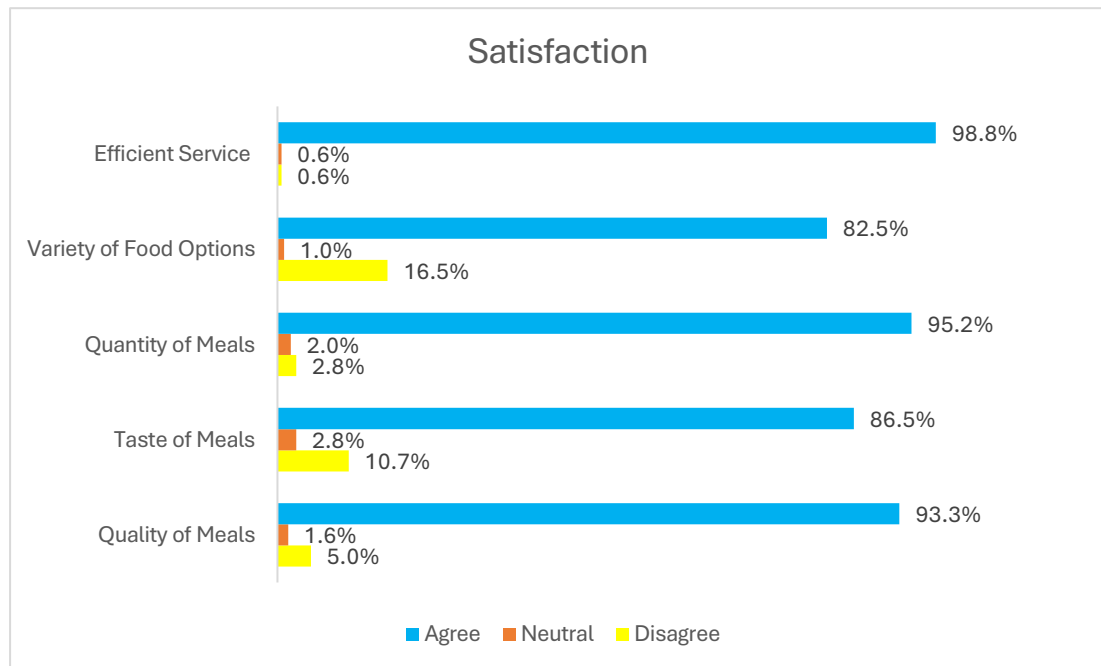


4.1.3. STUDENTS SATISFACTION

The survey results concerning student satisfaction with the meal program offer valuable insights into the quality, taste, quantity, variety, and efficiency of the meals provided from the central kitchen. These findings mirror the direct experiences and opinions of the students who constitute the primary beneficiaries of the meal program. By concentrating on the agreement rates observed in the survey, a comprehensive understanding of the program's strengths and areas for improvement can be derived.

A significant 93.3% of students agree that the quality of the meals provided is satisfactory indicating that the meals meet acceptable quality standards and are generally well-received. 86.5% of students agree that the taste of the meals provided is enjoyable. 95.2% of students agree that the meals provide a sufficient quantity to satisfy their hunger which demonstrates that portion sizes are generally adequate and meet students' hunger needs effectively. 82.5% of students still agree that the variety of food options provided is appealing. 98.8% of students agree that food is served promptly and efficiently during breakfast/lunch hours. This outstanding efficiency in service is highly commendable and contributes to overall satisfaction.

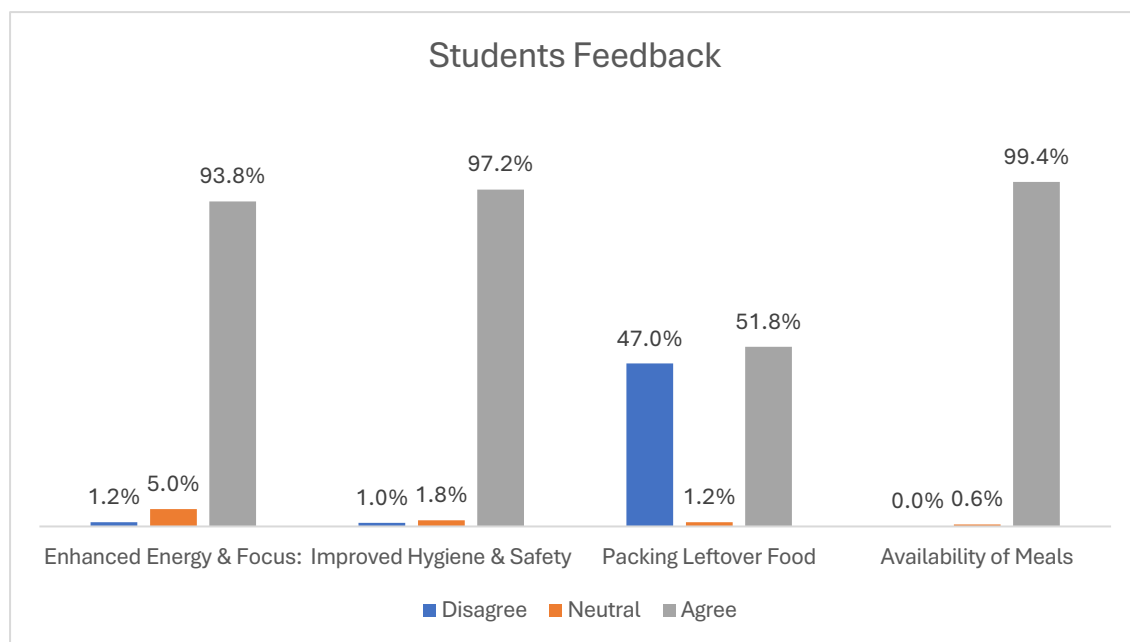
Figure 664: Overall Student Satisfaction



4.1.4. STUDENTS FEEDBACK

This analysis examines key aspects of the meal provision, including its impact on students' energy and focus, the transition to the New Central Kitchen, the practice of allowing students to take leftover food home, and the reliability of meal availability. A substantial 93.8% of respondents agree that they feel more energetic and focused after consuming the meals indicating that the meals not only provide nutrition but also contribute to improved energy levels and concentration among the students. 97.2% of respondents agree that the transition from the school kitchen to the New Central Kitchen has improved the hygiene and safety of the meals. Interestingly, 51.8% of respondents agree that they are allowed to pack any leftover food back home. However, it is worth noting that a significant 47% disagree with this statement, indicating some variability in the practice of allowing students to take leftovers. Lastly, 99.4% of students agree that breakfast/meals are usually available at the school every day which demonstrates the reliability and consistency of meal availability.

Figure 675: Students Feedback

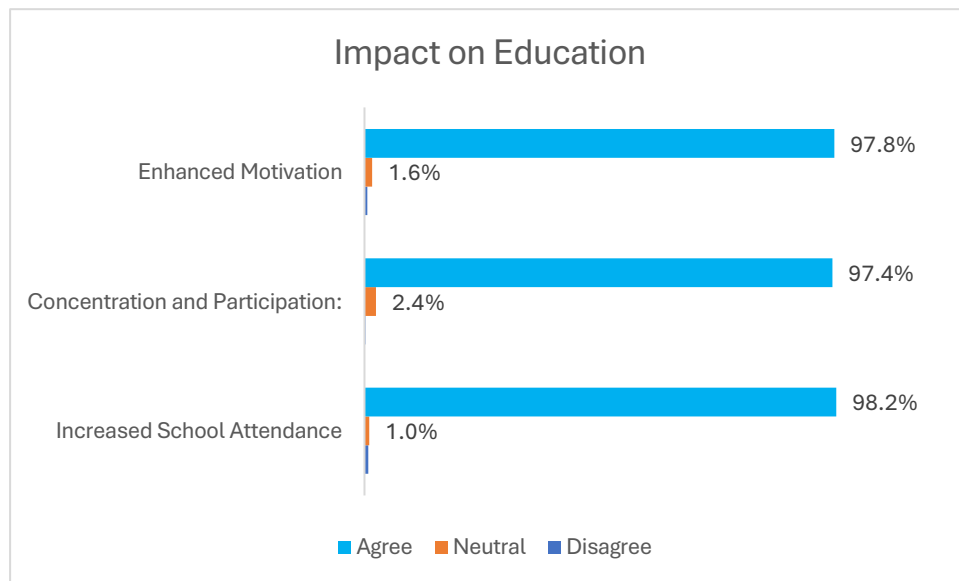


4.1.5. IMPACT ON EDUCATION

An analysis of students' feedback regarding the impact of the New Central Kitchen's meal provision on their school attendance, concentration, participation, and motivation is presented. By exploring these critical aspects, valuable insights into the holistic influence of the program on students' overall educational experience and well-being are explored.

The data reveals highly positive outcomes associated with the New Central Kitchen's meal provision. An overwhelming 98.2% of students agree that the availability of free breakfast/mid-day meals has increased their attendance at school, underscoring the role of nutrition in promoting regular school attendance. Furthermore, 97.4% of students believe that these nutritious meals have positively affected their concentration and participation in class, emphasizing the crucial link between nutrition and cognitive performance. Moreover, a substantial 97.8% of students express increased motivation to come to school regularly due to the provision of meals from the New Central Kitchen. This finding highlights the program's success in not only addressing nutritional needs but also fostering enthusiasm for education, contributing to a more conducive learning environment.

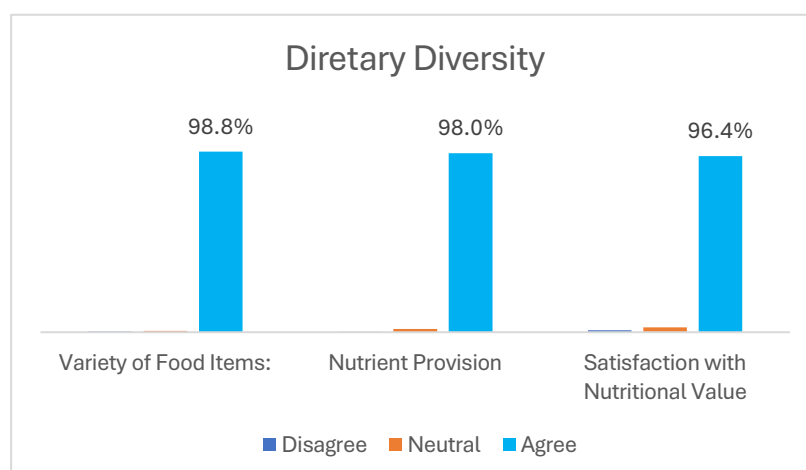
Figure 686: Impact on Education



4.1.6. DIETARY DIVERSITY

This section explores if the meals are diverse, nutritionally adequate for growth and development, and how satisfied students are with their nutritional value. 98.8% of students agree that the breakfast/meals from the New Central Kitchen include a variety of food items from different food groups. This high agreement rate signifies that the meal program prioritizes diversity, offering students a balanced selection of foods from various categories. 98.0% of students believe that the breakfast/meals provide them with the necessary nutrients for their growth and development. This strong agreement highlights the program's success in delivering meals that are not only diverse but also nutritionally sound. The data indicates that 96.4% of students express satisfaction with the nutritional value of the breakfast/meals which suggests that students find the meals fulfilling and nutritionally adequate.

Figure 697: Dietary Diversity



4.1.7. SUMMARY

In conclusion, the analysis of survey data from students benefiting from the centralized kitchen program highlights the program's resounding success in multiple domains. The program not only meets high standards of food quality but also significantly enhances student attendance, concentration, and motivation, fostering a conducive learning environment. Furthermore, it excels in providing diverse, nutritionally sound meals, with students expressing high levels of satisfaction. These findings emphasize the program's vital role in addressing both nutritional and educational needs, positively impacting the lives of the students it serves. The centralized kitchen program stands as a testament to the power of nutritious meals in nurturing the future generation's growth and development.

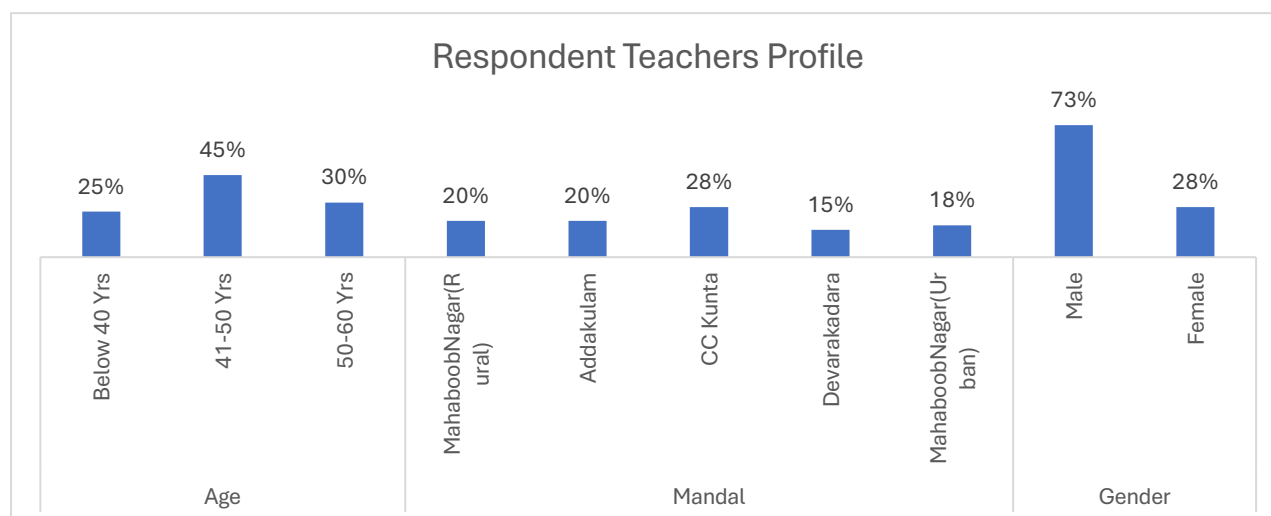
4.2. UNDERSTANDING TEACHERS PRESPECTIVE

This section offers a comprehensive insight into the perspectives and opinions of teachers who actively participated in surveys. The survey aimed to gauge various facets of the project's impact, including its effects on students' well-being, its role in fostering inclusivity, its influence on attendance and punctuality, and the efficiency of meal provision. Additionally, the data sheds light on teacher demographics, highlighting the diversity within the pool of respondents. This analysis delves into the key findings and provides a thorough understanding of the outcomes.

4.2.1. RESPONDENTS PROFILE

The following data represents a profile of the teachers from whom data was collected. It encompasses various demographic aspects, including age, mandal, and gender. A significant proportion, the analysis of teacher demographics provides a comprehensive understanding of the teachers' profiles participating in the data collection process. It showcases a diverse age distribution indicating a substantial presence of experienced educators followed by younger cohort which reflects a blend of experience and newer entrants in the teaching field. Geographic representation across mandals indicates the inclusivity of data collection efforts across both urban and rural regions. Lastly, approximately 73% of the teachers surveyed are male, whereas only 28% are female.

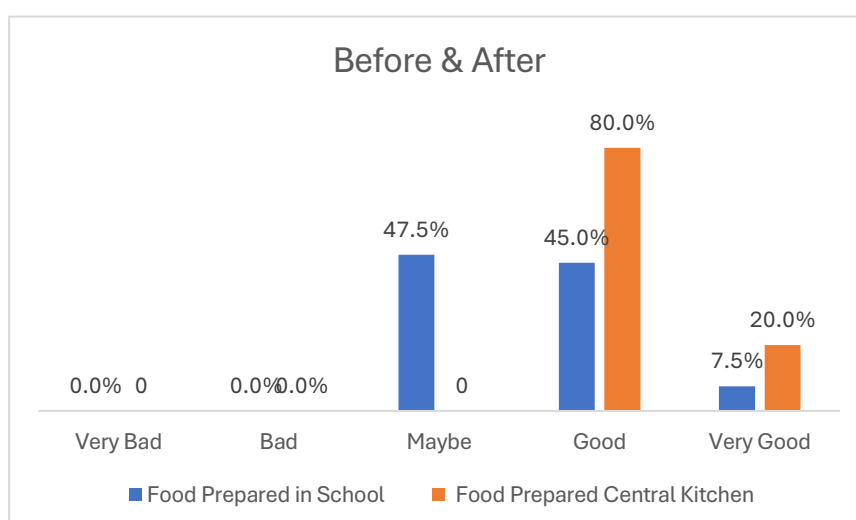
Figure 708: Teachers Profile



4.2.2. BEFORE & AFTER

The data on satisfaction with food preparation sources, including food prepared in school and food prepared in the Central Kitchen, reveals a clear contrast in perceptions among the respondents. For food prepared in school, 47.5% indicating a neutral stance, and a significant portion (45.0%) expressing a positive view by rating it as good. A smaller fraction (7.5%) also considers it very good. This suggests that there is a degree of neutrality. Conversely, the ratings for food prepared in the Central Kitchen show a distinct trend. No respondents rate it as very bad or bad, and the majority (80.0%) express a positive view by rating it as good, with an additional 20.0% considering it very good. This implies a significantly higher level of satisfaction and positive perception regarding food prepared in the Central Kitchen compared to food prepared in school.

Figure 719: Before & After – Teachers Perception

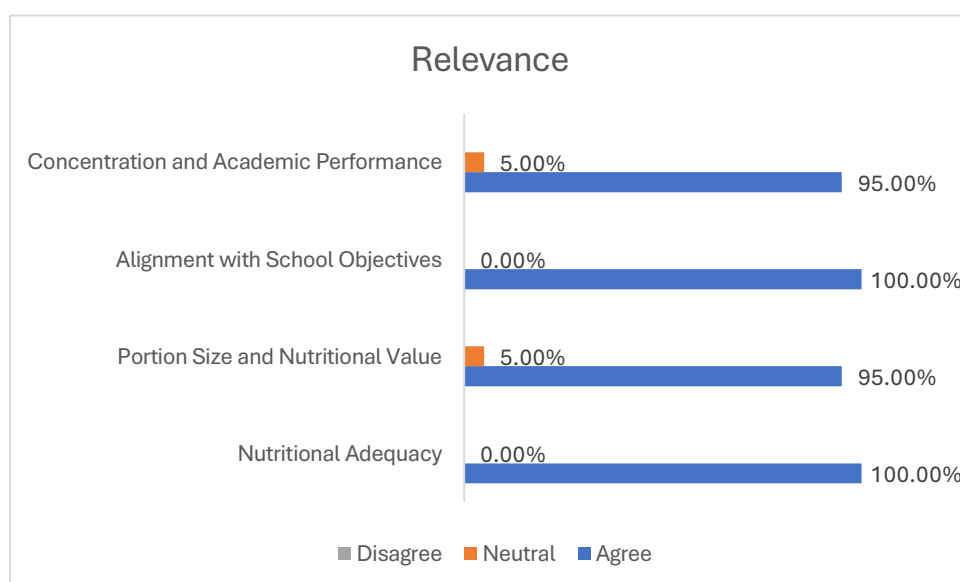


4.2.3. RELEVANCE

The provided data represents the opinions and perceptions of teachers who were surveyed regarding the meals provided by a centralized kitchen. The survey aimed to gather insights into various aspects related to these meals, including their nutritional adequacy, portion size, alignment with school objectives, and their impact on students' concentration and academic performance.

Remarkably, all surveyed teachers (100.00%) unanimously agree that the meals provided by the ultra-modern kitchen adequately meet the nutritional needs of the students. The vast majority (95.00%) of teachers agree that the meals provided are appropriate in terms of portion size and overall nutritional value. Once again, all surveyed teachers (100.00%) express agreement that the provision of breakfast and mid-day meals by the ultra-modern kitchen supports their school's objective of improving attendance rates and overall student well-being. This indicates a strong belief that the meal program aligns with the school's goals of enhancing attendance and student welfare. A significant majority (95.00%) of teachers agree that the meals provided by the kitchen contribute to enhancing students' concentration and academic performance. This demonstrates the perceived positive impact of the meal program on students' cognitive abilities and academic outcomes.

Figure 72: Relevance – Teachers Perception

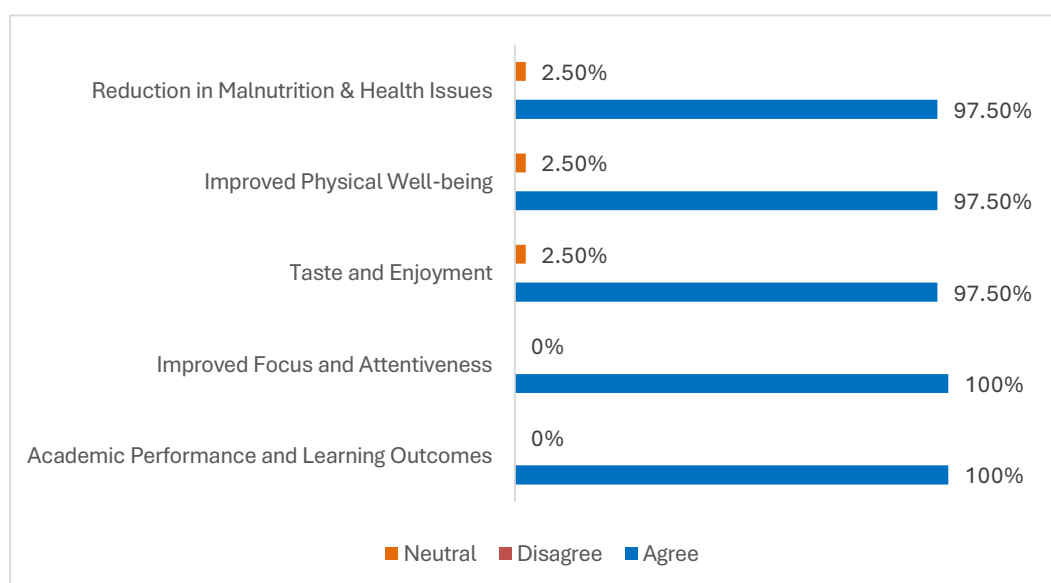


4.2.4. EFFECTIVENESS

The provided data represents the perspectives and opinions of teachers who participated in a survey regarding the provision of breakfast and mid-day meals by a school kitchen. The survey sought to gather insights into the perceived impact of these meals on students' academic performance, attentiveness, physical well-being, taste preferences, and their role in addressing malnutrition and related health issues.

All surveyed teachers (100.00%) unanimously agree that the provision of breakfast and mid-day meals by the kitchen has positively impacted students' academic performance and learning outcomes. Similarly, all teachers (100.00%) agree that students who receive meals from the kitchen demonstrate improved focus and attentiveness in classrooms. Majority (97.50%) of teachers agree that the meals provided by the kitchen are tasty and enjoyable for the students. Likewise, a significant majority (97.50%) of teachers agree that students who receive meals from the kitchen demonstrate improved physical well-being. This suggests that the meal program contributes positively to students' overall health and vitality. Once again, the majority (97.50%) of teachers express agreement that the kitchen project has contributed to reducing malnutrition and related health issues among the students.

Figure 73: Effectiveness – Teachers Perception



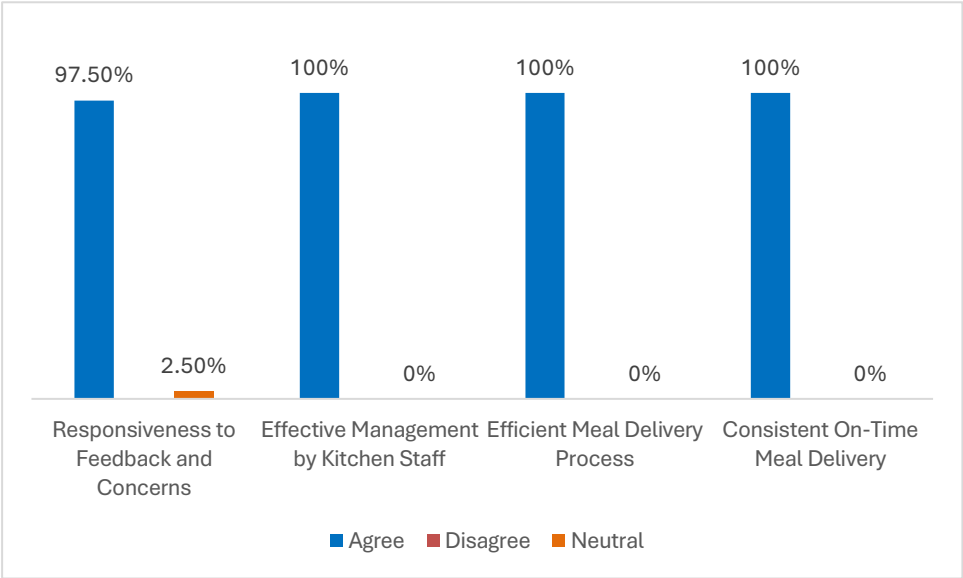
4.2.5. EFFICIENCY

The provided data presents feedback and opinions gathered from teachers who participated in an assessment of the efficiency and functionality of a school kitchen's meal provision program. The survey aimed to gauge the perceived reliability of meal delivery, the impact of the kitchen's efficient processes on school operations, the effectiveness of kitchen staff in managing meal-related tasks, and the responsiveness of the staff to feedback and concerns from students and the school community. A unanimous consensus (100.00%) among teachers indicates

that the meals provided by the kitchen are consistently delivered on time. All surveyed teachers (100.00%) agree that the kitchen's efficient meal delivery process contributes to a smooth operation within the school. This alignment of perspectives highlights the integral role of efficient processes in ensuring the program's effectiveness and seamless integration into the school's daily routines.

Teachers unanimously (100.00%) believe that the kitchen staff effectively manages meal preparation, packaging, and distribution processes. This strong consensus reflects the competence and proficiency of the kitchen staff in handling essential tasks related to meal provision. An overwhelming majority (97.50%) of teachers agree that the kitchen staff is responsive to feedback and concerns from students and the school community. This positive perception emphasizes the importance of open communication and adaptability, which contribute to ongoing program improvement.

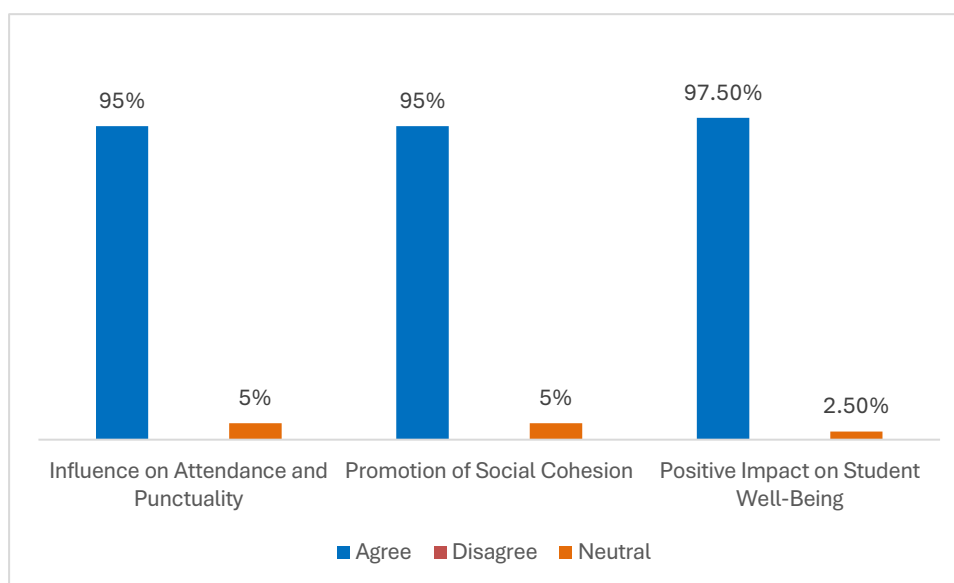
Figure 74: Efficiency – Teachers Perception



4.2.6. IMPACT

The assessment aimed to measure the perceived effect of the project on students' overall well-being, its role in promoting social cohesion without cultural bias, and its influence on students' attendance and punctuality. Majority (97.50%) of the surveyed teachers agree that the ultra-modern kitchen project has positively impacted the overall well-being of the students in the school. A significant majority (95.00%) of teachers believe that the project has fostered a sense of social cohesion without any cultural bias within the school. The provision of meals by the kitchen is seen as having a positive influence on students' attendance and punctuality by 95.00% of teachers. This alignment of perspectives underscores the belief that access to meals through the project has incentivized students to attend school regularly and be punctual, furthering their educational progress.

Figure 753: Impact – Teachers Perception



4.2.7. SUMMARY

In conclusion, the project is overwhelmingly perceived as a positive force, with teachers acknowledging its significant contributions to students' overall well-being, social cohesion, and educational attendance and punctuality. Moreover, the data underscores the efficiency of the meal provision process, reflecting positively on the management and staff responsible for its success. Collectively, these insights emphasize the holistic and multifaceted impact of the ultra-modern kitchen project, aligning with the school's educational objectives and improving the quality of students' lives.

4.3. ANNAPURNA CANTEEN BENEFICIARIES

The provided data offers a comprehensive overview of the beneficiaries who regularly avail themselves of the services at Annapurna canteen. It delves into various demographic factors, dietary preferences, satisfaction levels, and the perceived impact of the canteen on the well-being of its patrons. The survey aimed to capture a holistic understanding of the canteen's role within the community, shedding light on its effectiveness in meeting the nutritional needs of its diverse clientele.

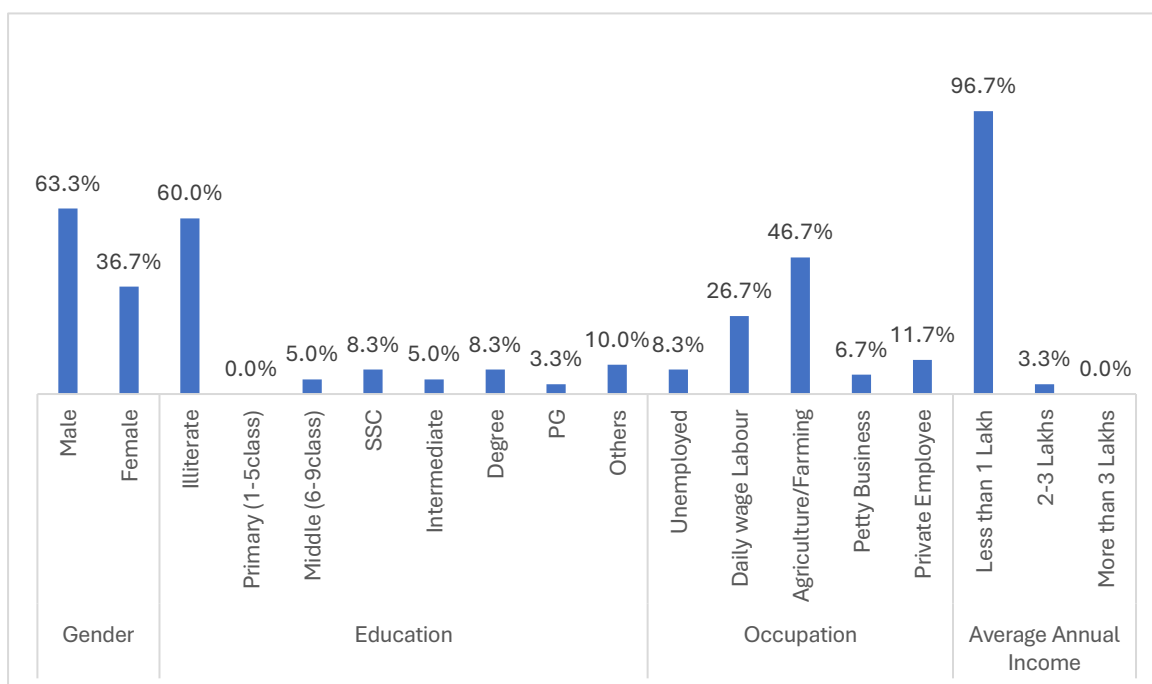
4.3.1. RESPONDENTS PROFILE

The data provided offers valuable insights into the demographic characteristics of beneficiaries who regularly utilize the services of Annapurna canteen. These beneficiaries represent a diverse cross-section of the community, and the data encompasses their gender distribution, educational backgrounds, occupational statuses, and, by extension, their potential socio-economic strata.

The data reveals that the beneficiaries of Annapurna canteen are predominantly male, constituting approximately 63.3% of the total. 60.0% of the beneficiaries are reported as illiterate, indicating a lower level of formal education. The data further illustrates the varied occupational statuses of Annapurna canteen beneficiaries. The largest group comprises daily wage labourers, making up 26.7% of the beneficiaries. Agriculture and farming-related occupations also account for a substantial portion, totalling 46.7%. An interesting finding is that 8.3% of beneficiaries are unemployed, which may indicate a potential vulnerability within this group.

The data indicates that 96.7%, report an annual income of less than 1 Lakh which suggests a predominantly economically disadvantaged demographic among the respondents. When it comes to the frequency of dining at the canteen, the responses vary. A quarter of the respondents (25.0%) eat at the canteen daily, while an additional 11.7% dine there 3-4 days a week. This suggests that a significant portion of respondents relies on the canteen for regular meals.

Figure 764: Canteen Respondents Profile

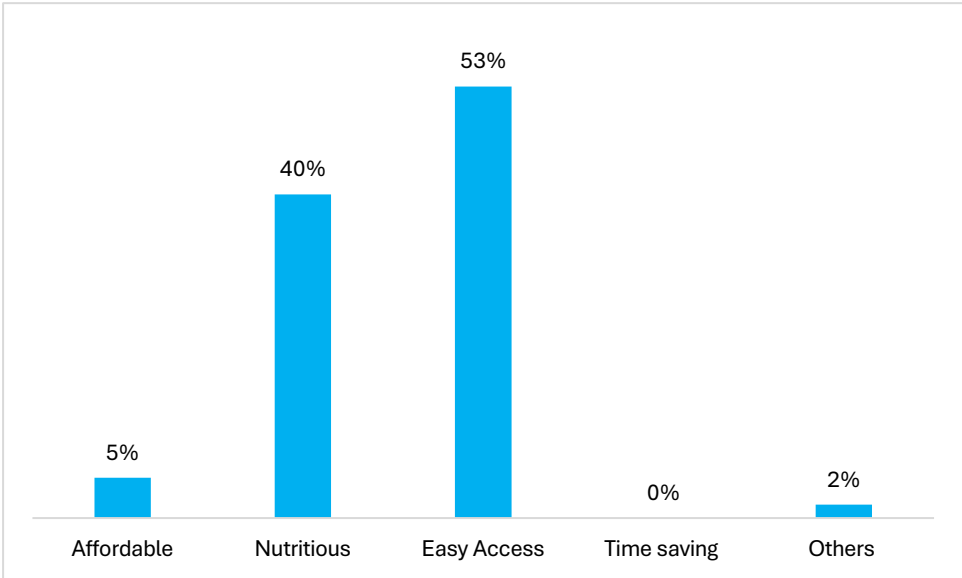


4.3.2. REASONS FOR OPTING FOOD

The data reveals that the majority of respondents, constituting 53.3%, opt for the canteen due to its easy accessibility followed by 40.0%, choose the canteen because they perceive the food offered there as nutritious.

This implies that the canteen's location or operational hours are convenient for a substantial portion of people, and they prioritize the nutritional value of meals when making their dining decisions, and the canteen meets this criterion

Figure 775: Reasons for Opting

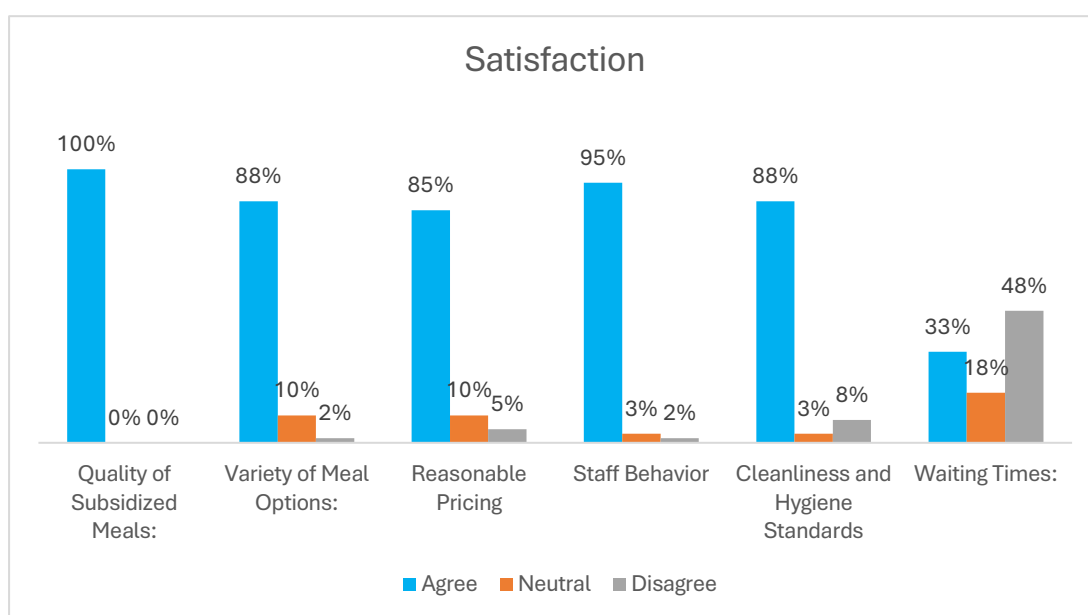


4.3.3. SATISFACTION

The data presented here offers valuable insights into the perceptions and experiences of beneficiaries who regularly dine at the Annapurna canteen. It provides a comprehensive overview of various aspects related to the canteen's services, including food quality, variety, pricing, staff behaviour, cleanliness, and waiting times.

100% beneficiaries indicate that the quality of the subsidized meals at the Annapurna canteen is deemed satisfactory. 88.3% of respondents believe that the canteen offers an adequate variety of meal options. 85% of beneficiaries consider the subsidized meals at the canteen to be reasonably priced. 95% of respondents find the canteen staff to be courteous and helpful, 88.3% of beneficiaries believe that cleanliness and hygiene standards at the canteen are maintained. When it comes to waiting time only 33.3% of respondents find the waiting time acceptable, while a significant portion 48.3% disagrees. Addressing waiting times may be an area for potential improvement to enhance the overall dining experience.

Figure 786: Satisfaction

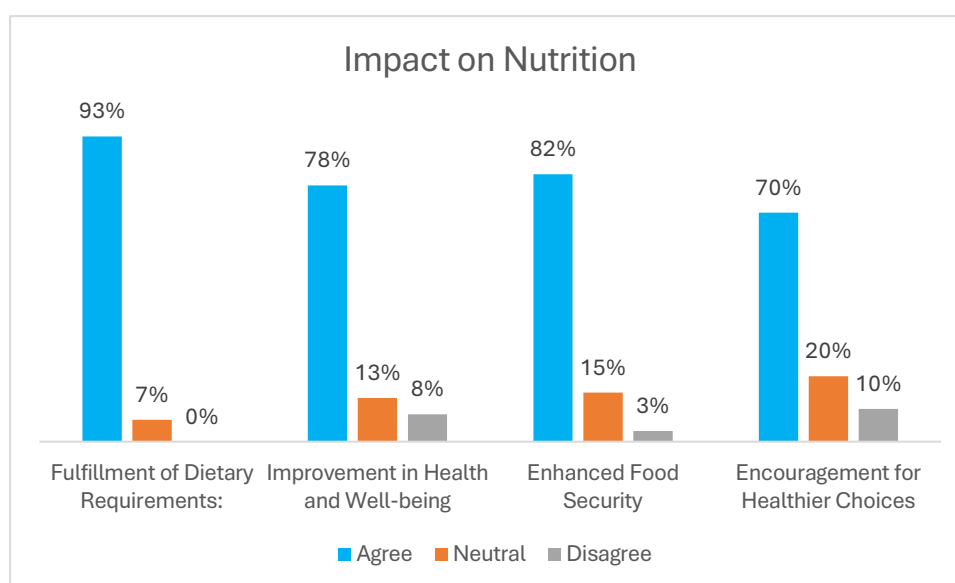


4.3.4. IMPACT ON NUTRITION NEEDS

The data presented here represents the perspectives and experiences of beneficiaries who regularly consume subsidized meals at the Annapurna canteen. The survey aimed to assess the impact of these subsidized meals on beneficiaries' dietary requirements, overall health and well-being, food security, and their influence on making healthier food choices.

An overwhelming 93.3% of beneficiaries agree that the subsidized meals fulfil their dietary requirements. A significant majority 78.3% of respondents believe that the subsidized meals have positively improved their overall health and well-being which suggests that regular access to nutritious meals has a beneficial impact on the physical and possibly mental health of the beneficiaries. 81.70% of beneficiaries feel more food secure and less worried about meeting their daily nutritional needs due to the availability of subsidized meals which indicates that the canteen plays a vital role in addressing food insecurity among its patrons, contributing to their overall welfare. Lastly, the availability of subsidized meals has encouraged 70% of beneficiaries to make healthier food choices. This implies that the canteen's offerings not only provide nutrition but also promote healthier eating habits among people.

Figure 797: Impact on Nutrition

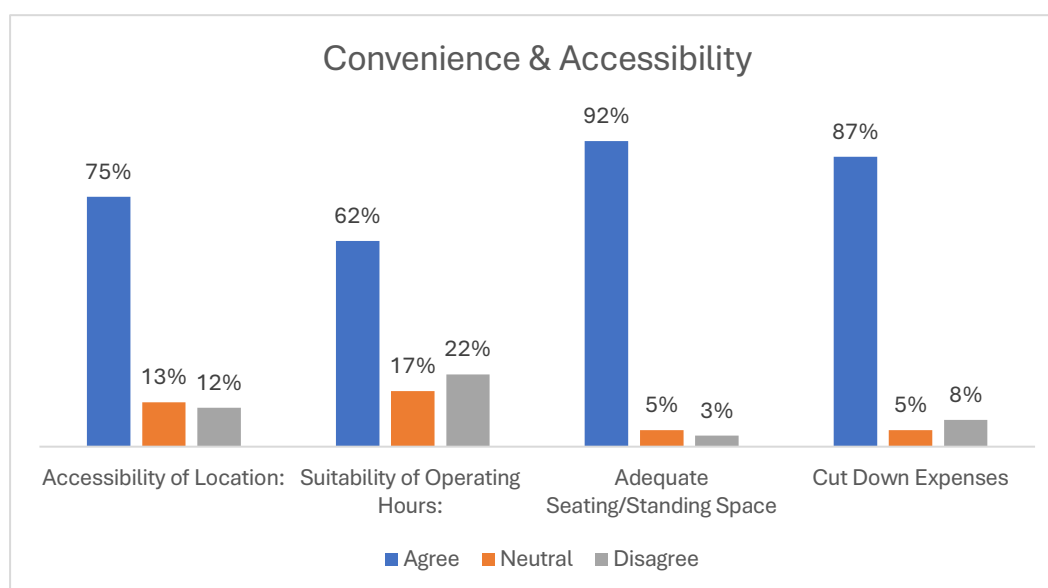


4.3.5. CONVENIENCE & ACCESSIBILITY

The following data represents feedback and opinions gathered from beneficiaries who regularly patronize the Annapurna canteen. The survey focused on assessing the convenience and accessibility aspects of the canteen's location, operating hours, and seating arrangements, all of which are essential factors contributing to the overall dining experience.

A substantial 75.00% of beneficiaries agree that the location of the canteen at the Government Hospital/Mahbubnagar Bus stop is easily accessible for them. This indicates that the canteen's choice of location is convenient for the majority of its users. While 61.70% of beneficiaries find the operating hours of the canteen suitable for their needs, it's noteworthy that a significant portion (21.70%) disagrees with this statement. This suggests that there might be scope for adjusting operating hours to better accommodate. 91.70% of beneficiaries believe that the canteen provides adequate seating or standing space for customers. Lastly, 87% of beneficiaries feel that their food expenses have come down due to subsidised meals.

Figure 808: Convenience & Accessibility



4.3.6. SUMMARY

In conclusion, the data underscores the critical role played by Annapurna canteen in addressing the dietary needs of a predominantly economically disadvantaged community. With its strategic location and focus on nutritious offerings, the canteen has earned the trust and preference of its patrons. It is heartening to note the unanimous agreement on the quality of subsidized meals. Additionally, the canteen's positive impact extends beyond nutrition, with improved health and well-being reported by a significant proportion of beneficiaries. While the canteen generally meets expectations in terms of accessibility and seating, there is potential for enhancing the dining experience by adjusting operating hours and addressing waiting times. These findings affirm the canteen's significance in the lives of its beneficiaries and provide valuable insights for future improvements and initiatives to continue serving the community effectively.

4.4. STAKEHOLDER PERSPECTIVES

The qualitative stakeholder perspectives gathered through interviews with key figures in the Annapurna Canteen initiative offer a comprehensive understanding of the program's dynamics, impacts, and challenges. These interviews provide invaluable insights into the role of various stakeholders, including the CEO of HKMCF, the Canteen Supervisor, and school principals, shedding light on the multifaceted aspects of the program's operations and its far-reaching influence on beneficiaries.

4.4.1. KII WITH CEO SRI KAUNTEYA DASA PRABHU

The stakeholder perspective offered by Sri Kaunteya Dasa, CEO, HKMCF sheds light on the pivotal role played by various stakeholders in the success and sustainability of the Annapurna Canteen initiative. The CEO's insights touch upon aspects such as donor support, government initiatives, and the impact on Self-Help Groups (SHGs).

The CEO of HKMCF emphasized the critical role of donor support, particularly acknowledging the assistance provided by Aurobindo Pharma Foundation. This emphasizes the challenges inherent in securing funding for rural initiatives and highlights the pivotal contribution of corporate partnerships in enabling impactful programs within underserved regions. Prabhu Ji further pointed out the synergy between HKMCF's pilot efforts and the Telangana government's introduction of a breakfast scheme in government schools. This alignment demonstrates how grassroots endeavors can complement and catalyze larger-scale policy implementations, resulting in a broader positive impact.

Figure 819: KII with Sri Kaunteya Dasa Prabhu, HKMCF



Additionally, he shed light on the employment dynamics within SHGs. Previously engaged in cooking, these groups have transitioned to other roles, such as cleaning and food service. This transition not only ensures the preservation of employment opportunities but also underscores the resilience and adaptability of local communities in response to changing program requirements. Lastly, the commitment to continuous improvement was evident as he mentioned the regular collection of feedback from schools and the subsequent incorporation of necessary changes. This iterative process ensures that the Annapurna Canteen remains responsive to evolving beneficiary needs and

preferences, reflecting a dedication to service excellence and impact optimization. During the discussion Prabhu also shared about their efforts in improvising the canteen facilities not only in Mahbubnagar but across the state.

Figure 82: interaction with Kitchen Team



4.4.2. KII WITH CANTEEN SUPERVISOR

Interview with the Canteen Supervisor at the Government Hospital provides insights regarding the operations of the Annapurna Canteen initiative. The conversation delves into various aspects of the canteen's functioning, personnel, logistics, food distribution, and community engagement. This qualitative narrative offers valuable perspectives on the intricacies of sustaining a program aimed at providing subsidized meals to beneficiaries in need.

The interview with the Canteen Supervisor unveils several key facets of the Annapurna Canteen's daily operations. Notably, it highlights the historical context of the initiative, with Akshay Patra initiating the kitchen at the Government Hospital a decade ago. The recent takeover by the Hare Krishna Foundation just a year ago marks a transition in the program's management, indicating the dynamic nature of such community-oriented efforts.

The role of the supervisor, who, as a Mahbubnagar Municipal employee, shoulders the responsibility of overseeing various aspects of Canteen maintenance, including equipment, hygiene, and infrastructure. The supervisor's target of selling 300 meals per day features the program's ambition to cater to a substantial number of beneficiaries. A critical observation from the interview pertains to the cleanliness and maintenance of the Annapurna Canteen. While the canteen undergoes cleaning before food arrives from the Hare Krishna Kitchen, the statement suggests

that maintenance and hygiene could be areas for improvement to enhance the overall dining experience for beneficiaries.

Figure 831: Annapurna Canteens



It is noteworthy that the canteen typically experiences high demand, with food nearly always running out, demonstrating the essential role it plays in catering to beneficiary needs. However, on certain occasions, such as festivals or when the patient count is exceptionally low, some leftover food occurs. The practice of returning this surplus food to the Hare Krishna Movement Charitable Foundation exhibits a responsible approach to resource management and waste reduction. Overall, the interview with the Canteen Supervisor paints a vivid picture of the Annapurna Canteen's operational landscape, highlighting areas of strength and potential improvement, all within the context of a program dedicated to serving the nutritional needs of its beneficiaries.

4.4.3. KII WITH SCHOOL PRINCIPALS

The interviews sheds light on the crucial role these nutritional interventions play in the lives of students, school enrolment, and overall well-being, particularly in a community where many parents are engaged in daily labour. The interviews encapsulates the school's experiences, observations, and the ripple effect of providing students with healthy and timely meals.

Figure 842: KII's with School Principals



The Principals highlights the positive impact of these programs on both the quantity and quality of meals provided to the students. The menu includes nourishing options such as upma, idly, and uggani, ensuring a balanced diet for growing minds. One critical aspect mentioned in the interview is the active communication and feedback mechanism established between the school and the transport team responsible for meal delivery. The school In-charges provides daily suggestions, fostering a sense of ownership and continuous improvement in meal provision.

The Principals highlight the link between food availability and increased student enrollment, with food serving as a compelling incentive for parents to send their children to school. Some school's location near a slum community, where many parents work as daily laborers and rest in the very interiors of villages stresses the significance of these meal programs in addressing food security concerns among vulnerable populations. Hare Krishna Foundation's proactive approach, which includes a survey and timely delivery of breakfast, ensures that the students receive nutritious meals promptly. A dedicated committee of two teachers oversees the maintenance and serving of breakfast and mid-day meals, ensuring that the process is efficient and effective. Advanced communication between the transport team and the school committees helps prevent food wastage, aligning with the principles of responsible resource management.

According to the Principals, the quality of meals, both for Mid-Day Meal and breakfast, is commendable. Additionally, the schools conduct regular BMI assessments and addresses cases of anemia with the assistance of Asha workers, underscoring a holistic approach to student well-being. The interviews also reveal that providing

breakfast has positively impacted students' attentiveness and energy levels, signifying the broader impact of nutrition on academic engagement and performance. Overall, this interview with the School Principals underscores the transformative power of nutritious meals in the context of education, enrollment, and student health, showcasing how collaborative efforts can make a significant difference in the lives of students and their communities.

4.5. SUMMARY

These qualitative interviews serve as a vital conduit for understanding the nuances and depth of the Annapurna Canteen initiative's impact. The CEO of HKMCF emphasizes the importance of donor support and the collaborative synergy between grassroots efforts and government policies. The Canteen Supervisor's insights reveal the operational intricacies and potential areas for improvement within the program. Finally, the interviews with school principals underscore the transformative effect of nutritious meals on student enrolment, health, and academic performance, highlighting the holistic impact of such initiatives on the community. Together, these perspectives enrich our understanding of the Annapurna Canteen initiative and its significance in addressing nutritional and educational needs in underserved areas.

CHAPTER V

5.1. SIGNIFICANCE OF THE PROJECT

The establishment of the Centralised Kitchen at Mahbubnagar by the Hare Krishna Movement Charitable Foundation (HKMCF) in collaboration with Aurobindo Pharma Foundation signifies a remarkable and holistic approach to addressing crucial societal challenges. This initiative, encompassing the provision of breakfast, mid-day meals, and subsidized meals at Annapurna Canteens, holds immense significance on multiple fronts. Firstly, it caters to the nutritional needs of a diverse beneficiary base, ranging from school children to in-patients attendants at government hospitals, while ensuring the quality, quantity, and variety of meals. This approach is a testament to the commitment to providing balanced and nutritious food, thereby addressing issues of malnutrition and food insecurity in vulnerable communities.

Secondly, the Centralized Kitchen exemplifies the power of collaboration between philanthropic organizations, corporations CSR wings like Aurobindo Pharma Foundation, and grassroots movements like the HKMCF. Such partnerships play a pivotal role in bridging the gap between corporate social responsibility and community welfare, facilitating the mobilization of resources, expertise, and infrastructure to serve those in need.

In essence, the Centralized Kitchen initiative represents a shining example of how collaboration, community engagement, nutritional support, and holistic development can intersect to create a positive and lasting impact on the lives of beneficiaries in underserved areas.

5.2. OUTCOME OF THE PROJECT

The outcome of the project, which encompasses the establishment of the Centralized Kitchen initiative by the Hare Krishna Movement Charitable Foundation (HKMCF) in collaboration with Aurobindo Pharma Foundation, is multifaceted and reflects a comprehensive transformation in the lives of the beneficiaries and the communities it serves.

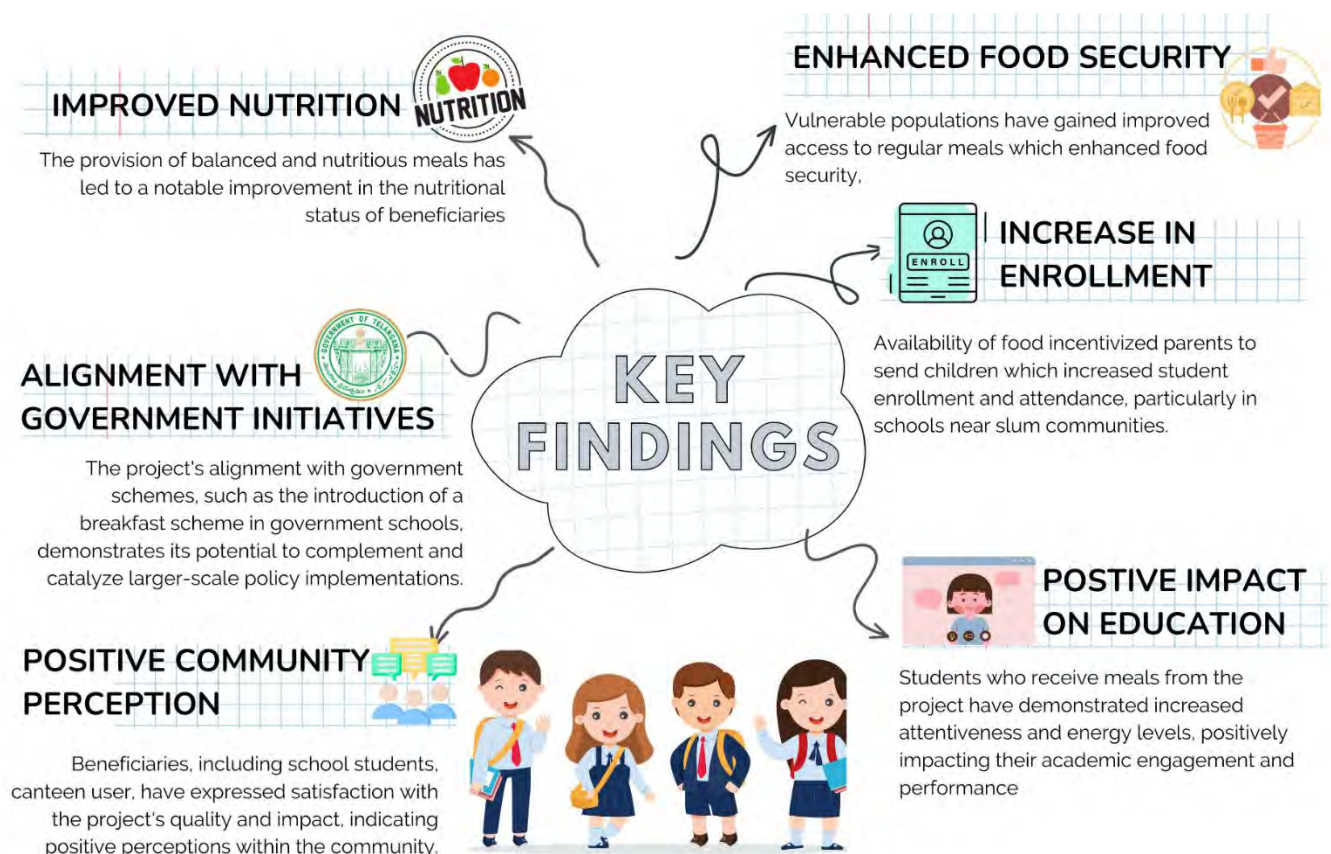
The foremost outcome is the significant enhancement of the nutritional well-being of the beneficiaries. The provision of balanced and nutritious meals, including breakfast, mid-day meals, and subsidized meals at Annapurna Canteens, has directly contributed to addressing malnutrition and improving the overall health of school children, in-patient attendants at government hospitals. The project has substantially contributed to enhancing food security among beneficiaries. Vulnerable populations, including daily laborers and slum-dwelling communities, have gained reliable access to regular meals. This not only addresses immediate hunger but also reduces the financial burden on families, making it easier for parents to send their children to school, leading to increased school enrolment.

The project highlights the positive outcomes of collaboration between philanthropic organizations like HKMCF and private corporations such as Aurobindo Pharma Foundation. This synergy has mobilized resources, expertise, and infrastructure for the benefit of underserved communities, exemplifying the potential of public-private partnerships in addressing societal challenges. These outcomes collectively signify the project's success in addressing critical societal challenges and improving the lives of those it serves.

5.3. KEY FINDINGS

The impact assessment study of the project reveals several significant outcomes and findings, showcasing the project's positive influence on the community. These key findings encompass improved nutrition, enhanced food security, increased school enrolment, a positive impact on education, positive community perceptions, and responsible resource management. These findings collectively underscore the project's success in addressing critical issues related to nutrition, education, and community well-being.

Figure 853: Findings of the Study



5.4. SUGGESTIONS

The suggestions for project improvement play a crucial role in ensuring the continued success and effectiveness of initiatives like the HKMCF's Centralized Kitchen. In this context, the project has already achieved significant milestones in improving nutrition, food security, education, and overall community well-being. However, continuous enhancement is essential to maximize positive outcomes. Two key suggestions have emerged from the assessment process that can further strengthen the project's impact. These suggestions are rooted in the desire to maintain and expand the positive changes the project has brought to the community, making it more sustainable and beneficial in the long term.

i. Baseline Assessment of the Students:

- A baseline assessment is fundamental for understanding the project's starting point, enabling accurate measurement of its impact over time. It serves as a reference for assessing changes in nutritional status, health, education, and food security among beneficiaries.
- A baseline study establishes a reference point against which the project's progress and impact can be measured. It provides a snapshot of the existing conditions within the targeted schools, including student nutrition, health, and enrolment rates, before any interventions take place.
- It is suggested that Aurobindo Pharma Foundation ensures that the Implementing Partners conduct a Baseline Assessment at the time of commencement of the Project. By collecting data on key indicators such as student health, nutritional status, and school enrollment, the project gains valuable insights into the specific needs and challenges faced by the school communities. This evidence-based approach enables both the funding and implementing teams at the time of Impact assessment to compare the pre and post intervention changes.

ii. Improvement of Canteen Shelter Facilities:

- Canteen shelter facilities play a vital role in creating a positive dining experience for beneficiaries. A comfortable and well-maintained environment can contribute to increased utilization of canteens and overall satisfaction.
- The Implementing Partner need to collaborate with the government (which oversees the canteen) on enhancing canteen shelter facilities, which will make beneficiaries feel valued and welcomed. This improvement will encourage regular use of the canteens and promote a sense of community well-being.

5.5. CONCLUSIONS

In conclusion, a collaborative effort by the Hare Krishna Movement Charitable Foundation (HKMCF) and Aurobindo Pharma Foundation reveals a story of positive transformation in the lives of beneficiaries, schools, and communities. Through a holistic approach that includes the provision of breakfast, mid-day meals, and subsidized meals at Annapurna Canteens, this project has made significant strides in improving nutrition, enhancing food security, increasing school enrollment, and positively impacting education.

The project has undeniably improved the nutritional status of beneficiaries, as evidenced by reduced cases of anemia, better BMI assessments, and overall improved health outcomes. By providing balanced and nutritious meals, it has contributed to the well-being of those it serves. Vulnerable populations, including daily labourers and slum-dwelling communities, have gained better access to regular meals through the project. This has not only enhanced food security but also alleviated hunger and financial burdens on families, leading to improved livelihoods. The provision of breakfast and mid-day meals has acted as a powerful incentive for parents to enrol and retain their children in school. As a result, there has been a substantial increase in student enrolment and attendance, especially in schools located near marginalized communities. Students who benefit from the project's meals have shown increased attentiveness and energy levels. This, in turn, has positively impacted their academic engagement and performance, underscoring the crucial link between nutrition and education. The project has garnered positive perceptions from beneficiaries, including school principals, canteen supervisors, and community members. Their satisfaction with the project's quality and impact highlights the collaborative spirit and community-driven nature of the initiative.

However, this Impact Assessment Report also recognizes opportunities for further improvement. It suggests the need for baseline assessments among schools to better understand the project's impact, guide decision-making, and tailor interventions to specific needs. Additionally, enhancing canteen seating facilities to provide beneficiaries with better shelter and comfort during mealtimes would contribute to an improved dining experience.

In conclusion, the project serves as a testament to the power of collaboration, community engagement, and holistic approaches to address pressing issues of nutrition, food security, and education. It has already achieved remarkable results but also stands poised for further growth and impact, guided by the lessons learned and the commitment to the well-being of those it serves. The project is not only about nourishing bodies but also nurturing dreams, aspirations, and a brighter future for the communities it touches.

CASE STUDIES

Case Study 1: Principal, Government Primary School, T D. Gutta



I am the Principal of a Government Primary School, T D. Gutta, Mahbubnagar Urban. I am happy to provide this testimony about the impact of the breakfast program introduced by the Hare Krishna Movement Charitable Foundation in collaboration with Aurobindo Pharma Foundation on our school and students.

The introduction of nutritional interventions has been truly transformative for us. We have witnessed a significant improvement in the quantity and quality of meals provided to our students. In our School, the preparation of Mid-Day Meals is undertaken by members of the Self-Help Groups, while the provision of Breakfast is exclusively overseen by the HKMCF. I must emphasize, without intent to draw comparisons, that the quality of the meals provided by HKMCF is unparalleled. Its superior quality is acknowledged by all the teachers as well as students. The menu includes nourishing options such as upma, idly, and uggani, ensuring a balanced diet for our growing minds. Especially on the days where Idly is served, students come for second servings, and they absolutely relish Sambhar.

Also, the availability of food has proven to be a compelling incentive for parents to send their children to school. We are located near a slum community, where many parents work as daily laborers and nutritional interventions like these effectively address food security concerns among these vulnerable populations. HKMCF conducted a survey to shortlist the schools which are in dire need of breakfast provision. The timely delivery of breakfast ensures that

our students receive nutritious meals promptly. Advanced communication between the transport team and the school committees helps prevent food wastage, aligning with the principles of responsible resource management.

Before the introduction of our meal programs, our students were facing significant health challenges. Weakness and fatigue were common, and we would encounter distressing incidents where 2-3 students per week would faint during our morning assembly sessions. It was a cause for concern, but after the introduction of breakfast, these instances have drastically reduced, and that is a remarkable improvement. In addition to our observations, the government Nurse who visits our school periodically to oversee the medical requirements of our students, has also noted a significant improvement in the health of our female students. We are also impressed with the active communication and feedback mechanism established where our school In-charges provide daily suggestions which are regularly accommodated. The provision of breakfast has not only improved our students' health but has also had an impact on their academic concentration and overall well-being.

Case Study 2: Mrs. Lakshmi, Annapurna Canteen Beneficiary




My name is Lakshmi, and I come from a China Chinta Kunta, Mahabubnagar. My daughter was admitted to the Government Hospital here for her delivery since last 5 days. Being away from home and my family, I was really worried about how I would manage my meals, especially with our tight budget.

Then one of the patient attenders like me suggested the Annapurna Canteen right here in the hospital premises. It's been such a relief. For the last five days, I've been having my meals at this canteen, and I can't express how much of a help it has been. The fact that each meal only costs five rupees is a huge blessing. It's hard to find such affordable food, especially when you're staying in a hospital.

The quality of the food here is really good. It's nutritious, which is important for me because I need to stay healthy and strong for my daughter. The people working in the canteen are friendly and they keep everything so clean. It's comforting to have a hot, clean meal without worrying about how much it will cost.

Sometimes, the queue is a bit long, and I wish I could get my food faster so I can get back to my daughter. But that's a small concern compared to the benefits. I am deeply grateful for this five-rupee meal service at the hospital. It's



not just about the food; it's about the care and support it represents. For people like me, who are far from home and struggling with money, this canteen is more than just a place to eat. It's a source of comfort and a reminder that there are people who care.

IMPACT REPORT BY



ANUSANDHAN SOCIAL CONSULTANT LLP

HYDERABAD

TURNING THE ARID INTO THE FERTILE

AN IMPACT ASSESSMENT REPORT OF AUROBINDO PHARMA
FOUNDATION'S CORPORATE SOCIAL RESPONSIBILITY INITIATIVE ON LIFT
IRRIGATION PROJECT IN COLLABORATION WITH RAMKY FOUNDATION

Project at:

**Mojerla,
Wanaparthy District,
Telangana State.**

Implemented by:

Ramky Foundation

Report by:

Anusandhan Social Consultants

2022-23



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ACKNOWLEDGEMENTS

This Impact Assessment report on the Lift Irrigation Project in Mojerla Village would not have been possible without the collective efforts, support, and contributions of numerous individuals and organizations.

We extend our heartfelt gratitude to the farmers and villagers of Mojerla for their invaluable insights, unwavering cooperation, and their candid participation in this study. Their willingness to share their experiences, perspectives, and the impact of the project has been instrumental in the compilation of this report.

Our sincere appreciation goes to the Aurobindo Pharma Foundation and Ramky Foundation whose vision and commitment to rural development led to the successful implementation of the Lift Irrigation Project. Their dedication to the welfare of the Mojerla community has paved the way for enhanced agricultural sustainability and socio-economic well-being.

We also acknowledge the Water Committee and all the local stakeholders who have been actively involved in the project's execution and maintenance. Their engagement in safeguarding and enhancing the infrastructure has played a pivotal role in the project's continued success. We extend our appreciation to the Panchayat members and other key stakeholders for their continued support, guidance, and collaboration. Their collective efforts have been crucial in ensuring the project's sustainability and long-term viability.

Last but not least, we acknowledge the field workers, researchers, and data collectors who diligently contributed to the data collection and analysis processes, making this report a comprehensive reflection of the project's impact. This report stands as a testament to the collaborative spirit of all these individuals and organizations, whose dedication to rural development and sustainable agriculture continues to shape a brighter future for the Mojerla community.

With Gratitude,

Team Anusandhan

EXECUTIVE SUMMARY

The Lift Irrigation Project in Mojerla Village, situated in Telangana's Wanaparthy district, has emerged as a vital and transformative response to the pressing issue of water scarcity. Supported by the collaborative efforts of the Aurobindo Pharma Foundation and Ramky Foundation, this initiative was officially inaugurated on March 5, 2022. This executive summary encapsulates the project's consolidated objectives, underscoring its transformative influence on the local community and includes critical insights into its relevance, effectiveness, efficiency, sustainability, and impact.

This project addressed the water scarcity issue by introducing a dependable lift irrigation system, which expanded the cultivable land and greatly enhanced water accessibility for farming. The extensive piping installation transported water over hilly terrains, directing it to four ponds namely Bhagavanth Reddy Kunta, Chinthala Kunta, Pothula Reddy Kunta and Vakitolla Kunta and the village's main lake, Oora Cheruvu. This comprehensive project revolves around achieving specific objectives: it enhances irrigation infrastructure, encourages crop diversification and intensified cultivation, bolsters aquifer recharge rates, and fosters local socio-economic conditions by creating employment opportunities. These goals serve as the guiding principles behind the project's execution, emphasizing the essential role it plays in ensuring the sustainability and prosperity of the agricultural landscape.

The Impact Assessment of a CSR project utilized a five-step approach to evaluate its effectiveness and relevance in addressing community needs. The study aimed to understand community perspectives on the project's relevance to water accessibility and socio-economic conditions, its impact on cropping intensity and income, and its effectiveness in alleviating water-related challenges. The study involved three focus group discussions with farmer groups, ensuring participation from those included in the baseline assessment. Semi-structured questionnaires were used to gather data from key stakeholders like Sarpanch and Water Committee Chairperson. Primary data was collected through interviews, discussions, and on-site observations, while secondary data came from existing reports and media coverage. Purposive sampling was employed to target individuals with specific knowledge and experience. Narrative analysis was used to interpret the qualitative data, focusing on personal stories and experiences.

The REESI framework applied showcases the project's success:

- **Relevance:** By introducing a dependable irrigation source, it alleviates water shortage challenges and enhances the physical accessibility of water for farming.
- **Effectiveness:** The project has significantly improved crop yields, leading to a notable improvement in the economic well-being and quality of life for local farmers and the community at large.
- **Efficiency:** Farmers have observed time-saving advantages, particularly for those whose fields are situated far from the main lake but near the ponds
- **Sustainability:** Community-led initiatives, including the formation of a Water Committee, have been instrumental in ensuring the sustainability of the project. The community has future plans to enhance the project's impact, including constructing additional water tanks, building a check dam, and desilting existing ponds.
- **Impact:** Beyond its immediate agricultural benefits, the project has had a profound and positive impact on the overall well-being and quality of life for both families and community members and the diversification of crops are already contributing to improved economic stability for the community.


Findings:

These key findings collectively highlight the substantial impact of the Lift Irrigation Project in Mojerla Village, underscoring its relevance and effectiveness in addressing water scarcity, enhancing agricultural outcomes, promoting economic stability, and community involvement.

1. **Addressing Water Scarcity:** The project alleviates severe water scarcity challenges, offering a dependable water source for agriculture, thus improving crop yields and livelihoods.
2. **Crop Yield Enhancement:** The project's infrastructure improvements boost water accessibility, resulting in increased crop yields, economic relief, and the shift to double cropping.
3. **Economic Upliftment:** Increased cropping intensity, crop diversification, and reduced irrigation costs have led to a notable 20-30% income increase among local farmers, contributing to economic stability.
4. **Community Involvement:** The formation of a Farmer Water Committee and local farmer involvement in the project's management and maintenance ensure a sense of ownership, fostering community sustainability.

Suggestions:

To ensure its continued impact and long-term relevance, a series of well-thought-out suggestions can further enhance its effectiveness.

- 
1. **Water Conservation Practices:** The Water Committee, in collaboration with local farmers, should introduce and promote water conservation practices such as rainwater harvesting etc.
 2. **Diversification of Crops:** The Panchayat and the Water Committee should continue their efforts in educating and encouraging farmers to diversify their crops.
 3. **Community Contribution:** The farmers and the Water Committee should work together to establish a mechanism for community contributions to cover operational and maintenance costs of the lift irrigation system.
 4. **Local Stakeholder Engagement:** Strengthening the engagement of local stakeholders, particularly the Lift Operator, in the maintenance and operation of the infrastructure is crucial.

In conclusion, the Lift Irrigation Project in Mojerla Village signifies a transformative initiative addressing water scarcity, fostering agricultural growth, and enhancing the economic and environmental sustainability of the community. With ongoing support and the implementation of suggested measures, the project is poised to ensure its long-term sustainability and further enhance the well-being of the local population.

CHAPTER II

1.1. INTRODUCTION

Corporate Social Responsibility (CSR) refers to the ethical and voluntary commitment of businesses to contribute positively to society and the environment beyond their core economic activities. CSR involves organizations taking responsibility for the impact of their operations on various stakeholders, including employees, customers, communities, and the environment. It encompasses a wide range of initiatives and activities aimed at promoting social and environmental well-being alongside profit generation.

The landscape of Corporate Social Responsibility (CSR) in India has witnessed a significant paradigm shift in recent years. Traditionally, CSR was viewed as a philanthropic endeavor, where companies fulfilled their social obligations through charitable contributions. However, this approach has evolved into a more strategic and comprehensive model that not only benefits society but also bolsters business sustainability.

Mandatory CSR provisions introduced in the Companies Act of 2013 compelled businesses to take CSR more seriously. It shifted the focus from mere compliance to strategic planning, making it imperative for companies to invest in projects that aligned with their values and business objectives. This shift is also a response to growing stakeholder expectations, including consumers, investors, and employees, who now demand that companies actively engage in social and environmental responsibility. Organizations that genuinely commit to CSR stand to gain trust, attract top talent, and access capital from socially responsible investors.

Furthermore, the transformation of CSR in India is marked by a shift towards measurable impact, partnerships and collaborations, and a focus on long-term sustainable development. Companies are now expected to set clear goals, monitor progress, and report on the outcomes of their CSR initiatives. Collaboration with non-governmental organizations (NGOs), government bodies, and other businesses has become more common, leveraging expertise and resources to address complex societal challenges. This paradigm shift has not only enhanced the reputation of businesses but has also contributed to focused social impact, sustainable development, and empowerment of marginalized communities. As CSR continues to evolve, it is imperative for companies to embrace this strategic approach, align their CSR strategies with their core values, and actively contribute to the betterment of society while securing their own long-term success.

1.2. IMPORTANCE OF CSR ACTIVITIES IN AGRICULTURE

CSR holds particular significance in the agriculture sector in India due to the sector's crucial role in the country's economy and the unique challenges it faces. It plays a pivotal role in improving agricultural productivity, promoting

sustainable practices, uplifting rural communities, and contributing to the overall development and well-being of the country.

Figure 86: Role of CSR in Agriculture



- 1. Enhancing Agricultural Productivity:** CSR initiatives in agriculture can focus on introducing modern farming techniques, providing access to quality seeds and fertilizers, and promoting sustainable practices. This enhances agricultural productivity and food security.
- 2. Sustainable Water Management:** Water is a critical resource in agriculture. CSR can support projects for water conservation, efficient irrigation methods, and recharging aquifers, ensuring sustainable water use in farming.
- 3. Rural Livelihoods:** Many rural communities in India depend on agriculture for their livelihoods. CSR projects in this sector create employment opportunities, offer training, and provide financial support to farmers, improving their socio-economic conditions.
- 4. Environmental Conservation:** CSR can address environmental issues linked to agriculture, such as soil degradation and pesticide use. Projects promoting organic farming, soil health, and biodiversity conservation contribute to sustainable agricultural practices.

5. **Access to Markets:** CSR initiatives can facilitate access to markets for smallholder farmers, connecting them with value chains and improving their income prospects.
6. **Innovation and Technology Adoption:** CSR support for research and technology adoption in agriculture leads to innovations like precision farming, which enhances yields and reduces resource consumption.
7. **Food Security:** By improving agricultural productivity and ensuring a consistent supply of quality food, CSR in agriculture contributes directly to national food security.

1.3. IMPACT ASSESSMENT

Impact assessment of CSR activities is a critical process that evaluates the outcomes and effectiveness of corporate social responsibility initiatives. It plays a pivotal role in enhancing CSR interventions by providing a structured approach to measure and understand the tangible and intangible impacts these initiatives have on various stakeholders and the targeted beneficiaries. Through impact assessment, organizations can identify areas of success and improvement, ensuring that resources are allocated efficiently and strategically. It helps in demonstrating accountability, transparency, and the ethical commitment of businesses to their social and environmental responsibilities. By systematically evaluating the impact of CSR activities, companies can refine their strategies, align them with societal needs, and continually contribute to positive, measurable changes in the communities and environments they serve. This process fosters a culture of continuous improvement and accountability, ultimately enhancing the effectiveness and sustainability of CSR interventions.

1.4. ABOUT AUROBINDO PHARMA LIMITED

Aurobindo Pharma Limited, founded in 1986 by Mr. P. V. Ramprasad Reddy, Mr. K. Nityananda Reddy, and a group of dedicated professionals, is a leading pharmaceutical company based in India. Commencing its operations in 1988-89 with a single unit manufacturing Semi-Synthetic Penicillin (SSP) in Pondicherry, the company has grown to become a prominent player in the pharmaceutical industry. In 1992, Aurobindo Pharma became a public company and listed its shares on Indian stock exchanges in 1995.

With a vision to make a positive impact on healthcare and human well-being, Aurobindo Pharma has achieved significant success and leadership in various therapeutic segments, including neurosciences, cardiovascular, anti-retroviral, anti-diabetics, gastroenterology, and antibiotics, among others. The company's strengths lie in its large manufacturing facilities approved by leading regulatory bodies, a diversified product portfolio, and a robust research and development facility in India for formulations and active ingredients. Emphasizing operational excellence, Aurobindo Pharma embraces vertical integration, regulatory expertise, and advanced technology for specialty formulations.

1.5. AUROBINDO PHARMA FOUNDATION

Aurobindo Pharma Foundation is the philanthropic arm of Aurobindo Pharma Limited, dedicated to fostering the social and economic growth of the nation through its Corporate Social Responsibility (CSR) program. Committed to improving social, environmental, and economic practices, the foundation collaborates with community groups and implements initiatives that benefit society and enhance the country's institutions.

Focused on sustained excellence and responsible business practices, Aurobindo Pharma Foundation operates and adheres to essential social and environmental policies. The foundation's CSR initiatives encompass various intervention areas, such as promoting education, supporting preventive healthcare, eradicating hunger, and poverty, ensuring safe drinking water availability, encouraging environmental sustainability, conserving natural resources, and establishing old-age homes and many more.

Through its responsible and compassionate approach, Aurobindo Pharma Foundation exemplifies the commitment of Aurobindo Pharma Limited towards social welfare, sustainability, and inclusive growth, aligning its efforts with the needs of the communities it serves and the well-being of the nation.

1.6. RAMKY FOUNDATION

The Ramky Foundation, the implementing partner of this project has been at the forefront of promoting public interest, community development, and environmental harmony pan India since 2006. With a strong focus on four key areas, including Natural Resource Management, Women Empowerment, Education, and Health, this foundation has made a significant impact by proactively collaborating with government and non-government agencies.

By extending its presence to 16 states, it has moved from mere 'gap-filling' initiatives to capacity-building activities. Notably, the Ramky Foundation has not only created awareness on Municipal Solid Waste Management but has also played a pivotal role in providing vocational training, scholarships, and livelihood opportunities to underprivileged communities. Moreover, its contributions to Watershed Management, livelihood promotion for tribal families, and interventions in HIV prevention reflect its commitment to holistic development. With its dedication to transparency, accountability, and standards, the Ramky Foundation continues to evolve and remain a valued partner.

1.7. ABOUT PROJECT

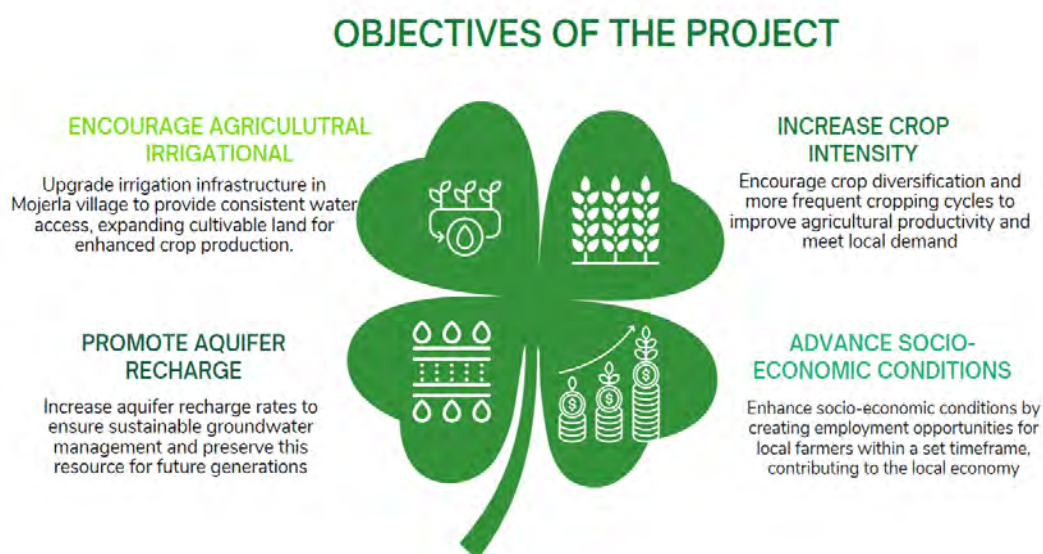
The Wanaparthi Mini Lift Irrigation Scheme, situated in Mojerla Village, Wanaparthi Mandal of Mahbubnagar district, is a transformative initiative funded by the Aurobindo Pharma Foundation as part of Aurobindo Pharma Limited's Corporate Social Responsibility (CSR) activities. This impactful project, implemented by the Ramky

Foundation, is highly relevant due to its potential to address critical issues related to water accessibility, sustainability, and economic well-being in Mojerla. It responds to the current challenges faced by the community and aligns with the broader goal of ensuring sustainable agricultural practices while mitigating environmental concerns related to groundwater depletion.

Table 18: Different Stakeholders in Project

S. No.	Stakeholder	Role in Project
1	Aurobindo Pharma Foundation	The Aurobindo Pharma Foundation plays a crucial role in financing the project with an investment of INR 1.50 crores. This funding reflects their commitment to environmental sustainability and socio-economic development in the region.
2.	Ramky Foundation	The Ramky Foundation, the implementing partner, is responsible for executing the project. They were instrumental in coordinating all activities, including infrastructure development and community engagement.
3.	Local Farmers	The ultimate beneficiaries of this project are the local farmers of Mojerla village and nearby areas. Farmers will benefit from enhanced irrigation facilities, leading to expanded cultivable land and a transition to commercial crops.









Figure 87: Objectives of the Program



1.8. ALIGNMENT WITH SDG'S

The CSR activities of Aurobindo Pharma Foundation in collaboration with Ramky Foundation align significantly with the United Nations Sustainable Development Goals (SDGs) which extends beyond mere infrastructure development to socioeconomic improvement, environmental sustainability, and poverty alleviation in the region.

Table 19: Alignment with SDG's

 <p>1 NO POVERTY</p> 	<p>SDG 1: NO POVERTY</p> <p>By providing enhanced irrigation facilities, the project aims to increase crop yields and household incomes, ultimately reducing poverty among local farmers.</p>	<p>SDG 2: ZERO HUNGER</p> <p>Through improved irrigation, the project increases food production and ensures food security for the local community, contributing to the goal of zero hunger.</p> 
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>SDG 8: DECENT WORK & ECONOMIC GROWTH</p> <p>By creating employment opportunities and promoting the cultivation of commercial crops, the project fosters economic growth and decent work in the farming and allied sectors.</p>	<p>SDG 12: RESPONSIBLE CONSUMPTION & PRODUCTION</p> <p>The project promotes responsible water consumption and production practices, optimizing resource use in agriculture and contributing to the goal of responsible consumption and production.</p> 
 <p>13 CLIMATE ACTION</p>	<p>SDG 13: CLIMATE ACTION</p> <p>Sustainable irrigation practices reduce depletion of underground water resources thereby aligning with climate action goals by mitigating climate change effects and fostering resilience to climate-related hazards.</p>	<p>SDG 15: LIFE ON LAND</p> <p>The project supports green belt development, enhances biodiversity, and preserves ecosystems, contributing to the goal of life on land.</p> 
 <p>17 PARTNERSHIPS FOR THE GOALS</p>	<p>SDG 17: PARTNERSHIP FOR THE GOALS</p> <p>The project showcases the significance of public-private partnerships by demonstrating how corporate CSR initiatives, government involvement, and stakeholder engagement can drive sustainable development in alignment with partnerships for the goals.</p>	



1.9. STRUCTURE OF THE REPORT

The Impact Assessment Report is divided into five chapters. Chapter One provides a brief introduction about the current scenario of Corporate Social Responsibility, Importance of Impact Assessment, brief profile of Aurobindo Pharma Limited and Foundation. Chapter Two details the Research Methodology used for Impact assessment including Objectives, Research Design, Data Analysis etc. Chapter Three presents the facts and figures of the project, Objectives, Collaborations and expected Outcomes. Chapter Four presents the quantitative interviews and Chapter Five briefs the Significance of Project, Findings, Suggestions and Conclusions.

CHAPTER III

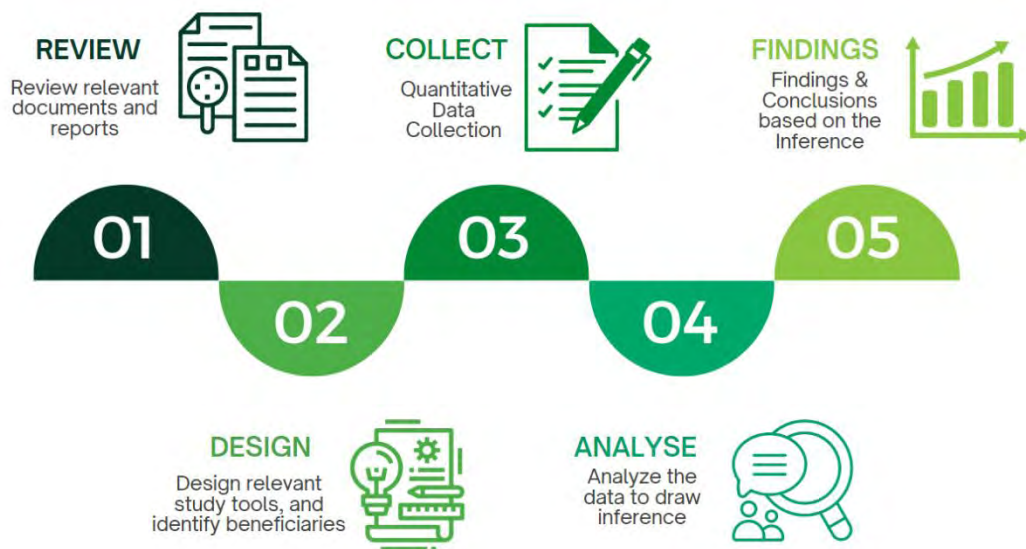
2.1. METHODOLOGY

This chapter provides a brief about the Approach used for Impact assessment, Objectives, Research Design, Framework for Impact Assessment, Sample Size, Study Tools, Methods of Data Collection, Data Analysis and Limitations.

2.2. APPROACH

The Impact assessment was carried out in five steps. In Step One all the relevant documents starting from CSR Annual Action Plan, Baseline Assessment and Project Reports submitted by the Implementing agency were scrutinized. Following which the objectives of the study were designed, Assessment Parameters were selected, and Beneficiaries were identified. In the third step, data was collected through various methods. After the data validation, the data was analyzed, and Inferences were drawn from the same. In the last step, based on Qualitative data analysis findings and conclusions were provided.

Figure 88: Approach for Impact Assessment



2.3. OBJECTIVES OF IMPACT ASSESSMENT

The Impact Assessment objectives aim to comprehensively evaluate the outcomes of the project by considering community perspectives gathered through focus group discussions. These objectives focus on assessing the project's relevance, examining its impact on cropping intensity and socio-economic conditions, and investigating its benefits in alleviating water-related challenges, as perceived by the local community.

1. To determine the project's relevance to the community by exploring local perceptions regarding how it addresses water accessibility, cropping intensity, and socio-economic conditions.
2. To examine the qualitative impacts of the project on cropping intensity, as reported by the community members, focusing on changes in agricultural practices and cultivation frequency.
3. To assess the perceived effects of the project on the income and livelihoods of local farmers.
4. To Investigate the community's perspective on how the project has alleviated water-related challenges, particularly in comparison to the previous water crisis.

2.4. RESEARCH DESIGN

The research design is intended to provide an appropriate framework for the study. The Research Design selected for this Impact assessment is “Qualitative Research Design”. The methods used for data collection in this study are Key Informant Interviews (KII) and Focus Group Discussions (FGD) which emphasize on gathering in-depth insights, perspectives, and narratives from participants which often involves open-ended questions and discussions. This design is particularly suited for exploring the experiences, perceptions, and subjective viewpoints of individuals or groups,

2.5. FRAMEWORK

The REESI Framework developed by Organization for Economic Cooperation and Development (OECD) was adopted for the Impact Assessment Framework.

Table 20: REESI Framework Parameters

Evaluation	Parameters	Description
Relevance	Alignment with Farming Needs	To assess how well the lift irrigation project aligns with the specific needs and circumstances of the farmers who were dependent on rainfed farming. It explores whether the project addresses the key issues and challenges faced by the community.
Effectiveness	Crop Yield and Farm Productivity	To determine the effectiveness of the project by evaluating its impact on crop yields and overall farm productivity.
	Reliability of Water Supply	To assess how effective the project has been in ensuring a consistent and reliable water supply for crops.
Efficiency	Water Resource Management	To evaluate the efficiency of the project in terms of water resource management, cost-effectiveness, reduced wastage, and timesaving in farming operations while using the new irrigation system.
Sustainability	Long-Term Sustainability	To determine the project's sustainability, focusing on its ability to provide consistent water supply for future farming seasons.
	Community Involvement	To assess the sustainability efforts involving local stakeholders and community-led initiatives.
Impact	Well-Being and Quality of Life	To evaluate the broader impact on the well-being and quality of life of farmers and their communities beyond agriculture.
	Socio-Economic Impact	To understand the project's impact on the socio-economic conditions of farmers and the community, including income stability.

2.6. SAMPLE SIZE

A total of three focus group discussions were conducted with Farmers groups, Each group consists of 8-12 farmers, who had land in the project area. Measures were taken to ensure that the same farmers who were a part of the Baseline Assessment were considered for the Impact Assessment Study as well.

Table 21: Sample Size

Stakeholders	Numbers
Focus Group Discussion 1	10
Focus Group Discussion 2	12
Focus Group Discussion 3	8

2.7. STUDY TOOLS

Semi-structured Questionnaires were designed to collect data from key stakeholders. The stakeholders who were a part of the study are as follows:

Table 22: Tools & Data Collection Methods

Stakeholders	Tools
Sarpanch	Semi Structured Questionnaires
Water Committee Chairperson	
Farmers	

Table 23: Stakeholders and Expected Outcomes

Stakeholders	Expected Outcomes
Sarpanch	Insights into the administrative and governance aspects of the project.
Water Committee Chairperson	Understanding the project's organizational framework, decision-making processes, and community engagement strategies.
Farmers	Providing a holistic view of the project's effects on livelihoods and agriculture in the community.

2.8. METHODS OF DATA COLLECTION

Both Primary and Secondary Data Collection Methods were used in the Impact Assessment Study. Primary Data was collected using Key Informant Interviews, Focus Group Discussions, Case Studies, and Observations. Secondary Data was collected by reviewing the literature, annual action plan, Baseline Assessment, Media coverage and Project Reports submitted by the implementing agencies. Data was collected by the Principal Investigator and Research Team. The same team physically visited the Lift Point at Sankar Samudram, all water bodies and Lift drop point.

2.9. SAMPLING METHOD

In line with the research objectives and the specialized nature of the study population, a purposive sampling method was judiciously employed. Purposive sampling, a non-random sampling technique, was chosen to ensure a deliberate selection of participants who possess the specific attributes and characteristics crucial to the study's focus. This method is ideal for selecting specific individuals or groups deliberately chosen due to their relevance and expertise in the project. The Sarpanch, Water Committee Chairperson, and leaders of Farmers Groups were selected through purposive sampling, as they hold key positions and possess valuable insights.

2.10. DATA ANALYSIS

Qualitative data analysis methods are well-suited for capturing the nuanced, contextual, and subjective insights gathered through KII and FGD. They allow for a comprehensive exploration of the project's impact from multiple perspectives, offering valuable qualitative findings and enriching the assessment. The collected data underwent a rigorous process of analysis to derive meaningful insights and draw informed conclusions. For this Impact Assessment study involving Key Informant Interviews (KII) and Focus Group Discussions (FGD), Narrative Analysis has been used. Narrative analysis seeks to understand the stories and narratives shared by participants. It emphasizes the context, structure, and meaning within these narratives, shedding light on personal experiences and the project's influence.

2.11. LIMITATIONS

The following are the limitations of the study:

- The study's findings are based on data collected from a relatively small sample of 30 farmers, and thus, caution should be exercised when generalizing the results to a larger population.
- Data was obtained from beneficiaries who were available and willing to participate in the study. This could introduce a potential bias, as those who chose to participate may not represent the entire beneficiary group.

CHAPTER III

This chapter details the Lift Irrigation Project at Mojerla Village and also mentions the Inputs, Activities, Outputs and Outcomes of the Project.

3.1. ABOUT PROJECT

The Lift Irrigation Project in Mojerla Village, located in the Wanaparthy district of Telangana, stands as a pioneering initiative addressing the pressing issue of water scarcity for agricultural purposes. The project funded by Aurobindo Pharma Foundation, implemented by Ramky Foundation was inaugurated on 5th March 2022, at Mojerla, Wanaparthy District. This comprehensive project, initiated in response to the dire water shortage challenges faced by local farmers, has been a lifeline for the agricultural community.

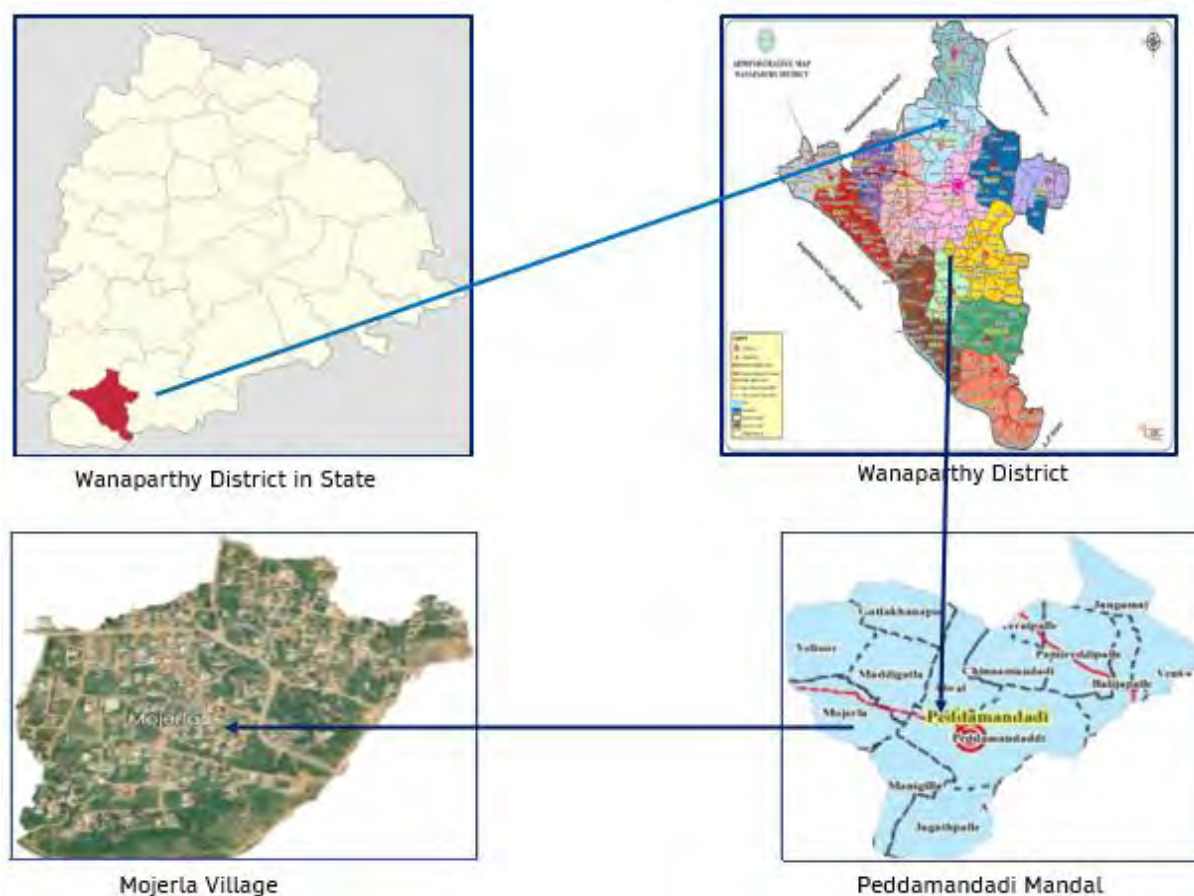
Table 24: Agricultural Land & Land Use in the Project Area

Demographic Profile of Mojerla	
Geographical Area	3109 acres
Forest Area	0
Non-Agricultural uses	106 acres
Permanent pasture	38 acres
Culturable waste land	84 acres
Barren and uncultivable land	410 acres
Current Fallow Land	187 acres
Other Fallow Land	587 acres
Net Sown Area	1695 acres
Area sown more than once	831 acres
Gross cropped area	2526 acres
Net Irrigated Area	1142 acres
Gross Irrigated Area	1555 acres
Rain fed Area	971 acres

Mojerla Village, a region deeply reliant on agriculture, had been grappling with severe drought problems and water scarcity for irrigation. With the primary source of irrigation being groundwater from wells and tube wells, the village was confronting groundwater depletion, endangering both the agricultural and environmental sustainability of the

region. The meager access to water and heavy dependence on sporadic rains left the local farmers in a precarious situation, resulting in economic and ecological concerns.

Figure 89: Project Area



The relevance of the Lift Irrigation Project in Mojerla Village is multifaceted. First, it seeks to alleviate the ongoing water crisis and water scarcity issues, which have hampered agricultural productivity and the livelihoods of local farmers. By introducing a dependable irrigation source, the project enhances the physical accessibility of water for farming, ultimately expanding the cultivable area. Secondly, it aligns with the need for sustainable groundwater management, addressing the alarming groundwater depletion and contributing to aquifer recharge in the region. This project also fosters environmental sustainability by promoting the expansion of green belts and biodiversity.

Figure 90: Sankar Samudram Balancing Reservoir



The project's planning centered around the utilization of a lift irrigation mechanism, drawing water from the main inlet, Shankara Samudram, which encircled the village. Extensive piping, approximately 3.30 kilometers in length, was meticulously installed to transport the water over hilly terrains to the intended destination. Six motors are installed in the Pump house of which three are allocated for the right canal and three for left canal. While four motors are in use all time, 2 are used as backup. The project directed the water to four ponds namely Bhagavanth Reddy Kunta, Chinthala Kunta, Pothula Reddy Kunta and Vakitolla Kunta and Oora Cheruvu the village main lake, strategically positioned within the villages. This innovative approach aimed at serving as a catalyst for increased agricultural productivity and more sustainable water utilization. With the filling of four Kuntas and one Oora Cheruvu the village main lake, fields surrounding these water bodies will have access to a dependable irrigation source. This not only elevates cropping intensity and diversification but also enhances crop yields, providing economic relief to local farmers. Moreover, as groundwater recharge occurs and borewells are replenished, it addresses concerns about groundwater depletion, fostering environmental sustainability. By providing water to small percolation tanks and interlinked water bodies, indirect irrigation to over 100 acres of land is anticipated. This holistic approach is poised to positively impact over 430 acres of cultivable land in the region.

Figure 91: Pump House at Shankar Samudram



Figure 92: Pump Motors and Pipes at Shankar Samudram



Figure 93: Lift Drop Point with left & right canals



In conclusion, the Lift Irrigation Project in Mojerla Village is a testament to the transformative power of community-focused initiatives. By addressing water scarcity, enhancing irrigation, promoting sustainable practices, and improving the socio-economic conditions of local farmers, the project embodies a holistic approach toward a more resilient and prosperous agricultural landscape.

3.2. PROJECT OBJECTIVES & EXPECTED OUTCOMES

Through strategic inputs, targeted activities, and anticipated outcomes, the collaboration between Ramky Foundation and Aurobindo Pharma Foundation promises to create lasting positive change and foster a change among the farmers of Mojerla village.

3.2.1. OBJECTIVES

- Upgrade irrigation infrastructure in Mojerla village to provide consistent water access, expanding cultivable land for enhanced crop production.
- Encourage crop diversification and more frequent cropping cycles to improve agricultural productivity and meet local demand.
- Increase aquifer recharge rates to ensure sustainable groundwater management and preserve this resource for future generations.
- Enhance socio-economic conditions by creating employment opportunities for local farmers within a set timeframe.

3.2.2. INPUTS


- Financial resources allocated by Aurobindo Pharma Foundation.
- Provision of construction material, Water pumps, motors, Water Pipes.
- Collaboration with Panchayat members and other stakeholders.

3.2.3. ACTIVITIES

- Building the essential pump house infrastructure to facilitate lift irrigation.
- Laying of approximately 3.30 kilometers of water pipes to transport water from the main inlet to the targeted destination.
- Establishing the lift drop point to ensure efficient water distribution.
- Creation of a committee to oversee project management and community engagement.

3.2.4. OUTPUTS

- Construction of the pump house, installation of water pipes, establishment of a lift drop point.

- 
- Formation of the Farmer Water Committee.
 - Facilitating improved lift irrigation infrastructure.

3.2.5. EXPECTED OUTCOMES

- Upgraded irrigation infrastructure enhances water accessibility, leading to increased crop yields and expanded cultivable land for local farmers.
- Enhanced cropping intensity, crop diversification, and improved economic conditions among the farming community.
- Contributing to sustainable groundwater management by addressing concerns about groundwater depletion, thus preserving this vital resource.
- Promotion of sustainable water use, green belt development, and biodiversity conservation to foster long-term environmental sustainability.

3.3. SUMMARY

In conclusion, with clear objectives, strategic inputs, and anticipated outcomes, the partnership between Ramky Foundation and Aurobindo Pharma Foundation has created a lasting and meaningful change among the farmers of Mojerla Village. It is a testament to the transformative power of community-focused initiatives.

CHAPTER IV

This chapter provides a detailed assessment of the project. The study was conducted among Farmers, Water Committee Members and the Sarpanch. Data was collected through focus group discussions and key informant interviews using REESI Framework. After the data collection, the data was analyzed accordingly, and relevant inferences were drawn from it.

4.1. RELEVANCE

This section dives into the relevance of the project by addressing questions related to water needs, agricultural requirements, alignment with farming practices, and the solution it presents for water scarcity challenges. Through insightful responses, this section illustrates how the project was meticulously tailored to the village's distinctive context, promising a lifeline to the agricultural community.

4.1.1. ADDRESSING SPECIFIC NEEDS OF FARMING

This section seeks to understand how the lift irrigation project has responded to the village's unique water requirements for agriculture, particularly considering the challenges posed by rainfed agriculture.

Based on secondary sources it was observed that Mojerla Village relied heavily on groundwater from wells and tube wells for irrigation, citing the 2011 census data that reveals only 143.3 hectares of irrigated land out of 350.9 hectares, highlighting the groundwater-dependent nature of agriculture in the area. This context is essential in underlining the severity of the water scarcity problem, as most of the irrigation is reliant on groundwater. It further highlights the limitations of previous attempts to address the issue, primarily referring to Package 19 Canal from Shankara Samudram Balancing Reservoir. Although this canal was constructed to provide an alternative irrigation source, it faced accessibility and quantity issues. The villagers' perception that this canal benefitted only a small portion of farmers in the village and left the majority reliant on underground water or monsoon rains emphasizes the project's necessity. The reference to the groundwater status in the district provides concrete evidence of the region's water scarcity challenges.

The analysis then points to the criticality of addressing water scarcity to ensure the sustainability of agriculture in economic and environmental terms. By presenting the statistics on the categorization of groundwater resources in the district as semi-critical and critical, it underscores the pressing need for alternative irrigation sources. Thus, the Mini Lift Irrigation project, which is designed to fill local ponds and indirectly irrigate surrounding fields, has offered a potential solution to the issues posed by rainfed agriculture and groundwater overexploitation.

4.1.2.TAILORED TO MEET UNIQUE REQUIREMENTS

This delves into how the lift irrigation project was specifically customized to address the unique agricultural needs of Mojerla Village. The farmers response provided a detailed and illustrative account of the project's design. As per the farmers the project's tailored nature, ensured that the four ponds - Bhagavanth Reddy Kunta, Chinthala Kunta, Pothula Reddy Kunta and Vakitolla Kunta are filled with water through gravitational force, and from there, the water flows into the Oora Cheruvu, the main village lake. The project's approach aligns with local farming practices by making sure that not only the fields surrounding the main lake but also those surrounding the four key ponds receive an irrigation source.

This conveys a holistic and community-focused approach that is grounded in the specific needs of the village. By ensuring that the water is distributed broadly across various farming areas, it addresses the unique topography of the region and the dispersion of agricultural land.

4.1.3.ALIGNMENT WITH PROJECT OBJECTIVES

This section probes into the alignment between the project's objectives and the specific needs and practices of local farmers. The response effectively connects the project's overarching objectives to practical outcomes. It notes that the project's objectives include upgrading irrigation infrastructure, encouraging crop diversification and more frequent cropping cycles, increasing aquifer recharge rates, and enhancing socio-economic conditions for local farmers. It then proceeds to explain how these objectives have translated into concrete changes for local farmers.

For the first objective, the response elaborates on the upgrade of irrigation infrastructure and how this has led to increased water accessibility, which, in turn, has supported expanded crop production. The change in farming practices, such as a shift from single cropping to double cropping, is highlighted, showcasing the project's alignment with local farming practices and needs.

The alignment between the second objective and local practices is showcased by the farmers responses mentioning that increased water availability has resulted in enhanced cropping intensity and diversification. This reflects local needs for more frequent cropping cycles and improved agricultural productivity. The response also addresses the third objective by emphasizing the rejuvenation of dried-out borewells due to groundwater recharge. This aligns with the aim of ensuring sustainable groundwater management and preserving this vital resource, reflecting the community's specific needs.

Finally, the fourth objective is linked to the enhancement of socio-economic conditions. The farmers response underlines that the increased income, reduced financial burden related to irrigation, and opportunities for increased employment are concrete outcomes that resonate with the socio-economic needs of local farmers. The detailed

explanations provide a clear and insightful account of how each project objective aligns with the specific needs and practices of local farmers.

4.1.4.ADDRESSING WATER SCARCITY

This section seeks to understand the project's impact in addressing water scarcity during dry seasons. The response affirms the project's contribution to alleviating water scarcity issues, particularly during dry seasons by facilitating groundwater recharge. This is a crucial point as groundwater resources are a primary source of irrigation in the area. The replenishment of dried-out borewells showcases the project's effectiveness in mitigating water scarcity.

The groundwater recharge also occurs as a result of water flowing into small percolation tanks and interlinked water bodies. This strategy ensures that the entire community benefits from the project's water resources, even during dry seasons. As a result, indirect irrigation to over 100 acres of land is anticipated. By referring to borewell rejuvenation and groundwater recharge, the response emphasizes the concrete results of the project, which directly relate to the pressing problem of water scarcity. This evidence of the project's contributions underlines its success in ameliorating the specific issue of water scarcity during dry seasons, which the community previously faced. The detailed and focused response provides a comprehensive account of the project's positive impact, which aligns with the community's specific concerns regarding water scarcity during dry periods.


4.2. EFFECTIVENESS

This section analyzes the community's experiences and the changes observed since the project's implementation, emphasizing how it has influenced crop yields and overall farm productivity. By examining the farmers responses, we gain a deeper understanding of how the project has addressed water supply consistency, benefited specific crops and farming practices, and contributed to overall agricultural quality and productivity.

4.2.1.WATER SUPPLY CONSISTENCY & RELIABILITY

The project's impact on the consistency and reliability of water supply for crop cultivation, particularly during critical growth stages is explored here. The response demonstrates the adaptive and problem-solving nature of the project, highlighting the proactive approach taken to address initial supply challenges.

The response acknowledges that while there were initial challenges related to inconsistent water supply, these issues were promptly addressed in collaboration with the Ramky Foundation and Aurobindo Pharma Foundation. This collaboration successfully resolved the issue by advocating for increased power supply. The installation of a 100KV transformer, made possible through their efforts, ensured a reliable 24-hour operation of the lift irrigation system, except during rare power cuts. This achievement significantly improved the consistency and reliability of



water supply during critical crop growth stages. The successful resolution and the consistent supply achieved underscore the project's effectiveness in providing dependable water resources during vital growth phases.

4.2.2. BENEFITING SPECIFIC CROPS AND FARMING PRACTICES

This section focuses on identifying specific crops or farming practices that have thrived under the project's irrigation system. The response provides concrete examples of the agricultural benefits that have emerged as a result of the project.

Paddy cultivation, a water-intensive crop, has emerged as a prime example of a crop that has significantly benefited from the project's irrigation system. The response indicates that, prior to the project, paddy cultivation was limited to farmers situated near the lake due to the water-intensive nature of this crop. However, with the project's abundant water supply, more farmers have been able to engage in paddy cultivation, expanding the cultivation of this high-yield crop.

Furthermore, the response mentions that farmers have expanded their barren lands into cultivable land thanks to the increased water availability, which is another example of the project's positive influence on farming practices. This expansion of cultivation areas signifies the broad impact of the project on transforming previously unused land into productive farmland.

The detailed examples presented in the response offer clear evidence of how the project's irrigation system has effectively facilitated the growth of specific crops and farming practices, leading to a more diverse and productive agricultural landscape.

4.2.3. IMPACTS ON PRODUCE QUALITY

This section investigates whether the project has resulted in improvements in the quality of produce compared to rainfed farming. The response conveys a cautious perspective on quality improvement while highlighting gains in crop quantity.

The reply emphasizes that, at this stage of the project, it may be premature to make definitive claims regarding improvements in the quality of produce. However, it points out that an increase in cropping intensity, driven by the availability of irrigation, has led to higher crop yields. While quality improvements may not be explicitly stated, the enhanced quantity of produce is acknowledged.

This response demonstrates the community's recognition of the project's early achievements, particularly in terms of increased crop yield. It underscores the project's contribution to greater agricultural productivity and indirectly suggests that quality improvements may become more apparent over time.

4.2.4. COMMUNITY PERSPECTIVE ON GOAL ACHIEVEMENT

This section delves into the community's opinion regarding how well the project has achieved its intended goals in enhancing agricultural outcomes. The farmers acknowledge that it may be early in the project's lifespan to draw definitive conclusions about goal achievement. However, they highlight the promising results observed in the project's first year. The changes noted in the initial phase of the project indicate a positive trajectory, which, if sustained, is expected to significantly enhance agricultural outcomes.

This response showcases the community's appreciation of the early impact of the project and their optimism regarding its potential. It reflects the understanding that meaningful changes in agricultural outcomes may take time, yet the observed progress in the project's initial phase is seen as a positive sign for the future.

These analyses collectively provide a comprehensive understanding of the community's perception of the project's effectiveness. The responses highlight not only the immediate impacts but also the long-term potential of the lift irrigation project in enhancing agricultural productivity and transforming farming practices.

4.3. EFFICIENCY

The Efficiency section explores the practical implications of the lift irrigation project by investigating the extent to which it has improved resource utilization and cost-effectiveness for the local farmers. By analyzing the community's experiences and comparing them to previous irrigation methods, we gain insights into the project's efficiency and its impact on water management, timesaving, operational costs, and cost-effectiveness.

4.3.1. REDUCING WATER WASTAGE AND SAVING TIME

Under this subheading, we delve into whether the lift irrigation project has led to reductions in water wastage and timesaving for farming operations. The community's response suggests that while it might not be easy to comment on water wastage due to the scarcity of water resources prior to the project, the implementation of the lift irrigation system has significantly improved time efficiency in farming operations. The analysis here provides a two-fold perspective on the project's impact.

First, it acknowledges that water wastage might not have been a prevalent issue in the past due to the scarcity of water resources. This is a crucial context to establish, as it clarifies that the project addressed not only water scarcity but also facilitated efficient resource usage.

Second, it emphasizes the significant time-saving benefits for those farmers whose fields are situated far from the village lake but near to the ponds. Previously, only a few farmers with the financial capacity could afford the expense and effort required to pump water from the distant lake. Now that the project has succeeded in reviving the four kunta's near the fields, it has made a substantial difference. These ponds now serve as accessible sources of water

for irrigation, saving both time and energy for farmers. The transformation is evident in the reduced need for long pipelines and extended pumping efforts.

This comprehensive response offers a nuanced understanding of the efficiency brought about by the project. It highlights the effective utilization of resources and the tangible time-saving benefits, which are particularly impactful for farmers with fields near the ponds.

4.3.2. IMPROVED WATER RESOURCE MANAGEMENT

This section further explores the ease of managing and utilizing water resources with the new irrigation system, comparing it to the previous methods. The response underscores the effectiveness of the project in making water sources more accessible.

The community reports that the availability of water in the small ponds, or 'kunta's,' has significantly improved water resource management. These kunta's are situated near the fields, allowing farmers to access water resources with ease. This approach aligns with local farming practices and the dispersion of agricultural land.

The response emphasizes the efficiency and accessibility brought about by the project. It illustrates how local farmers can now effectively manage and utilize water resources, making them more readily available for their agricultural needs. The specific reference to kunta's serves as a practical example of how the project caters to the community's requirements and farming practices.

4.3.3. IMPACT ON OPERATIONAL COSTS

In this section, the analysis centers on how the project has affected the overall operational costs incurred by the community, particularly in terms of electricity charges.

The response points out that electricity charges are a significant operational cost that is visible and directly linked to the implementation of the project. This insight is important because it establishes a key financial metric that can be analyzed. It notes that, earlier, farmers who lacked irrigation sources did not incur operational costs as they did not cultivate their lands. However, after the project's water availability, there has been an increase in operational costs because farmers are now cultivating previously barren lands.

Additionally, the response mentions that for those farmers who used to pump water from the distant village lake (Oora Cheruvu), there has been a slight reduction in their electricity charges. This reduction is attributed to their decision to pump water from the nearby ponds rather than the distant lake.

The analysis provides a balanced view of the project's impact on operational costs. It highlights how the project has led to both increased and decreased operational costs, making it clear that the financial implications are diverse for different groups of farmers. While some have seen an increase due to increased cultivation, others have witnessed a decrease in electricity charges.

4.3.4. COST-EFFECTIVENESS COMPARISON

This question investigates the cost-effectiveness of the lift irrigation project compared to the expenses incurred with previous irrigation methods, emphasizing any changes in operational costs, their benefits, and trade-offs.

The response reiterates that it might be too early in the project's timeline to fully comment on the achievement of intended goals. However, it emphasizes that the initial changes observed during the first year of the project appear promising. The potential for continued enhancement in agricultural outcomes is noted, which is a positive sign.

While this response mirrors the impact on agricultural cost in some aspects, it does introduce a forward-looking perspective on the project's cost-effectiveness and its potential to enhance agricultural outcomes. The focus is not only on the current financial implications but also on the prospects for future improvements.

The comprehensive analysis offers a well-rounded perspective on the project's efficiency, emphasizing how it has affected operational costs and its potential for achieving long-term cost-effectiveness and improved agricultural outcomes.

4.4. SUSTAINABILITY

The sustainability section delves into the community's perspective on the long-term viability of the lift irrigation system. It examines their confidence, community-led initiatives, contributions to conservation practices, and local stakeholder involvement. These insights provide a comprehensive view of the project's sustainability efforts from the community's standpoint.

4.4.1. CONFIDENCE IN LONG-TERM WATER SUPPLY

The community's confidence in the lift irrigation system's ability to provide a consistent water supply for their farming needs in the long term are explored here and the response presents a balanced and optimistic perspective.

The analysis highlights the farmers' high confidence in the system's long-term sustainability. It attributes this confidence to both the community's inherent capabilities and the support provided by key stakeholders, particularly the State Government and the Irrigation Ministry. The report emphasizes that irrigation projects have been a priority for the state government, further underlining the dedication to ensuring the project's success. Additionally, it acknowledges that the involvement of key stakeholders from the project's inception and their continued support has played a pivotal role in instilling confidence in the system's long-term viability.

The response offers a well-rounded perspective on the sustainability of the lift irrigation system, combining the community's belief in the project with the crucial role played by supportive stakeholders. It reflects a positive outlook on the project's potential to provide consistent water supply in the long term.

4.4.2. COMMUNITY-LED INITIATIVES FOR SUSTAINABILITY

The community-led initiatives or practices in place to ensure the project's benefits are sustained for future generations of farmers were assessed here.

The analysis points to the formation of a Water Committee as a significant community-led initiative to safeguard the project's sustainability. This committee's establishment reflects a proactive approach by the community to take ownership of the project's future. The response further reveals the farmers' future plans, including reaching out to the funding and implementation agency to construct more water ponds (kuntas) and build a check dam in which they wish to contribute to some extent rather than being completely dependent on others. They also intend to desilt existing ponds to increase water storage capacity, showing a forward-looking approach to enhance the project's impact.

This analysis effectively portrays how the community has taken initiative to ensure the project's long-term sustainability. It showcases their proactive steps and future plans, indicating a strong commitment to securing the benefits of the project for future generations.

4.4.3. CONTRIBUTION TO CONSERVATION PRACTICES

Inquiries about the project's contributions to conservation practices in the project area were made in here. The analysis straightforwardly states that there are no conservation practices currently in place in the area. It emphasizes the need for such practices to sustain the project over an extended period. This provides an honest assessment of the existing situation while underscoring the importance of implementing conservation measures in the future.

The response acknowledges the potential for further development in this area, reflecting an awareness of the need for conservation practices to enhance sustainability. It sets the stage for future actions to promote environmental conservation within the project's scope.

4.4.4. INVOLVEMENT OF LOCAL STAKEHOLDERS

This question seeks insights into efforts to involve local stakeholders in maintaining and ensuring the sustainability of the irrigation infrastructure. The response provides clear and practical examples of local involvement.

The analysis notes the employment of a Lift Operator by the local farmers for the operation of the lift. This reflects the community's direct engagement in the maintenance and operation of the infrastructure. Additionally, it mentions the farmers' plans to be responsible for the electricity bill of the lift and their intention to establish a corpus fund for future operations and maintenance. These planned actions underscore the community's commitment to taking a hands-on approach to ensure the sustainability of the infrastructure.

The response offers a detailed account of the local involvement and ownership of the project's maintenance, showcasing practical measures undertaken by the community. It conveys the community's commitment to active participation in the project's long-term sustainability.

4.5. IMPACT

The impact section explores the transformative effects of the lift irrigation project on the community's overall well-being and economic stability. It highlights the positive changes that have begun to emerge as a result of the project.

4.5.1. POSITIVE IMPACT ON WELL-BEING AND QUALITY OF LIFE

This section delves into the broader impact of the lift irrigation project beyond immediate agricultural benefits. The response provides an optimistic outlook while acknowledging the project's relatively short duration.

The analysis underlines that the project, although only a year old, has already yielded positive results. It highlights specific outcomes, including increased cropping intensity, conversion of barren lands into cultivable areas, a shift from single to double cropping, and the diversification of crops such as palm tree cultivation and pulses. Importantly, the response points out that these early signs are very promising, with farmers expressing the belief that if these trends continue, they will have a significant impact on the overall well-being and quality of life in the community.

The response effectively conveys the community's optimism about the project's future impact on their well-being and quality of life. It paints a picture of positive change that is expected to benefit both individual families and the community as a whole.

4.5.2. ECONOMIC IMPACT OF IMPROVED CROP PRODUCTION

This question examines how improved crop production has influenced household income and economic stability. The response provides concrete insights into these economic aspects.

The analysis confirms that the farmers have observed a tangible change in their income status, with most experiencing an increase of at least 20-30%. This financial improvement is expected to continue, contributing to economic stability. The response highlights the farmers' confidence that this income increase will enable them to clear their debts, further enhancing their economic well-being.

The response offers a clear picture of the project's economic impact on individual households. It shows that improved crop production is directly translating into increased income and economic stability, reflecting a positive and meaningful change in the community's financial well-being.

4.6. STAKEHOLDER PERSPECTIVES

The qualitative stakeholder perspectives gathered through interviews with key stakeholders offer a comprehensive understanding of the program's dynamics, impacts, and challenges.

Figure 94: Focus Group Discussions with Farmers



Figure 95: Interaction with various stakeholders



4.6.1. KII WITH SARPANCH REPRESENTATIVE

The interview with the Sarpanch Representative offered valuable insights into the transformative impact of the lift irrigation project on the village. He emphasized the historical water scarcity challenges faced by the community due to the village's high-lying terrain and unproductive borewells. The introduction of the lift irrigation system addressed these challenges by filling water ponds, allowing local farmers to convert previously barren lands into fertile agricultural areas. This tangible change serves as a testament to the project's success in enhancing agricultural opportunities and improving the livelihoods of the villagers.

Figure 96: Interaction with Sarpanch Representative



The Representative also highlighted the interconnectedness of the irrigation system, as water overflow from local ponds benefitted Oora Cheruvu, the village's central pond. This overflow not only improved individual farming prospects but also contributed to overall water management in the village. Additionally, he recognized the project's role in harnessing Krishna water from neighboring states during periods of low rainfall, adding an extra layer of resilience to the community's agricultural activities.

The interview concluded with the Sarpanch expressing deep gratitude on behalf of the entire village to the Ramky Foundation and Aurobindo Pharma Foundation for their invaluable contribution in providing the lift irrigation facility. This gesture reflects the project's recognition as a vital lifeline for the community, effectively addressing long-standing water scarcity issues and bringing about a profound transformation in the agricultural landscape of the village.


4.6.2. KII WITH WATER COMMITTEE CHAIRMAN

The interview with the Water Committee Chairman provided important information about the lift irrigation project's development and its significance for the village. The Chairman highlighted that the mini lift irrigation system, constructed as part of Package 19 from Shankara Samudram, was a joint effort of both the Aurobindo Pharma Foundation and Ramky Foundation. This collaborative approach underscores the commitment and cooperation of key stakeholders in addressing the village's water scarcity issues.

The Chairman also mentioned the presence of left and right canals connected to the lift irrigation system, enabling irrigation for approximately 200-300 acres of land. This extension of cultivated land is a significant development and demonstrates the project's capacity to expand agricultural opportunities for the community.

Figure 97: Interaction with Water Committee Chairman





Furthermore, the Chairman expressed future plans to increase the depth of the ponds, a step intended to enhance their water storage capacities. These plans highlight a forward-thinking approach to improving the sustainability of water resources, supported by funding and implementation partners.

The interview concluded with the Chairman expressing the deep gratitude of both the farmers and the entire village to the Ramky Foundation and Aurobindo Pharma Foundation for providing the essential lift irrigation facility. This collective appreciation signifies the substantial impact of the project on the community, as it effectively addresses long-standing water scarcity issues and contributes to agricultural growth in the region.

4.7. CONCLUSION

The Mojerla Village project, addressing critical water scarcity and agricultural challenges, has proven to be a transformative solution for the community. Tailored to local needs, it has enhanced crop yields and expanded farming practices, ensuring reliable water access, particularly during dry seasons. The project's design effectively aligns with local farming techniques, addressing the dependence on groundwater and issues in rainfed agriculture. It has significantly improved resource utilization and cost-effectiveness, highlighting operational efficiency and economic sustainability. The community's commitment to long-term success is evident in the formation of a Water Committee and future conservation plans. The project has had a profound impact, notably increasing household income and economic stability, earning high appreciation from village leadership and residents for its innovative approach and positive changes in quality of life.

CHAPTER V

5.1. SIGNIFICANCE OF THE PROJECT

The Lift Irrigation Project in Mojerla Village, located in the Wanaparthy district of Telangana, holds immense significance and relevance in addressing pressing water scarcity issues, transforming the agricultural landscape, and improving the overall well-being of the local community. This project, funded by the Aurobindo Pharma Foundation and implemented by the Ramky Foundation, has proven to be a lifeline for an area deeply reliant on agriculture.

Mojerla Village has grappled with severe drought problems and water scarcity for irrigation. The primary source of irrigation was groundwater from wells and tube wells. Groundwater depletion had become a significant concern, endangering both agriculture and the environment. The meager access to water and heavy dependence on sporadic rains left local farmers in a precarious situation, resulting in economic and ecological concerns. The project's first and foremost goal is to alleviate the ongoing water crisis and water scarcity issues. By introducing a dependable lift irrigation source, it enhances the physical accessibility of water for farming, thereby expanding the cultivable area. This significant improvement allows farmers to increase crop yields, enhance cropping intensity, and diversify their crops, ultimately providing economic relief to the local farming community.

The project aligns with the crucial need for sustainable groundwater management. It addresses the alarming groundwater depletion in the region and contributes to aquifer recharge. As water is pumped into small ponds and interconnected water bodies, it indirectly irrigates over 200-300 acres of land. This approach not only benefits agriculture but also helps recharge borewells and safeguard groundwater resources for the future. Beyond addressing water scarcity for agriculture, the project promotes environmental sustainability. It expands green belts and supports biodiversity conservation. The construction of ponds and reservoirs enhances the region's ability to capture and retain water resources, contributing to ecological health and sustainability.

By transforming barren lands into cultivable fields, the project enhances the economic resilience of local farmers. The increased income reduced financial burden related to irrigation had a positive ripple effect on the community's overall well-being. The collaboration between the Aurobindo Pharma Foundation, the Ramky Foundation, and the local community demonstrates the power of public-private partnerships in addressing critical challenges. Such partnerships bring financial resources, technical expertise, and community engagement together to drive impactful change.

5.2. OUTCOMES OF THE PROJECT

The Lift Irrigation Project in Mojerla Village, Telangana, has yielded significant and transformative outcomes for the community and the region. Through strategic planning, comprehensive infrastructure development, and community engagement, the project has effectively addressed the persistent water scarcity issues that plagued local farmers.

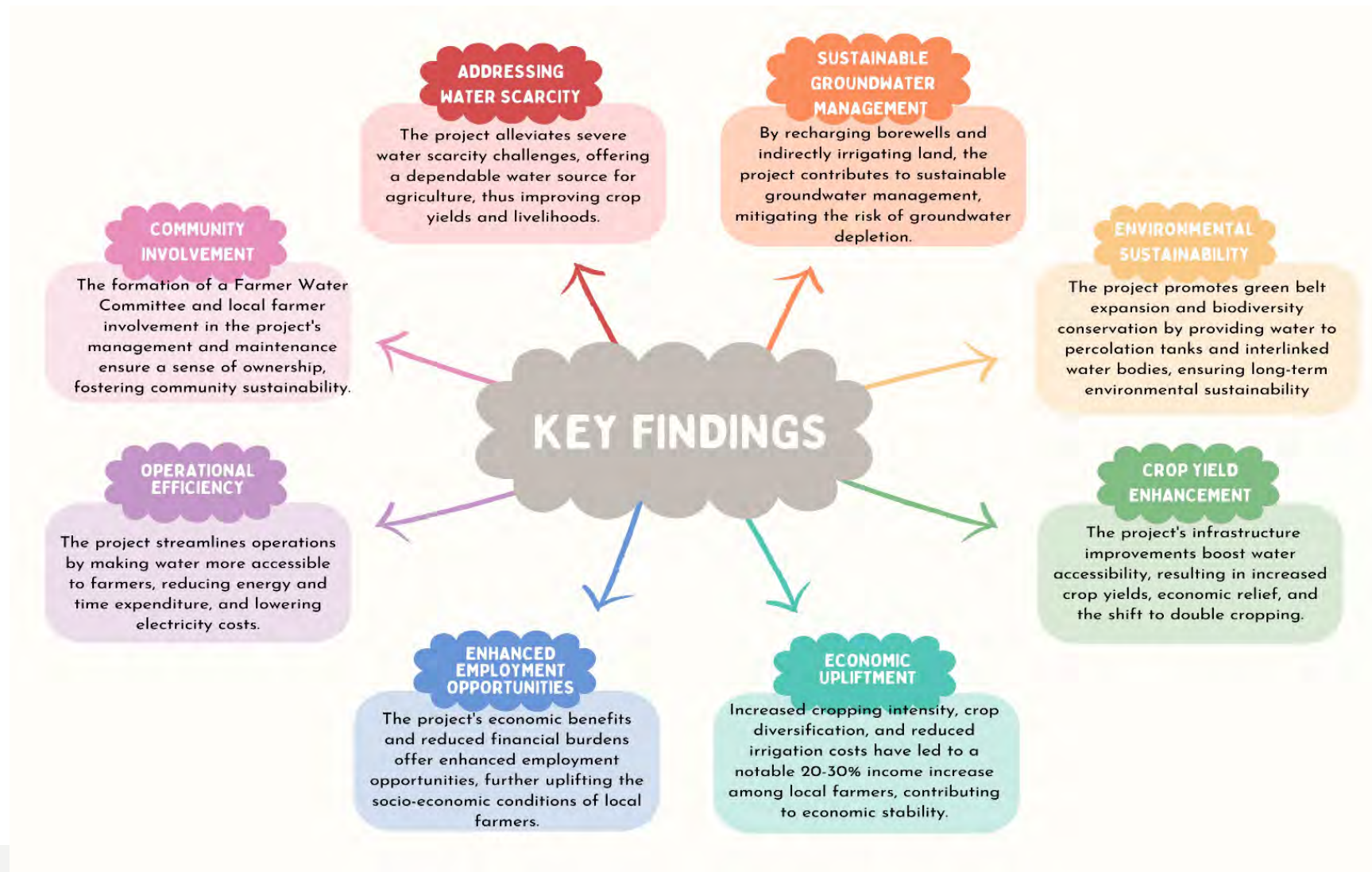
The foremost outcome is the vastly improved water accessibility for farming. With the establishment of dependable irrigation infrastructure, farmers now have access to a consistent water supply throughout the year, even during dry seasons. This has led to a substantial increase in crop yields, as well as an expansion of the cultivable land area. A key element of the project is its emphasis on socio-economic development. By encouraging crop diversification and more frequent cropping cycles, it has significantly improved agricultural productivity and economic conditions among the farming community. The resulting increase in income, reduced financial burden related to irrigation, and the creation of employment opportunities have collectively enhanced the economic stability of local farmers.

The project's impact extends to groundwater management and environmental sustainability. It has contributed to aquifer recharge, addressing concerns about groundwater depletion. Moreover, the promotion of green belts and biodiversity conservation reflects a commitment to responsible and sustainable water use. In conclusion, the Lift Irrigation Project's outcomes are far-reaching, addressing immediate water scarcity challenges while laying the groundwork for sustainable development. By improving water accessibility, enhancing economic conditions, contributing to groundwater recharge, and fostering environmental sustainability, this initiative stands as a beacon of hope for Mojerla Village and sets an example for future agricultural and environmental endeavors.

5.3. KEY FINDINGS

These key findings collectively highlight the substantial impact of the Lift Irrigation Project in Mojerla Village, underscoring its relevance and effectiveness in addressing water scarcity, enhancing agricultural outcomes, promoting economic stability, and contributing to environmental sustainability.

Figure 98: Key Findings



5.4. SUGGESTIONS


The success and sustainability of the Lift Irrigation Project in Mojerla Village depend on effective strategies and actions. This comprehensive project, initiated to address the critical issue of water scarcity for agriculture, has shown promising results in its first year. However, to ensure its continued impact and long-term relevance, a series of well-thought-out suggestions can further enhance its effectiveness.

1. **Water Conservation Practices:** The Water Committee, in collaboration with local farmers, should introduce and promote water conservation practices. This includes rainwater harvesting, desilting of ponds, and the adoption of efficient water usage techniques. These practices will collectively safeguard water resources for the village during dry seasons and should be actively implemented and managed by the Water Committee.
2. **Diversification of Crops:** The Panchayat and the Water Committee should continue their efforts in educating and encouraging farmers to diversify their crops. This can significantly reduce the risks associated with depending on a single crop and enhance overall food security. The Panchayat can play a role in organizing workshops or training sessions for the farmers to impart knowledge about the benefits of crop diversification.
3. **Community Contribution:** The farmers and the Water Committee should work together to establish a mechanism for community contributions to cover operational and maintenance costs of the lift irrigation system. By creating a corpus fund for future operations, the community can ensure self-sufficiency in maintaining the system. The Panchayat can facilitate the creation and management of this fund.
4. **Local Stakeholder Engagement:** Strengthening the engagement of local stakeholders, particularly the Lift Operator, in the maintenance and operation of the infrastructure is crucial. The Water Committee, in partnership with the Panchayat, should ensure that the Lift Operator is actively involved in system upkeep, as their expertise can contribute to the efficient operation of the system.

5.5. CONCLUSIONS

The Lift Irrigation Project in Mojerla Village, a collaborative effort funded by the Aurobindo Pharma Foundation and executed by the Ramky Foundation, stands as a vital response to the acute problem of water scarcity for agricultural purposes. In the parched region of Mojerla Village, situated in Telangana's Wanaparthy district, agriculture heavily depended on groundwater from wells and tube wells, leading to severe groundwater depletion and environmental sustainability concerns. This transformative project has brought hope to the agricultural community, significantly revitalizing the region's agricultural landscape and improving the well-being of its residents.

The project's impact has been remarkable. It effectively addressed the water scarcity issue by introducing a dependable lift irrigation system that not only expanded the cultivable land but also significantly enhanced water accessibility for farming. Through an extensive network of pipes, water was transported across hilly terrains, reaching four ponds and the village's main lake, Oora Cheruvu. The innovative approach led to increased agricultural



productivity, greater cropping intensity, crop diversification, and higher crop yields. As a result, it not only alleviated the economic burdens faced by local farmers but also contributed to sustainable groundwater management and long-term environmental sustainability.

In a relatively short period, the project has produced tangible and promising results. Farmers have witnessed increased cropping intensity, the transformation of barren lands into fertile ones, and a shift from single cropping to double cropping. Their income has risen by 20-30%, offering the promise of greater economic stability and improved prosperity for the community. The confidence within the community is palpable, suggesting that the project will have a lasting and positive impact on their overall quality of life and well-being.

To secure the long-term sustainability of the project, several crucial steps should be taken by the Water Committee and the Gram Panchayat. Water conservation practices, such as rainwater harvesting, pond desilting, and efficient water use techniques, should be introduced. Additionally, the promotion of crop diversification, education on the benefits of growing a variety of crops, and local stakeholder engagement are necessary. Lastly, strengthening the engagement of local stakeholders, particularly the Lift Operator, is vital to maintain the infrastructure efficiently. The collective efforts and dedication of all involved stakeholders, including the community, will ensure that the project's transformative impact continues to benefit the region.

CASE STUDY

Case Study 1: Srinivas, Farmer from Mojerla

I'm Srinivas, a farmer from Mojerla Village, and I'd like to share the incredible transformation our lives and community have experienced thanks to the Mini Lift Irrigation project initiated by the Ramky Foundation in collaboration with the Aurobindo Pharma Foundation.

Not too long ago, the land we now cultivate was nothing but barren and resembled a desert, incapable of sustaining any form of agriculture due to the lack of irrigation sources. It was a tough, dry, and arid landscape. Our dreams of farming seemed like distant mirages. However, with the introduction of the Lift Irrigation project, I found a ray of hope. I decided to cultivate groundnuts on these once-unyielding four acres of land. Similarly, other farmers in our village began cultivating various crops like cotton and pulses. It was a dramatic shift in our fortunes, and it marked the beginning of a new era for our community.

This project has not only breathed life into our farmlands but has also brought prosperity to our livestock. Previously, we struggled due to the absence of nearby water sources, and our livestock suffered as a result. But with the availability of water in the kuntas, our animals are healthier and more productive.

I can't express enough how grateful we are to the Aurobindo Pharma Foundation for providing us with the Mini Lift Irrigation facility. Their support has not just made a difference in our lives but has also empowered our entire community. We have witnessed our barren lands flourish, turning into vibrant, green fields. This initiative has brought newfound hope and prosperity to Mojerla Village, and we're eager to embrace the opportunities it continues to offer.



Case Study 2: Mr. Venkateshwara Reddy, Water Committee Chairperson, Mojerla



I've seen firsthand the dramatic changes in our village before and after the lift irrigation project. Before this project, our village struggled a lot. We relied heavily on rain for our crops, and in dry seasons, it was really tough. Our farmers couldn't grow much without enough water, and it was hard to make ends meet.

But after the Aurobindo Pharma Foundation and Ramky Foundation came together to help us with the lift irrigation system, things changed drastically. With this new system, part of Package 19 from Shankara Samudram, we can now irrigate a much larger area – around 200 to 300 acres. It's a huge leap from the small patches of land we could water before.

The system also brought left and right canals, which means we can reach more fields and grow more crops. This has been a game-changer for us. We're even planning to deepen our ponds to store more water, thanks to the continued support from our partners.

I remember the days when water scarcity was our biggest challenge. Now, when I look at our flourishing fields and the hope in the eyes of our farmers, I feel a deep sense of gratitude. The Aurobindo Pharma Foundation and Ramky Foundation didn't just bring us an irrigation system; they brought new life to our village. Our farmers are happier, and our village is growing stronger every day. We are all incredibly thankful for this transformation.

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