

# **INDEX OF EXECUTIVE SUMMARY OF IMPACT ASSESSMENT REPORTS FOR FY 2024-25**

Sr. No.	Thrust Area	CSR Project	Name of Independent Agencies	Appendix No.
1	Health & Hygiene	SAFAR-Truckers Well-being Interventions (Multiple Locations)	Grant Thornton Bharat LLP	A
2	Health & Hygiene	Static Health Clinics and Mobile Medical Units (Multiple Locations)		B
3	Water Stewardship	Water Resource Management and Agriculture activities (Ankleshwar)	KPMG Assurance and Consulting Services LLP	C
4	Water Stewardship	Participatory Water Resource Management for Enhancing Livelihood in villages (Vizag)		D
5	Water Stewardship	Improvement of left bank of Sarada River near Ganapathi village of Munagapaka Mandal (Visakhapatnam)		E
6	Water Stewardship	Nama Jal Bhadrade - Mass Scale Rejuvenation of Water Bodies (Mysuru)		F
7	Water Stewardship	Water Resource Development Project (Patancheru)		G
8	Water Stewardship	Integrated Water Resource Management in Mahadevimangalam cluster of village (Sripi)		H
9	Water Stewardship	Water Body Rejuvenation Project (Kasna)		I
10	Water Stewardship	Water Resource Rejuvenation Project (Mysuru)		J
11	Water Stewardship	Water Resource Management - Water Rejuvenation Project (Penta)		K
12	Water Stewardship	Integrated Watershed Management (Khandala)		L
13	Health & Hygiene	Mobile Medical Units (Multiple Locations)		M
14	Enhancing Vocational Skills	Beautiful Homes Academy		N

\*\*\*\*\*

# Executive Summary

The SAFAR program, initiated by Asian Paints Ltd. (APL), has achieved significant success in improving healthcare accessibility and quality for truckers, a vital yet underserved demographic. This comprehensive Truckers' Health and Road Safety program aims to enhance truckers' well-being by providing accessible and quality healthcare services along with road safety education. By addressing the unique challenges faced by truckers, the program promotes healthy lifestyles and safe driving practices, ultimately contributing to their overall well-being.

## Program Relevance and Context

India's truckers, who transport over 70% of the nation's freight, face alarming health risks due to harsh working conditions. Chronic back pain, respiratory issues, gastrointestinal problems, and mental health challenges are prevalent, affecting 56%, 48%, 30%, and 40% of truckers, respectively. Furthermore, truckers are disproportionately affected by HIV/AIDS, with a 2.59% prevalence rate, underscoring the urgent need for targeted health interventions to address these critical concerns.

## Key Achievements

- **Access to Healthcare:**
  - **95% of beneficiaries expressed satisfaction** with the services provided.
  - **96%, benefited from the easy and free access to healthcare** provided by the SAFAR program.
  - **Reliance on unqualified local practitioners and self-medication decreased**, indicating a shift towards more reliable and formal healthcare services.
  - **73% of beneficiaries enrolled in health insurance schemes** through SAFAR's support, ensuring financial protection against medical expenses.
  - **90% of truckers received medical kits that empowered them to adopt healthier habits**, promoting preventive care and self-management of health.
- **Cost and Time Savings:**
  - **67% beneficiaries reported average cost savings of less than INR 499 per consultation**, indicating a notable reduction in out-of-pocket expenses.
  - **54% beneficiaries reported average annual cost savings on medicine below INR 2,000**, indicating a notable decrease in out-of-pocket expenses for essential medications.
  - **88% of beneficiaries reported saving money** by not opting for alcohol, highlighting the program's positive impact on their financial well-being.
  - **70% beneficiaries reported waiting less than 30 minutes for consultation**, highlighting the program's efficiency in managing patient flow and minimizing wait times.
- **Health Outcomes:**

- **83% of respondents felt that they can manage their health better** due to the SAFAR program.
- **100% respondents agreed that essential medicines are always available through at SAFAR program locations.** The results indicate a statistically significant correlation between SAFAR's pharmacy services and essential medicine availability.
- The SAFAR program provided critical treatment for various health issues commonly affecting truckers, including:
  - Orthopaedic problems (e.g., back pain, joint issues)
  - Dermatological issues (skin problems)
  - Gastrointestinal problems (e.g., digestive issues, stomach ailments)
  - COVID-19 and related respiratory issues
- **Beneficiary Perception:**
  - **86% credited the road safety training and awareness programs with preventing accidents,** underscoring the program's contribution to improved road safety.
  - **84% of beneficiaries reported improved overall well-being** due to the healthcare services provided by SAFAR.
  - **86% agreed that their health status and awareness had increased** because of the program.
  - **93% did not encounter any challenges when seeking healthcare** through SAFAR.
  - **95% expressed satisfaction with the services, highlighting strong appreciation for the initiative.**
  - **88% of beneficiaries felt comfortable visiting the SAFAR clinic** and interacting with the medical staff.
- **Community Engagement:**
  - The Behaviour Change Communication (BCC) component of the SAFAR program has also shown promising results in promoting positive behaviour change among truckers. A majority of respondents (65%) found BCC sessions to be helpful, indicating the program's effectiveness in influencing behaviour and promoting healthy practices.
  - **40%, learned about the services through family and friends, highlighting the importance of word-of-mouth referrals.**

### Community needs and Recommendations

The SAFAR program has achieved significant milestones, including increased health insurance enrolment, improved health-seeking behaviours, and reduced road accidents. To further enhance its impact, the program aims to:

- Enhance diagnostic services for chronic conditions
- Strengthen road safety training for drivers
- Boost community engagement through local leaders and influencers
- Leverage government health schemes for expanded healthcare access and social security benefits.

### Sustainability and Long-term Impact

- The project has demonstrated sustainability through its partnerships with local NGOs and healthcare providers, leveraging local resources and expertise to build capacity and ensure continuity of services. By establishing a network of local healthcare providers and empowering truckers to take charge of their own health, the project has achieved improved health outcomes, increased satisfaction, and increased adoption of healthy behaviors. While the program has been successful in providing accessible and effective healthcare, areas for improvement include encouraging consistent usage of medical kits, enhancing medical instrument availability, increasing doctor numbers, and expanding vaccination services to include Influenza and Hepatitis vaccines.

In conclusion, the SAFAR program has achieved notable success in enhancing the health and well-being of truckers through its comprehensive provisions. By providing accessible and free of cost healthcare services, promoting awareness and education on healthy practices, and addressing the social determinants of health, the program has effectively addressed the complex health concerns of this vulnerable population. Ultimately, the SAFAR program's demonstrated effectiveness paves the way for continued innovation and expansion, further improving the lives of India's truckers.

**For and on behalf of Grant Thornton Bharat LLP,  
Authorized Signatory**

**Name: Rohit Bahadur**

**Designation: Partner**

**Email: rohit.bahadur@in.gt.com**

**Date: 07 March 2025**



## We are Shaping Vibrant Bharat

A member of Grant Thornton International Ltd, Grant Thornton Bharat is at the forefront of helping reshape the values in the profession. We are helping shape various industry ecosystems through our work across Assurance, Tax, Risk, Transactions, Technology and Consulting, and are going beyond to shape more **#VibrantBharat**.

### Our offices in India

- Ahmedabad ● Bengaluru ● Chandigarh ● Chennai
- Dehradun ● Goa ● Gurugram ● Hyderabad ● Kochi
- Kolkata ● Mumbai ● New Delhi ● Noida ● Pune



Scan QR code to see  
our office addresses  
[www.grantthornton.in](http://www.grantthornton.in)

Connect  
with us on



@Grant-Thornton-Bharat-LLP

@GrantThorntonIN



@GrantThorntonBharat



@GrantThorntonBharatLLP



@Grantthornton\_bharat

GTBharat@in.gt.com

# Executive Summary

The Asian Paints Nirog Health Services program, established as part of Asian Paints' Corporate Social Responsibility (CSR) initiatives, addresses critical healthcare challenges in underserved communities near its plant locations, including Mysore, Khandala, Vizag, Patancheru, and Kasna. This impact assessment evaluates the program's relevance, effectiveness, efficiency, impact, and sustainability over its implementation from FY 2019 to 2023, focusing on the delivery of primary healthcare services through 5 Static Health Units (SHUs) and 1 Mobile Medical Unit (MMU).

## Program Relevance and Context

The program is a direct response to the healthcare disparities in rural India, where inadequate infrastructure, high out-of-pocket expenses, and limited accessibility affect vulnerable populations. With **72% of beneficiaries belonging to Below Poverty Line (BPL) households**, the program targets those most in need, providing services such as **non-communicable disease (NCD) management**, General disease, maternal and child health, and eye care. By bridging gaps in healthcare delivery, the program aligns closely with community needs.

## Key Achievements

- **Access to Healthcare:**
  - Over 3,65,000 beneficiaries received healthcare services through the SHUs and MMU, with daily footfalls ranging from 50-100 beneficiaries per clinic across locations per day.
  - The majority of beneficiaries sought care for chronic conditions such as **diabetes (54%)**, **hypertension (32%)**, and **cholesterol issues (9%)**, as well as common ailments like joint pain and seasonal illnesses.
  - **Antenatal (AN) and Postnatal Care (PNC) registrations were actively promoted**, benefiting 70-80 pregnant women annually, with a focus on safe motherhood practices.
- **Cost and Time Savings:**
  - 63% of beneficiaries availed doorstep medical services, significantly improving convenience for those with limited mobility.
  - **88% saved up to ₹9,999 annually** on diagnostic tests, and 31% saved ₹5,999 on medicines, demonstrating the program's financial impact.
  - The program reduced travel distances to healthcare facilities, with **48% of respondents saving ₹100 per visit** and 30% saving ₹250-₹500 on transportation costs.
  - 61% of beneficiaries avoided wage loss due to the program's localized services, which allowed them to seek timely medical care without missing work.
- **Health Outcomes:**

- Beneficiaries reported improved management of chronic diseases, with regular follow-ups ensuring medication adherence and lifestyle changes.
- Preventive practices increased by 41%, highlighting the success of awareness campaigns and health camps.
- **Beneficiary Perception:**
  - Nearly all beneficiaries (99%) expressed high satisfaction with the services, ranking the clinic doctors as providing the best consultation quality among healthcare providers in the area.
  - 95% reported that their family members also utilized the services, indicating the program's broader impact within households.
- **Community Engagement:**
  - The program organized 24 health camps per month per location, focusing on NCD screenings, general health check-ups, and awareness activities.
  - Events such as World Diabetes Day and Nutrition Week drew significant participation, enhancing community understanding of health risks and prevention strategies.

### Community needs and Recommendations

The program successfully addressed several healthcare needs but also highlighted additional areas of community demand:

- **Maternal healthcare:** Focus on antenatal and postnatal care registration helped improve maternal health outcomes; however, gaps in gynaecological services remain.
- **Orthopaedic and geriatric care:** Senior citizens, who formed a significant portion of beneficiaries, requested specialized services for joint pain and arthritis.
- **Eye care:** Beneficiaries emphasized the need to reinstate eye camps for vision testing and cataract referrals.
- **Advanced diagnostics:** Adding ECGs, X-rays, and thyroid tests could address unmet diagnostic needs.
- **Expanded referrals:** While effective, the referral system for higher-level care requires enhanced communication and follow-up.

### Sustainability and Long-term Impact

The program's foundation for sustainable healthcare delivery is built on community trust, effective stakeholder engagement, and a robust operational framework. By integrating telemedicine, strengthening partnerships, and adopting adaptive strategies, the initiative has the potential to serve as a replicable model for CSR-driven healthcare interventions in India.

In conclusion, the Asian Paints Nirog Health Services program has significantly improved healthcare accessibility and outcomes for underserved populations. By addressing the

highlighted gaps and scaling its successful strategies, the initiative can continue to serve as a transformative force in community health and well-being.

**For and on behalf of Grant Thornton Bharat LLP,  
Authorized Signatory**

**Name: Rohit Bahadur**

**Designation: Partner**

**Email: rohit.bahadur@in.gt.com**

**Date: 07 March 2025**





## We are Shaping Vibrant Bharat

A member of Grant Thornton International Ltd, Grant Thornton Bharat is at the forefront of helping reshape the values in the profession. We are helping shape various industry ecosystems through our work across Assurance, Tax, Risk, Transactions, Technology and Consulting, and are going beyond to shape more **#VibrantBharat**.

### Our offices in India

- Ahmedabad ● Bengaluru ● Chandigarh ● Chennai
- Dehradun ● Goa ● Gurugram ● Hyderabad ● Kochi
- Kolkata ● Mumbai ● New Delhi ● Noida ● Pune



Scan QR code to see  
our office addresses  
[www.grantthornton.in](http://www.grantthornton.in)

Connect  
with us on



@Grant-Thornton-Bharat-LLP  
@GrantThorntonIN



@GrantThorntonBharat



@GrantThorntonBharatLLP



@Grantthornton\_bharat

GTBharat@in.gt.com

## Executive Summary- Water for Livelihood Programme- Ankleshwar

Asian Paints Limited has imbibed the philosophy of transformation in its DNA and has consistently reinvented the industry. Aligning with this approach, the company's CSR efforts are focused on achieving holistic and sustainable community development. There is a strong emphasis on fostering robust trust-based relationships with communities located in the vicinity of its plants and people in the unorganized sector. These inclusive development initiatives are concentrated on health and hygiene, water conservation, skill development, and disaster management.

India is the largest groundwater user globally, and groundwater serves approximately 45% of total irrigation and 80% of domestic water needs. However, decades of unsustainable extraction practices have contributed to overexploitation and water scarcity, which creates a challenging landscape. In response, Asian Paints engaged in a holistic approach through its "Water for Livelihoods" program in the Dediapada block of Narmada district in Gujarat. This initiative addresses water scarcity, soil conservation, and natural resource management, aiming to ensure sustainable and resilient water resources for the country.

The objective of this impact study is to assess the impact of water stewardship activities, with a specific focus on access and availability of surface and ground water, potable water, agricultural practices, farmer livelihoods, and governance. The mixed-methods approach involved quantitative and qualitative research methodologies, utilizing primary and secondary data collection. The analysis of quantitative data was corroborated with anecdotal evidence from qualitative responses and observed through the lens of the Social Return on Investment (SROI) and Organisation for Economic Co-operation and Development-Development Assistance Committee (OECD-DAC) frameworks. During the survey, respondents from five villages in Narmada district of Gujarat, including farmers, community members, PRI members, and Water User Association members, were interviewed for data collection.

The sample size included respondents from diverse economic backgrounds, small to marginal farmers, and those whose primary source of income is agriculture. More than half of the respondents were between the age group of 40 to 60 years and had no formal education.

This report also estimates the impacts felt by the beneficiaries and wider community as a result of the APL programme, by valuing them in monetary terms. We have examined the social impact of the APL programme arising from its CSR project during the FY 2022-23. To achieve this, we have estimated the social return on investment (SROI) generated by the programme by comparing the financial costs of the programme to the monetary value of the impacts it creates among its stakeholders. Whilst many of the impacts arose during the period of analysis, impacts would also occur or continue the effect for some time in future. Thus, forecasting methods have been used.

We estimate that for every INR 1 spent by the water for livelihood programme, INR 2.16 in social value has been generated through a mixture of socio-economic wellbeing among the beneficiaries.



## RELEVANCE

- 83% respondent indicated challenges they faced before the intervention was scarcity of water for their agricultural use
- 35% of beneficiaries shared that they did not have adequate access to water for agriculture before the intervention
- 35% of beneficiaries shared that they did not have adequate access to water for agriculture before the intervention



## EFFECTIVENESS

- 98% improved water availability more than 4 months
- 81% Water availability in well due to GW recharge
- All beneficiaries are aware of the sustainable agriculture practice



## IMPACT

- Impact on awater- 87% rated improved water availability and accessibility
- Impact on agriculture- 100% improved pest management activities
- Impact on biodiversity- observed new or reemergence of new species around the water bodies due to the increased availability of water



DocuSigned by:



67B595C3ADEC43E...

## **Executive Summary: Participatory Water Resource Management for Enhancing Livelihood in villages of Vizag**

The philosophy of transformation has been in DNA of Asian Paints Limited and reinventing the industry has been in its nature. The same philosophy of transforming lives has been driving the CSR efforts concentrating on holistic and sustainable development of the community. The company believes in fostering relationship of trusts with the communities around the vicinity of plants and people in the unorganized sector. Under the umbrella of inclusive development, the initiatives focus on sectors of health & hygiene, water conservation, skill development and disaster management.

According to UN World Water Development Report (2022), India is the largest groundwater user globally. Approximately 45% of total irrigation and 80% of domestic water needs are met by groundwater. the unsustainable extraction practices over decades have thus led to overexploitation and water scarcity. In such challenging landscape, water harvesting and conservation under the umbrella of watershed management became need of the hour. Asian Paints engaged in holistic approach through their program "Participatory Water Resource Management for Enhancing Livelihood in villages of Vizag " Andhra Pradesh, which addresses not only water scarcity but also soil conservation and natural resource management for ensuring a sustainable and resilient water future for the country.

The main objectives of the impact study are to assess the impact of water stewardship activities with focus on the access and availability of surface and ground water, potable water, farmer`s livelihood, land and agriculture practices, and governance. The study covered mix-methods approach consisting of quantitative and qualitative research methodology using primary and secondary data collection. The analysis of quantitative data was corroborated with anecdotal evidence from qualitative responses and observed through the lens of SROI framework and OECD-DAC framework. A total of 100 respondents from nine villages were interacted for data collection in Vizag, Andhra Pradesh including farmers, community members, and PRI members.

This report also estimates the impacts felt by the beneficiaries and wider community as a result of the APL programme, by valuing them in monetary terms. We have examined the social impact of the APL programme arising from its CSR project during the FY 2022-23. To achieve this, we have estimated the social return on investment (SROI) generated by the programme by comparing the financial costs of the programme to the monetary value of the impacts it creates among its stakeholders. Whilst many of the impacts arose during the period of analysis, impacts would also occur or continue the effect for some time in future. Thus, forecasting methods have been used.

We estimate that for every INR 1 spent by the Participatory Water Resource Management for Enhancing Livelihood in villages of Vizag programme, INR 4.71 in social value has been generated through a mixture of socio-economic wellbeing among the beneficiaries.

1

## Relevance

- 87% of respondent indicated challenges they faced before the intervention was scarcity of water for their agriculture use
- All beneficiaries rated the availability of water as poor before the project implementation.

2

## Effectiveness

- 94% of beneficiaries shared the improved water availability more than four months post-monsoon.
- 95% shared improved water availability in well due to GW recharge
- All beneficiaries are aware of the sustainable agriculture practices.

3

## Impact

- 70% rated improved water availability and accessibility as good.
- 56% respondents shared improved soil moisture level due to water related intervention.
- Impact on biodiversity- observed new or reemergence of new species around the water bodies due to the increased availability of water

4

## Coherence

- Directly convergence with ' Jal Shakti Abhiyan' and Catch the rain' campaign by the Ministry of Jal Shakti
- The programme has direct contribution to SDGs



5

## Efficiency

- The programme has completed on schedule and within the proposed budget.
- No duplication or overlap of activities was observed with any other programme on-ground and collaborated by respondents

6

## Sustainability

- 100% respondents rated overall experience in water for livelihood project in bringing about the positive change in their quality of life
- 100% respondent rate the support provided under the project
- Improved governance system for water resource management



# Impact Assessment of Sarada River Project

Asian Paints Limited

January 2025





**Strictly Private and Confidential**

V. Ravi

General Manager

Asian Paints Limited

Mumbai, Maharashtra– 400055

India

07 March 2025

**Subject: Final report for Impact assessment of CSR Projects**


Dear Mr. V. Ravi,

We appreciate the opportunity to assist Asian Paints Limited in providing **Impact assessment of CSR Projects** related services.

Please find enclosed our final-report, which has been prepared in accordance with the scope and terms stated in our engagement letter dated 6<sup>th</sup> November 2024. With this deliverable, we have completed our obligations as stated in our engagement letter.

It has been our privilege to have this opportunity to work with you, and we look forward to continuing our relationship.

Yours sincerely,

DocuSigned by:  
  
67B595C3ADEC43E...

**Jignesh Thakkar,**

Partner- ESG, Head-Social

KPMG Assurance and Consulting Services LLP



© 2025 KPMG Assurance and Consulting Services LLP, an Indian Limited Liability Partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

Document Classification: KPMG Confidential

# Table of Content

**01**

**Executive Summary**

**02**

**Project Outcomes  
Basis OECD-DAC  
Framework**

**03**

**About the Project**

**04**

**Impact Assessment  
Framework**

**05**

**Detailed Findings and  
Analysis**

**06**

**Way Forward**



# About the Project

# About the Project

## Aim of the Project

- ❖ The aim of the project was to mitigate the social and economic impacts caused by flooding in 11 villages and to prevent the overflow of the downstream river and reduce the damage to public property, standing crops, and nearby habitations.
- ❖ Additionally, the project intended to increase water potential by addressing the siltation of the riverbed and mitigating the effects of low water storage in the check dam. Ultimately, the project sought to improve the water availability for irrigation sources and prevent water scarcity for standing crops in the affected villages.

## Location

**Ganaparthi Village in Munagapaka Mandal of Vizag district**

# ₹2.98 crores

**Spent in the year FY 2022-23**

## APL's Support

- ❖ The intervention focused on five key activities: Desilting of 25,000 cubic meters of the riverbed, construction of a 230-meter-long, two-step protection wall, earth filling and stone pitching work for the embankment, the construction of a sluice with an iron gate, and the construction of a Groyne, which is a structure made of stone filling and wire mesh binding. The support provided for each of these activities is crucial for the overall success of the project, helping to strengthen and better protect the 11 villages from the effects of floods, such as water damage and socio-economic loss.

## Benefits of the project:

The Sarada River project has identified both direct and indirect beneficiaries in the 11 villages. The direct beneficiaries of the project include 16,030 farmers who cultivate around 8,500 acres of agriculture land, and who have over 32,000 cattle in the flood-prone area.

The program aims to help farmers avoid high crop losses of around Rs 35-40 cr per annum, which are caused by flooding in the area. These benefits are critical to the farmers and their families' livelihoods and will help them avoid significant lost income and resources.

In addition, there are several indirect beneficiaries of the project, including the 42,600 members of the 11 villages' population. The flood control program will help to save fertile soil and protect the biodiversity of these areas, benefiting all those who rely on the ecosystem services provided by the region. Approximately 4,900 agricultural laborers and other workers benefitted indirectly from the program.

# Impact Assessment Framework



# Evaluation Framework (1/2)

The performance of the BGSW 'Resilient Health Care Infrastructure Towards Health Equity at Coimbatore Medical College' Program was assessed based on **OECD DAC** Criteria.

## The key criteria under OECD DAC are-

- ✓ Relevance
- ✓ Coherence
- ✓ Effectiveness
- ✓ Efficiency
- ✓ Impact
- ✓ Sustainability



## Relevance

The study analyses the programme's relative importance vis-à-vis the needs of the target group



## Coherence

The study also looks at macro level triangulations of compatibility of the intervention with the government policies and its alignment with the SDGs



## Effectiveness

The extent to which the intervention achieved, or is expected to achieve, its objectives, and its results, including any differential results across groups



## Impact

The study measured the significant positive, or negatives changes produced by the program directly or indirectly, intended or unintended or externally or internally



## Efficiency

The study also focussed on the extent to which signifies that the program uses the least costly resources possible to achieve the results



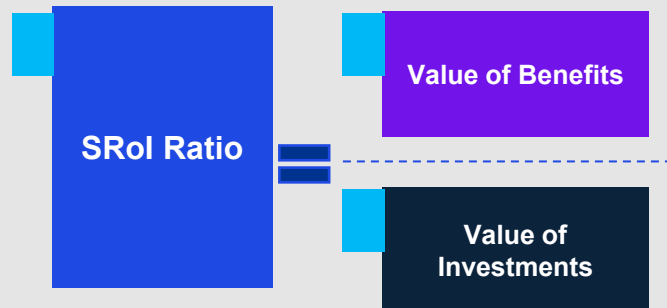
## Sustainability

The study also included sustainable angles and tried to understand whether the benefits of the program are likely to continue after the exist

# Evaluation Framework (2/2)

Social Return on Investment (SRoI) is a principles-based method used to measure extra-financial values

The process of calculation of SRoI largely focuses on deadweight, displacement, attribution and drop-off in association with the outcomes achieved under the MHU program, to present the accurate value of social impact.



## Deadweight

- Deadweight is the extent to which the outcomes would have happened anyway. To understand if your initiative is creating net positive impact

## Displacement

- Displacement refers to negative effects taking place elsewhere as a result of the outcomes, and which offsets the outcomes. To understand if your initiative are creating unintended negative impact

## Attribution

- Attribution refers to the contribution of other factors to the outcomes. To understand who else could have contributed to the outcomes and how much did you contribute.

## Drop-off

- Drop-off refers to the outcomes that are initially observed but do not sustain over the years. To understand if your outcome is worth same in future years.





# **Project Outcomes Basis OECD-DAC Framework**

# Assessment Result (1/3)

This section of the report discusses the OECD-DAC criteria and presents the status of sarada river project support provided by APL.

## Relevance

- APL has undertaken a comprehensive flood mitigation project along the Sarada River, which includes widening the river by 100 meters and constructing a protective retaining wall on its left side. These measures aim to safeguard 11 villages from socio-economic losses caused by floods. Additionally, the project features the construction of a sluice with an iron gate, enabling farmers to access water from the river as needed for their agricultural activities.
- During discussions with beneficiaries from Ganaparthi, Chuchukonda, Joagaraopeta, Yadagiripalem, and Melupaka, it was noted that the construction of the wall had significantly benefited them. However, the wall was destroyed due to natural causes. The beneficiaries emphasized the need for continued support through the refurbishment of the wall to ensure their protection from unsafe increases in water levels.



## Coherence

- Coherence refers to the alignment of the intervention with national priorities and other interventions in a country, sector, or institution. It measures the extent to which other interventions (particularly policies) support or undermine the intervention, and vice versa.
- Alignment of the programme with National Priorities and Sustainable Development Goals:  
Due to the nature of the intervention, the programme has an impact on a wide range of SDG-related outcomes, as shown below:



# Assessment Result (2/3)

This section of the report discusses the OECD-DAC criteria and presents the status of Sarada river project support provided by APL.



## Efficiency

- The project showed demonstrated exceptional efficiency in managing water capacity during floods, significantly reducing the typical damage caused by such events. By effectively holding and controlling the floodwaters the initiative minimized the adverse impacts surrounding communities and livelihood.
- 60% respondents stated that the impact of programme will last for 1-3 years and after that they require maintenance of the project.
- 78% of the respondents stated that the cost of irrigation has been reduced after the implementation of the project.
- Approximately 8,500 acres of agricultural land have benefited from this project. The construction of the sluice has provided water for erosion-free irrigation, while the construction of the groyne has effectively controlled and diverted the flood flow from the left bank of the river to the other side.



## Effectiveness

- The project has proven effective in constructing the retention wall, which now protects people, farmlands and livestock from floods, the protection wall which was previously unavailable. The project successfully achieved its goal of enhancing safety and resilience in the affected villages.
- 100% of the beneficiaries reported that after construction of sluice the availability of water for irrigation has increased.
- Regrettably, the retaining wall constructed on the left side of the Sarada River was compromised due to loosen soil and a sudden surge of water when the dam gates were opened simultaneously. This combination led to the collapse of the retaining wall. Despite this setback, the structure has been temporarily reinforced with sandbags, and the sluice remains operational, allowing farmers to continue accessing water from the river for irrigation.



# Assessment Result (3/3)

This section of the report discusses the OECD-DAC criteria and presents status of sarada river project support provided by APL.

## Impact

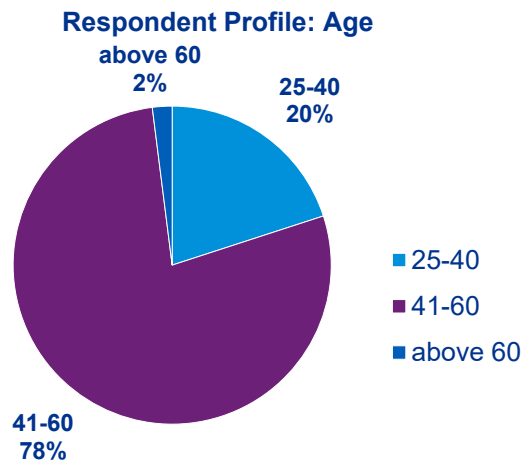
- 100% of the respondents stated the project has significantly benefited them in several ways. It has increased the availability of both surface and groundwater, positively impacting agricultural land and practices.
- The project has improved farmers' livelihoods by making water more accessible, thereby enhancing their ability to sustain and expand their farming activities.
- 78% of the respondents indicated that the project's intervention has significantly improved their financial condition. By increasing the availability of water for irrigation, the project has enabled farmers to cultivate their lands more effectively and consistently.

## Sustainability

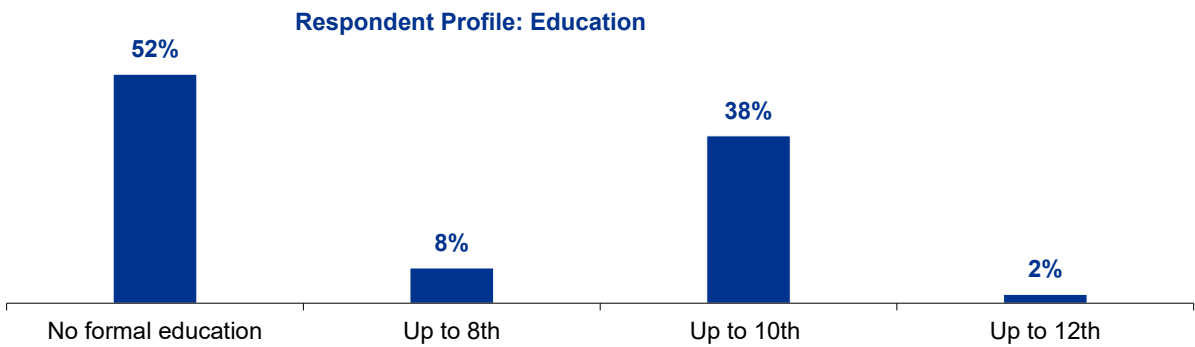
- The temporary reinforcement of the retaining wall with sandbags demonstrates adaptability and resilience. However, for long-term sustainability, it is crucial to refurbish and strengthen the wall to withstand future natural events.
- The beneficiaries emphasized that widening the river by an additional 40 meters would significantly enhance water flow. They also suggested the removal of gates in the Rolugadda Canal, which would help prevent the overflow of water into the villages during heavy rains. This measure is expected to mitigate flooding and protect the local communities from water-related damages.

# Detailed Findings & Analysis

# Demography of the respondents (1/2)



- The respondents interviewed were largely (**70 percent**) from the age group of **41 to 60 years**, followed by 20 percent from 25 to 40 years age group and two percent whose age is more than 60 years.
- In terms of education levels, majority (52 percent) of respondents had no formal education whereas 38% completed their education up to 10<sup>th</sup> standard



## Accessibility for all social groups



This indicates that the project has taken the necessary measures to ensure that all social groups, regardless of caste, class, race, religion, or other factors, have equal access to the support interventions representing the project's commitment to social equity and inclusion.

# Demography of the respondents (2/2)

## Source of income

100% of respondents shared that their primary source of income is agriculture



## Land Type

100% of the respondents grow their crops on their own land as well as have their own irrigation facilities



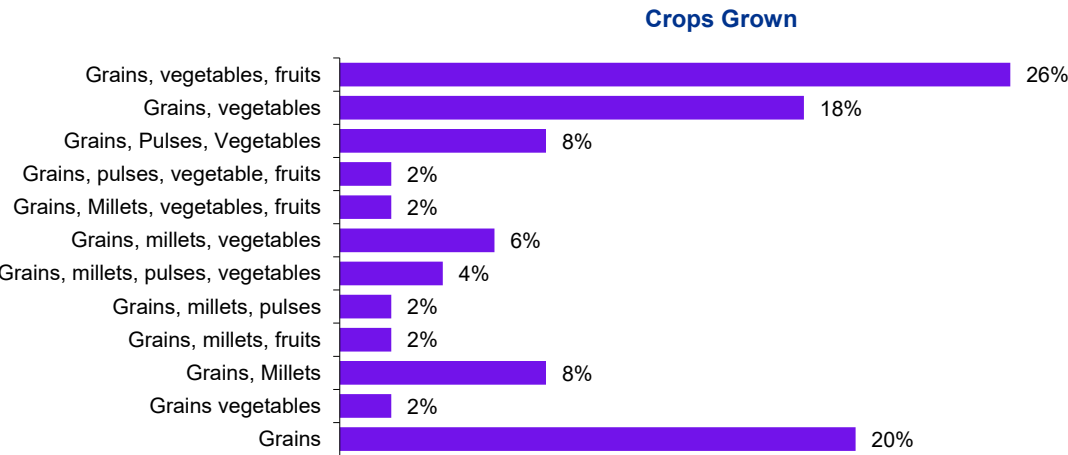
## Land holding size

46% of respondents reported land size less than 2 acres, 36% ranging from 2 to 5 acres whereas 18% of the respondents have land size of more than 5 acres



## Season of cultivation:

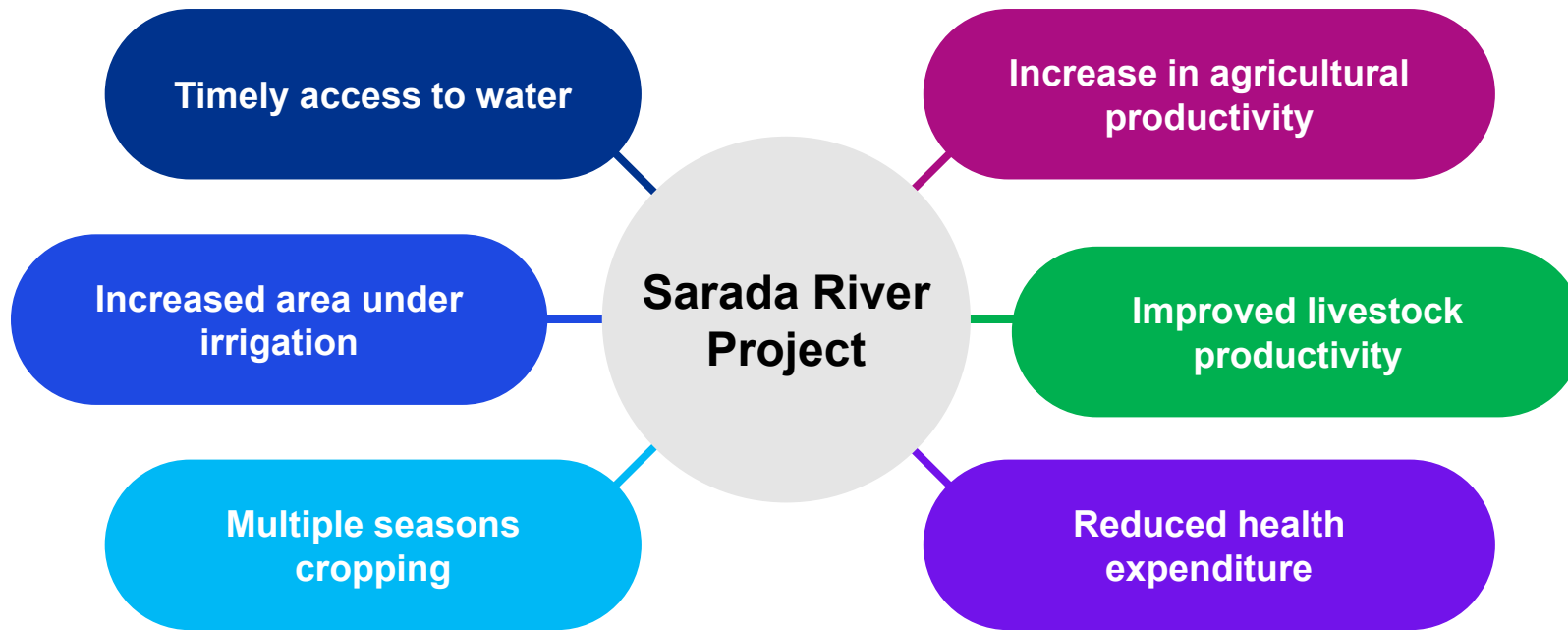
Village	Kharif	Rabi
Chuchukonda	100%	100%
Ganaparthi	100%	100%
Joagaraopeta	100%	100%
Melupaka	100%	100%
Yadagiripalem	100%	100%



- The table reveals the percentage of farmers practicing farming in Kharif and Rabi seasons in different villages. 100% of farmers in all the villages practice farming in both the seasons.
- The crops grown in the villages includes various Grains, Pulses, Vegetables, Fruits and Millets. 26% of the farmers grow only Grains, vegetables and fruits whereas 20% of the farmers are into cultivating only different types of grains.



# Impact of Sarada River Project



**100% respondents reported -**



The project has helped all the community members by providing benefits like :

- Direct irrigation from WHS
- Water availability in well due to GW recharge
- Improved soil moisture

- The figure indicates that the project interventions have yielded a range of positive outcomes, enhancing farming practices and contributing to better agricultural & livestock productivity. The increase in productivity, coupled with the addition of additional livestock in response to improved income generation, underscores the significant impact of the WHS.
- Further analysis of the data indicates that the project's targeted interventions have positively impacted farming practices, leading to better agricultural productivity, reduced input costs, and timely access to water resources.
- These outcomes underscore the importance of promoting sustainable water resource management practices in enhancing agricultural productivity and livelihoods in the project area.

# Support for Water Harvesting Structures

100%

of the respondents believe that the water management activities done in their area has effect on the irrigation process resulting in-

Less Flooding

Increased Ground Water level

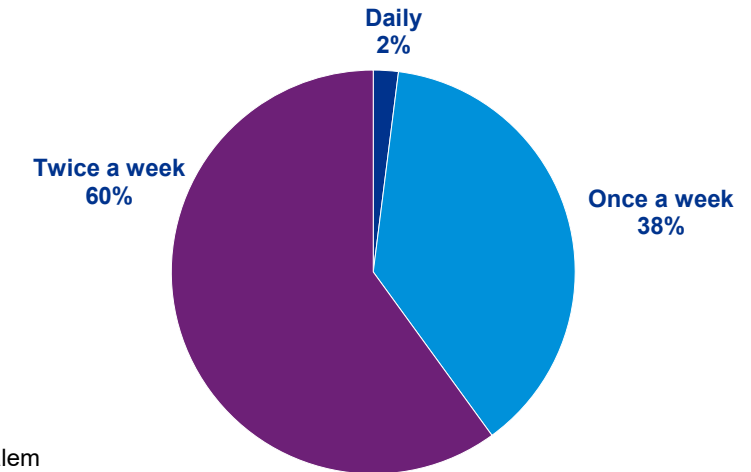
Direct irrigation

Availability and accessibility of water post intervention



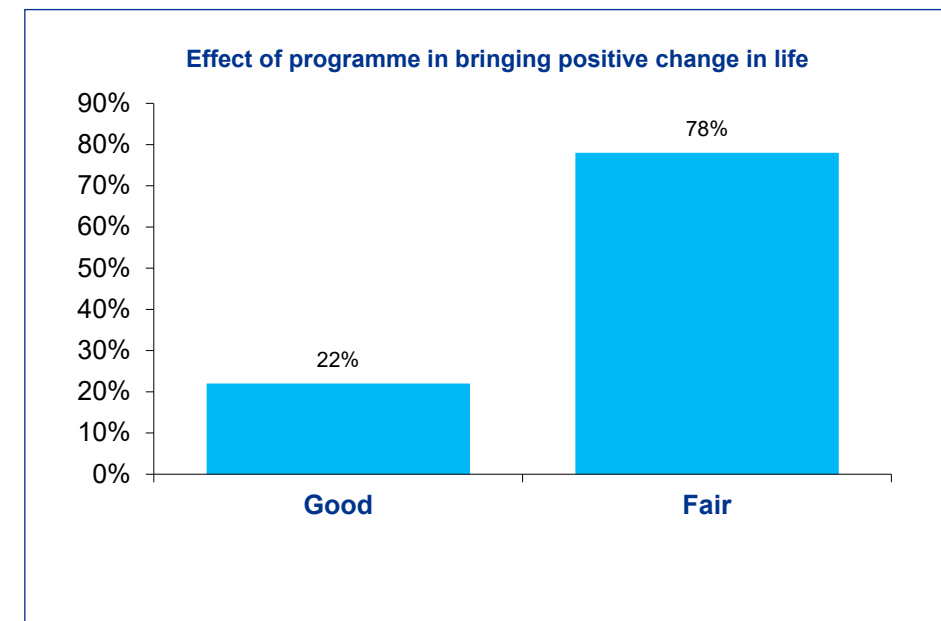
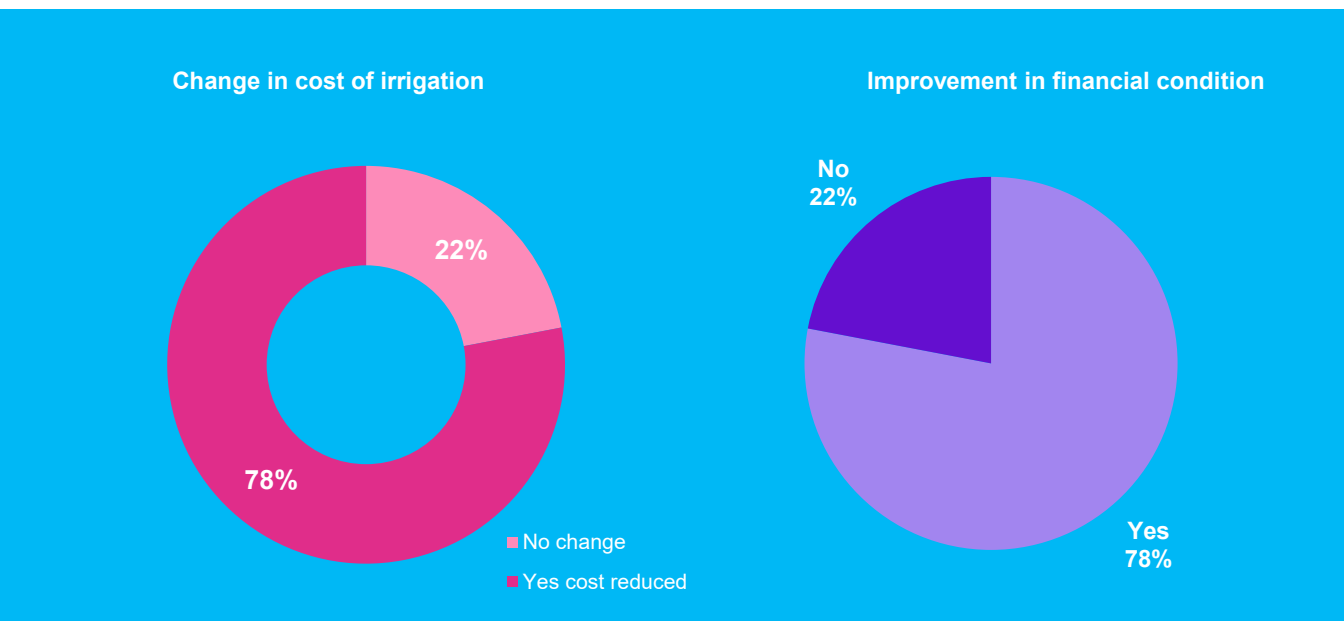
■ Chuchukonda ■ Ganaparthi ■ Joagaraopeta ■ Melupaka ■ Yadagiripalem

Usage of water for irrigation directly from stream



- The results indicate that all respondents reported no challenges with previous water quality. The respondents further confirmed having no issues or challenges related to waterborne diseases. This indicates the safe access to water for all community members across all villages of project intervention area.
- The data shows the impact of project interventions on water depth in wells/borewells during different seasons. The data demonstrate positive outcomes, with improved water availability observed across all seasons, leading to enhanced groundwater table levels and better agricultural productivity.
- The data indicates that all the respondents (60%) avail water twice a week. 38% of the respondents access water from WHS once a week. The results demonstrate that WHS has been effective in providing beneficiaries with a reliable and stable supply of water for their daily needs. Overall, the outcomes of the analysis showcase the positive impact of the project interventions in improving water access.

# Post Intervention Outcomes



- Basis the discussions with the project beneficiaries, 78% of the beneficiaries reported that the cost of irrigation is reduced after the intervention.
- Majority (78%) of the respondents said that their financial condition improved post- intervention. This considerable increase in income underscores the tremendous impact of the agriculture interventions on the beneficiaries' financial wellbeing. The interventions have significantly enhanced productivity and yield, leading to more significant economic returns. In conclusion, the considerable increase in the total income of the beneficiaries after the project interventions reflects the success of the agriculture interventions in increasing productivity and yield.
- The project intervention has delivered several positive outcomes that significantly impact personal life. The responses from the beneficiaries suggest that the WHS has led to timesaving and a considerable reduction in physical effort. The data also indicates improved health outcomes, with 100% of the respondents highlighting the positive impact on their health & physical well-being. The outcomes demonstrate that the WHS has eased the burden of water collection and enabled beneficiaries to focus on their personal lives.

# Thank You



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

**Document Classification: KPMG Confidential**



## Executive Summary: Namma Jal Bhadrata Project- Mysuru

The philosophy of transformation has been in DNA of Asian Paints Limited and reinventing the industry has been in its nature. The same philosophy of transforming lives has been driving the CSR efforts concentrating on holistic and sustainable development of the community. The company believes in fostering relationship of trusts with the communities around the vicinity of plants and people in the unorganized sector. Under the umbrella of inclusive development, the initiatives focus on sectors of health & hygiene, water conservation, skill development and disaster management.

According to UN World Water Development Report (2022), India is the largest groundwater user globally. Approximately 45% of total irrigation and 80% of domestic water needs are met by groundwater. the unsustainable extraction practices over decades have thus led to overexploitation and water scarcity. In such challenging landscape, water harvesting and conservation under the umbrella of watershed management became need of the hour. Asian Paints engaged in holistic approach through their program "Water resource development" in Mysore block of Karnataka, which addresses not only water scarcity but also soil conservation and natural resource management for ensuring a sustainable and resilient water future for the country.

The main objectives of the impact study are to assess the impact of water stewardship activities with focus on the access and availability of surface and ground water, potable water, farmer's livelihood, land and agriculture practices, and governance. The study covered mix-methods approach consisting of quantitative and qualitative research methodology using primary and secondary data collection. The analysis of quantitative data was corroborated with anecdotal evidence from qualitative responses and observed through the lens of SROI framework and OECD-DAC frameworks. A total of 100 respondents were interacted for data collection in Mysuru blocks of Karnataka including farmers, community members, and PRI members.

This report also estimates the impacts felt by the beneficiaries and wider community as a result of the APL programme, by valuing them in monetary terms. We have examined the social impact of the APL programme arising from its CSR project during the FY 2022-23. To achieve this, we have estimated the social return on investment (SROI) generated by the programme by comparing the financial costs of the programme to the monetary value of the impacts it creates among its stakeholders. Whilst many of the impacts arose during the period of analysis, impacts would also occur or continue the effect for some time in future. Thus, forecasting methods have been used.

We estimate that for every INR 1 spent by the water for livelihood programme, INR 2.72 in social value has been generated through a mixture of socio-economic wellbeing among the beneficiaries.

1

## Relevance

- 71% of respondent indicated challenges they faced before the intervention was scarcity of water for their agriculture use
- All beneficiaries rated the availability of water as poor before the project implementation.

2

## Effectiveness

- 100% of beneficiaries shared the improved water availability for two to three months post-monsoon.
- 98% shared improved water availability in well due to GW recharge
- All beneficiaries are aware of the sustainable agriculture practices.

3

## Impact

- 98% rated improved water availability and accessibility as good.
- 97% respondents shared improved soil moisture level due to water related intervention.
- Impact on biodiversity- observed new or reemergence of new species around the water bodies due to the increased availability of water

4

## Coherence

- Directly convergence with 'Jal Shakti Abhiyan' and 'Catch the rain' campaign by the Ministry of Jal Shakti
- The programme has direct contribution to SDGs



5

## Efficiency

- The programme has completed on schedule and within the proposed budget.
- No duplication or overlap of activities was observed with any other programme on-ground and collaborated by respondents

6

## Sustainability

- 100% respondents rated overall experience in water for livelihood project in bringing about the positive change in their quality of life
- 100% respondent rate the support provided under the project
- Improved governance system for water resource management

## **Executive Summary: Water Resource Development Project- Patancheru**

The findings from Impact Assessment of Water Resource Development Project in Telangana, particularly in the Patancheru area of Sangareddy district, highlights significant improvements in water availability, agricultural productivity, and socio-economic conditions. The project, supported by Asian Paints Limited, addresses water challenges exacerbated by rapid industrialization and population growth, focusing on sustainable water management and agricultural practices. The demographic analysis of respondents shows that 81% are aged between 40 to 60 years, with a majority having no formal education. The project has provided various forms of support, including water harvesting structures (WHS), agricultural interventions, and training programs. The project has also positively impacted water levels in wells and borewells across different seasons. The data shows a significant increase in water levels, with a delta change of 64 feet in the summer, 64 feet in the winter, and 82 feet in the monsoon season. Additionally, 88% of respondents reported increased water availability in their wells/borewells, and 69% noted that this improved availability lasted for more than four months.

The assessment reveals that the project has positively impacted the environment by improving soil health, increasing green cover, and enhancing biodiversity. The use of organic fertilizers and sustainable farming practices has reduced soil pollution and improved agricultural outcomes. Additionally, the project has fostered social inclusivity, ensuring that all community groups have equal access to the benefits of the interventions. The project has also enhanced livestock management practices, with 52% of respondents reporting improved productivity and 7% adding new livestock. The income generated from livestock has resulted in an average increment of INR 1,67,000 in annual family income. Furthermore, the project has positively impacted personal lives, with 62% of respondents noting improved health outcomes due to reduced physical exertion in water collection.

This report also estimates the impacts felt by the beneficiaries and wider community as a result of the APL programme, by valuing them in monetary terms. We have examined the social impact of the APL programme arising from its CSR project during the FY 2022-23. To achieve this, we have estimated the social return on investment (SROI) generated by the programme by comparing the financial costs of the programme to the monetary value of the impacts it creates among its stakeholders. Whilst many of the impacts arose during the period of analysis, impacts would also occur or continue the effect for some time in future. Thus, forecasting methods have been used. We estimate that for every INR 1 spent by the water for livelihood programme, INR 4.43 in social value has been generated through a mixture of socio-economic wellbeing among the beneficiaries.

Overall, the "Water Resource Development " project in Telangana has successfully addressed water scarcity and pollution issues, leading to significant socio-economic and environmental benefits. The project's comprehensive approach, including community involvement and sustainable practices, has improved the quality of life for residents in Patancheru and surrounding areas. Continued implementation and scaling up of these interventions are crucial for achieving long-term sustainability and development goals.

1

## Relevance

- 75% of respondent indicated challenges they faced before the intervention was scarcity of water for their agriculture use
- All beneficiaries rated the availability of water as poor before the project implementation.

2

## Effectiveness

- 90% of beneficiaries shared the improved water availability more than four months post-monsoon.
- 90% shared improved water availability in well due to GW recharge
- All beneficiaries are aware of the sustainable agriculture practices.

3

## Impact

- 93% rated improved water availability and accessibility as good.
- Impact on agriculture- 97% improved pest management
- Impact on biodiversity- observed new or reemergence of new species around the water bodies due to the increased availability of water

4

## Coherence

- Directly convergence with ' Jal Shakti Abhiyan' and Catch the rain' campaign by the Ministry of Jal Shakti
- The programme has direct contribution to SDGs



5

## Efficiency


- The programme has completed on schedule and within the proposed budget.
- No duplication or overlap of activities was observed with any other programme on-ground and collaborated by respondents

6

## Sustainability

- 100% respondents rated overall experience in water for livelihood project in bringing about the positive change in their quality of life
- 100% respondent rate the support provided under the project
- Improved governance system for water resource management

DocuSigned by:

  
67B595C3ADEC43E...

## Executive Summary: Water Resource Development Project- Tamil Nadu

The philosophy of transformation has been in DNA of Asian Paints Limited and reinventing the industry has been in its nature. The same philosophy of transforming lives has been driving the CSR efforts concentrating on holistic and sustainable development of the community. The company believes in fostering relationship of trusts with the communities around the vicinity of plants and people in the unorganized sector. Under the umbrella of inclusive development, the initiatives focus on sectors of health & hygiene, water conservation, skill development and disaster management.

According to UN World Water Development Report (2022), India is the largest groundwater user globally. Approximately 45% of total irrigation and 80% of domestic water needs are met by groundwater. the unsustainable extraction practices over decades have thus led to overexploitation and water scarcity. In such challenging landscape, water harvesting and conservation under the umbrella of watershed management became need of the hour. Asian Paints engaged in holistic approach through their program "Water resource development" in Sriperumbudur and Cuddalore blocks of Tamil Nadu, which addresses not only water scarcity but also soil conservation and natural resource management for ensuring a sustainable and resilient water future for the country.

The main objectives of the impact study are to assess the impact of water stewardship activities with focus on the access and availability of surface and ground water, potable water, farmer`s livelihood, land and agriculture practices, and governance. The study covered mix-methods approach consisting of quantitative and qualitative research methodology using primary and secondary data collection. The analysis of quantitative data was corroborated with anecdotal evidence from qualitative responses and observed through the lens of SROI framework and OECD-DAC frameworks. A total of 200 respondents from nine villages were interacted for data collection in Sriperumbudur and Cuddalore blocks of Tamil Nadu including farmers, community members, and PRI members.

This report also estimates the impacts felt by the beneficiaries and wider community as a result of the APL programme, by valuing them in monetary terms. We have examined the social impact of the APL programme arising from its CSR project during the FY 2022-23. To achieve this, we have estimated the social return on investment (SROI) generated by the programme by comparing the financial costs of the programme to the monetary value of the impacts it creates among its stakeholders. Whilst many of the impacts arose during the period of analysis, impacts would also occur or continue the effect for some time in future. Thus, forecasting methods have been used.

We estimate that for every INR 1 spent by APL for the water resource development programme, INR 4.82 and INR 2.82 in social value has been generated through a mixture of socio-economic wellbeing among the beneficiaries in Sriperumbudur and Cuddalore, respectively.

1

## Relevance

- 80% of respondent indicated challenges they faced before the intervention was scarcity of water for their agriculture use
- 24% of beneficiary shared that they did not have adequate access to water for agriculture before the intervention

2

## Effectiveness

- Sriperumbudur with 100% and Cuddlore 72% improved water availability more than four months post monsoon
- Sriperumbudur 95% and Cuddlore 96% water availability in well due to GW recharge
- All beneficiaries are aware of the sustainable agriculture practices.

3

## Impact

- Impact on water- Sriperumbudur 76% and Cuddlore 74% rated improved water availability and accessibility
- Impact on agriculture- 100% improved pest management
- Impact on biodiversity- observed new or reemergence of new species around the water bodies due to the increased availability of water

4

## Coherence

- Directly convergence with 'Jal Shakti Abhiyan' and 'Catch the rain' campaign by the Ministry of Jal Shakti
- The programme has direct contribution to SDGs



5

## Efficiency

- The programme has completed on schedule and within the proposed budget.
- No duplication or overlap of activities was observed with any other programme on-ground and collaborated by respondents

6

## Sustainability

- 100% respondents rated overall experience in water for livelihood project in bringing about the positive change in their quality of life
- 100% respondent rate the support provided under the project
- Improved governance system for water resource management

DocuSigned by:



67B595C3ADEC43E...



## EXECUTIVE SUMMARY: Water Body Rejuvenation Project - Kasna

The philosophy of transformation has been in the DNA of Asian Paints Limited and reinventing the industry has been in its nature. The same philosophy of transforming lives has been driving the CSR efforts concentrating on holistic and sustainable development of the community. The company believes in fostering a relationship of trust with the communities around the vicinity of plants and people in the unorganized sector. Under the umbrella of inclusive development, the initiatives focus on sectors of health & hygiene, water conservation, skill development and disaster management.

According to the UN World Water Development Report (2022), India is the largest groundwater user globally. Approximately 45 Percent of total irrigation and 80 Percent of domestic water needs are met by groundwater. The unsustainable extraction practices over decades have thus led to overexploitation and water scarcity. In such a challenging landscape, water harvesting and conservation under the umbrella of watershed management became the need of the hour. Asian Paints engaged in a holistic approach through their program "Water Body Rejuvenation Project" in 4 villages of Kasna in Uttar Pradesh, which addresses not only water scarcity but also soil conservation and natural resource management for ensuring a sustainable and resilient water future for the country. The main objectives of the impact study are to assess the impact of water stewardship activities with a focus on the access and availability of surface and ground water, farmer`s livelihood, land and agriculture practices, and governance. The study covered a mixed-methods approach consisting of quantitative and qualitative research methodology using primary and secondary data collection. Quantitative data analysis was corroborated with anecdotal evidence from qualitative responses and observed through the lens of the SROI framework and OECD-DAC framework. A total of 100 respondents from three villages were interacted for data collection in the intervention villages of Uttar Pradesh, including farmers, community members, PRI members and Water User Association members.

Respondents were between 20-65 age group and mostly had formal education till matriculation. The sample covered respondents from varied economic backgrounds including small to marginal farmers with most of them having the primary source of income being agriculture.

Key findings include:

- **Improved Groundwater Levels:** Significant improvement in groundwater levels post-intervention across different seasons.
- **Increased Water Availability:** Notable increase in water availability post-monsoon, with many respondents reporting more than three months of water availability.
- **Enhanced Water Accessibility for Irrigation:** Improved water accessibility for irrigation, with a shift from "Fair" to "Good" ratings among respondents.
- **Positive Impact on Ecosystem:** Improved pond sanitation and beautification, better biodiversity through surface water availability for wild animals, and effective groundwater recharge.

The study also highlighted reduced health incidents due to better access to potable water and emphasized the importance of community engagement and planning sessions to ensure the sustainability of water conservation structures. A strategic shift in objectives is recommended to



address the underutilization of water resources for irrigation and focus on household-level water management and sanitation practices.

The report estimates the social impact of the APL program during FY 2022-23 by calculating the Social Return on Investment (SROI). For every INR 1 spent by the Water Body Rejuvenation Project, INR 1.39 in social value has been generated through socio-economic wellbeing among beneficiaries. This demonstrates the program's significant positive impact on the community and its potential for long-term sustainability.

DocuSigned by:

67B595C3ADEC43E...



## Executive Summary: Water Resource Development Project- Mysuru

The philosophy of transformation has been in DNA of Asian Paints Limited and reinventing the industry has been in its nature. The same philosophy of transforming lives has been driving the CSR efforts concentrating on holistic and sustainable development of the community. The company believes in fostering relationship of trusts with the communities around the vicinity of plants and people in the unorganized sector. Under the umbrella of inclusive development, the initiatives focus on sectors of health & hygiene, water conservation, skill development and disaster management.

According to UN World Water Development Report (2022), India is the largest groundwater user globally. Approximately 45% of total irrigation and 80% of domestic water needs are met by groundwater. the unsustainable extraction practices over decades have thus led to overexploitation and water scarcity. In such challenging landscape, water harvesting and conservation under the umbrella of watershed management became need of the hour. Asian Paints engaged in holistic approach through their program "Water resource development" in Mysore block of Karnataka, which addresses not only water scarcity but also soil conservation and natural resource management for ensuring a sustainable and resilient water future for the country.

The main objectives of the impact study are to assess the impact of water stewardship activities with focus on the access and availability of surface and ground water, potable water, farmer`s livelihood, land and agriculture practices, and governance. The study covered mix-methods approach consisting of quantitative and qualitative research methodology using primary and secondary data collection. The analysis of quantitative data was corroborated with anecdotal evidence from qualitative responses and observed through the lens of SROI framework and OECD-DAC framework. A total of 100 respondents were interacted for data collection in Mysuru blocks of Karnataka including farmers, community members, and PRI members.

More than half of the respondents were between 25-40 age group and have formal education till class tenth. The sample covered respondents from economically weaker background (income ranging from fifty thousand to one lakh), small to marginal farmers and primary source of income being agriculture. This report also estimates the impacts felt by the beneficiaries and wider community as a result of the APL programme, by valuing them in monetary terms. We have examined the social impact of the APL programme arising from its CSR project during the FY 2022-23. To achieve this, we have estimated the social return on investment (SROI) generated by the programme by comparing the financial costs of the programme to the monetary value of the impacts it creates among its stakeholders. Whilst many of the impacts arose during the period of analysis, impacts would also occur or continue the effect for some time in future. Thus, forecasting methods have been used.

We estimate that for every INR 1 spent by the water for livelihood programme, INR 1.79 in social value has been generated through a mixture of socio-economic wellbeing among the beneficiaries.

1

## Relevance

- 82% of respondent indicated challenges they faced before the intervention was scarcity of water for their agriculture use
- Most of the beneficiaries rated the availability of water as poor before the project implementation.

2

## Effectiveness

- 80% of beneficiaries shared the improved water availability for more than four months post-monsoon.
- 79% shared improved water availability in well due to GW recharge
- All beneficiaries are aware of the sustainable agriculture practices.

3

## Impact

- 97% rated improved water availability and accessibility as good.
- 47% respondents shared improved soil moisture level due to water related intervention.
- Impact on biodiversity- observed new or reemergence of new species around the water bodies due to the increased availability of water

4

## Coherence

- Directly convergence with ' Jal Shakti Abhiyan' and Catch the rain' campaign by the Ministry of Jal Shakti
- The programme has direct contribution to SDGs



5

## Efficiency

- The programme has completed on schedule and within the proposed budget.
- No duplication or overlap of activities was observed with any other programme on-ground and collaborated by respondents

6

## Sustainability

- 100% respondents rated overall experience in water for livelihood project in bringing about the positive change in their quality of life
- 100% respondent rate the support provided under the project
- Improved governance system for water resource management

DocuSigned by:



67B595C3ADEC43E...

## EXECUTIVE SUMMARY

The philosophy of transformation has been in DNA of Asian Paints Limited and reinventing the industry has been in its nature. The same philosophy of transforming lives has been driving the CSR efforts concentrating on holistic and sustainable development of the community. The company believes in fostering relationship of trusts with the communities around the vicinity of plants and people in the unorganized sector. Under the umbrella of inclusive development, the initiatives focus on sectors of health & hygiene, water conservation, skill development and disaster management.

According to UN World Water Development Report (2022), India is the largest groundwater user globally. Approximately 45% of total irrigation and 80% of domestic water needs are met by groundwater. the unsustainable extraction practices over decades have thus led to overexploitation and water scarcity. In such challenging landscape, water harvesting and conservation under the umbrella of watershed management became need of the hour. Asian Paints engaged in holistic approach through their program "Water resource development" in Sriperumbudur and Cuddalore blocks of Tamil Nadu, which addresses not only water scarcity but also soil conservation and natural resource management for ensuring a sustainable and resilient water future for the country.

The main objectives of the impact study are to assess the impact of water stewardship activities with focus on the access and availability of surface and ground water, potable water, farmer`s livelihood, land and agriculture practices, and governance. The study covered mix-methods approach consisting of quantitative and qualitative research methodology using primary and secondary data collection. The analysis of quantitative data was corroborated with anecdotal evidence from qualitative responses and observed through the lens of SROI framework and OECD-DAC framework. A total of 200 respondents from nine villages were interacted for data collection in Sriperumbudur and Cuddalore blocks of Tamil Nadu including farmers, community members, and PRI members.

More than half of the respondents were between 41-60 age group and have formal education till class tenth. The sample covered respondents from economically weaker background (income ranging from 25 to 27 thousand), small to marginal farmers and primary source of income being agriculture. This report also estimates the impacts felt by the beneficiaries and wider community as a result of the APL programme, by valuing them in monetary terms. We have examined the social impact of the APL programme arising from its CSR project during the FY 2021-22. To achieve this, we have estimated the social return on investment (SROI) generated by the programme by comparing the financial costs of the programme to the monetary value of the impacts it creates among its stakeholders. Whilst many of the impacts arose during the period of analysis, impacts would also occur or continue the effect for some time in future. Thus, forecasting methods have been used.

We estimate that for every INR 1 spent by APL for the water resource development programme, INR 4.82 and INR 2.82 in social value has been generated through a mixture of socio-economic wellbeing among the beneficiaries in Sriperumbudur and Penta, respectively.

**1**

## Relevance

- 80% of respondent indicated challenges they faced before the intervention was scarcity of water for their agriculture use
- 24% of beneficiary shared that they did not have adequate access to water for agriculture before the intervention

**2**

## Effectiveness

- Sriperumbudur with 100% and Cuddlore 72% improved water availability more than four months post monsoon
- Sriperumbudur 95% and Cuddlore 96% water availability in well due to GW recharge
- All beneficiaries are aware of the sustainable agriculture practices.

**3**

## Impact

- Impact on water- Sriperumbudur 76% and Cuddlore 74% rated improved water availability and accessibility
- Impact on agriculture- 100% improved pest management
- Impact on biodiversity- observed new or reemergence of new species around the water bodies due to the increased availability of water

**4**

## Coherence

- Directly convergence with 'Jal Shakti Abhiyan' and 'Catch the rain' campaign by the Ministry of Jal Shakti
- The programme has direct contribution to SDGs

**5**

## Efficiency

- The programme has completed on schedule and within the proposed budget.
- No duplication or overlap of activities was observed with any other programme on-ground and collaborated by respondents

**6**

## Sustainability

- 100% respondents rated overall experience in water for livelihood project in bringing about the positive change in their quality of life
- 100% respondent rate the support provided under the project
- Improved governance system for water resource management

DocuSigned by:

*Shakshi*

67B595C3ADEC43E...

## **EXECUTIVE SUMMARY: Integrated Water Resource Management- Khandala**

Groundwater is a critical resource in India, serving as the backbone for agricultural, industrial, and domestic water needs. India is the largest user of groundwater globally, extracting about 230 cubic kilometers annually. This extensive use supports approximately 60% of the country's irrigation requirements. However, the over-extraction and contamination of groundwater, particularly with nitrates and other pollutants, pose significant challenges. Sustainable management practices are essential to ensure the long-term availability of this vital resource.

In Maharashtra, groundwater plays a crucial role, especially in agriculture, which is the primary occupation. The state faces unique challenges due to its geological structure, with about 92% of the area underlain by hard rocks, limiting groundwater yield potential. Satara District, located on the Deccan Trap, relies heavily on groundwater for irrigation and drinking purposes. The Deccan Trap's basaltic formations present specific challenges for groundwater recharge, including limited storage capacity and rapid depletion due to the steep slopes and horizontal dips of the basalt flows. The district's groundwater recharge is highly dependent on the monsoon season, and various techniques like contour bunding, check dams, and percolation tanks are employed to enhance recharge. Sustainable practices and effective management are vital to address the region's groundwater challenges.

Asian Paints engaged in a holistic approach through its "IWRM" program in the Khandala block of Satara district in Maharashtra. This initiative addresses water scarcity and soil conservation in the project intervention area. Village Atit, Ghadgewadi and Karnwadi are the project intervention areas.

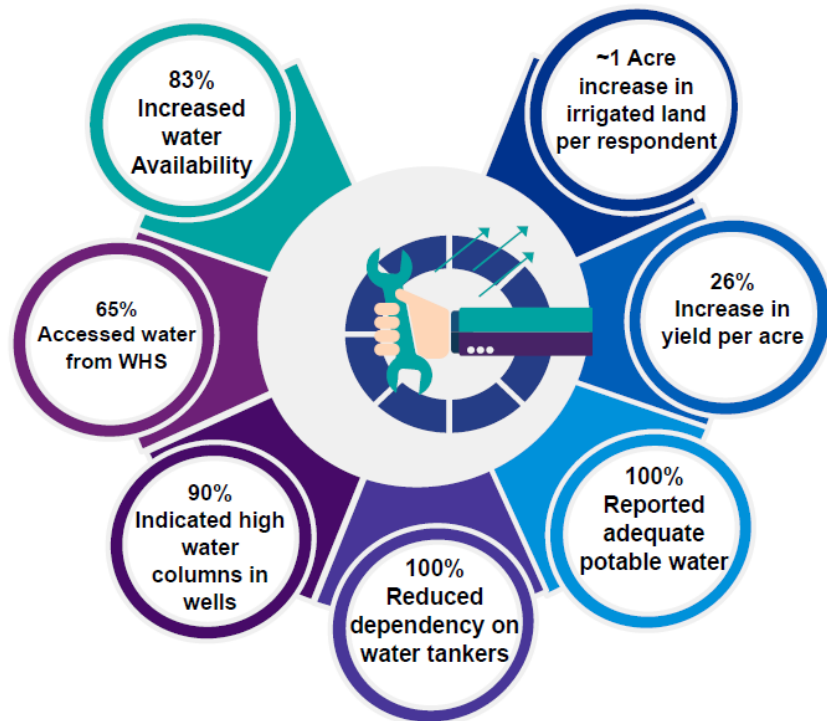
The objective of this impact study is to assess the impact of water stewardship activities, with a specific focus on access and availability of surface and ground water, potable water, agricultural practices, farmer livelihoods, and governance. The mixed-methods approach involved quantitative and qualitative research methodologies, utilizing primary and secondary data collection. The analysis of quantitative data was corroborated with anecdotal evidence from qualitative responses and observed through the lens of the Social Return on Investment (SROI) and Organisation for Economic Co-operation and Development-Development Assistance Committee (OECD-DAC) frameworks.

The sample size included respondents from diverse economic backgrounds, small to marginal farmers, and those whose primary source of income is agriculture.

This report also estimates the impacts felt by the beneficiaries and wider community as a result of the APL programme, by valuing them in monetary terms. We have examined the social impact of the APL programme arising from its CSR project during the FY 2022-23. To achieve this, we have estimated the social return on investment (SROI) generated by the programme by comparing the financial costs of the programme to the monetary value of the impacts it creates among its stakeholders. Whilst many of the impacts arose during the period of analysis, impacts would also occur or continue the effect for some time in future. Thus, forecasting methods have been used.

We estimate that for every INR 1 spent by the water for livelihood programme, INR 3.47 in social value has been generated through a mixture of socio-economic wellbeing among the beneficiaries.

## Impact



## RELEVANCE

100 % of respondents indicated scarcity of water post-monsoon season  
20% of respondents engaged in Rain-fed cultivation



## EFFECTIVENESS

100% respondents felt positive changes because of the water-related activities of the program (increase in availability of surface water, increase in water columns in wells, improvement in soil-moisture regime, availability of potable drinking water).



## COHERENCE



**Project Alignment with National Priorities-**  
Directly converges with Jal Shakti Abhiyan and 'Catch the Rain' campaign of Ministry of Jal Shakti.

Project align with the SDGs as mentioned below  
SDG 6, SDG 1, SDG 2, SDG 15





## MHU Impact assessment- Executive Summary

Asian Paints Limited, headquartered in Mumbai, is a prominent player in the paint industry in India, known for its innovative and high-quality products in various segments including decorative, industrial, and automotive coatings. With a strong focus on research and development, the company has diversified its product offerings to include eco-friendly and sustainable paint options, reflecting a commitment to environmental sustainability.

Asian Paints actively engages in CSR initiatives that aim to create a sustainable impact on the environment and communities in which it operates, guided by its core values of trust, fairness, and care. The CSR activities are designed to leverage the company's strengths and address crucial social, economic, and environmental issues in alignment with the Sustainable Development Goals (SDGs), including poverty alleviation, access to healthcare, water conservation, and community development.

Asian Paints' CSR initiatives align with various SDG goals such as No Poverty, Zero Hunger, Good Health and Well-being, Clean Water and Sanitation, Decent Work and Economic Growth, Sustainable Cities and Communities, and Partnership for the Goals. The company has implemented a range of initiatives in the areas of water conservation, health and hygiene, skills development, and disaster relief, aiming to empower marginalized communities and contribute to their overall well-being.

**Healthcare Initiatives:** One of the key CSR interventions by Asian Paints is the Mobile Health Unit (MHU) and Static Health Unit (SHU) program, which provides essential healthcare services to rural and underserved communities. The MHU/SHU offers primary healthcare services, health education, and medical consultations, focusing on preventive care and community engagement to improve the health outcomes of individuals in remote areas.

Asian Paints Limited has its healthcare initiatives in the geographies near its plant locations across Rohtak-Haryana, Kasna-Uttar Pradesh, Ankaleshwar-Gujarat, Khandala Maharashtra, Patancheru-Telangana, Mysore-Karnataka, Cuddalore and Sriperumbudur in Tamil Nadu. The program at all locations cumulatively have benefited more than 10,000 beneficiaries.

To evaluate the impact of the MHU/SHU interventions implemented in FY 2022-23, Asian Paints Ltd. engaged KPMG to conduct an impact assessment of its healthcare initiatives. The study aimed to assess the immediate, medium, and long-term impact of these activities on the beneficiaries and stakeholders covered under the projects, providing valuable insights into the effectiveness and outcomes of the healthcare interventions.

Cumulative SROI calculated for this project is 1:4.13. Indicating a **social return of INR 4.13 for every One Rupee** invested in this project



R



## Relevance

- Community health and hygiene is one of the key focus areas for Asian Paints Limited (APL) CSR activities.
- The intervention is carried out through Mobile Health Care Units (MHUs) and Static Health Care Units (SHUs) with an objective to reach the unreached.
- The impact assessment revealed that MMU have impacted elderly people and women to access to healthcare facilities in their community without travelling long distance.
- **91% of the respondents** shared those administrative challenges (Complicated paper work and long waiting time is major challenge in other health facility). Respondents shared that this lead to wage loss which impact their household income

E



## Effectiveness

- The program effectiveness in building awareness about hygiene, sanitation, maternal and child health care to improve community knowledge was limited
- **98% respondents have visited MMU for free medication.**
- **99% respondents reported MHU/SHUs as their preferred medical facility**

I



## Impact

- Overall, the MMU has been able to offer primary healthcare services, for both communicable and non-communicable diseases, directly to the beneficiaries at their doorstep.
- **95% respondents reported owing to MHUs/SHUs services the waiting time has reduced to get treatment**
- **96% of the respondents travel less than 1 to get medical care from SHU/MMU**
- 89% of the respondents shared that they have observed improvement in their health

**INR 5,484** wage loss avoided  
at HH level Annually

**INR 25,558** reduction in  
health expenditure at HH level

C



## Coherence

**3** GOOD HEALTH  
AND WELL-BEING



- Asian Paints Limited funded SHUs intervention aligns with national priorities while also contributes to other related healthcare challenges in the country.
- The programme impacts directly to United Nations Sustainable Development Goals (UNSDG) Goal 3: GOOD HEALTH AND WELL-BEING

E



## Efficiency

- The project showed efficiency in addressing the emerging basic healthcare needs of the beneficiaries.
- 100% respondents reported it is easy to access MHUs/SHUs services when it is stationed in their community.

S



## Sustainability

- The MMU is equipped with medical professionals such as doctors and pharmacists to provide healthcare facilities to underprivileged community members.
- A prevalent demand observed from the respondents/beneficiaries to permit administering injections or intravenous (IV) saline solutions within the SHUs. Also, respondents recommended that MHU/SHU should have an adequate medicine supply available





# Impact Assessment of Beautiful Homes Academy

Asian Paints Limited

March 2025



# Approach & Methodology

## Focus Areas:

- **Knowledge and Awareness:** The assessment evaluated the extent to which the trainees have enhanced their knowledge and awareness through the courses.
- **Technical Skill Improvement:** The assessment measured the improvement in the technical skills and knowledge of the trainees as a direct result of the training provided by AP BH Academy.
- **Interpersonal and Social Skills:** The assessment examined the enhancement in interpersonal and social skills that the trainees have experienced after undergoing the training.
- **Livelihood Enhancement:** The assessment analyzed the improvement in the trainees' livelihood opportunities and the impact on their earning potential resulting from the courses offered by the academy.

## Sample for the study

- 15 towns
- 151 painting contractors and 70 carpenters
- Beneficiaries were engaged through both in-person and phone interactions.

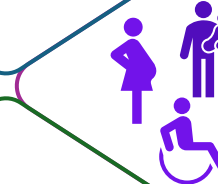
### 01. Literature Review



### 02. Study Design



### 03. Data Collection



### 04. Data analysis, synthesis

### 05. Reporting



# Key Impact: Painting Contractor

## Employability:

10%

increase in the number of painting contractors who became self-employed after the training, rising from 53% to 63%

Training equipped participants with enhanced skills and knowledge, empowering them to become **self-reliant** professionals



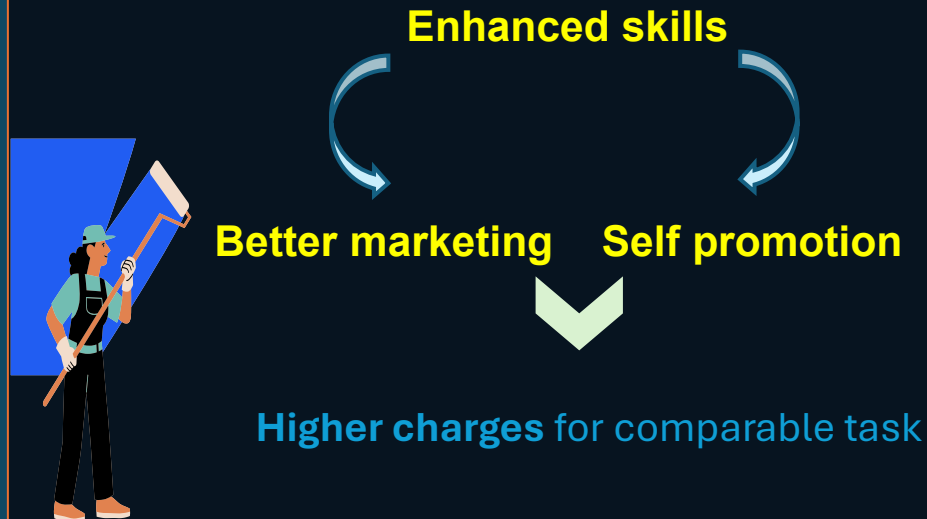
## Ability to charge premium for work:

58%

Reported increased rates for the similar assignments

26%

Reported charging more than 25% premium for their work post training



## Interpersonal relationship:

94%

Improved confidence level wrt client management/interaction

99%

Improved communication skills for briefing the clients & instructing team members

97%

Enhancement in technical knowledge

An upswing in soft skills + technical know-how

**Human Capital Development**



## Average increase in sites covered per month



- As a result of the training, the average number of sites covered per month by Painting Contractors **increased by 66%**. This improvement highlights the positive impact of the training on their productivity and efficiency.
- The enhanced skills, knowledge, and confidence gained from the training enabled the contractors to take on more projects and manage their time more effectively, leading to a significant increase in the number of sites they could cover each month. This boost in productivity not only improved their earning potential but also contributed to better financial stability and job satisfaction.



# Key Impact: Painting Contractor

## Financial Stability:

**90%**

Made significant investments post training

**90%**

Reported building emergency fund

**25%**

Invested in significant purchase post- training (Land, Bike, Jewelry)

Enhanced  
Financial literacy +  
Asset Creation



**Economic Resilience**  
**Sustainable Livelihood**



## Work outputs



**82%**

Reported enhanced referral from the existing clients



- ✓ Improved Service Delivery
- ✓ Better Client Management

**78%**

Contractors reported a positive impact on their team members through better collaboration with peers to work on a variety of tasks



- ✓ Cohesive & Productive environment
- ✓ Increased Social Capital



# Key Impact: Carpenters

## Employability

**14%**

increase in the number of carpenters who became self-employed after the training, rising from **56% to 70%**

**Fostering Self-sufficiency**



## Ability to charge premium for work:



**47%**

Reported increased rates for the similar assignments

**17%**

Reported charging more than 25% premium for their work post training

**Enhanced skills**



**Better marketing**

**Self promotion**



**Higher charges** for comparable task

## Interpersonal relationship:

**96%**

Improved confidence level wrt client management/interaction

**95%**

Improved communication skills for briefing the clients & instructing team members

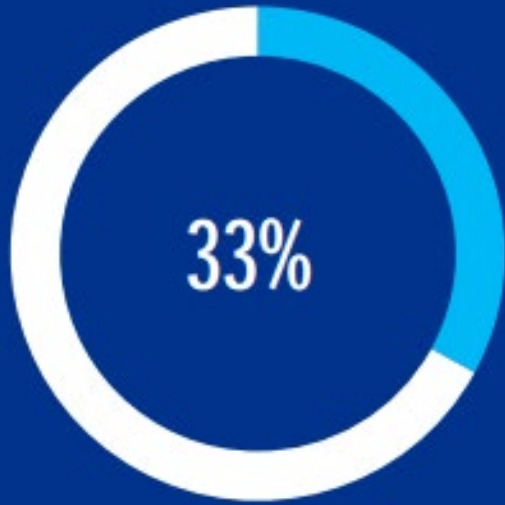
**100%**

Enhancement in technical knowledge

**Better Client Management & Human Capital Development**



## Average increase in sites covered per month



- As a result of the training, the average number of sites covered per month by carpenters **increased by 33%**. This improvement highlights the positive impact of the training on their productivity and efficiency.
- The enhanced skills, knowledge, and confidence gained from the training enabled the contractors to take on more projects and manage their time more effectively, leading to a significant increase in the number of sites they could cover each month. This boost in productivity not only improved their earning potential but also contributed to better financial stability and job satisfaction.

# Key Impact: Carpenter

## Financial Stability:



**87%**

Reported enhanced financial savings

**90%**

Reported building emergency fund

**11%**

Invested in significant purchase post- training (Land, Bike, Jewelry)

Enhanced Financial literacy + Asset Creation



**Economic Resilience**  
**Sustainable Livelihood**

## Work outputs



**92%**

Reported enhanced referral from the existing clients



✓ Efficient Service  
✓ Scaling Business

**91%**

Contractors reported a positive impact on their team members through better collaboration with peers to work on a variety of tasks



✓ Social Capital & Harmony

**15%**

Reported increase in team size



# Way Forward

The training program has been highly effective in addressing the financial, intrapersonal, and interpersonal aspects of the participants' lives, leading to significant improvements in their professional and personal development. Some of the suggestive measures to extrapolate the impact are illustrated below.

## For Carpenters



### Enhanced Training Materials:

- Enhance the quality of training materials by incorporating practical examples and hands-on activities for improved learning outcomes, based on participant feedback.



### Focus on advanced techniques:

- Offer specialized modules on maintenance and troubleshooting of new tools to address the needs of experienced participants in future training sessions.



### Increase Practical Sessions:

- Increase the number of practical training sessions and live field visits to provide participants with valuable hands-on experience and real-world exposure.



### Expand Training Reach:

- Expand the training program reach by collaborating with local organizations to promote the program and reach participants in underserved areas.

## For Painting Contractors



### Practical Immersion and Field Experience Enhancement:

- Incorporate more practical knowledge and live field visits based on participants' recommendations to offer hands-on experience and real-world exposure.



### Industry Insights and Techniques Update:

- Provide regular market updates to inform participants about the latest industry trends and techniques, helping them remain competitive and informed about industry standards..



### Comprehensive Learning Resources Development:

- Enhance training materials by offering comprehensive resources such as catalogues and practical samples like texture swatch books to promote better understanding of concepts.



### Mastery of Mechanical Tools and Machinery:

- Develop a dedicated course on mechanical tools usage and maintenance, offering detailed training on advanced equipment, maintenance procedures, and troubleshooting techniques.