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Executive Summary of Impact Assessment for SAFAR Truckers Health Program 2023-24

Asian Paint Limited

March 2026

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Executive Summary

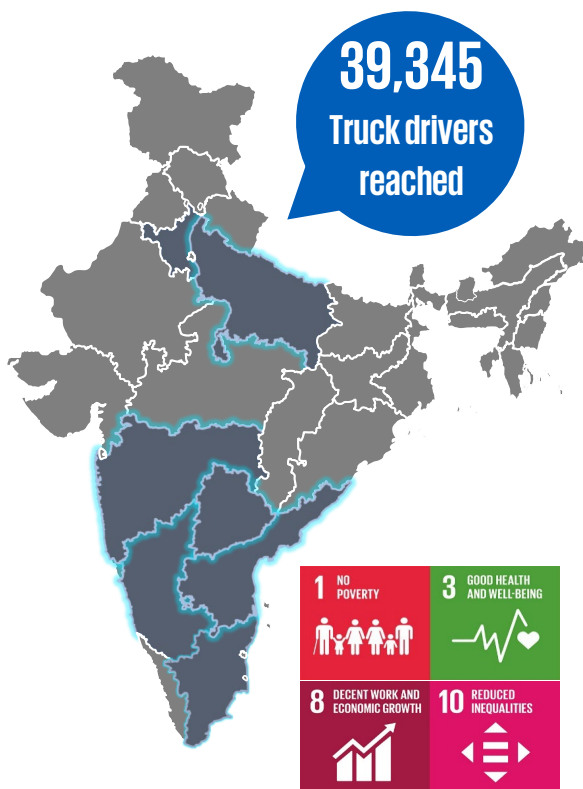
Asian Paints Limited, headquartered in Mumbai, is a leading entity within India's paint and coatings sector, recognised for its diversified portfolio across decorative, industrial, and automotive segments. The company's Corporate Social Responsibility (CSR) strategy is structured to generate long-term, sustainable value for the communities in which it operates. Guided by principles of trust, fairness, and care, Asian Paints implements CSR initiatives that address key social, economic, and environmental challenges. These initiatives are aligned with several Sustainable Development Goals (SDGs), including No Poverty, Zero Hunger, Good Health and Well-being, Decent Work and Economic Growth, Reduced Inequalities, and Partnerships for the Goals.

The company is committed to strengthening the well-being of communities connected to its manufacturing ecosystem. In alignment with this commitment, the organisation launched Project Seven SAFAR in 2021 which is an initiative designed to improve access to primary healthcare and health awareness for India's trucker community. Truck drivers are a critical pillar of the national logistics and freight network; however, the nature of their work exposes them to significant occupational, environmental, and lifestyle-related health risks. Long driving hours, inadequate rest, irregular meals, limited access to clean amenities, and exposure to road-related hazards often result in chronic pain, hypertension, fatigue, and other preventable ailments.

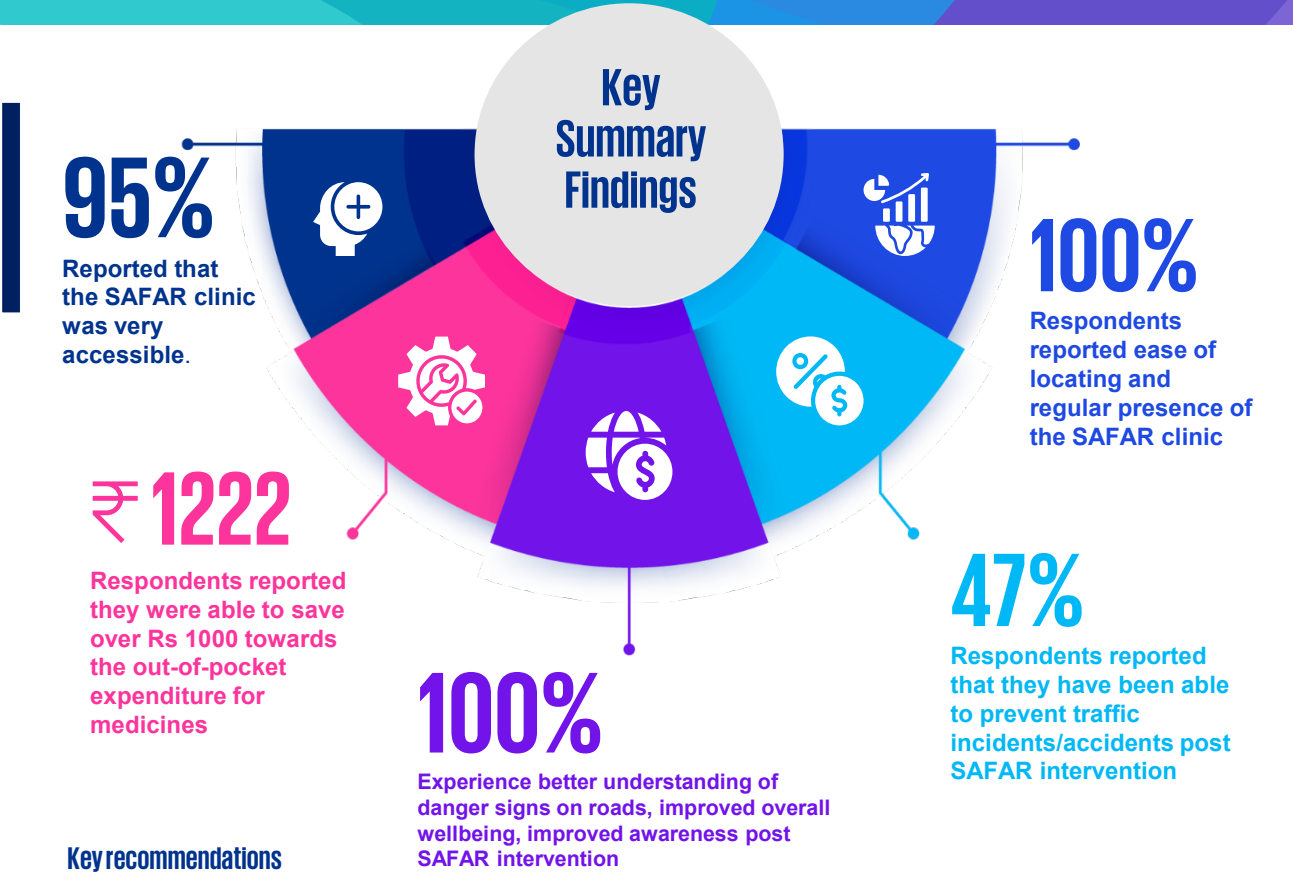
Recognising these systemic challenges, Asian Paints developed the intervention that offers truckers reliable, convenient, and continuous healthcare support without disrupting their work schedules. The programme is implemented in partnership with Child Survival India (CSI) across seven states, namely, Uttar Pradesh, Maharashtra, Karnataka, Telangana, Andhra Pradesh, Haryana, and Tamil Nadu, covering truckers operating near Asian Paints manufacturing locations. The project involves on-ground delivery of preventive, promotive, and curative services, including medical

consultations, physiotherapy, essential medicines, diagnostics, counselling, and health awareness. Community-centric outreach ensures last-mile service delivery and effective follow-ups, enhancing the programme's reach and impact.

The project delivers a comprehensive package of primary healthcare support for truck drivers by offering essential medical consultations and treatment, physiotherapy services designed to address occupation-related musculoskeletal strain, and targeted preventive and promotive health education to encourage long-term well-being. It further strengthens access to critical information by raising awareness on sexually transmitted infections, providing counselling to address substance-use challenges, and assisting beneficiaries in navigating relevant government health schemes



Executive Summary



Key recommendations

Enhance Behavior Change Communication through Peer Champions

The programme has shown strong improvements in awareness, symptom recognition, and timely treatment. These gains can be strengthened further by engaging selected drivers as peer educators or “SAFAR Champions” who reinforce safe-driving practices and healthy behaviours within their networks.

SRoI Ratio

For every INR 1 invested the program has generated a social impact of INR 1.5



Testimonials

“Earlier owing to wage loss we barely used to go for medical check up unless there is something very serious/concerning. However, SAFAR intervention has brought healthcare facilities near our doorstep”

“Earlier, I never understood early signs of BP or sugar issues. Through SAFAR’s guidance, I can now identify symptoms early and get treated on time. It has made a big difference to how I manage my health.”

Trucker from Patancheru

Executive Summary

The overall impact assessment findings may be mapped as per the criteria of the OECD DAC framework as follows:

IMPACT

- The beneficiaries saved annually ~₹6,096 on medicines and lab tests and ~₹1,046 in avoided wage loss due to quicker, on-route access to care.
- 100 per cent each of beneficiaries reported that they received consultation in less than 30 minutes and stated that the physiotherapy sessions were of good quality. 90 per cent of beneficiaries reported an improvement in their overall well-being post-intervention.
- 47 per cent of beneficiaries reported that post-training they were able to prevent traffic incidents/accidents, supported by 100 per cent of beneficiaries reporting awareness of danger signs, improved ease of driving, and reductions in eye strain, indicating strong behavioural and safety-related gains.

RELEVANCE

- The programme addressed the health needs of a predominantly middle-aged workforce, with most drivers between 26–45 years, a group with higher occupational health risks.
- The design matched the daily realities of drivers and the programme remained relevant to their socio-economic conditions, especially since a substantial proportion of drivers belonged to low-income households (approx. 43 percent earning below ₹2.5 lakhs).

EFFICIENCY

- The project showed efficiency in addressing the basic healthcare needs of the beneficiaries.
- The project was completed within the timeline with the utilization of the budgeted amount.

EFFECTIVENESS

- Behavior-change indicators were consistently high, with Greater Awareness & Healthy behaviors ranging from 85 percent to 97 percent across sites, showing successful translation of communication efforts into practice.
- IEC materials were perceived as highly effective, with respondents rating awareness on STIs and substance-use risks as effective to very effective, demonstrating strong message recall and clarity.

COHERENCE

- The programme impacts directly to United Nations Sustainable Development Goals (UNSGD) Goal 3 (Good Health and well-being) and Goal 8 (decent work and economic growth).
- The road-safety component supports India's National Road Safety Policy and the Motor Vehicles Amendment Act by promoting safer driving behaviours.

SUSTAINABILITY

- Consistent demand for core services (medicines, screening, OPD) and strong well-being improvements across locations position the model for long-term acceptance and continued engagement.

Executive Summary

Impact Assessment of Piramal Swasthya Health Unit Projects (SHUs/MHU)



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Executive Summary

Asian Paints Limited, headquartered in Mumbai, is a leading entity within India's paint and coatings sector, recognised for its diversified portfolio across decorative, industrial, and automotive segments. The organisation places significant emphasis on research-driven innovation and quality enhancement, reflected in the development of eco-friendly and sustainable product lines that align with contemporary environmental priorities. The company's Corporate Social Responsibility (CSR) strategy is structured to generate long-term, sustainable value for the communities in which it operates.

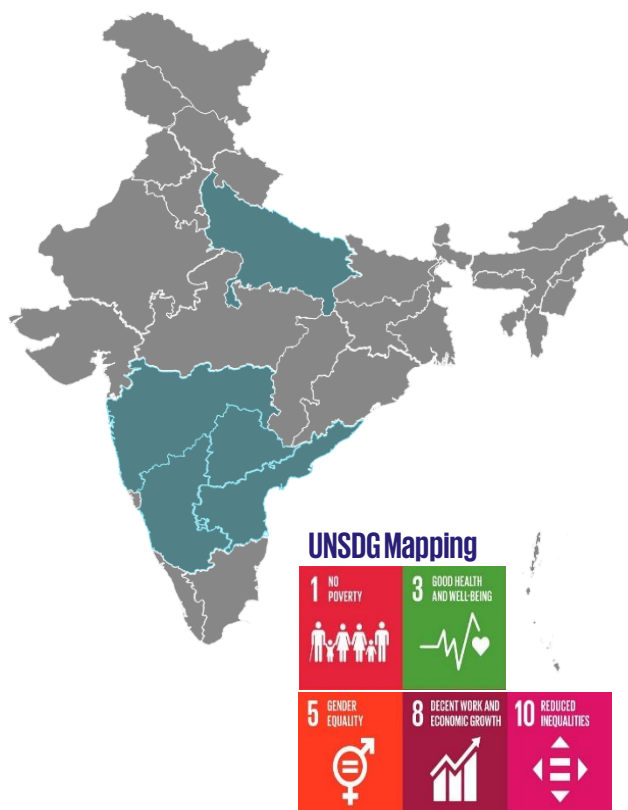
Guided by principles of trust, fairness, and care, Asian Paints implements CSR initiatives that address key social, economic, and environmental challenges. These initiatives are aligned with several Sustainable Development Goals (SDGs), including No Poverty, Zero Hunger, Good Health and Well-being, Clean Water and Sanitation, Decent Work and Economic Growth, Sustainable Cities and Communities, and Partnerships for the Goals. The CSR portfolio encompasses programmes in water conservation, community health and hygiene, skill development, and disaster relief, with a specific focus on enhancing resilience and improving quality of life within marginalised communities.

A core focus area within Asian Paints' CSR framework is the delivery of primary healthcare services through a combination of Mobile Health Units (MHUs) and Static Health Units (SHUs). These health facilities provide essential medical consultations, preventive health education, basic diagnostics, and referrals to rural and underserved populations. The implementation of these healthcare services is undertaken by Piramal Swasthya, the designated project implementing agency responsible for on-ground execution and community outreach.

These healthcare interventions are

operational in communities surrounding Asian Paints' manufacturing locations, including Kasna (Uttar Pradesh), Khandala (Maharashtra), Patancheru (Telangana), Mysuru (Karnataka), Vizag (Andhra Pradesh). Collectively, the programme has benefitted more than 10,000 individuals across these geographies.

To assess the effectiveness and outcomes of the MHU/SHU interventions undertaken during FY 2023–24, Asian Paints Limited commissioned KPMG to conduct an independent impact assessment. The study evaluated immediate, medium-term, and emerging long-term outcomes for programme beneficiaries and stakeholders. The assessment provides evidence-based insights into the programme's relevance, efficiency, and overall impact, supporting future planning and continuous improvement of the organisation's CSR healthcare initiatives.



Executive Summary

Key Summary Findings

94%

of respondents reported that the **time taken to avail medical services** post-SHU/MHU is **less than 30 mins**

93%

of respondents reported experiencing **health improvements** post-treatment from SHU/MHU

96%

of respondents reported using **SHU/MHU as their first point of primary healthcare**

94%

of respondents reported **reduced medical expenditure** post-SHU/MHU

94%

of respondents **rated SHU/MHU consultation as 'excellent'** and expressed **high satisfaction**

Key recommendation

Strengthen referral pathways

Establish a structured, step-wise referral protocol supported by simple tracking tools (calls/ SMS reminders) to ensure complete and well-documented follow-through for all SHU/MHU referred patients

SRoI Ratio for Piramal Swasthya Projects

For every INR 1 invested the program has generated a social impact of INR 2.9

Way Forward

Strengthen Preventive and Community-Centric Health Interventions

Expand preventive services such as ANC/PNC check-ups, anaemia screening, nutrition education, and hygiene awareness to strengthen early detection and reduce long-term health risks. Introduce simple, community-friendly health education modules on diet, physical activity, BP/sugar self-monitoring, and identifying early warning signs to build everyday health literacy. Engage community volunteers, ASHA and Anganwadi workers to drive behaviour change, boost service uptake, and ensure consistent door-to-door outreach for harder-to-reach households.

Executive Summary

The overall impact assessment findings may be mapped as per the criteria of the OECD-DAC framework as follows:

IMPACT

- Consolidated estimates show a 62% reduction in annual household medical expenditure with an average annual medical expense savings of ₹17,631 and ₹6,367 annual avoided wage loss per household due to SHUs/MHU.
- The SHUs/MHU services generated substantial improvements in community health and wellbeing, with 93% of beneficiaries reporting better health outcomes, stronger NCD control through regular monitoring, and 87% of NCD patients receiving timely medication.
- Women and elderly beneficiaries experienced enhanced autonomy, as the proximity of SHU/MHU and reduced waiting times enabled them to seek care independently and consistently, with 94% of women reporting improved health literacy and confidence in decision-making and 90% reporting ease of visiting without escorts.

RELEVANCE

- The community previously faced long travel distances, high out-of-pocket costs, and dependence on quacks or distant facilities, but the SHUs/MHU have directly addressed these gaps by bringing accessible, free primary care within 1 km for most households and aligning services to the existing disease burden.

EFFECTIVENESS

- SHUs/MHU in the project locations enabled first-time detection of many undiagnosed NCD cases (diabetes, hypertension and arthritis), provided timely medication to the NCD patients and equipped them with clear guidance, counselling and monitoring support to understand and manage their conditions.
- With the SHUs/MHU becoming the default for primary needs, behavioural shifts in care-seeking was observed as the respondents reduced their reliance on informal providers and self-medication.

EFFICIENCY

- The project showed efficiency in addressing the basic healthcare needs of the beneficiaries.
- The project was completed within the timeline with the utilization of the budgeted amount.

COHERENCE

- The programme impacts directly to United Nations Sustainable Development Goals (UNSDG) Goal 3: Good health and well-being.
- Asian Paints Limited funded SHUs/MHU intervention aligns with national priorities such as National Health Policy 2017 and the National Programme for Prevention and Control of Non-Communicable Diseases (NP-NCD).

SUSTAINABILITY

- Community awareness, strong satisfaction levels, and well-coordinated referral linkages, combined with sustained behaviour change such as high treatment adherence and reduced reliance on informal care, clearly demonstrate the durability of the model.

Executive Summary

Impact Assessment of Health Unit Programs implemented by Helpage India



Asian Paints Limited (APL)

March 2026

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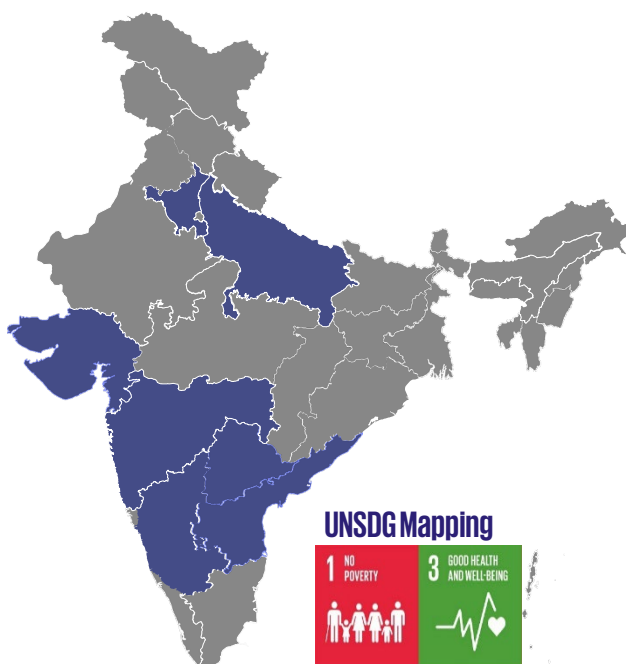
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These healthcare interventions are operational in communities surrounding Asian

Paints' manufacturing locations, including Rohtak (Haryana), Kasna (Uttar Pradesh), Ankleshwar (Gujarat), Khandala (Maharashtra), Patancheru (Telangana), Mysuru (Karnataka), Cuddalore and Sriperumbudur (Tamil Nadu). Collectively, the programme has benefitted more than 10,000 individuals across these geographies.

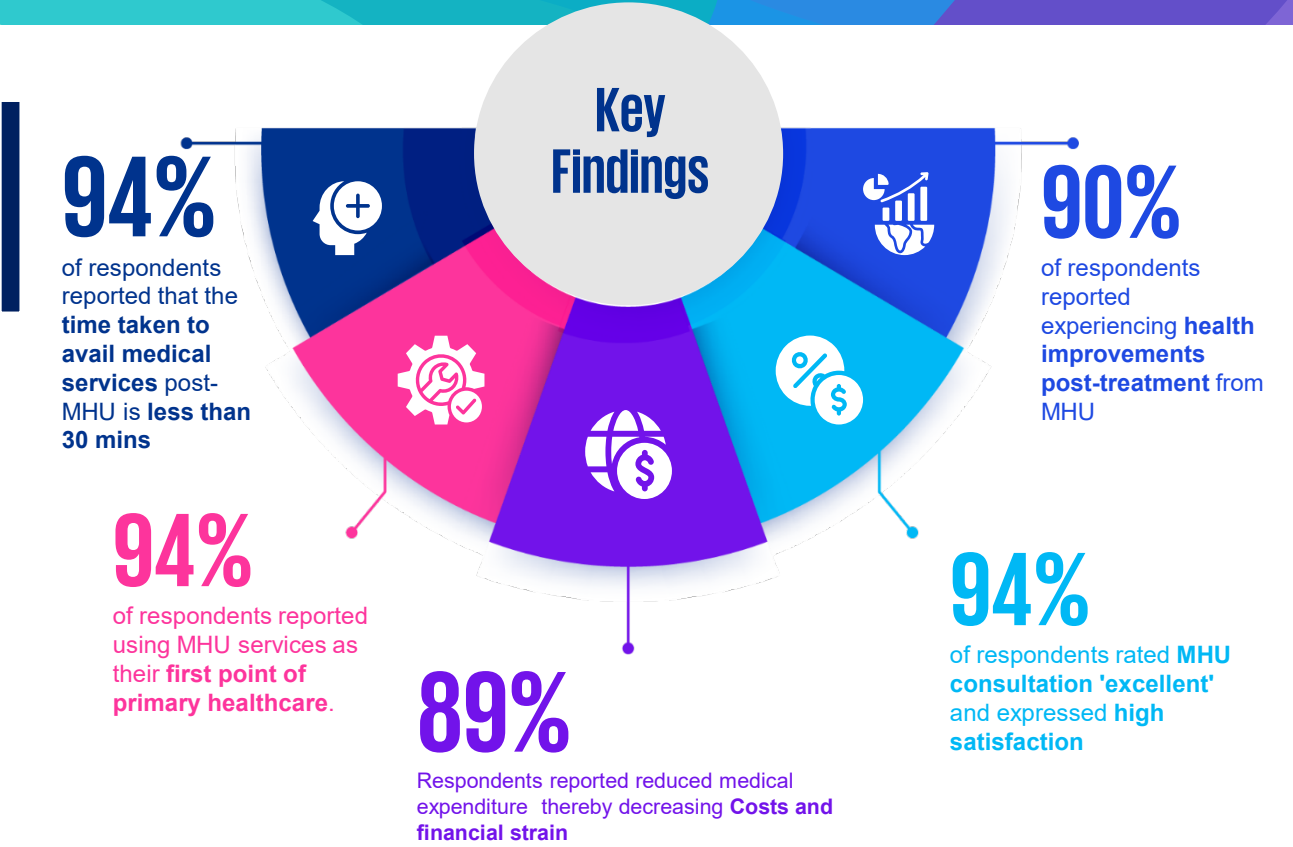
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UNSDG Mapping



Executive Summary



Key recommendation

Enhance community outreach and health awareness

Strengthen community-level capacity by training frontline workers, volunteers, and local groups to support screening, follow-ups, and health awareness activities.

SRoI Ratio for MHUs & SHU

For every **INR 1** invested the program has generated a **social impact of INR 4.9**

Way Forward

Going forward, the program can focus on helping families stay healthy through regular preventive care, easy-to-understand health guidance and consistent follow-ups. Strengthening community outreach through ASHA, Anganwadi workers and volunteers can ensure no household is left behind. These efforts can help maintain steady use of basic health services and support longer-term wellbeing at the community level.

Executive Summary

IMPACT

- Consolidated estimates show a 65% reduction in annual household medical expenditure with an average annual medical expense savings of ₹17,007 and ₹7,437 annual avoided wage loss per household due to SHUs/MHU.
- The Health units generated substantial improvements in community health and wellbeing, with **90%** of beneficiaries reporting better health outcomes, stronger NCD control through regular monitoring, and **99%** of NCD patients receiving timely medication.
- Women and elderly beneficiaries experienced enhanced autonomy, as the proximity of SHU/MHU and reduced waiting times enabled them to seek care independently and consistently, with **94%** of women reporting improved health literacy and confidence in decision-making and **92%** reporting ease of visiting without escorts.

RELEVANCE

- Across all locations, the project **aligns with the health needs** reported during the study, **including requirements for routine screenings, free medicines and accessible primary care.**
- It was observed that barriers prior to the intervention such as long travel distances and cost-related constraints, and the project's design responds to these conditions by **bringing services closer to households.**

EFFECTIVENESS

- The project aligns with the intended objective of functioning as the first point of care, It was observed that an average of **94% of users across intervention** locations selected the project as their **primary source of consultation.**
- Respondents also reported **improvements in their health conditions across multiple locations**, with proportions ranging from moderate to significant improvement. Follow-up systems are in place, with evidence showing ongoing engagement, including weekly follow-ups in some sites and in some cases, follow-up was conducted for nearly every user who required it

EFFICIENCY

- The project showed efficiency in addressing the basic healthcare needs of the beneficiaries.
- The project was **completed within the timeline with the utilization of the budgeted amount.**

COHERENCE

- The programme impacts directly to United Nations Sustainable Development Goals (UNSDG) Goal 3: Good health and well-being.
- Asian Paints Limited funded SHUs/MHU intervention aligns with national priorities such as National Health Policy 2017 and the National Programme for Prevention and Control of Non-Communicable Diseases (NP-NCD).

SUSTAINABILITY

- The project aligns with sustainability expectations by offering regular, nearby access to primary care, supported by frontline worker engagement, which helps maintain **continued use over time.** This consistent access is contributing to **gradual improvements in awareness, knowledge and safer health-seeking practices**, seen in reduced reliance on informal providers.



1. Executive summary

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.

Water scarcity remains one of India's most pressing development challenges, driven by increasing demand, climate variability, groundwater depletion, and the high dependence of rural livelihoods on agriculture. Hot semi-arid regions such as Dediapada block in Narmada district face recurring water shortages, seasonal irrigation stress, and declining groundwater tables.

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

KPMG conducted the impact assessment for interventions undertaken in FY 2023–24, drawing on the Organisation for Economic Co-operation and Development-Development Assistance Committee (OECD-DAC) evaluation criteria and the Social Return on Investment (SROI) framework to measure outcomes. A mixed-method approach was adopted, combining quantitative data analysis with qualitative insights to ensure a holistic evaluation. 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 SROI and (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 40 percent respondents 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 2023-24. 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 4.09 in social value has been generated through a mixture of socio-economic wellbeing among the beneficiaries.

Key Output Numbers

0.32 lakh KL
Water potential created

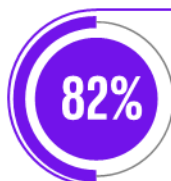
1249
Beneficiary Outreach

Key highlights from the impact assessment study



Improved water availability for irrigation purpose post-monsoon

The availability of water has extended for 3 to 4 months for 61% of households, while the remaining 39% reported availability for 2 to 3 months, indicating enhanced water retention and sustained irrigation support beyond the monsoon season.



Increase in water level in wells/borewells

The improvement in water levels is most evident during the summer season (around 44 percent), followed by winter (about 27 percent), while the monsoon period shows a moderate increase of nearly 25 percent. This seasonal delta indicates stronger groundwater recharge and better retention during the summer season.



Improved yield of primary crop

Prior to the intervention, farmers largely cultivated only paddy, however, improved irrigation access has enabled them to introduce maize as an additional crop, indicating enhanced productivity and diversification of cropping practices. Post-intervention, 100 percent of beneficiaries reported improved yields of the primary crop, paddy, reflecting better water availability.



Improved water accessibility for irrigation

Compared to the pre-intervention scenario, there is a clear shift from fair and bad access towards good access, reflecting more reliable and timely availability of water for irrigation purposes. This intervention has caused reduced water-related constraints for 36 percent farmers who earlier faced inaccessibility of water.



Improved water availability for irrigation purpose post-monsoon

82 percent reported adopting multi-season cropping, driven by improved availability of water. Prior to the intervention, farming was largely limited to the Kharif season and depended on rain-fed conditions. The improved water availability has enabled farmers to extend cultivation beyond the monsoon, supporting more consistent agricultural activity across seasons.



Increase in income from agriculture pre and post intervention

The agricultural income across the intervention villages shows a consistent upward movement. Prior to the intervention, income levels were comparatively modest and reflective of limited cropping intensity and seasonal dependency. Following the intervention, all villages recorded a substantial rise in agricultural income, with increases ranging from 33 percent to 44 percent.



Key findings as per the IRECS framework

Findings basis IRECS framework

I- Impact

- The project has created a meaningful and sustained impact on local water security and agricultural livelihoods. Improved surface water retention and consistent groundwater recharge have strengthened water availability beyond the monsoon period, reducing seasonal stress. These improvements have enabled more reliable irrigation, supported better crop performance, and encouraged diversification and continuity in farming practices.

R- Relevance

- 90 percent farmers rely on rain fed agriculture
- Interventions such as check dams, desilting, contour trenches, and soil moisture conservation directly respond to the community's need for reliable water access and improved irrigation.

E- Efficiency

- Project completed within set timelines

C- 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, SDGs 6, SDG 1, SDG 2, SDG 15

S-Sustainability

- 100% of respondents shared good ratings for the project. Positive impact on biodiversity due to increased surface water availability
- Currently, Water User Associations are formed, however they do not maintain an operational and maintenance funds. Therefore, user group shall be strengthened for the better and assured maintenance of the Water Harvesting Structure

SROI – Results

1

Net Present Impact Value

INR 7,12,38,496

2

SROI Ratio

1:4.09

3

Sensitivity range

₹ 3.25 and INR 4.36 per ₹1 invested.

Observations:

The assessment indicates that Water User Associations (WUAs) exist in the project villages; however, many of them remain inactive or loosely structured, limiting their effectiveness in water management. It was also observed that farmers located at higher elevations or farther from check dams benefit less, resulting in uneven access to irrigational water. Additionally, the absence of a dedicated Operation and Maintenance (O&M) fund poses a challenge to the long-term upkeep of water harvesting structures. These factors together highlight gaps in institutional functioning, equitable water distribution, and sustainability mechanisms.

Recommendations:

To ensure long-term sustainability and equitable benefits from the interventions, focused efforts are required to strengthen community-level water governance. Water User Associations should be revitalised through regular mobilisation, capacity-building, and clear definition of roles and responsibilities. Periodic handholding support and structured meetings can help members gradually take ownership of water-related planning, operation, and decision-making at the village level.

Special attention should be given to farmers located at higher elevations or farther from check dams by exploring micro-irrigation solutions and improved water distribution mechanisms, so that access to irrigation is more balanced across households. In addition, the establishment of a community-managed Operation and Maintenance fund is essential. Encouraging small annual contributions from beneficiary farmers can support routine maintenance and timely repairs of water harvesting structures.

Together, these measures will help strengthen institutional functioning, improve equitable access to water resources, and ensure the durability and effectiveness of the water management interventions over time.

1. Executive summary

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.

Water security has emerged as one of India's most pressing development challenges, particularly in regions where erratic rainfall, declining groundwater levels, and growing agricultural demand intersect. In this context, rural communities dependent on small and marginal landholdings face heightened vulnerability, making participatory and community-centric water management essential for long-term resilience. The Participatory Water Resource Management Project implemented in Vizag seeks to address these systemic challenges through integrated watershed development, groundwater recharge, and improved access to water for both agriculture and domestic needs.

KPMG conducted this impact assessment covering interventions implemented in FY 2023-24, using OECD-DAC and Social Return on Investment (SROI) frameworks and this was conducted using a mixed-method approach. For this study, KPMG interacted in three villages in the Vizag district, including direct beneficiaries and indirect beneficiaries, which include farmers, community members, PRI members and staff of the implementing agency.

Project Objectives

- To increase additional water storage capacity and recharge through revival of traditional water
- To increase the Cultivable land, Water Supply to Fields and income generation to the farmers through the irrigation, Water Harvesting and Irrigation project
- To increase availability and access to clean/safe drinking water in the project villages through the improvement of existing water distribution systems in the villages
- To create awareness, education among the community on the judicious utilisation of water resources and collective actions

Key Output Numbers

1.71 lakh KL
Water potential
created

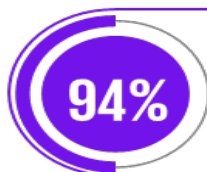
1,252
Beneficiaries covered

Key highlights from the impact assessment study



Increase in water level in wells/borewells

94% of the respondents reported an increase in groundwater levels, with winter water depth improving from 23 ft to 20 ft, summer levels improving from 37 ft to 27 ft, and monsoon levels staying stable at 5 ft.



Improved water availability for irrigation purpose post-monsoon

The availability of water has extended for 3 to 4 months for 70% of households, 2 to 3 months for 21% of households, while the remaining 9% reported availability for 1 to 2 months, indicating enhanced water retention and sustained irrigation support beyond the monsoon season.





Improved water accessibility for irrigation

100% of the respondents reported improved irrigation water accessibility, with the proportion of beneficiaries rating access as “Good” rising from 14% before the intervention to 86% afterward, while those rating it as “Poor” declined from 45% to 0%, as “fair” rating changed from 42% to 14%.



Improved Mult-season cropping

Owing to improved water availability, 100% of the respondents reported an increase in multi-season cropping. This indicates that reliable water access has directly enabled farmers to cultivate across more seasons.



Improved crop yield (Primary crop: Paddy)

All farmers reported increase in the yield, for the primary crop (paddy) with an average increase in yield by 20%.



Increase in income from agriculture

Prior to the intervention, income levels were comparatively modest and reflective of limited cropping intensity and seasonal dependency. Following the intervention, all villages recorded a substantial rise in agricultural income, with an average increase of 36% in agricultural income.



Impact on livestock

60% of the respondents reported that the increased water availability enabled them to buy additional livestock or that it improved the productivity of existing livestock, leading to an income increase by 36%.



Findings basis IRECS framework

I- Impact

- The interventions in Vizag contributed to notable improvements in water security, with communities experiencing better groundwater recharge and longer availability of irrigation water across seasons. These gains strengthened agricultural outcomes, supporting higher crop yields, increased adoption of multi-season cropping, and improved soil health where silt application was undertaken.

R- Relevance

- Majority of respondents dependent on agriculture
- Interventions such as check dams, desilting, contour trenches, and soil moisture conservation directly respond to the community's need for reliable water access and improved irrigation.

E- Efficiency

- Project completed within set timelines

C- 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, SDGs 6, SDG 1, SDG 2, SDG 15

S-Sustainability

- 100% of respondents shared that this project has brought a positive change in their life
- 100% of respondents shared good ratings for the project
- Positive impact on biodiversity due to increased surface water availability

SROI – Results

1

Total CSR Investment

INR 2,88,87,0002

2

SROI Ratio

4.0

3

Sensitivity range

₹3.7- ₹4.5 per ₹1 invested.

Based on a total CSR investment of ₹2.88 crore, the project generated an SROI ratio of 4.0, indicating that every rupee invested yielded ₹4.0 in social value. The benefits accrued from increased water availability, a rise in crop yields, expanded irrigated area, reduction in irrigation and cultivation costs, improved household income, and enhanced access to potable water. Environmental gains—including improved green cover, biodiversity, and sustained surface water—also contributed to long-term community wellbeing.

A sensitivity analysis further validated the robustness of the results, showing a social value range of ₹3.7 to ₹4.5 per rupee invested, depending on variations in attribution, deadweight, displacement, and drop-off assumptions. These findings confirm that the program not only creates immediate economic gains but also strengthens long-term resilience through sustained water security, improved agricultural productivity, and enhanced quality of life.

Way forward

The project has delivered strong gains in water availability, agricultural productivity, and community wellbeing. To sustain and deepen these outcomes, the next phase must focus on strengthening community institutions, improving governance mechanisms, and building long-term technical and social capacities. The insights from field interactions highlight several opportunities to enhance the durability, inclusiveness, and scalability of the interventions.

A key priority is to revitalize Water User Associations (WUAs) by clarifying their roles, building their capacities, and institutionalizing water budgeting, crop planning, and routine operation and maintenance (O&M) practices. Strong WUAs will ensure equitable water distribution, prevent over-extraction, and coordinate seasonal planning aligned with groundwater recharge trends. Additionally, women's participation needs to be significantly strengthened across all stages—planning, monitoring, and decision-making—to ensure socially inclusive governance and improve sustainability. Targeted gender mainstreaming and leadership-building initiatives can help close existing participation gaps.

From a technical perspective, the project will benefit from enhanced hydrogeological planning, including the establishment of control wells to compare water level fluctuations and improve scientific monitoring. Elevation-specific solutions—such as gravity-fed systems, elevated storage structures, or solar-powered pumps—can address water access challenges in high-altitude hamlets. Partnerships with PRIs and district-level agencies should be leveraged to converge government schemes and funding, enabling scaling of effective water conservation models across neighbouring geographies. Strengthening community ownership, ensuring regular O&M, and building institutional convergence will support the long-term resilience and impact of the water stewardship efforts.

1. Executive summary

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.

Water scarcity remains one of India's most pressing development challenges, driven by increasing demand, climate variability, groundwater depletion, and the high dependence of rural livelihoods on agriculture. Semi-arid regions such as Patancheru block in Sangareddy district face recurring water shortages, seasonal irrigation stress, and declining groundwater tables.

In response, Asian Paints engaged in a holistic approach through its "Water Resource Management" program in the Patancheru block of Sangareddy district in Telangana. This initiative addresses water scarcity, soil conservation, and natural resource management, aiming to ensure sustainable and resilient water resources for the country

KPMG conducted the impact assessment for interventions undertaken in FY 2023–24, drawing on the Organisation for Economic Co-operation and Development-Development Assistance Committee (OECD-DAC) evaluation criteria and the Social Return on Investment (SROI) framework to measure outcomes. A mixed-method approach was adopted, combining quantitative data analysis with qualitative insights to ensure a holistic evaluation. 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 SROI and (OECD-DAC) frameworks. During the survey, respondents from seven villages 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 32 percent of respondents 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 2023-24. 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.

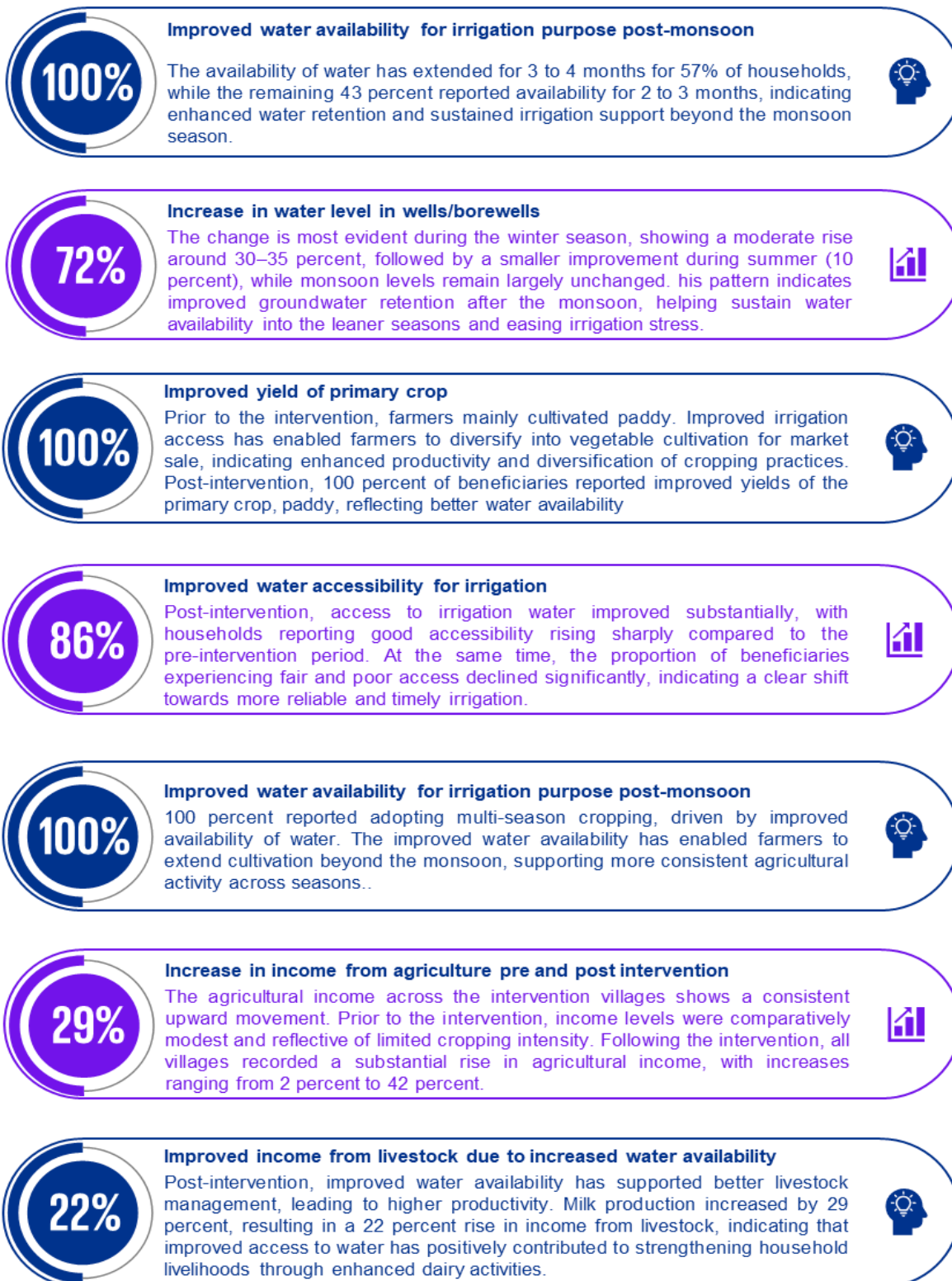
We estimate that for every INR 1 spent by the water resource management programme, INR 1.88 in social value has been generated through a mixture of socio-economic wellbeing among the beneficiaries.

Key Output Numbers

1.10 lakh KL
Water potential created

175
Beneficiary Outreach

Key highlights from the impact assessment study



Key findings as per the IRECS framework

Findings basis IRECS framework

I- Impact

- The project has created a meaningful and sustained impact on local water security and agricultural livelihoods. Improved surface water retention and consistent groundwater recharge have strengthened water availability beyond the monsoon period, reducing seasonal stress. These improvements have enabled more reliable irrigation, supported better crop performance, and encouraged diversification and continuity in farming practices.

R- Relevance

- Interventions such as check dams, desilting, contour trenches, and soil moisture conservation directly respond to the community's need for reliable water access and improved irrigation.
- Majority of the population is dependent on the agriculture as primary source of income

E- Efficiency

- Project completed within set timelines

C- 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, SDGs 6, SDG 1, SDG 2, SDG 15

S-Sustainability

- 100% of respondents shared good ratings for the project. Positive impact on biodiversity due to increased surface water availability
- Currently, Water User Associations are formed, however they do not maintain an operational and maintenance funds. Therefore, user group shall be strengthened for the better and assured maintenance of the Water Harvesting Structure

SROI Results

1

Total CSR Investment

INR 1,00,00,000

2

SROI Ratio

1.88

3

Sensitivity range

₹1.54 - ₹2 per ₹1 invested

The Social Return on Investment (SROI) assessment of the Participatory Water Resource Management Project in Patancheru demonstrates that Asian Paints Limited's CSR investment has generated substantial and long-lasting value for communities. With a total investment of INR 1 crore, the project produced an estimated social value of INR 1.88 crore, delivering an SROI ratio of 1:1.88, which means that every rupee invested created INR 1.88 in social, economic, and environmental benefits. This value was derived from improvements in water availability, expansion of irrigated land, significant increases in crop yields, reduced cultivation and irrigation costs, and enhanced household well-being. The assessment applied financial proxies to quantify these outcomes and incorporated adjustments for attribution, deadweight, displacement, and drop-off to ensure accuracy and conservatism in estimating impact. Sensitivity analysis further confirmed the robustness of the results, showing that even under the most conservative scenarios, the SROI remained strong, ranging between INR 1.54 and INR 2.00 of social value per rupee invested. Overall, the SROI findings highlight the project's effectiveness in strengthening water security, improving agricultural productivity, and enhancing community resilience, while also validating the cost-efficiency and long-term value of integrating watershed management into CSR strategy.

Way forward

Looking ahead, the project's strong SROI performance reinforces the case for continued and strategic investment in integrated water resource management, with a sharper focus on institutional strengthening and long-term sustainability. While the physical assets have delivered high value and are structurally robust, the next phase should prioritize activating and capacitating Water User Associations (WUAs), establish dedicated O&M funds, and introducing simple yet consistent monitoring systems such as water-level ledgers, crop-yield tracking, and maintenance logs. Enhancing community governance, coupled with periodic training on climate-resilient agriculture, will help sustain and amplify benefits over the next 5–10 years. Additionally, integrating regular water quality and soil health assessments can guide farmers toward more efficient resource use. By institutionalizing these measures and scaling high-performing interventions to nearby villages, APL can further enhance program resilience, strengthen community ownership, and unlock even greater social returns in future cycles.

1. Executive summary

The Namma Jala Bhadarate Phase 3 initiative in Mysuru represents Asian Paints Limited's commitment to strengthening water security through scientifically designed, community-driven rejuvenation of traditional water bodies. Situated in a region increasingly vulnerable to groundwater depletion, erratic rainfall, and agricultural stress, the project addresses the critical need for reliable water access for farming households whose livelihoods depend predominantly on agriculture. Through large-scale desilting, feeder-channel restoration, and improved water harvesting structures, the program aims to enhance groundwater recharge, expand irrigated areas, and stabilize agricultural productivity while promoting ecological regeneration across the intervention villages.

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.

To address the water-related challenges, Asian Paints Limited (APL), in partnership with the Center for Rural Education Development and Innovative Technologies of India (CREDIT-I), implemented the Namma Jala Bhadarate Phase 3 Project for FY 2023–24. The project was executed in select villages of Mysuru District of Karnataka. The project was designed to improve water security, enhance farm productivity, and strengthen community stewardship of natural resources.

KPMG conducted the impact assessment for interventions undertaken in FY 2023–24, drawing on the OECD-DAC evaluation criteria and the Social Return on Investment (SROI) framework to measure outcomes. A mixed-method approach was adopted, combining quantitative data analysis with qualitative insights to ensure a holistic evaluation. For this study, KPMG interacted in four villages in Mysuru, including direct beneficiaries and indirect beneficiaries, which includes farmers, community members, PRI members and staff of the implementing agency.

Key Output Numbers

10 lakh KL
Water potential
created

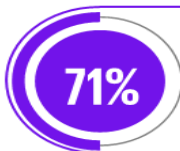
1,300
Beneficiaries covered

Key highlights from the impact assessment study



Increase in water level in wells/borewells

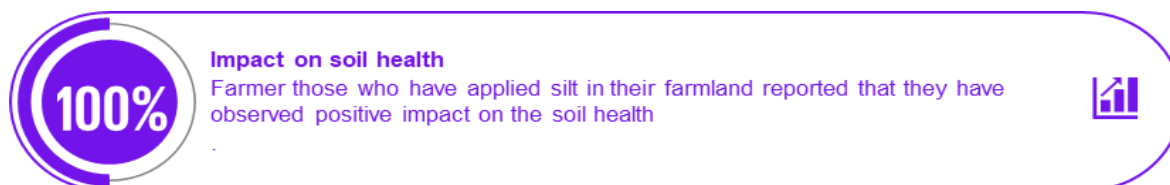
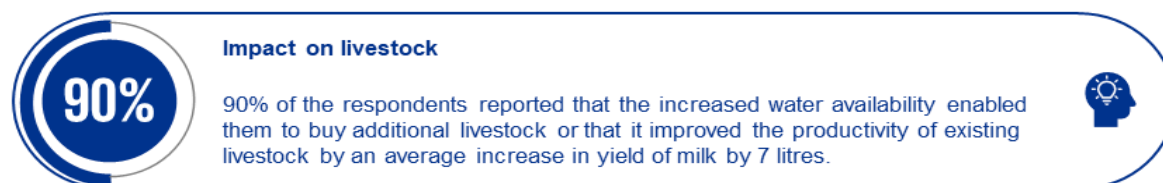
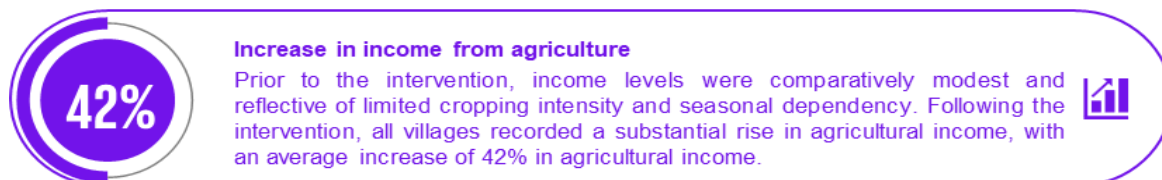
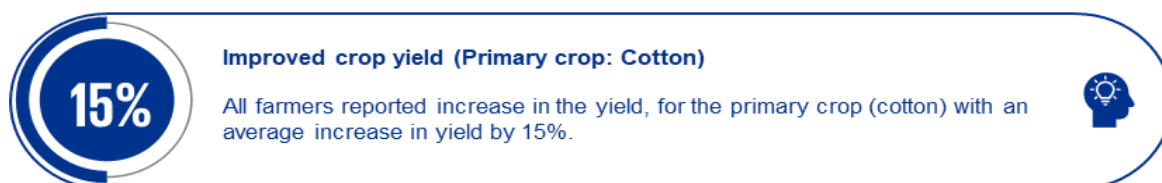
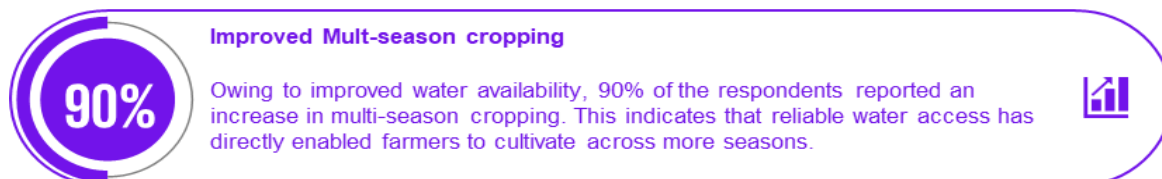
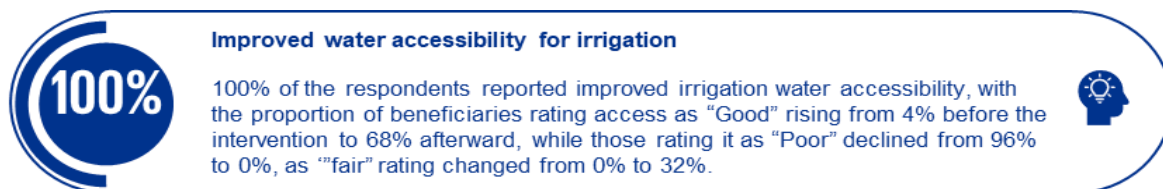
84% of the respondents reported an increase in groundwater levels, with winter water depth improving from 351 ft to 273 ft, summer levels improving from 535 ft to 335 ft, and monsoon levels declining from 145 ft to 60 ft.



Improved water availability for irrigation purpose post-monsoon

The availability of water has extended for 1 to 2 months for 71% of households, 2 to 3 months for 24% of households, while the remaining 5% reported availability for 3 to 4 months, indicating enhanced water retention and sustained irrigation support beyond the monsoon season.





Findings basis IRECS framework

I- Impact

The rejuvenated waterbodies retained surface water for a longer period. Households have improved access to water post-intervention, and groundwater levels have strengthened due to better recharge. Villages saw a marked rise in agricultural productivity. These improvements have encouraged multi-season cropping.

R- Relevance

- 100% of respondents primarily depended on agriculture for livelihoods and faced monsoon-driven uncertainties.
- The rejuvenated lakes and pond addressed the community's long-standing need for reliable water access by improving surface water storage and groundwater recharge.

E- Efficiency

- Project completed within set timelines

C-Coherence

- Project Alignment with National Priorities-
- Directly converges with Jal Shakti Abhiyan and 'Catch the Rain' campaign of Ministry of Jal Shakti.
- Project aligns with the SDG 6, SDG 1, SDG 2, SDG 15

S-Sustainability

- 100% of respondents shared that this project has brought a positive change in their life
- 72% of farmers were members of Water User Associations (WUAs), though active governance remains limited. Maintenance is currently panchayat-led. Continued capacity building is essential.

SROI – Results

1

Total CSR Investment

INR 3,63,47,657

2

SROI Ratio

2.73

3

Sensitivity range

₹2.57 – ₹3.12 per ₹1

Social Return on Investment (SROI) is a comprehensive framework used to measure the broader social, environmental, and economic value created by a development intervention. Unlike traditional cost-benefit analyses that focus primarily on financial returns, SROI assigns monetary values to outcomes that matter to stakeholders such as improvements in water availability, increased agricultural productivity, reduced drudgery, and enhanced ecological health. By following a structured approach that includes identifying stakeholders, mapping outcomes, valuing benefits, and accounting for factors such as attribution, deadweight, and drop-off, SROI helps organizations quantify the real change their investments generate.

In the case of the Namma Jala Bhadarate-Phase 3 initiative, the SROI methodology captures the significant improvement in water security, agricultural output, and household income resulting from rejuvenated water bodies and strengthened irrigation systems. The analysis shows that increased groundwater recharge, enhanced soil health, expansion of irrigated land, and higher crop yields together produced substantial socio-economic gains for communities. These benefits extend beyond immediate economic value improvements in ecological balance, increased green cover, and enhanced biodiversity also contribute to long-term resilience and sustainability.

Overall, the project demonstrates strong social value creation, with an SROI ratio of 2.73, meaning that every ₹1 invested by Asian Paints generated ₹2.73 in social impact. Even under conservative assumptions, the sensitivity analysis shows a return ranging between ₹2.57 and ₹3.12 per rupee invested, reinforcing the project's effectiveness and long-term value. SROI thus provides a powerful evidence-based tool for decision-makers to understand impact, allocate resources strategically, and scale interventions that deliver meaningful, sustained benefits for communities and ecosystems.

Way forward

Building on the strong outcomes achieved through the Namma Jala Bhadarate Phase 3 initiative, the next phase of action should focus on strengthening community institutions, deepening participation, and enhancing long-term sustainability of water resources. A key priority is to improve the functioning and ownership of Water User Associations (WUAs), which currently show low engagement and limited clarity on responsibilities. Strengthening these groups through continuous capacity-building, introducing village-level water budgeting, and enabling participatory crop planning will ensure that communities play an active and informed role in managing water assets.

Another critical area is gender inclusion. Field observations indicate that women's participation in decision-making processes remains limited, despite their central role in household water management and agriculture. Introducing women-focused training programmes, leadership workshops, and deliberate gender-mainstreaming efforts can improve representation and contribute to more equitable and sustainable water governance. Additionally, the project should continue adopting scientific approaches to water management- such as improved hydro-geological assessments, identifying control wells for better monitoring, and optimising storage mechanisms for high-elevation households through technologies like solar-powered pumps.

Lastly, the positive feedback from Panchayati Raj Institutions (PRIs) and the demonstrated benefits of the interventions present an opportunity to scale the model across neighbouring geographies. Strengthening convergence with district administrations and government schemes can enable co-financing and accelerate expansion of watershed activities. By combining community ownership, gender inclusion, technical rigour, and institutional convergence, the programme can evolve into a replicable and resilient model for rural water security in Mysuru and beyond.

1. Executive Summary

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.

The Integrated Watershed Management Project at Waghoshi, Khandala was initiated to address critical water scarcity, declining groundwater, and the vulnerability of agriculture in the semi-arid regions of Satara district. With agriculture being the primary livelihood for nearly 88% of households, the project focused on improving water availability, strengthening soil health, and enhancing the resilience of farming systems through interventions such as nala deepening, desilting of earthen nala bunds (ENBs), and contour trenches, complemented by community engagement and soil-based advisory support.

The impact assessment shows that these interventions significantly improved surface and groundwater availability, eliminating the category of “poor” water availability entirely. Increased water retention led to an 18% rise in net sown area, a 51% rise in irrigated area, and 21–24% higher yields in major crops like paddy, chickpeas, and pulses. Household agricultural income increased by 28–30%, supported by improved soil moisture, expanded Rabi cultivation, and reduced production risks. Environmental improvements, including increased green cover and higher bird presence around ponds, further demonstrate ecological benefits.

Silt application, adopted by 30% of farmers, created an additional 0.8 acres of cultivable land per farmer, improving soil structure and long-term fertility, though newly cultivated silted plots initially yielded 30–40% of average output. Soil tests revealed high organic carbon and suitable pH, but persistent potassium and iron deficiencies that require ongoing nutrient management. Overall, the project demonstrates strong relevance, measurable impact, cost-effectiveness, ecological coherence, and high potential for sustainability if community institutions and maintenance systems continue to be strengthened.

KPMG conducted this impact assessment covering interventions implemented in FY 2023-24, using OECD-DAC and Social Return on Investment (SROI) frameworks and this was conducted using a mixed-method approach. For this study, KPMG interacted in two villages in the Khandala block of Satara, including direct beneficiaries and indirect beneficiaries, which include farmers, community members, PRI members and staff of the implementing agency.

Project objectives

- Increase in Water Storage Capacity in Watershed Area
- Increase in Agricultural income
- Creating Biodiversity and maintaining the green cover in selected watershed area

Key Output Numbers

265225
Water potential
created in KL

608
Beneficiary covered

Key highlights from the impact assessment study



Increase in water level in wells/borewells

Farmers in the Khandala IWSM-Shramjivi area observed a steady improvement in groundwater levels. The data shows that well and borewell depths improved across all seasons, with winter water levels rising by 4 feet and summer levels increasing by 4 feet, giving farmers more dependable access to water during critical agricultural months.



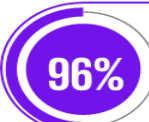
Improved water availability for irrigation purpose post-monsoon

After the intervention, farmers experienced longer availability of irrigation water. About 78% of respondents shared that water lasted for 2–3 months post-monsoon, while 22% reported 3–4 months of availability and 12% noted 1–2 months. This extended availability helped them plan their farming cycles with more confidence.



Improved water accessibility for irrigation

Water accessibility also became smoother and more reliable. Before the project, 43% rated accessibility as "Fair" while 57% rated it "Bad." After the intervention, 63% of respondents rated it "Good" and 37% rated it "Fair," indicating a noticeable shift toward easier, more dependable access to irrigation water.



Improved Multi-season cropping

With better water availability and improved soil moisture, 96% of respondents reported being able to cultivate across more than one season. This allowed farmers to diversify their crops and make more productive use of their land throughout the year.



Improved crop yield (Primary crop: Paddy)

Farmers growing paddy also saw better results. According to the findings, paddy yield increased by around 21%, which farmers linked to consistent irrigation and healthier growing conditions throughout the crop cycle.



Impact on soil health

Soil conditions improved significantly where silt application took place. In this location, 100% of farmers reported better soil fertility, with healthier texture and improved nutrient levels that supported stronger crop growth.



Increase in Agriculture income

These changes translated into financial improvements as well. About 47% of respondents shared that their agricultural income increased, supported by better yields and more reliable water availability.



Impact on income from livestock

Livestock-based income also benefitted from the improved water conditions. 20% of farmers reported an increase in earnings from livestock, mainly due to easier access to water for animals and better availability of fodder.



Impact on the environment and biodiversity

All the respondents shared that they feel the project intervention resulted positive impact on the environment and biodiversity.



Findings basis IRECS framework

I- Impact

- The project generated clear improvements in water security, with farmers reporting higher groundwater levels and longer post-monsoon water availability that supported more dependable irrigation. These changes strengthened agricultural outcomes by enabling multi-season cropping, improving paddy yields by around 21%, and enhancing soil fertility where silt application was carried out. The improvements also translated into livelihood gains, with 47% noting higher agriculture income and 20% observing better livestock-related earnings. Overall, respondents shared that the intervention contributed to positive environmental and

R- Relevance

- Majority of respondents dependent on agriculture
- Interventions such as check dams, desilting, contour trenches, and soil moisture conservation directly respond to the community's need for reliable water access and improved irrigation.

E- Efficiency

- Project completed within set timelines

C- 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, SDGs 6, SDG 1, SDG 2, SDG 15

S-Sustainability

- 100% of respondents shared that this project has brought a positive change in their life
- 100% of respondents shared good ratings for the project
- Positive impact on biodiversity due to increased surface water availability

SROI – Results

1

Total CSR Investment

INR 7,497,963

2

SROI Ratio

1:3.4

3

Sensitivity range

₹2.8 – ₹3.8 per ₹1 invested.

The Social Return on Investment (SROI) analysis for the Integrated Watershed Management Project at Waghoshi, Khandala demonstrates that the programme generated substantial social, economic, and environmental value relative to its cost. By combining improvements in water availability, agricultural productivity, and household income, the project achieved an SROI ratio of **₹3.4 for every ₹1 invested**, meaning the benefits created were more than three times the value of the investment. The assessment considered contributions from Asian Paints, implementing partners, and communities, and applied standard SROI principles such as attribution, deadweight, displacement, and drop-off to ensure a conservative and realistic valuation of impact.

Way Forward

The project has delivered strong gains in water availability, agriculture, and ecological restoration; however, sustaining these outcomes will require addressing several structural and behavioural gaps identified during the assessment. A key issue is the limited participation of women and weak functioning of Water User Associations (WUAs), which restricts community-owned governance of water structures. Strengthening these institutions through capacity-building, gender-inclusive planning processes, and simplified water-use guidelines will be critical to ensure equitable decision-making and long-term maintenance of created assets.

Another challenge that emerged is the growing shift toward water-intensive crops like sugarcane, driven by improved water availability. While beneficial in the short term, it poses sustainability risks in the medium term, especially in semi-arid regions like Khandala. To counter this, the programme must promote less water-intensive cropping choices, integrate water budgeting at the village level, and provide structured training on climate-smart agriculture. Additionally, soil test results indicate persistent potassium and iron deficiencies, even after silt application, signaling the need for balanced nutrient management and farmer awareness on long-term soil health requirements.

Finally, to ensure the durability of hydrological benefits, the way forward should prioritize annual pre-monsoon desilting, routine maintenance of trenches and ENBs, and farmer-led monitoring of groundwater levels. Scaling opportunities such as expanding nala deepening and widening as suggested by PRI members should be evaluated through participatory planning and resource mapping. By strengthening community ownership, improving agronomic practices, and institutionalizing maintenance systems, the project can transition from immediate gains to long-term water resilience, higher farm productivity, and sustained social value for the region.

1.Executive Summary

Water scarcity continues to be a critical developmental challenge in semi-arid regions of India, particularly in fast-urbanizing and agriculturally dependent regions such as Sriperumbudur in Kancheepuram district, Tamil Nadu. The region's hard-rock aquifers, erratic monsoon dependency, and declining groundwater tables have historically constrained irrigation cycles and rural livelihoods.

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.

To address the water-related challenges, Asian Paints Limited (APL), in partnership with the National Agro Foundation (NAF), implemented the Integrated Water Resource Management (IWRM) Project for FY 2023–24, focusing on supply-side water conservation and livelihood enhancement through the rejuvenation of water bodies. The project was executed in select villages of Sriperumbudur in Kancheepuram District of Tamil Nadu. The project was designed to improve water security, enhance farm productivity, and strengthen community stewardship of natural resources.

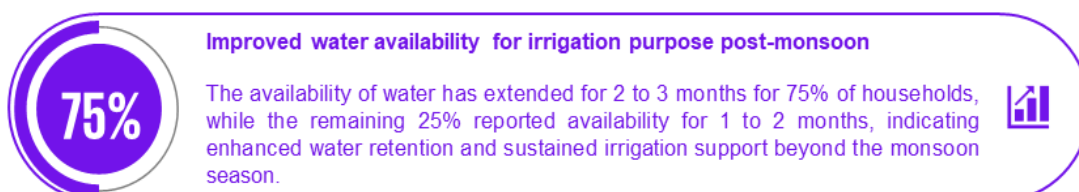
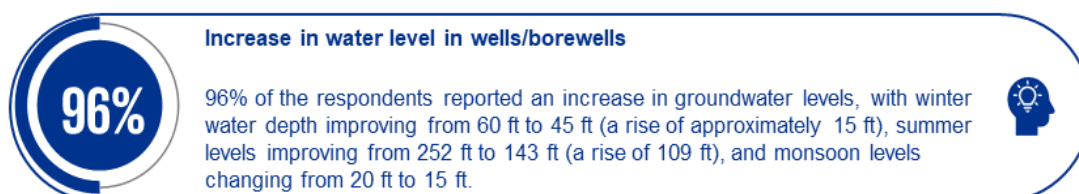
KPMG conducted the impact assessment for interventions undertaken in FY 2023–24, drawing on the OECD-DAC evaluation criteria and the Social Return on Investment (SROI) framework to measure outcomes. A mixed-method approach was adopted, combining quantitative data analysis with qualitative insights to ensure a holistic evaluation. For this study, KPMG interacted in three villages in Sriperumbudur, including direct beneficiaries and indirect beneficiaries, which includes farmers, community members, PRI members and staff of the implementing agency.

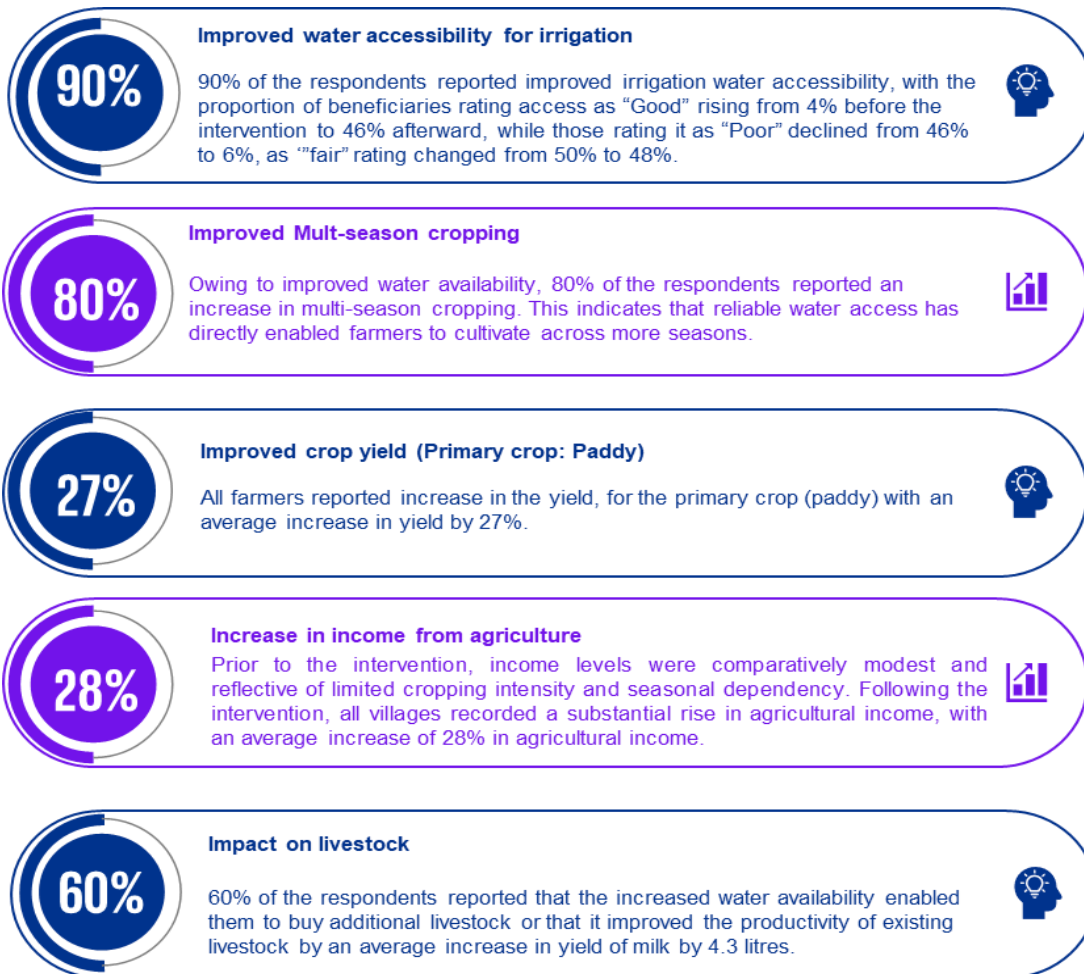
Key Output Numbers

0.78 lakh KL
Water potential
created

2,767
Beneficiaries covered

Key highlights from the impact assessment study





Findings basis IRECS framework

I- Impact

The rejuvenated waterbodies retained surface water for a longer period. Households have improved access to water post-intervention, and groundwater levels have strengthened due to better recharge. Villages saw a marked rise in agricultural productivity.

R- Relevance

- 100% of respondents primarily depended on agriculture for livelihoods and faced monsoon-driven uncertainties.
- The rejuvenated lakes and pond addressed the community’s long-standing need for reliable water access by improving surface water storage and groundwater recharge.

E- Efficacy

- Project completed within set timelines

C- Coherence

- Project Alignment with National Priorities-
- Directly converges with Jal Shakti Abhiyan and ‘Catch the Rain’ campaign of Ministry of Jal Shakti.
- Project aligns with the SDG 6, SDG 1, SDG 2, SDG 15

S- Sustainability

- 100% of respondents shared that this project has brought a positive change in their life
- 72% of farmers were members of Water User Associations (WUAs), though active governance remains limited. Maintenance is currently panchayat-led. Continued capacity building is essential.

SROI – Results

1

Total Impact Value

INR 7,59,88,109

2

SROI Ratio

1:4.25

3

Based on the sensitivity computation, the APL program demonstrates a social return ranging

between INR 3.73 and INR 4.48 for every INR 1 invested

Stakeholder interactions across the intervention villages surfaced several critical insights that shape the programme's future direction. Despite a marked improvement in water availability and extended irrigation cycles following the rejuvenation of lakes and pond, farmers continue to predominantly cultivate paddy across seasons, with very limited diversification into less water-intensive crops. This pattern indicates that while water security has improved, agronomic decision-making remains conservative, and driven by familiarity. The continued reliance on paddy (high-water-demand crop) could lead to unsustainable pressures on local aquifers and shared surface-water systems, especially under variable rainfall years. Women's participation in water governance and agricultural planning was observed to be consistently low, with decision-making spaces largely dominated by men. Their limited involvement reduces the inclusivity of programme benefits and constrains opportunities for decision-making. While Water User Associations (WUAs) have been formed, they remain largely inactive, with members expressing limited clarity regarding their roles, responsibilities, and long-term expectations around asset maintenance. As a result, the sustainability of the newly created or rejuvenated water structures continues to rely heavily on Panchayat-led efforts. This gap highlights the need for strengthened institutional mechanisms and local leadership to ensure that community ownership is truly embedded.

Way forward

Going forward, it is essential to integrate gender-inclusive approaches that encourage meaningful participation of women in water governance. Tailored capacity-building sessions, leadership training, and women-led committees can significantly strengthen decision-making and foster a more balanced distribution of benefits. To prevent long-term stress on water resources, the programme should actively promote crop diversification, introducing farmers to less water-intensive alternatives and demonstrating the economic, soil-health, and climate-resilience benefits of diversified cropping systems. Extension services should emphasize efficient irrigation techniques, such as localized irrigation, to curb excess withdrawals and extend water availability deeper into the agricultural cycle. Strengthening WUAs is essential, and this can be achieved through structured training on water budgeting, crop planning, maintenance protocols, and transparent resource-use guidelines. A renewed focus on governance practices will help transition WUAs from nominal committees to active village institutions capable of stewardship and accountability.

1. Executive Summary

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.

The Water Resource Management initiative undertaken by Asian Paints Ltd. (APL) in partnership with the National Agro Foundation (NAF) has delivered significant and measurable improvements in water security, agricultural outcomes, ecological restoration, and overall community well-being in Kasna village. Through the rejuvenation of seven ponds carried out via desilting, dewatering, restoration of inlet and outlet channels, strengthening of embankments, and upkeep of rainwater harvesting infrastructure, the project has catalyzed meaningful progress across social, environmental, and economic dimensions.

These interventions have enhanced the functionality and resilience of local water bodies, directly contributing to improved groundwater recharge, healthier ecosystems, and increased availability of water for agriculture and domestic use. The initiative stands as a demonstrable example of sustainable water management and community-centric environmental stewardship.

KPMG conducted this impact assessment covering interventions implemented in FY 2023-24, using OECD-DAC and Social Return on Investment (SROI) frameworks and this was conducted using a mixed-method approach. For this study, KPMG interacted in four villages in the Kasna district, including direct beneficiaries and indirect beneficiaries, which include farmers, community members, PRI members and staff of the implementing agency.

Project Objectives

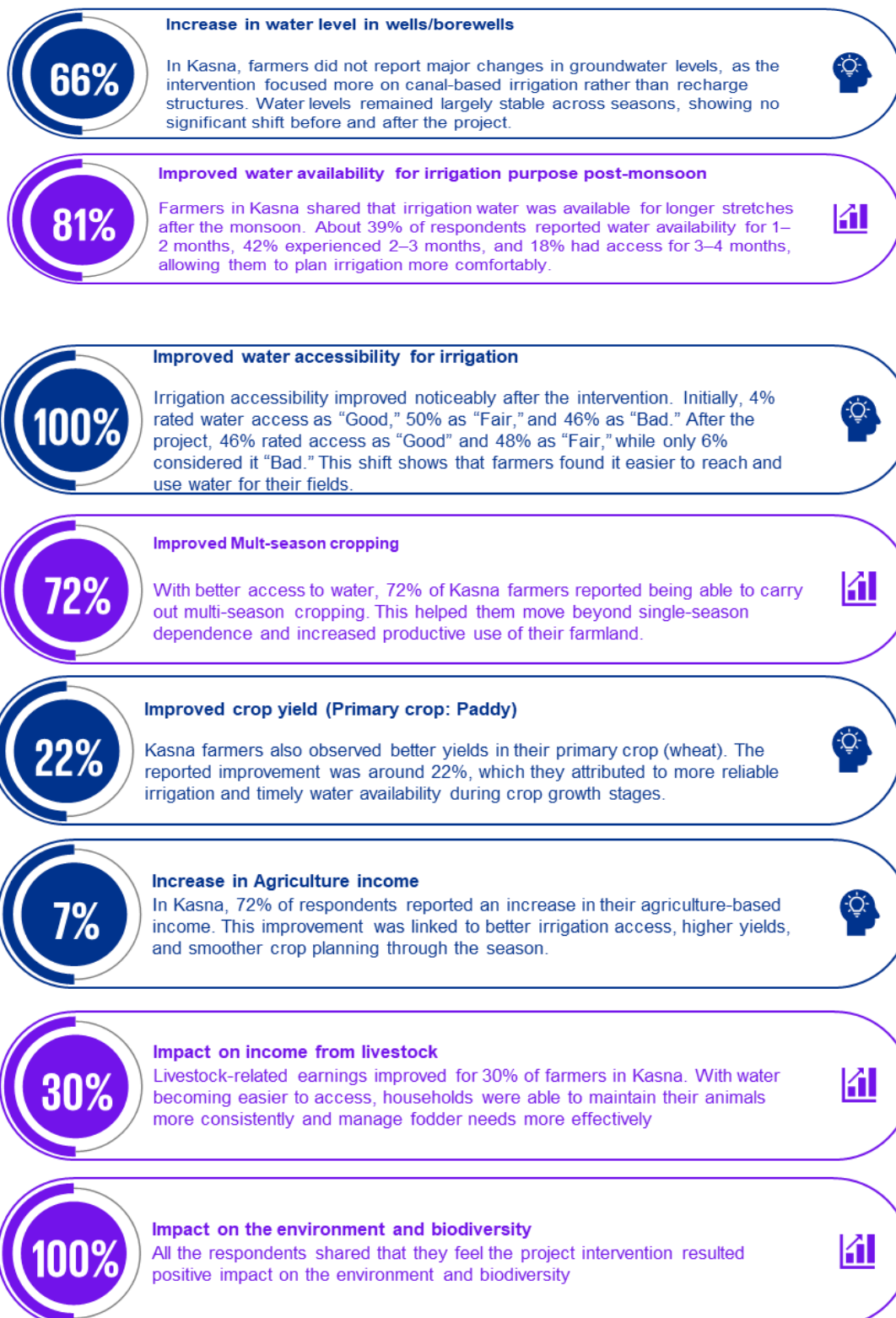
- **Enhancement of Pond Storage Capacity:**
Achieved an additional **40,100 KL** of water-holding capacity through systematic desilting and structural improvements.
- **Groundwater Recharge:**
Enabled measurable augmentation of groundwater levels in areas surrounding the rejuvenated ponds, improving access to water for agriculture and daily needs.
- **Ecological and Structural Restoration:**
Revitalized pond ecosystems and reinforced pond embankments, ensuring long-term stability, improved biodiversity, and resilience against seasonal stresses.

Key Output Numbers

265225
Water potential
created in KL

608
Beneficiary covered

Key highlights from the impact assessment study



Findings basis IRECS framework

I- Impact

- The intervention in Kasna resulted in clearer improvements in irrigation reliability, with water available for longer periods after the monsoon and farmers experiencing easier access to canal-based irrigation. This supported better farming performance, including wider adoption of multi-season cropping and a crop-yield improvement of about 22%. Households also reported livelihood gains, with 72% noting higher agriculture income and 30% observing better earnings from livestock. Overall, the project helped strengthen farming stability and contributed to positive environmental outcomes shared by the community.

R- Relevance

- Majority of respondents dependent on agriculture
- Interventions such as check dams, desilting, contour trenches, and soil moisture conservation directly respond to the community's need for reliable water access and improved irrigation.

E- Efficiency

- Project completed within set timelines

C-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, SDGs 6, SDG 1, SDG 2, SDG 15

S-Sustainability

- 100% of respondents shared that this project has brought a positive change in their life
- 100% of respondents shared good ratings for the project
- Positive impact on biodiversity due to increased surface water availability

SROI Results

1

Total CSR Investment

INR 15,035,500

2

SROI Ratio

0.7

3

Sensitivity range

₹0.67 – ₹0.88 per ₹1 invested.

The Social Return on Investment (SROI) assessment indicates that the Water Resource Management Project at Kasna has generated substantial social and economic value, delivering ₹0.70 of social benefit for every ₹1 invested. The strengthened water harvesting structures significantly improved both surface and groundwater availability, leading to notable gains in crop productivity, a 7% rise in agricultural income, better ecological conditions, and enhanced community well-being. Sensitivity analysis further confirms that even under conservative assumptions, the project continues to generate positive value, demonstrating strong resilience and long-term benefit potential.

Way forward

Going forward, the sustainability of these gains depends on establishing structured operations and maintenance systems, particularly through forming a Water User Association with clear roles and seasonal maintenance plans. Strengthening hydraulic connectivity, improving safety around pond structures, conducting regular cleaning and monitoring, and promoting the use of nutrient-rich silt in agriculture will further enhance long-term impact. These steps will ensure that the benefits created, both economic and ecological, continue to grow and remain community-owned over time.

1. Executive summary

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's increasing water stress driven by rapid development, population pressure, and climate variability has intensified the need for efficient and sustainable irrigation solutions, particularly in agrarian regions like Rohtak. In this context, Asian Paints Ltd., under its Water Stewardship Program, implemented the Water Resource Development–Canal Lining Project in partnership with the National Agro Foundation to enhance water availability, reduce seepage losses, and strengthen agricultural resilience. The project aimed to improve irrigation efficiency, expand the irrigated command area, and secure livelihoods for small and marginal farmers who are highly dependent on timely and reliable water access. Using the OECD-DAC IRECS framework and Social Return on Investment (SROI) methodology, the assessment evaluates the project's relevance, effectiveness, coherence, sustainability, and long-term impact on communities, while outlining strategic directions for strengthening institutional mechanisms and ensuring continued benefits.

KPMG conducted this impact assessment covering interventions implemented in FY 2023-24, using OECD-DAC and Social Return on Investment (SROI) frameworks and this was conducted using a mixed-method approach. For this study, KPMG interacted in two villages in the Rohtak district, including direct beneficiaries and indirect beneficiaries, which include farmers, community members, PRI members and staff of the implementing agency.

Project objective

- The main purpose behind the lining of the canal is to reduce the seepage losses
- Prevention of Water Logging
- Increase in Commanded Area
- Canal lining can also increase the channel capacity

Refer to the next page for the key highlights

Key Output Numbers

265225

Water potential
created in KL

608

Beneficiary covered

Key highlights from the impact assessment study



Improved water availability for irrigation purpose post-monsoon

Since Rohtak relies on canal irrigation, water availability patterns differed from groundwater-based villages. Farmers noted that water access continued through the canal system rather than depending on post-monsoon storage. Thus, availability was determined by canal release cycles, not seasonal recharge.



Improved water accessibility for irrigation

Water accessibility improved meaningfully after the canal lining intervention. Before the project, 0% of farmers rated irrigation access as "Good," 34% as "Fair," and 60% as "Bad." After the intervention: 56% rated access as "Good," 44% rated it as "Fair," 0% rated it as "Bad." This shift indicates that canal lining helped water flow more consistently and reduced losses along the channel.



S



Improved Multi-season cropping

With better and more predictable canal water, 96% of farmers in Rohtak reported that they could engage in multi-season cropping. This allowed them to make better use of their land and plan cropping cycles with fewer disruptions.



Improved crop yield (Primary crop: Paddy)

Crop yields also improved. Farmers growing wheat, the primary crop in Rohtak, experienced a yield increase of around 22%, which they linked to more reliable irrigation from the canal system.



Increase in Agriculture income

Around 28% of respondents in Rohtak reported an increase in agriculture-based income. This improvement was mainly driven by better water accessibility and improved crop yields following the canal lining work.



Impact on the environment and biodiversity

All the respondents shared that they feel the project intervention resulted positive impact on the environment and biodiversity.



Findings basis IRECS framework

I- Impact

- The intervention in Rohtak led to clearer improvements in irrigation reliability, with water access maintained through the canal system rather than depending on post-monsoon recharge. This resulted in noticeably better water accessibility, as farmers reported a strong shift from poor to good access after canal lining. These changes enabled 96% of farmers to engage in multi-season cropping and supported a crop-yield increase of about 22%, especially for wheat, the main crop in the area. Around 28% of households also reported higher agricultural income, and respondents shared that the intervention contributed positively to the surrounding environment and biodiversity.

R- Relevance

- Majority of respondents dependent on agriculture
- Interventions such as check dams, desilting, contour trenches, and soil moisture conservation directly respond to the community's need for reliable water access and improved irrigation.

E- Efficiency

- Project completed within set timelines

C-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, SDGs 6, SDG 1, SDG 2, SDG 15

S-Sustainability

- 100% of respondents shared that this project has brought a positive change in their life
- Majority of respondents were confident about sustaining the change in long term through community collectivism PRI members also showed their interest to sustain the impact

Social Return on Investment

1

Total CSR Investment

INR 2,63,62,052

2

SROI Ratio

1.54

3

Sensitivity range

₹1.22 – ₹1.62 per ₹1 invested.

Asian Paints Limited's Water Resource Development–Canal Lining Project in Rohtak was evaluated using the Social Return on Investment (SROI) framework to quantify the social, economic, and environmental value generated through the intervention. The assessment combined evaluative and forecast SROI approaches, considering both the actual outcomes achieved during FY 2023–24 and the

projected benefits expected to accrue over the next five years, the typical lifespan of infrastructure-based water interventions.

The analysis demonstrates strong value creation, with the programme generating an SROI ratio of ₹1.54 for every ₹1 invested. This means that each rupee contributed by Asian Paints Ltd. resulted in 1.54 rupees of measurable social impact for the beneficiary communities. When tested through sensitivity analysis, the SROI ratio ranged between ₹1.22 and ₹1.62, confirming the robustness of the results even under conservative assumptions.

Sensitivity analysis further reinforced the stability of the SROI ratio, with variations in attribution, deadweight, and duration assumptions showing minimal deviation from the base case. This confirms that the intervention delivers consistent and resilient social value.

Overall, the SROI findings clearly demonstrate that the Canal Lining Project has delivered high social returns, strengthened agricultural resilience, improved water security, and enhanced economic stability for farmers in Rohtak. With continued focus on governance, quality assurance, and community-led maintenance, the project's long-term social value is expected to remain strong and sustainable.

Way Forward

To ensure long-term sustainability of the canal lining intervention, the project should now prioritise strengthening community institutions especially Water User Associations (WUAs) by formalising their roles, establishing clear responsibilities for water distribution and maintenance, and providing regular training on governance and O&M practices. Enhancing women's participation through structured leadership roles and capacity-building will further improve inclusiveness and decision-making.

Equally important is improving implementation quality through third-party quality checks, joint inspections with community members, and a simple grievance redressal system to address construction or maintenance issues promptly. Establishing preventive maintenance plans and community-managed funds will help protect infrastructure and ensure continuous benefits over the years.

Finally, the project can amplify its impact by promoting water-efficient irrigation practices, crop diversification, and climate-resilient agriculture. Strengthening market linkages, soil management training, and coordination with government departments will help farmers fully leverage improved water security, leading to stronger livelihoods and more resilient agricultural systems.

1. EXECUTIVE SUMMARY

India is experiencing an escalating water crisis driven by rapid population growth, climate variability, and declining groundwater levels. Rural regions, particularly semi-arid zones such as Khandala block in Satara district, face acute challenges related to seasonal water scarcity, reduced groundwater recharge, and shrinking surface water bodies. These conditions place significant pressure on agrarian communities whose livelihoods depend heavily on reliable water availability for irrigation, livestock, and domestic needs. Recognizing the urgency of addressing these systemic issues, Asian Paints Limited (APL) has integrated water stewardship as a core pillar of its CSR strategy, focusing on long-term, community-centred solutions.

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.

The Jal Sashakta Project – Phase 4, implemented in partnership with Vanrai, aims to rejuvenate traditional water bodies, enhance groundwater recharge, and build resilience in water-stressed agrarian landscapes. The project's interventions primarily desilting and repairing ponds across Khandala block were designed to increase water storage capacity, extend water availability across seasons, and improve agricultural productivity for small and marginal farmers. Beyond physical infrastructure, the initiative sought to foster community participation, encourage sustainable agricultural practices, and strengthen local institutions involved in resource management.

KPMG conducted this impact assessment covering interventions implemented in FY 2023-24, using OECD-DAC and Social Return on Investment (SROI) frameworks and this was conducted using a mixed-method approach. For this study, KPMG interacted in four villages in the Khandala block of Satara, including direct beneficiaries and indirect beneficiaries, which include farmers, community members, PRI members and staff of the implementing agency.

Key Output Numbers

265225

Water potential
created in KL

608

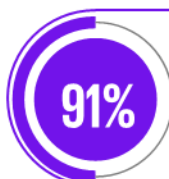
Beneficiary covered

Key highlights from the impact assessment study



Increase in water level in wells/borewells

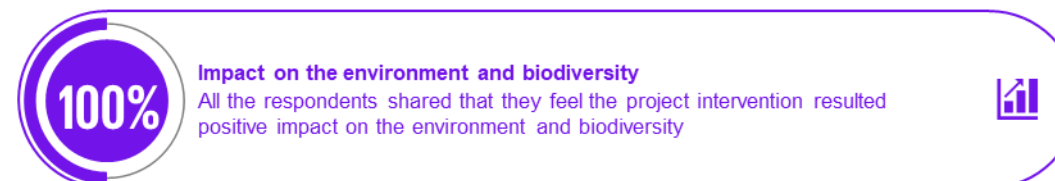
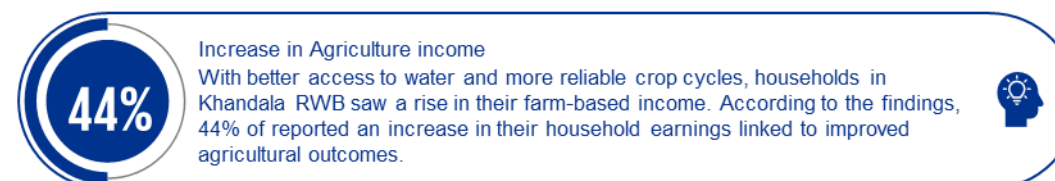
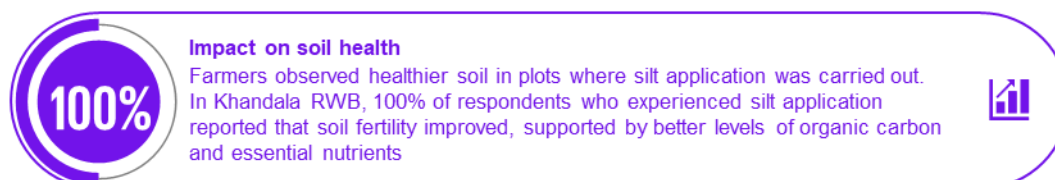
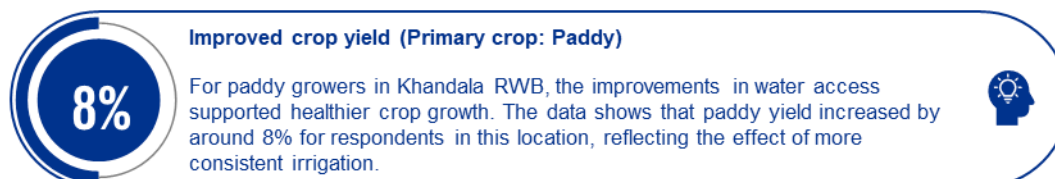
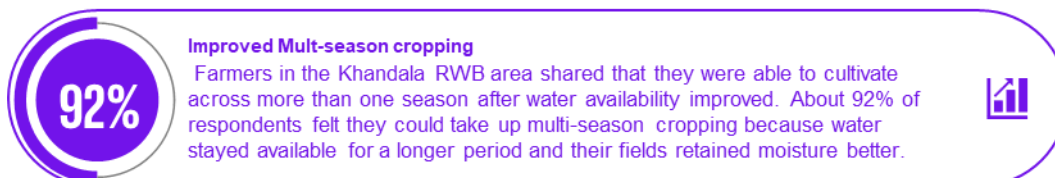
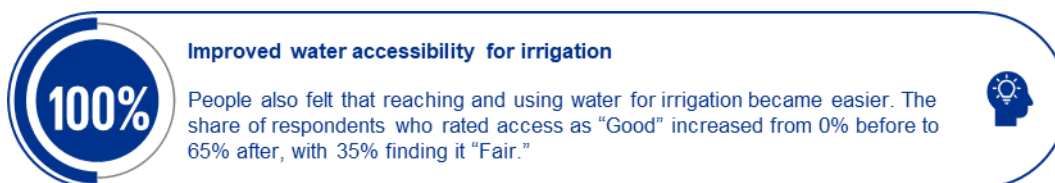
Groundwater levels showed a steady improvement, with winter levels rising by about 5 feet and summer levels by around 8 feet, while monsoon levels stayed the same at 5 feet before and after the intervention.



Improved water availability for irrigation purpose post-monsoon

After the project, 88% of the respondents shared that water for irrigation lasted longer into the post-monsoon period. About 52% experienced 2–3 months of water availability, 39% experienced 3–4 months, and 9% had access for 1–2 months





Findings basis IRECS framework

I- Impact

- Impact will be evaluated through key outcome indicators including groundwater improvement reported by 94% of respondents, enhanced post-monsoon water availability for up to 3–4 months for most households, and fully improved irrigation access with ratings shifting from poor to good. Additional criteria include universal adoption of multi-season cropping, a 20% rise in paddy yield, a 36% average increase in agricultural income, and improved livestock outcomes reported by 60% of beneficiaries. These measures reflect strengthened water security, enhanced agricultural productivity, and improved rural livelihoods resulting from the intervention.

R- Relevance

- Majority of respondents dependent on agriculture
- Interventions such as check dams, desilting, contour trenches, and soil moisture conservation directly respond to the community's need for reliable water access and improved irrigation.

E- Efficiency

- Project completed within set timelines

C-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, SDGs 6, SDG 1, SDG 2, SDG 15

S-Sustainability

- 100% of respondents shared that this project has brought a positive change in their life
- 100% of respondents shared good ratings for the project
- Positive impact on biodiversity due to increased surface water availability
- Water user groups needs to strengthen for secure maintainance of the water assets created

SROI – Results

1

Total CSR Investment

INR 10,481,189

2

SROI Ratio

1:2.4

3

Sensitivity range

₹2.11 – ₹2.8 per ₹1 invested.

The Jal Sashakta Project- Phase 4 has demonstrated measurable improvements in water security, agricultural resilience, and ecological restoration across the intervention villages. Through the rejuvenation of traditional water bodies, the project succeeded in extending water availability by several

months, enhancing groundwater recharge, and enabling farmers to expand their cultivated and irrigated areas. These gains directly translated into higher crop productivity, increased annual farm incomes, and strengthened livelihood stability for agriculture-dependent households. The environmental improvements including increased green cover and biodiversity further underscore the project's broader ecological impact.

The assessment also affirms that the initiative has generated strong social value, with an SROI of **₹2.4 for every ₹1 invested**, reflecting substantial returns for the community and the ecosystem. While the project's physical and economic outcomes have been significant, the initiative has also highlighted the importance of strong community institutions and equitable participation to sustain these gains over time. Overall, Jal Sashakta Phase 4 stands as a compelling example of how integrated watershed interventions can accelerate rural development and climate resilience when implemented collaboratively.

Way Forward

To build on the strong foundation established by the project, the next phase of action must focus on institutional strengthening, capacity building, and deeper community ownership. Enhancing the functionality of Water User Associations (WUAs) and ensuring active participation particularly of women will be critical for effective water governance, equitable distribution, and long-term sustainability. Additionally, the introduction of water budgeting, scientific crop planning, and the promotion of less water-intensive agriculture practices can help prevent over-extraction and safeguard shared water resources.

There is also significant potential to scale the intervention across neighbouring geographies facing similar water stress. Strengthening collaboration with Panchayats and district-level departments can unlock convergence opportunities and additional resources for expanding water conservation measures. Establishing control wells, integrating hydro-geological assessments, and introducing energy-efficient systems such as solar pumps will further enhance the technical robustness of future efforts. By embedding these strategic improvements, Asian Paints and Vanrai can ensure that the project evolves into a sustainable, community-led model for long-term water stewardship and rural resilience.

1. EXECUTIVE SUMMARY

Water scarcity remains one of India's most pressing development challenges, driven by increasing demand, climate variability, groundwater depletion, and the high dependence of rural livelihoods on agriculture. Semi-arid regions such as Khandala Block in Satara district face recurring water shortages, seasonal irrigation stress, and declining groundwater tables.

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.

To address these challenges, Asian Paints Limited (APL) implemented the Integrated Watershed Management Project (IWSM) in select villages primarily focusing on soil and water conservation, groundwater recharge, improved irrigation cycles, agricultural productivity, and community resilience. The project was executed by Vanarai, in the Khandala block of Satara district in the state of Maharashtra, a leading NGO in watershed-based rural development.

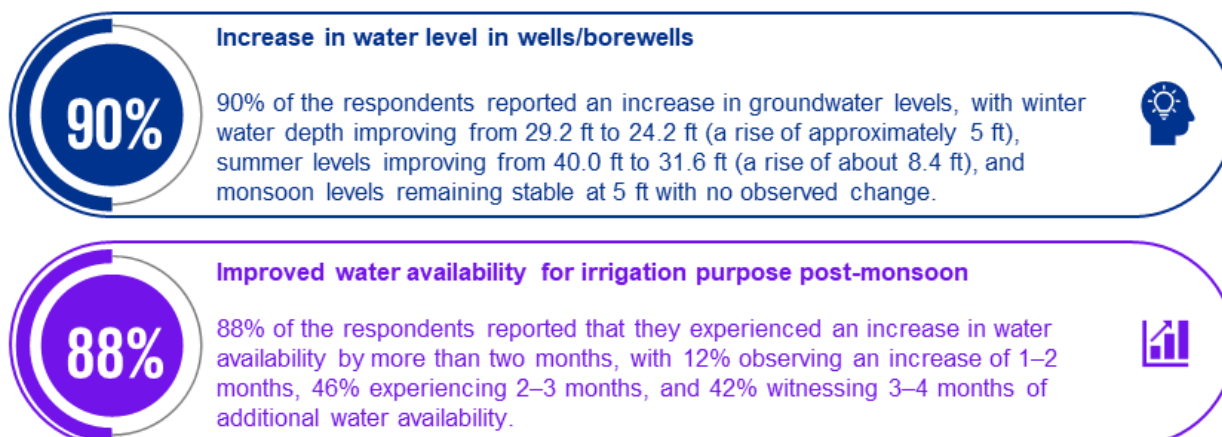
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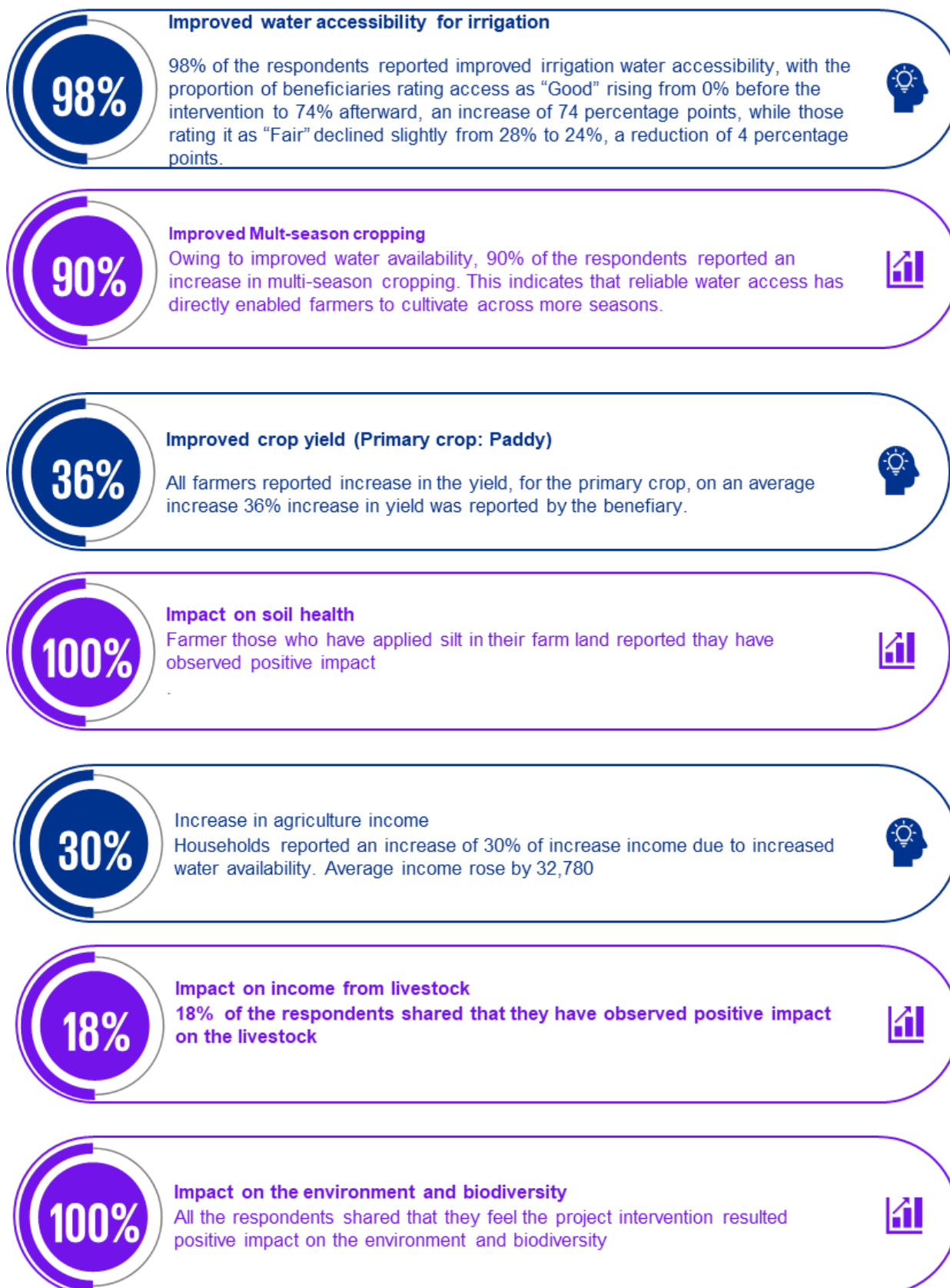
Key Output Numbers

2.65 Lakh KL
Water potential
created

608
Beneficiary covered

Key highlights from the impact assessment study





Key findings as per the IRECS framework

Findings basis IRECS framework

I- Impact

- Communities reported a visible and reassuring revival of water sources, with many households noting that wells and borewells now sustain water for longer periods, reducing seasonal distress and uncertainty. The extended availability of irrigation water has given farmers a sense of reliability and control over their cropping cycles, reducing their dependence on erratic monsoon patterns.

R- Relevance

- Majority of respondents dependent on agriculture
- Interventions such as check dams, desilting, contour trenches, and soil moisture conservation directly respond to the community's need for reliable water access and improved irrigation.

E- Efficacy

- Project completed within set timelines

C- 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, SDGs 6, SDG 1, SDG 2, SDG 15

S- Sustainability

- 100% of respondents shared good ratings for the project
- Positive impact on biodiversity due to increased surface water availability
- User group shall be strengthened for the better and assured maintenance of the WHS

SROI - Results

1

Net Present Impact Value

INR 4,77,21,617

2

SROI Ratio

1:2.57

3

Sensitivity range

₹2.04 - ₹2.88 per ₹1 invested.

Stakeholder interactions revealed several critical insights that shape the programme's future direction. Women's participation in the project cycle remains low, with decision-making dominantly managed by men. This gap affects inclusivity and limits the programme's potential to generate multi-dimensional benefits at the household level. Farmers reported that improved irrigation cycles have significantly enhanced agricultural output across seasons. However, an emerging concern is the shift toward water-intensive crops such as sugarcane, which may lead to unsustainable pressure on shared water resources. Water User Associations (WUAs), although formed, remain largely inactive as members are not fully aware of their roles and responsibilities, resulting in weak community stewardship. Furthermore, villages situated at higher elevations, such as Zagalwadi, are receiving limited benefits from the water conservation structures because excess water naturally flows toward lower-lying areas like Loham village. This has increased operational costs for the Panchayat, which currently relies on pumped water prompting requests for support in setting up a more efficient solar pump system.

Way forward

Going forward, it is critical to integrate gender-inclusive strategies such as tailored capacity-building programmes and leadership opportunities for women, ensuring their involvement across all stages of project development and decision-making. To prevent long-term stress on water resources, the programme should encourage farmers to diversify into less water-intensive crops and adopt efficient irrigation technologies. Strengthening Water User Associations is essential and can be achieved through structured training on water budgeting, crop planning, and governance practices. Additionally, technical solutions must be customised for high-elevation villages by developing gravity-based distribution systems, elevated storage structures, and improved engineering designs that ensure equitable water access. Supporting local Panchayats in transitioning to efficient solar-powered pump systems will reduce operational costs and enhance water security. These measures, collectively, will help ensure that the gains from the IWSM project are sustained, inclusive, and resilient in the long term.

The Integrated Watershed Management Project in Khandala has driven meaningful improvements in water availability, agricultural productivity, environmental restoration, and household livelihoods. The positive social return on investment demonstrates strong value creation, reflecting enhanced incomes, ecosystem benefits, and community well-being. To sustain and expand these gains, strengthening governance structures, enabling equitable access including for high-elevation communities and deepening community ownership are essential. With continued focus and strategic adjustments, the project has strong potential to serve as a scalable model for watershed-based rural resilience.

Chapter 01. Executive Summary

PROJECT OVERVIEW AND RATIONALE

Asian Paints Limited implemented the skill development program to train painters in Décor Advisor (DA), Interior Designer Finishes (IDF) and Health and Safety (H&S) courses through the Beautiful Homes Academy (BHA) across the States and Union Territories in India during the financial year 2024-25.

Program at a glance

Implementation Organisation	Asian Paints Limited (Beautiful Homes Academy)
Beneficiaries	2,87,000 participants (workers in the unorganised sector)
Project locations	Spread across all 28 States and 6 Union Territories in India
CSR Budget	₹ 64.8 Crores
Implementation period	April 2024 to March 2025

Need for the project: The Beautiful Homes Academy (BHA) program, targeted at workers in the unorganised sector, aligns with Corporate Social Responsibility (CSR) provisions under Section 135 of the Companies Act, 2013. The program aims at ensuring inclusive and equitable quality education/skills training for all.

India's rapid urbanisation and rising demand for skilled trades have created a critical workforce gap, with 91 million construction workers required but only 50 million available, a shortfall of 45%¹. Despite this demand, vocational education often lacks practical exposure, leaving youth underprepared for trades like painting and plumbing. The Beautiful Homes Academy addresses this need by providing hands-on training, certification, and career pathways, equipping participants with employable skills. The program strengthens employability, bridges industry-readiness gaps, and advances broader goals of economic empowerment and sustainable development.

IMPACT ASSESSMENT – KEY TAKEAWAYS AND RECOMMENDATIONS

Sattva Media and Consulting Private Limited (Sattva) undertook an impact assessment study using the Organisation for Economic Cooperation and Development (OECD) Development Assistance Committee (DAC) framework, focusing on **four evaluation criteria: relevance, effectiveness, impact, and sustainability**. Key highlights (including participant demographics and

program findings) from the quantitative survey of 218 participants, in-depth interviews with trainers and the manager of the Beautiful Homes Academy are as follows.

Demographic profile of participants (n= 218)

Gender predominance in the trade: The course participants were **males** (98%) and 90% of the participants were **married**.

Participants opt for training after work experience: 70% of the participants were **contractors** who hired daily wage earners and fixed contract painters/workers. 92% of the participants had **over 5 years of work experience as painters**.

Program Relevance (Score was rated good at 4.3/5)

Key insights

Need to upgrade skills, relevance in day-to-day jobs and need in the local context: 94% felt there was a need to upgrade their techniques and skills before they joined the courses. 62% found the training very relevant in their day-to-day painting jobs. 94% stated that the training was appropriate to the demands of their local area.

Modules fulfil market demand and help professionalise the trade: Modules were designed by trainers to fulfil current and emerging market needs for new types of textures and finishes, and enhancement of employability. The courses addressed the need for professionalisation of the painting trade with structured training, which was non-existent earlier.

Recommendation

Tiered learning tracks: While the overall program relevance was rated high, tiered learning tracks would help improve the program value for participants. A pre-admission assessment of participants would help decide the course level at which they need to be enrolled and also design courses based on their existing knowledge level.

Program Effectiveness (Score was rated good at 4.4/5)

Key insights

Strong training delivery, positive review of trainers: 97% of the participants found the training infrastructure (space, tools, demonstration material, and lighting) adequate. 80% found their trainers knowledgeable, and 92% felt the training duration was sufficient and the modules were completed on time.

Prioritised practical learning: The participants highlighted how the courses emphasised hands-on learning. They mastered customer-facing visual tools and advanced their expertise by working directly on full panels beyond sample boards.

Improved confidence and shift from execution to advisory roles: An improvement in learning and behaviour change with newly acquired skills was observed. The shift from executing painting jobs to advising customers was noteworthy.

Recommendation

Reinforcement of safety compliance: While overall program effectiveness was rated high, there was a need to reinforce health and safety compliance and ensure long-term behavioural change.

Program Impact (Score was rated good at 4.0/5)

Key insights

Improvement in incomes and financial stability: 90% of the participants reported financial gains (improved incomes and household stability) after the training. However, 57% reported a substantive increase in the number of job orders after training.

Improved social status and self-assurance: 83% felt more confident and a sense of pride in their work after the training. 79% felt more respected and valued after they joined the training and got more work.

More dignity for painters: Empirical observations highlighted reduced stigma and improved dignity post-training. Enhanced identity of the participants was a core outcome.

Certification builds credibility: The accreditation was targeted at creating more credibility, and participants were getting more customer referrals.

Recommendation

Long-term tracking of income of participants: Income gains through skill development for participants would be better tracked if one observes the impact over a longer monitoring period.

Extended monitoring of safety practices: A more extended tracking of the participants would help assess the practical learning and adoption of safety practices.

Program Sustainability
(Score was rated moderate at 3.6/5)

Key insights

Certification courses create demand and motivation to learn: Post-training, 85% of the participants demonstrated interest in joining refresher and advanced courses, 76% of the participants applied their newly learnt skills/techniques at work, and 94% felt that BHA certification was useful, indicating sustained demand and motivation to learn and upskill.

Scope to improve peer and mentor engagement: Despite an ongoing engagement, only 60% of the participants reported staying regularly connected with peers and trainers after their training ended.

Growing demand for premium finishes, curriculum upgrades: Secondary research showed that demand for skilled services was strong and growing (especially in advanced textures and finishes). The program's sustainability was reinforced through annual course updates and high participant retention.

Recommendation

Strengthen post-training alumni network: To keep participants engaged and continue with their learning/upskilling journey, alumni networks need to be strengthened to sustain learning outcomes.

Reinforce long-term safety practices: To ensure adoption of safety practices, the learnings need to be reinforced through multiple outreach channels.