

# EXECUTIVE SUMMARY OF IMPACT ASSESSMENT STUDY



SOULACE CONSULTING PVT. LTD.

## SOCIAL IMPACT ASSESSMENT CERTIFICATE

This is to certify that SoulAce Consulting Private Limited has carried out Social Impact Assessments of various initiatives undertaken by KEC International Limited as part of the Corporate Social Responsibility for Financial Year 2024-2025

The Social Impact Assessment were carried out during the period of January to March 2026

Place: Kolkata, West Bengal

Date: 31/03/2026



For SOULACE CONSULTING (P) LTD.  
Authorised Signatory

Rajib Nath  
Admin Manager  
SoulAce Consulting Pvt Ltd

## ACKNOWLEDGEMENT

SoulAce Consulting Private Limited has carried out CSR Impact impact assessment of the projects supported by KEC International under their CSR initiative in the financial year of 2024-25 These projects were spread across different geographies of India and focused on thematic areas of agriculture, education, environmental sustainability and Heritage preservation

SoulAce Consulting Private Limited wishes to express its sincere gratitude to KEC International for trusting us with this assignment. We are obliged to thank the beneficiaries and stakeholders for extending their support and providing valuable insights to accomplish these impact assessment studies.

## INTRODUCTION

KEC International Limited (KEC), has consistently supported integral component with broader sustainability and stakeholder engagement framework under their Corporate Social Responsibility (CSR) initiatives. The programs implemented by the RPG Foundation supported by KEC. Addressed various key developmental gaps through a comprehensive range of transformative initiatives that were designed to benefit the communities and create an impact for positive transformation and long-term change with focus on the below thematic areas

- Agriculture,
- Education,
- Environmental sustainability
- Heritage preservation

The project interventions were undertaken under four major thematic pillars. Under the Employability vertical, KEC supported the Farmers with initiatives aimed at strengthening income generation opportunities for vulnerable households through promotion of traditional craft revival, weaving, farm-linked value addition and women-led livelihood enhancement. The project was conceptualized to bridge the disconnect between traditional artisanal skill sets and modern market demand by promoting productive skill utilization, enterprise orientation and livelihood sustainability.

Under the Heritage thematic area, KEC continued to support restoration and cultural preservation interventions in historically significant localities such as Worli Koliwada and Banganga, along with digital awareness initiatives and broader efforts aimed at preservation of local culture.

The Environment pillar which included biodiversity interventions at Willingdon Park and tree plantation activities. These interventions are especially significant in the current context of shrinking urban green cover, declining biodiversity and increasing environmental vulnerability in densely populated regions. Rather than treating environmental action as symbolic plantation drives, KEC's initiatives indicate an effort toward ecological regeneration, habitat enhancement, community sensitization and restoration of public green commons.

Overall, KEC's CSR interventions in presented a balanced and multidimensional development portfolio that addresses economic empowerment, cultural conservation, environmental stewardship and grassroots welfare in an integrated manner. The projects collectively demonstrate a transition from conventional CSR spending toward institutionally managed, impact-driven and community-responsive social investments.

## ABOUT KEC

KEC International Limited (KEC) is a leading global player in infrastructure Engineering, Procurement, and Construction (EPC), with a strong presence across diverse sectors such as Power Transmission & Distribution, Civil, Transportation, Oil & Gas Pipelines, Renewables and Cables & Conductors. The company is actively engaged in executing infrastructure projects in over 30 countries and has established a significant footprint in more than 110 countries, encompassing EPC projects as well as the supply of towers and cables. As the flagship company of the RPG Group, KEC International is committed to driving innovation and excellence in the domain of infrastructure worldwide.

## ABOUT IMPLEMENTING PARTNER

The RPG Foundation (RPGF) oversees the Corporate Social Responsibility (CSR) initiatives for all companies within the RPG Group, including that of KEC. They have been assigned the need to directly execute these CSR initiatives or collaborate with external partners, such as trusts, institutions, or other NGOs. In the context of this report, RPGF took upon the role of the implementing agency, thus directly leading the CSR activities and objectives that were defined. At the same time, they worked along with external partners to ensure the successful implementation and completion of specific project tasks and activities for KEC as pre-decided in the CSR strategy laid down at the commencement of the Financial Year. Therefore, fostering collaboration and shared expertise to achieve impactful outcomes.



## SUMMARY OF PROJECTS

Pillar	Project	Implementation Year	Budget (In Rupees)	Key interventions
Employment Enhancement and Vocational Skills	Swayam Farm	24-25*	₹3,17,26,000	<ul style="list-style-type: none"> <li>500 farmers undergoing training on Organic Farming in Nagpur</li> <li>4 Traditional Families upskilled</li> <li>16 women trained in weaving</li> </ul>
Education	Pehlay Akshar Schooling	24-25*	₹3,12,00,000	<ul style="list-style-type: none"> <li>Capacity building of government school teachers and supporting them in creating 'Magic Classrooms' - safe learning environments for school children and effective classrooms</li> <li>Geographical Coverage: Mumbai with outreach to 3500+ children from BMC schools</li> <li>1,800+ teachers trained, 150+ handholding (Sathi) sessions</li> </ul>
	Pehlay Akshar Training	24-25*		
Promotion and Restoration of National Heritage	Heritage Project	24-25*	₹1,47,00,000	<ul style="list-style-type: none"> <li>Painting &amp; Artwork in Worli Koliwada. Streetlights replaced with Heritage-themed lights.</li> <li>heritage-themed streetlights installed, 20+ designed signage installed.</li> <li>Refurbishment of Gora Dapkal Ground, 210 Artificial reefs installed, 4 important structures illuminated for Night Tourism.</li> </ul>
Environment	1. Biodiversity interventions at Willingdon Park (Mumbai) 2. Clean cook stove program	24-25	₹1,80,00,000	<ul style="list-style-type: none"> <li>Plantation and civil work at Willingdon Park</li> <li>Developed internal infrastructure including pathways, seating, fencing, irrigation, and accessibility features</li> <li>Created biodiversity themed zones with structured plantation</li> <li>Planted 8,000+ plants across 120+ species</li> <li>Installed awareness elements such as informative signages, QR codes, maps, and educational materials</li> <li>Refurbishment of public amenities and enhanced visitor learning experiences</li> <li>Clean Cook Stove Distribution: A total of 8,220 beneficiaries across Raigad and Palghar districts received clean cook stoves, promoting sustainable cooking practices, reducing dependence on firewood, improving indoor air quality, and contributing to a cleaner environment.</li> </ul>

\*Note: These Projects are Ongoing projects of FY 2023-24

## ABOUT THE IMPACT ASSESSMENT AND THE REPORT

KEC has mandated SoulAce Consulting Private Limited to carry out an impact assessment study to examine the immediate and long-term effects of the various projects implemented under Employability Enhancement, Environment, Promoting Education & Heritage restoration. The study was conducted during the financial year 2025-26.

### OBJECTIVES OF IMPACT ASSESSMENT



To analyse the short-term and long-term impacts of the CSR program implemented by KEC.



To identify strengths and areas that require improvement in the implementation process.



To examine how effectively the program has achieved its intended goals and objectives.



To offer recommendations for enhancing the program's impact and long-term sustainability.



To assess the program's success in addressing key employability challenges faced by participants.



## RESEARCH METHODOLOGY

### USE OF MIXED METHOD APPROACH

This evaluation employed a mixed-method approach, combining qualitative and quantitative techniques to assess the program's impact while complementing statistical findings with personal experiences. Quantitative methods gathered and analysed numerical data, offering statistical insights and measurable outcomes. A descriptive research design was used to provide a detailed analysis of the program's components. This design effectively captured the current situation, identified patterns and presented an in-depth overview. By integrating both methodologies, the evaluation offered a comprehensive understanding of the program, measuring its impact and highlighting areas for improvement. This approach ensured a balanced analysis, capturing both detailed insights and broader trends.

### APPLICATION OF QUALITATIVE TECHNIQUES

Qualitative methods offer insights into the real-life experiences, perspectives and stories of beneficiaries and those involved in project implementation. Conducting in-depth interviews and focus group discussions enables a thorough examination of observed changes. These methods help explore improvements in skilling and employability among beneficiaries through the intervention. By capturing personal experiences and narratives, qualitative approaches provide a deeper understanding of the project and its impact.

### APPLICATION OF QUANTITATIVE TECHNIQUES

Quantitative techniques assess the project and its impact through objective data analysis. Surveys and questionnaires collect numerical data on various indicators from program beneficiaries. Comparing data from before and after the intervention helps evaluate the project's effects and improvements.

These methods offer a measurable approach to assessing outcomes and determining success through statistical evidence.

### PROJECT EVALUATION FRAMEWORK

Once the necessary information and insights were gathered through interviews, the OECD framework was applied. This framework evaluates the program based on six key pillars: relevance, coherence, efficiency, effectiveness, impact, and sustainability for each indicator.



### ENSURING TRIANGULATION

Triangulation between findings from the primary survey with those of qualitative insights gathered through FGDs, interactions, and case studies was used to enhance the credibility and reliability of the research findings. It also helped ensure the trustworthiness of the research process, and the report was structured to highlight this approach.

## ENSURING COMMITMENT TO RESEARCH ETHICS



### Informed Consent

The study followed strict informed consent protocols. Participants were fully briefed on the objectives, methods and potential risks and benefits. They were encouraged to ask questions to ensure informed participation.



### Confidentiality

Steps were taken to protect participants' confidentiality and privacy. Data was securely stored with access limited to authorised personnel. Identities were safeguarded, and personal information was anonymised or coded to ensure confidentiality.



### Voluntary Participation

Participation in the study was completely voluntary, allowing individuals to decide freely without any pressure or coercion.



### Ethical Treatment

Participants were treated with respect, dignity and fairness throughout the study. Their wellbeing and rights were prioritised, with necessary support provided for their comfort and understanding.



# KEY IMPACT OF KEC PROGRAM

## EDUCATION



### Enhanced Academic Performance

The program was able to contribute towards the significant improvement in the academic performance of students who had scored around (70-80%) in their school exams post program implementation.



### Schooling

Consistent student engagement, was reflected through regular attendance and active involvement in sessions focused on improving the quality of learning and ensuring holistic development for students through modern skills.



### Teacher training

Empowering educators with modern skills and strategies to improve teaching quality leading to long term improvement in student learning outcomes.



### Capacity Building of the Government Schools

The program demonstrates an effective model of improving English learning in BMC schools through structured interventions such as teacher trainings and classroom based support.

## EMPLOYABILITY ENHANCEMENT



### Organic Farming

Improved farm productivity and income generation through the adoption of sustainable organic practices and market linkages. (72%) of the farmers were able to cultivate 2nd crop such as cotton and soybeans, after successful completion the training program.



### Increased Income Level

The annual income levels of program participants has increased which has provided them with self reliance with sustainable livelihood opportunity as mentioned by (64%) of the interviewed farmers that their income has increased by 10,000/- to 15,000/- annual post program intervention.



### Community Strengthening

The formation of groups and collective participation strengthened community engagement. Farmers shared knowledge and practices with each other, leading to a awareness about sustainable agriculture and environmental practices.

## Environment



### Development of Thematic Biodiversity Zones

The developed of multiple thematic plantation pockets such as butterfly friendly zones, shaded native tree clusters, flowering plant belts, and bird attracting habitats which has contributed towards the beautification of public assests and functioning asecological hotspots.



### Ecological Restoration through Native Tree Plantation

The program undertook intervention focused on extensive plantation of 8,000 plus plants across 114 species of native, nectar-rich, medicinal, and pollinator-supportive across designated zones of Willingdon Park to improve green cover and restore the ecological balance.



### Creation of a Sustainable Community Recreation and Wellness Asset

The restored green zones now function as a community wellness space supporting walking, leisure, social interaction, and nature engagement in a dense urban setting like Mumbai. Beyond plantation, the initiative contributed to making Willingdon Park a healthier recreational ecosystem by improving air quality, shade availability, aesthetic comfort, and natural serenity.

## Heritage



### Restoration of Historic Heritage Sites

The program focused on restoration of historically important public heritage spaces by repair work clearing debris, restoring damaged access areas, and improving the physical usability of the site and preserving the heritage identity.



### Strong Partnership

The restoration of the heritage sites showcases deeper engagement with the community along with sustainable public private partnership with local governing bodies.



## OECD RATINGS OF KEC PROGRAM



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

The projects demonstrate the 6 strong virtues of the OECD framework. Relevance, Coherence, Effectiveness, Efficiency, Impact, and Sustainability. It is important, therefore, to address the CSR-linked project achievements through these 6 pillar lenses in order to be able to evaluate whether and how many of the project activities were able to meet the critical societal needs while fostering holistic development in the communities that worked with.

Below is a detailed analysis and insights based on the OECD framework approach:



### RELEVANCE

The CSR interventions undertaken by KEC during demonstrate a very high degree of relevance as they directly address the pressing socio-economic and environmental challenges experienced by vulnerable communities. The projects has been carefully designed around real and observable grassroots issues such as unstable rural livelihoods, low women's economic participation, educational gaps among underserved children, neglect of culturally significant public spaces, and declining ecological assets in urban environments.

KEC has supported interventions that respond to need-specific developmental deficits in target geographies. Agriculture and livelihood projects address income vulnerability; education programs target foundational learning support; environmental interventions respond to urban biodiversity loss; while heritage projects revive local identity and public ownership. This strong alignment between community need and CSR response establishes the portfolio as highly relevant and demand-driven.



### COHERENCE

The interventions are coherent with the provisions of Schedule VII of the Companies Act, 2013 and align closely with national development priorities such as women empowerment, rural livelihood strengthening, environmental conservation, education quality enhancement and heritage preservation. The CSR projects also show alignment with multiple Sustainable Development Goals





### EFFECTIVENESS

The programs achieved significant outcomes, with practical output-to-outcome pathways rather than only input-based expenditure. Most interventions combine infrastructure support, capacity building, awareness generation, beneficiary participation and long-term usability, thereby ensuring that CSR spending translates into tangible community benefit. Livelihood projects create productive earning opportunities; education projects improve institutional teaching-learning capacities; environmental projects create visible public ecological assets; and heritage restoration interventions improve accessibility, aesthetics and public engagement. The portfolio therefore demonstrates a clear ability to convert CSR investments into functional outcomes experienced by beneficiaries.



### EFFICIENCY

The programs were implemented efficiently, with utilization of resources through partnership-led implementation, targeted beneficiary clustering and continuation of tested project models. By routing implementation through RPC Foundation and established grassroots agencies, the Company benefits from lower administrative fragmentation, stronger monitoring discipline and quicker execution capability. Projects also create broad public utility relative to investment size. For example, environmental restoration and heritage rejuvenation create long-term shared community assets, while educational and livelihood training interventions generate multiplier benefits by enhancing skills that continue to yield value after project completion.



### IMPACT

The overall impact generated by programs can be classified as high and multi-dimensional due to its simultaneous contribution across economic, educational, environmental and socio-cultural domains. The interventions do not merely create isolated beneficiary touchpoints but strengthen multiple dimensions of community well-being. Agriculture and livelihood interventions improve income resilience and women's participation in productive work. Education support improves foundational competencies and future readiness among children. Environmental sustainability projects contribute to biodiversity enhancement, public green spaces and ecological awareness. Heritage preservation improves local pride, tourism visibility, community ownership and cultural continuity. Together, these initiatives contribute toward improved quality of life, stronger community confidence and increased public value creation.



### SUSTAINABILITY

The programs are designed to create long-term community assets, enduring skills, and institutional capacities rather than short-term relief measures. The livelihood projects promote continued income generation, education initiatives strengthen teaching systems, heritage interventions restore lasting public-use spaces, and environmental projects create ecological assets with sustained utility with continued support for successful initiatives over multiple years allows projects to mature and generate deeper outcomes.



Relevance

Coherence

Effectiveness

Efficiency

Impact

Sustainability

## CONCLUSION

The CSR initiatives supported by KEC across Education, Employability, Environmental Sustainability and Heritage Preservation collectively reflect a well-balanced and community-centric development approach aimed at generating long-term social value. Through its agriculture interventions, the Company has contributed towards strengthening rural livelihoods, promoting income diversification and enhancing women's participation in productive activities. The education initiatives have supported foundational learning improvement, teacher capacity building and better academic engagement among children from underserved communities, thereby investing in future human capital.

Simultaneously, KEC's environmental sustainability projects have played an important role in restoring biodiversity, improving green public spaces and promoting ecological awareness among local residents. The heritage preservation interventions have further helped revive culturally significant public spaces, strengthen local identity and improve community ownership over shared heritage assets. Across all four thematic areas, the projects move beyond short-term programs and focus on creation of durable livelihood systems, institutional capacities, ecological assets and socio-cultural infrastructure.

Overall, KEC's CSR portfolio demonstrates strong relevance, visible grassroots impact and sustainable community benefit. The interventions indicate the Company's commitment towards building not only physical infrastructure as a business enterprise, but also social and environmental infrastructure that contributes meaningfully to inclusive and sustainable development.



**SOULACE CONSULTING PVT. LTD.**

# KEC

KEC INTERNATIONAL LIMITED

## CSR IMPACT ASSESSMENT OF SWAYAM PROGRAM

FY.24-25



 **SoulAce**  
Path to Sustainability

SOULACE CONSULTING PVT. LTD.

# CONTENTS

<b>Abbreviations</b>	<b>01</b>
<hr/>	
<b>Chapter 1   Executive Summary</b>	<b>02 - 03</b>
Project Background	02
Project Activities	02
Key Findings and Impact	03
<hr/>	
<b>Chapter 2   Introduction</b>	<b>04 - 05</b>
Background and need of the program	04
Objectives of the program	05
About KEC	05
About Implementing Partner	05
<hr/>	
<b>Chapter 3   Research Methodology</b>	<b>06 - 07</b>
Objectives of the study	06
Research Methodology	06
Application of Quantitative Techniques	06
Application of Qualitative Techniques	06
Ensuring Triangulation	06 - 07
Standardized Framework for Evaluation	07
Study Design Snapshot	07
Upholding Research Ethics	07
<hr/>	
<b>Chapter 4   Key Study Findings and Impact</b>	<b>08 - 13</b>
<hr/>	
<b>Chapter 5   OECD-DAC Framework</b>	<b>14 - 15</b>
<hr/>	
<b>Chapter 6   Sustainability</b>	<b>16</b>
<hr/>	
<b>Chapter 7   Way Forward</b>	<b>17</b>
<hr/>	
<b>Chapter 8   Conclusion</b>	<b>18</b>
<hr/>	

# **A**BBREVIATIONS

<b>FY</b>	Financial Year
<b>FGD</b>	Focus Group Discussion
<b>EPC</b>	Engineering, Procurement, and Construction
<b>OBC</b>	Other Backward Class
<b>RPGF</b>	RPG Foundation
<b>SDG</b>	Sustainable Development Goal
<b>SC</b>	Scheduled Caste
<b>ST</b>	Scheduled Tribe
<b>SHG</b>	Self-Help Group

# CHAPTER 1

## EXECUTIVE SUMMARY

### PROJECT BACKGROUND

The project was carried out in Katol tehsil of Nagpur district, Maharashtra, covering 10 villages within a 5-20 km radius. It focuses on promoting organic farming practices among 500 farmers, with a total certified organic area of 728.24 hectares as per NPOP standards. Through training, capacity building, and technical assistance, farmers are provided with knowledge of organic input preparation, pest management, and water conservation practices. The project also emphasises renewable energy adoption and soil health improvement to promote sustainable agriculture and improve productivity.

### PROJECT ACTIVITIES

-  Organic farming training for farmers
-  Preparation and use of organic inputs
-  Natural pest and disease management practices
-  Installation of vermicompost beds
-  Water conservation (farm ponds, drip irrigation awareness)
-  Use of renewable energy (biodigesters)
-  Soil testing and soil health improvement
-  Use of biochar for soil fertility
-  Plantation of horticultural and forest trees



#### Implementation year

FY 2024-25



#### Implementing Partners

RPG Foundation



#### Financial Year of Impact Assessment

Focus Group Discussion and Interviews



#### Project location

Katol tehsil, Nagpur District, Maharashtra



#### SDG Goals



# Key Findings



**48.0%**

belonged to ST and 32% to SC categories, showing inclusion of marginalised groups.



**75.0%**

of respondents were primarily engaged in farming.



**96.0%**

of households belonged to the BPL category.



**78.0%**

of respondents had annual income below ₹50,000.



**100%**

of respondents received sufficient material for practical training.



**92.0%**

of respondents were aware of KEC as the supporting organisation.

# Key Impact



**68.0%**

of respondents felt highly self-reliant, while 30% felt somewhat self-reliant.



**64.0%**

of respondents reported an increased by 10,000/- to 15,000/- in their annual income post program intervention.



**99.0%**

of respondents were satisfied with the program.



**100.0%**

of respondents confirmed the formation of SHGs/CIGs.

## CHAPTER 2

# INTRODUCTION

### BACKGROUND AND NEED OF THE PROGRAM

The organic farming project in Katol tehsil of Nagpur district was started to solve some major problems faced by farmers, such as increasing farming costs, poor soil quality, and shortage of water. Farmers were heavily dependent on chemical fertilisers and pesticides, which increased their expenses and also affected the environment. At the same time, the area has semi-arid conditions, and many farmers were using traditional irrigation methods, which made the water problem worse. Because of all these issues, there was a need to shift towards better and more sustainable farming practices. The project focused on encouraging farmers to adopt organic farming, prepare natural inputs, and use better water management practices. It also introduced solutions like biodigesters and biochar to support sustainable farming. Overall, the project aims to improve soil health, reduce farming costs, and help farmers improve their livelihoods in a sustainable way.



MANURE SEGREGATION

## ABOUT KEC

KEC International is a global infrastructure Engineering, Procurement and Construction (EPC) major. It has presence in the verticals of Power Transmission and Distribution, Railways, Civil, Urban Infrastructure, Solar, Oil & Gas Pipelines, and Cables. The Company is currently executing infrastructure projects in 30+ countries and has a footprint in 110+ countries (includes EPC, Supply of Towers and Cables). It is the flagship Company of the RPG Group.

## ABOUT IMPLEMENTING PARTNER

The RPG Foundation (RPGF) oversees the Corporate Social Responsibility (CSR) initiatives for all companies within the RPG Group, including that of KEC International. They have been assigned the need to directly execute these CSR initiatives or collaborate with external partners, such as trusts, institutions, or other NGOs. In the context of this report, RPGF took upon the role of the implementing agency, thus directly leading the CSR activities and objectives. At the same time, they worked along with external partners to ensure the successful implementation and completion of specific project tasks and activities for KEC International Limited as pre-decided in the CSR strategy laid down at the commencement of the Financial Year, thus fostering collaboration and shared expertise to achieve impactful outcomes.



MEETING WITH FARMER GROUP

## CHAPTER 3

# RESEARCH METHODOLOGY

KEC commissioned a study to SoulAce to assess the impact of the organic farming project implemented during FY 2024-25. The study focuses on evaluating improvements in farming practices, soil health, reduction in chemical usage, and overall changes in farmers' livelihoods in the project area.

### OBJECTIVES OF THE STUDY



To assess the immediate impacts of the program implemented.



To evaluate the outcomes of the program over the study period



To measure the effectiveness of the program in achieving its intended objectives.



To identify strengths and areas for improvement in the program's implementation.

### RESEARCH METHODOLOGY

The impact assessment study adopted a comprehensive mixed-methods strategy, blending quantitative and qualitative approaches to offer a more intricate understanding of the project's impact. This combination allowed for the acquisition of both numerical data and detailed contextual insights, resulting in a more comprehensive evaluation of the project's outcomes.

### APPLICATION OF QUANTITATIVE TECHNIQUES

In the quantitative aspect, the study utilized structured interviews featuring predetermined response options. Closed-ended surveys included specific questions with multiple-choice or Likert-scale options. This approach facilitated the collection of data that could be quantified and statistically analyzed, offering a clear and measurable understanding of the project's impact.

### APPLICATION OF QUALITATIVE TECHNIQUES

To ensure accuracy and a diverse participant pool, a mix of semi-structured interviews, open-ended interviews, and Focus Group discussions (FGDs) engaged essential project stakeholders, including project team members, implementing team members, principals, parents of the students, teachers in charge and teachers. These qualitative inputs complemented the quantitative data, providing deeper insights into program effectiveness, significant barriers, challenges, and areas for enhancement.

### ENSURING TRIANGULATION

The quantitative research findings were cross-validated with the insights derived from the qualitative research. The report was structured to reflect this triangulation, enhancing the reliability of the findings.

**Sampling Framework:** In order to ensure a well-rounded representation of the different subgroups within the target population, the study employed a stratified random sampling technique. Additionally, for qualitative interactions, purposive sampling was utilized to engage key stakeholders.

**Stratified random sampling** is a method that involves dividing the population into distinct subgroups and then randomly selecting samples from each subgroup to ensure representative diversity in the study.

**Purposive sampling** is a method in research where specific individuals or groups are deliberately chosen for inclusion in a study based on their unique characteristics or expertise, to provide targeted and specialized insights into the research topic.

The sampling framework is illustrated below:

State	District	Tehsil	Sample size
Maharashtra	Nagpur	Katol	Male: 72
			Female: 28

**Data Quality Control & Analysis:** The study employed a centralized dashboard and an in-house app for real-time data monitoring, ensuring data integrity and enabling prompt corrective actions when needed. Data analysis encompassed descriptive numerical and graphical methods to systematically present and interpret data patterns, extracting key characteristics and trends.

## STANDARDIZED FRAMEWORK FOR EVALUATION

The research study applied the OECD-DAC framework for evaluation, ensuring alignment with globally accepted standards and norms. This framework offered a strong and uniform method to evaluate the project's impact, bolstering the credibility and pertinence of the research findings.



## STUDY DESIGN SNAPSHOT



### Name of the project

Swayam organic farming



### Research methodology used

Mixed Methodology



### Qualitative Methods Used

Focus Group Discussion and Interviews



### Sampling Technique

Random Sampling Method



### Sample Size 'N'

100



### Key Stakeholders

Program Team, Farmers, Local Institutions



### Implementation year

2024-2025



### Implementing Partners

RPG Foundation



### Project location

Katol tehsil, Nagpur District, Maharashtra



### Financial year of Impact Assessment

2025-2026

## UPHOLDING RESEARCH ETHICS

The impact assessment study upheld a robust framework of research ethics principles throughout its process.

- **Informed Consent:** Participants made informed decisions after understanding the study goals, risks, and benefits.
- **Confidentiality:** Participant information was guarded securely, establishing a foundation of trust.
- **Data Security and Anonymity:** Rigorous measures ensured participant data remained private and untraceable.
- **Non-Maleficence:** Participant well-being was safeguarded, with no harm caused by the research.
- **Non-Maleficence:** Participant well-being was safeguarded, with no harm caused by the research.
- **Justice:** Equitable treatment prevailed, free from biases or stereotypes, promoting fairness.

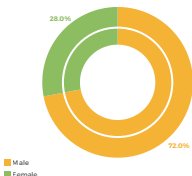
## CHAPTER 4

### KEY STUDY FINDINGS AND IMPACT

The following section presents the key study findings and impact of the organic farming project among the respondents. It includes information on the profile of beneficiaries, training received, and support provided under the program. It also highlights the outcomes of the project in terms of improved farming practices, reduced use of chemical inputs, and changes in income and self-reliance among farmers.

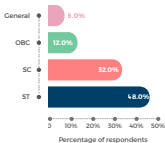
#### KEY FINDINGS

CHART 1: GENDER-WISE DISTRIBUTION



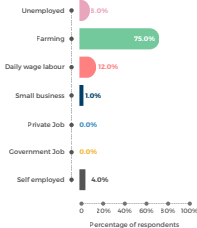
The demographic profile showed that a majority (72%) of the respondents were male, while females represented 28%, reflecting greater participation from men.

CHART 2: SOCIAL CATEGORY



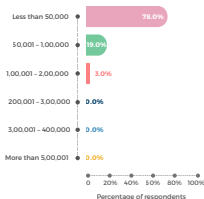
Half of the respondents (48%) belonged to the ST category, followed by 32% from the SC category. Meanwhile, a smaller portion (12%) of the respondents were from the OBC category, while only 8% were from the General category.

CHART 3: PRIMARY FAMILY OCCUPATION



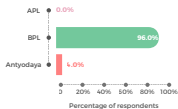
A large majority of the respondents (75%) were engaged in farming as their primary occupation. This was followed by 12% who worked as daily wage labourers. A smaller proportion of respondents were unemployed (8%) or self-employed (4%), while only 1% were involved in small business activities. None of the respondents were engaged in private or government jobs.

CHART 4: ANNUAL FAMILY INCOME



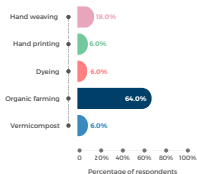
A large majority of the respondents (78%) had an annual family income of less than ₹50,000, indicating a predominantly low-income group. This was followed by 19% of respondents earning between ₹50,001 and ₹1,00,000, while a very small proportion (3%) had an income between ₹1,00,001 and ₹2,00,000. None of the respondents reported an annual income above ₹2,00,000.

CHART 5: TYPE OF RATION CARD



The majority of the respondents (96%) belonged to the BPL category, indicating that most households fall under the economically weaker section. A small proportion (4%) held Antyodaya ration cards, which are meant for the poorest families. None of the respondents were from the APL category.

CHART 6: TYPE OF TRAINING RECEIVED

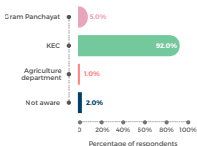


A majority of the respondents (64%) received training in organic farming, making it the most common training provided under the program. This was followed by 18% who were trained in hand weaving. A smaller proportion of respondents (6% each) received training in hand printing, dyeing, and vermicomposting.

CHART 7: SUFFICIENCY OF PRACTICAL TRAINING



All the respondents (100%) reported that they received sufficient material for practical training. None of the participants indicated any shortage of materials, reflecting effective program support in this aspect.

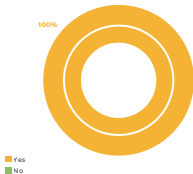
**CHART 8: AWARENESS OF PROGRAM SUPPORTING ORGANISATION**

A majority of the respondents (92%) were aware that KEC was the supporting organisation for the program. A small proportion of respondents (5%) identified the Gram Panchayat, while very few (1%) mentioned the Agriculture Department. Only 2% of the respondents were not aware of the supporting organisation.



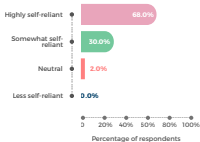
## KEY IMPACT

CHART 9 : SHG OR COMMON GROUP INTEREST



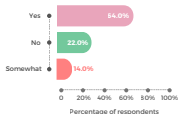
All the respondents (100%) reported that Self-Help Groups (SHGs) or Common Interest Groups (CIGs) were formed under the program. This shows strong community participation and collective involvement among the beneficiaries.

CHART 10 : EMPOWERMENT



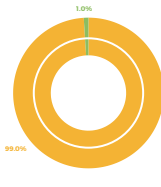
A majority of the respondents (68%) reported that they feel highly self-reliant due to the income earned through the program. This was followed by 30% who felt somewhat self-reliant, while a very small proportion (2%) remained neutral. None of the respondents reported feeling less self-reliant.

CHART 11: CHANGE IN INCOME



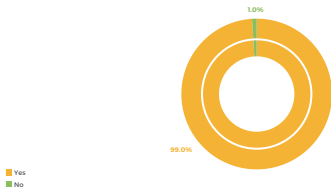
A majority of the respondents (64%) reported that their monthly income has increased after participating in the program. Meanwhile, 14% felt that their income has increased to some extent, while 22% stated that there was no change in their income.

CHART 12: SATISFACTION WITH THE PROGRAM



Almost all respondents (99%) expressed satisfaction with the program, indicating a very positive response overall. Only a very small proportion (1%) reported that they were not satisfied.

CHART 12: SATISFACTION WITH THE PROGRAM



Almost all respondents (99%) expressed satisfaction with the program, indicating a very positive response overall. Only a very small proportion (1%) reported that they were not satisfied.



CROP INSPECTION

# Impact Created Across Multiple Levels



## AT THE INDIVIDUAL BENEFICIARY LEVEL

The program has helped farmers improve their farming practices by adopting organic methods and reducing the use of chemical inputs. Many beneficiaries reported better income and felt more confident and self-reliant. The training and support provided also improved their knowledge and skills related to sustainable agriculture.



## AT HOUSEHOLD LEVEL

At the household level, the program contributed to improved financial stability. Increased income from farming helped families manage their daily expenses better. It also supported better decision-making within households, as farmers became more aware of sustainable and cost-effective practices.



## AT COMMUNITY LEVEL

The formation of groups and collective participation strengthened community engagement. Farmers shared knowledge and practices with each other, leading to wider adoption of organic farming.



## AT STATE LEVEL

The project supports the promotion of organic farming in Maharashtra by encouraging sustainable agricultural practices. It contributes to improving soil health, reducing chemical usage, and promoting efficient use of water resources in the region.



## AT NATIONAL LEVEL

At the national level, the program contributes to the broader goal of promoting sustainable agriculture and reducing environmental impact. By encouraging organic farming and reducing dependency on chemical inputs, it supports long-term agricultural sustainability.

## 05. OECD-DAC FRAMEWORK



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability



### RELEVANCE

The organic farming initiatives were highly relevant as they addressed key agricultural challenges such as soil degradation, excessive use of chemical inputs, and water scarcity. The project promoted sustainable practices like vermicomposting, preparation of organic inputs, and micro-irrigation, which directly responded to the needs of farmers in the region. These interventions helped reduce input costs and improve soil health, making the program suitable for farmers, especially those from low-income backgrounds.



### COHERENCE

The project aligned with the following Sustainable Development Goals (SDGs):

SDG 2: Zero Hunger

SDG 3: Good Health and Well-being

SDG 8: Decent Work and Economic Growth

SDG 12: Responsible Consumption and Production

SDG 13: Climate Action



### EFFECTIVENESS

The effectiveness of the organic farming project can be seen in the positive changes experienced by the farmers. The program helped improve soil health and reduce the use of chemical inputs by promoting practices like vermicomposting and preparation of natural fertilizers. Many farmers reported better income and felt more confident and self-reliant after participating in the program.



### EFFICIENCY

The project used its resources efficiently through village-level training and continuous technical support to farmers. It also helped reduce the dependency on chemical inputs by encouraging the use of locally prepared organic inputs like vermicompost. In addition, efforts such as water conservation practices and the use of renewable energy solutions like biodigesters supported better use of resources. Overall, the program was able to deliver its activities in a cost-effective and practical manner.



### IMPACT

The project has created a strong positive impact on the farmers and their overall farming practices. It helped reduce the use of chemical inputs and encouraged the use of organic methods, which improved soil health. Farmers also benefited from better farming practices and felt more confident and independent after the program. Water conservation efforts and the use of renewable energy solutions like biogas digesters also contributed to improving environmental conditions. Overall, the program brought noticeable improvements in both livelihoods and sustainable farming practices.



### SUSTAINABILITY

The project promotes sustainability by reducing dependence on chemical inputs and encouraging the use of organic farming practices. It also focuses on improving soil health and conserving water, which supports long-term agricultural productivity. Farmers have been trained to prepare their own inputs and continue these practices independently, which ensures that the benefits of the program will continue even after its completion.



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

# 6. Sustainability

## ECONOMIC VIABILITY FOR FARMERS



Lower input costs through reduced reliance on chemical fertilisers and the use of locally prepared organic inputs improved the financial condition of farmers. Many farmers also experienced an increase in income after adopting these practices. This economic benefit has encouraged farmers to continue organic farming practices in the long run.

## INSTITUTIONAL SUPPORT AND FARMER SATISFACTION



The high level of satisfaction among beneficiaries reflects strong institutional support provided under the program. Farmers received regular training, technical guidance, and necessary support to adopt organic farming practices. The availability of training and continuous assistance helped farmers implement these practices effectively, making organic farming a sustainable option for the future.

## LONG-TERM SOIL HEALTH IMPROVEMENT



Organic farming practices, including the use of vermicompost and other natural inputs, contributed to improved soil structure and fertility. The reduction in the use of chemical fertilisers and pesticides helped in maintaining the long-term health of agricultural land.

## EFFICIENT WATER MANAGEMENT



The project promoted efficient water management by creating awareness about improved irrigation methods such as drip and sprinkler systems. It also supported water conservation through the construction of farm ponds and improvement of water storage facilities. These efforts helped farmers manage water more effectively in a region facing water scarcity.

# 7. Way Forward



## 8. CONCLUSION

The organic farming initiative has brought positive changes in agricultural practices and the livelihoods of farmers in the project area. Through training, technical support, and awareness, farmers have been encouraged to adopt sustainable practices such as vermicomposting, use of natural inputs, and improved water management. These practices have helped in improving soil health and reducing the use of chemical inputs. The program has also contributed to better income and increased self-reliance among farmers. Overall, the initiative has supported the shift towards more sustainable and cost-effective farming practices, helping improve the overall well-being of the farming community.



The logo for KEC International Limited, featuring the letters 'KEC' in a bold, blue, sans-serif font. The letter 'E' is stylized with a yellow horizontal bar across its middle. The letters are set against a white background.

KEC INTERNATIONAL LIMITED

# CSR IMPACT ASSESSMENT OF PEHLAY AKSHAR PROGRAM

FY.24-25

The logo for SoulAce, consisting of a square divided into four quadrants by a white cross. The top-left and bottom-right quadrants are white, while the top-right and bottom-left quadrants are orange.

**SoulAce**  
Path to Sustainability

SOULACE CONSULTING PVT. LTD.

# CONTENTS

<b>Abbreviations</b>	<b>01</b>
<b>Chapter 1   Executive Summary</b>	<b>02 - 04</b>
Project Background	02
Project Activities	02
Key Findings and Impact	03 - 04
<b>Chapter 2   Introduction</b>	<b>05 - 06</b>
Background and need of the program	05
Objectives of the program	06
About KEC	06
About Implementing Partner	06
<b>Chapter 3   Research Methodology</b>	<b>07 - 09</b>
Objectives of the study	07
Research Methodology	07
Application of Quantitative Techniques	07
Application of Qualitative Techniques	07
Ensuring Triangulation	07 - 08
Standardized Framework for Evaluation	08
Study Design Snapshot	08
Upholding Research Ethics	08 - 09
<b>Chapter 4   Key Study Findings and Impact</b>	<b>10 - 17</b>
<b>Chapter 5   OECD-DAC Framework</b>	<b>18</b>
<b>Chapter 6   Way Forward</b>	<b>19 - 20</b>
<b>Chapter 7   Conclusion</b>	<b>21</b>

# **A**BBREVIATIONS

<b>ASER</b>	Annual Status of Education Report
<b>BMC</b>	Brihanmumbai Municipal Corporation
<b>CBSE</b>	Central Board of Secondary Education
<b>EPC</b>	Engineering, Procurement, and Construction
<b>FGD</b>	Focus Group Discussion
<b>FY</b>	Financial Year
<b>HM</b>	Headmaster
<b>NGO</b>	Non-Governmental Organization
<b>NSSO</b>	National Sample Survey Office
<b>PAF</b>	Pehlay Akshar Foundation
<b>RPGF</b>	RPG Foundation
<b>SDG</b>	Sustainable Development Goals
<b>SSC</b>	Secondary School Certificate




# CHAPTER 1

## EXECUTIVE SUMMARY

### PROJECT BACKGROUND

The Pehlay Akshar Foundation project, supported by RPG Foundation, is a CSR initiative focused on improving English learning outcomes in BMC schools. It builds on an existing MoU with BMC to implement a structured teacher development program for primary and upper primary teachers. The project aims to strengthen classroom practices through training, coaching, and continuous academic support along with strategic project, launched in collaboration with the Maharashtra Education Department, focuses on elevating English language teaching capabilities and integrating 21st-century skills into the curriculum. By enhancing digital literacy, critical thinking, and communication skills through specialized training workshops and digital interventions, the initiative seeks to close the urban-rural education gap and address the gender disparities in learning outcomes highlighted in recent assessments. It emphasizes functional English and the creation of engaging learning environments within schools. The initiative also includes monitoring and evaluation to ensure effective implementation. Overall, it seeks to enhance teaching quality and improve student learning outcomes in municipal schools.

### PROJECT ACTIVITIES

-  Training of primary & upper primary teachers.
-  Peer learning sessions and classroom support.
-  Use of technology to improve teaching impact.
-  Development of training content/modules.
-  Conducting workshops for teachers.
-  Functional English training.
-  Student-parent engagement initiatives.
-  Level-based learning strategies.
-  People/leadership development for teachers.
-  Headmaster (HM) training.



#### Implementation year

FY 2024-25



#### Implementing Partner

Pehlay Akshar Foundation



#### Financial Year of Impact Assessment

FY 2025-26



#### Project location

Mumbai, Maharashtra



#### SDG Goals



# Key Findings



**52.0%**

of respondents were male and 48% female, indicating balanced gender representation.



**40.0%**

students were from grades 6-8, followed by 32% from grades 4-5 and 28% from grades 2-3.



**100.0%**

students participated in English-speaking classes, showing complete engagement.



**100.0%**

students attended classes in offline mode.



**96.0%**

of students attended English classes regularly.



**90.0%**

respondents found the Pehlay Akshar app helpful for classroom learning and support.



**100.0%**

of the students received appreciation through verbal praise and claps.



**100.0%**

respondents reported availability of books in the English Room.



**100.0%**

respondents reported availability of tablets, learning games, soft boards, laptops, and smart screens.

# Key Impact



**78.0%**

reduced to 0% reduction in fear of English, indicating a major shift in students' confidence and comfort with the language.



**72.0%**

of students reported improvement in core English skills such as reading, spelling, comprehension, and speaking.



Students are now more confident and actively participating, with increased willingness to speak and engage in English during classroom activities.



Classroom environments have become more interactive and engaging, supported by activity-based learning and structured sessions.



Teachers are using improved teaching methods and strategies, leading to better student understanding and participation.



Students have started using basic English in communication, indicating practical application of learning.



Learning levels have improved, with students showing better focus and performance in exams.



There is consistent student engagement, reflected through regular attendance and active involvement in sessions.



Students are showing clear career aspirations, with interests across sports, public services, and professional fields.



**86.0%**

respondents reported availability of a water purifier in the English Room.



**98.0%**

students participated in multi-grade classroom settings.



**96.0%**

of students found it easy to understand lessons in multi-grade classrooms.



**80.0%**

of respondents found wall paintings very helpful for learning English.



**98.0%**

of the students participated in classroom games.



**84.0%**

of students participated in quizzes.



**96.0%**

of students used English for presentations in class.

## CHAPTER 2

# INTRODUCTION

### BACKGROUND AND NEED OF THE PROGRAM

With a literacy rate of 77.7% (NSSO 2017-18), significant urban-rural and gender disparities remain, as highlighted by ASER 2023, where many rural adolescents struggle with basic numeracy and reading fluency. Financial constraints and infrastructure limitations further hinder educational equity, with urban households investing more in education than their rural counterparts. Maharashtra, a leader in educational innovation, serves over 22.5 million students across 109,605 schools, with initiatives like 'Chief Minister My School, A Beautiful School' and 'Majhi e-Shala' enhancing digital inclusion and infrastructure, while the 'Read Maharashtra' program aims to ensure all class 3 students can read proficiently by 2026. The Pehlav Akshar Foundation (PAF), established in 2008, plays a crucial role in bridging learning gaps by equipping underprivileged students with Functional English skills and fostering creativity, communication, and emotional intelligence. Through collaborations with the Maharashtra Education Department and the BMC, PAF has developed innovative 'English Room' and a Teacher Development Program, empowering educators with transformative teaching practices. A strategic project under PAF focuses on enhancing English language teaching across 24 BMC wards, integrating 21st-century skills like digital literacy and critical thinking through specialized training workshops and digital interventions. By addressing the urban-rural divide and gender disparities in education, these initiatives contribute to a more inclusive, advanced, and equitable learning ecosystem in India.



FGD WITH STUDENTS

## ABOUT KEC

KEC International is a global infrastructure Engineering, Procurement and Construction (EPC) major. It has presence in the verticals of Power Transmission and Distribution, Railways, Civil, Urban Infrastructure, Solar, Oil & Gas Pipelines, and Cables. The Company is currently executing infrastructure projects in 30+ countries and has a footprint in 110+ countries (includes EPC, Supply of Towers and Cables). It is the flagship Company of the RPG Group.

## ABOUT IMPLEMENTING PARTNER

The Pehlay Akshar Foundation (PAF) collaborates closely with various implementing partners to extend its reach and impact across different regions. These partners, comprising local NGOs, community organizations, and educational institutions, play a crucial role in facilitating the foundation's programs on the ground. They assist in tailoring the curriculum to fit local needs, ensuring that the teaching methods are culturally relevant and accessible. This partnership model not only helps PAF to implement its programs effectively but also strengthens community ties and fosters a network of support for the students. By working hand-in-hand with these partners, PAF ensures that its educational initiatives are sustainable and that they can continue to nurture the potential of underprivileged children across India.



**INTERACTION WITH TEACHERS**

## CHAPTER 3

# RESEARCH METHODOLOGY

KEC commissioned a study to SoulAce to assess the impact of the education program implemented during FY 2024-25. The study focuses on evaluating improvements in students' English learning outcomes, including language skills, confidence, participation, and academic performance in BMC schools.

### OBJECTIVES OF THE STUDY



To assess the immediate impacts of the program implemented.



To evaluate the outcomes of the program over the study period.



To measure the effectiveness of the program in achieving its intended objectives.



To identify strengths and areas for improvement in the program's implementation.

### RESEARCH METHODOLOGY

The impact assessment study adopted a comprehensive mixed-methods strategy, blending quantitative and qualitative approaches to offer a more intricate understanding of the project's impact. This combination allowed for the acquisition of both numerical data and detailed contextual insights, resulting in a more comprehensive evaluation of the project's outcomes.

### APPLICATION OF QUANTITATIVE TECHNIQUES

In the quantitative aspect, the study utilized structured interviews featuring predetermined response options. Closed-ended surveys included specific questions with multiple-choice or Likert-scale options. This approach facilitated the collection of data that could be quantified and statistically analyzed, offering a clear and measurable understanding of the project's impact.

### APPLICATION OF QUALITATIVE TECHNIQUES

To ensure accuracy and a diverse participant pool, a mix of semi-structured interviews, open-ended interviews, and Focus Group discussions (FGDs) engaged essential project stakeholders, including project team members, implementing team members, principals, parents of the students, teachers in charge and teachers. These qualitative inputs complemented the quantitative data, providing deeper insights into program effectiveness, significant barriers, challenges, and areas for enhancement.

### ENSURING TRIANGULATION

The quantitative research findings were cross-validated with the insights derived from the qualitative research. The report was structured to reflect this triangulation, enhancing the reliability of the findings.

**Sampling Framework:** In order to ensure a well-rounded representation of the different subgroups within the target population, the study employed a stratified random sampling technique. Additionally, for qualitative interactions, purposive sampling was utilized to engage key stakeholders.

Stratified random sampling is a method that involves dividing the population into distinct subgroups and then randomly selecting samples from each subgroup to ensure representative diversity in the study.

Purposive sampling is a method in research where specific individuals or groups are deliberately chosen for inclusion in a study based on their unique characteristics or expertise, to provide targeted and specialized insights into the research topic.

The sampling framework is illustrated below:

State	District	Schools covered	Sample size
Maharashtra	Brihanmumbai	Rambhau Bhogle Marathi School New Byculla Municipal English School Rajashree Shahu Nagar Municipal English School Tank Bunder Municipal Urdu School	Teachers: 50 Students: 50  Female: 28

Data Quality Control & Analysis: The study employed a centralized dashboard and an in-house app for real-time data monitoring, ensuring data integrity and enabling prompt corrective actions when needed. Data analysis encompassed descriptive numerical and graphical methods to systematically present and interpret data patterns, extracting key characteristics and trends.

## STANDARDIZED FRAMEWORK FOR EVALUATION

The research study applied the OECD-DAC framework for evaluation, ensuring alignment with globally accepted standards and norms. This framework offered a strong and uniform method to evaluate the project's impact, bolstering the credibility and pertinence of the research findings.



## DESIGN SNAPSHOT



### Name of the project

BMC - Pehlay Akshar Teacher Training Program



### Implementing organisation

Pehlay Akshar Foundation



### Research Design

Descriptive and Interpretive research design



### Sampling Technique

Purposive and Stratified Random Sampling



### Sample Size

100



### Qualitative Methods used

Testimonials and Focus Group Discussion



### Key Stakeholders

- Students
- Teachers
- Project team members,
- Implementing team members
- Principals/ Teachers in charge
- Parents of the students

## UPHOLDING RESEARCH ETHICS

The impact assessment study upheld a robust framework of research ethics principles throughout its process.

- **Informed Consent:** Participants made informed decisions after understanding the study goals, risks, and benefits.
- **Confidentiality:** Participant information was guarded securely, establishing a foundation of trust.

- ▶ **Data Security and Anonymity:** Rigorous measures ensured participant data remained private and untraceable.
- ▶ **Integrity:** Research maintained high credibility through sincere and transparent practices.
- ▶ **Non-Maleficence:** Participant well-being was safeguarded, with no harm caused by the research.
- ▶ **Justice:** Equitable treatment prevailed, free from biases or stereotypes, promoting fairness.



STUDENTS FEEDBACK

## CHAPTER 4

# KEY STUDY FINDINGS AND IMPACT

This comprehensive report explores the multifaceted impact of the Pehlay Akshar training program within BMC schools, focusing particularly on teacher training, enhancing English outcomes, and fostering student engagement and academic progress. Through detailed feedback from students, along with structured classroom interventions and monitoring, the report underscores the program's effectiveness in improving English literacy, teaching confidence, and overall educational quality, highlighting the experiences of teachers and students in fostering a more engaging and supportive learning environment.

### KEY FINDINGS

#### TEACHER TRAINING PROGRAM & CAPACITY BUILDING

This section evaluates the outcomes of various training interventions aimed at enhancing teaching skills and methodologies as part of the Teacher Training program. It focuses on how structured training, digital support, and classroom practices contribute to improving instructional delivery and overall student outcomes, reflecting the broader goal of creating a more effective and engaging learning environment.

#### DEMOGRAPHIC PROFILE OF STUDENTS

CHART 1: DISTRIBUTION OF STUDENTS BY CLASS

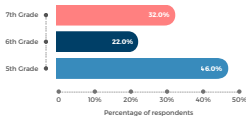
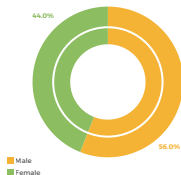


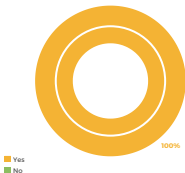
CHART 2: GENDER BASED DISTRIBUTION



The data provides a comprehensive overview of the demographic profile of students based on class and gender distribution. A larger proportion of students belong to higher grades, with around 40% from grades 6th-8th, followed by 32% from grades 4th-5th and 28% from grades 2nd-3rd, indicating stronger participation from upper primary levels. In terms of gender, the distribution is fairly balanced, with male students accounting for 52% and female students comprising 48% of the sample. This near-equal representation reflects inclusivity and equitable reach of the program across genders.

## A. PROGRAM PARTICIPATION & DELIVERY

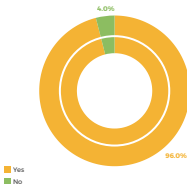
### CHART 3: PARTICIPATION IN ENGLISH-SPEAKING CLASSES



### CHART 4: MODE OF ATTENDING ENGLISH CLASSES



### CHART 5: ATTENDANCE CONSISTENCY IN ENGLISH CLASSES



All students (100%) reported taking part in English-speaking sessions, which reflects strong engagement with the program. In terms of attendance mode, every student (100%) attended classes offline, indicating a clear preference for in-person learning. Attendance consistency was also high, with 96% attending regularly and only 4% reporting irregular attendance. Overall, this suggests that students are actively involved and consistently engaged in the program's learning activities.



### INTERACTION WITH SUPERVISOR

“

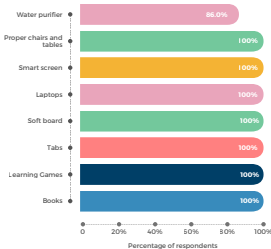
The program has improved students' English skills in reading, writing, understanding, and communication, along with a noticeable increase in their confidence. Students are now scoring better marks in English and showing improved focus on their studies. Additionally, overall classroom participation and engagement have improved, contributing to better learning outcomes.

- Arvind Khade, Teacher in charge/Principal

”

## B. TEACHER TRAINING PROGRAM & CAPACITY BUILDING

CHART 6: AVAILABILITY OF RESOURCES IN THE ENGLISH ROOM



The data indicates that the English Room is well-equipped with essential learning resources, ensuring a supportive environment for students. All respondents (100%) reported the availability of key resources such as books, learning games, tablets, soft boards, laptops, smart screens, and proper seating arrangements. This reflects a comprehensive infrastructure designed to enhance interactive and digital learning.

Additionally, 86% of respondents reported the availability of a water purifier, indicating that basic facilities are also largely in place. Overall, the findings suggest that the English Room provides a well-resourced and conducive learning environment for students.

“

### Pehlay Akshar Training Program at East Byculla Municipal Higher Secondary School

This field study outlines the insights and feedback gathered from a focus group discussion with three educators at Prabhadevi Municipal Secondary School. The discussion centered on the Pehlay Akshar training program's impact, effectiveness, and challenges experienced during its execution.

”

## MUMBAI PUBLIC SCHOOL



## KEY FINDINGS



Confidence in English has improved after the training.



Training helped them learn new teaching methods like activity-based learning and use of digital tools.



Level-based teaching was very effective, and which led to improvement in students' learning.



Support through Sathi sessions and WhatsApp materials helped them apply learning in classrooms.



Students are now more confident, active, and interested in learning, especially during activities.



Better communication skills and participation among students.



Students have started speaking basic English and performing better in exams.



Overall, the program has made classrooms more engaging and interactive.

## CHALLENGES



Time and scheduling issues due to overlap with other school/organization activities.



Some difficulty in consistent implementation of sessions because of holidays or disruptions.

## FEEDBACK



Increase the frequency of teacher training sessions.



Need for additional subject teachers (especially English and Science)



Requirement of more learning materials like activity books, charts, and subject resources.

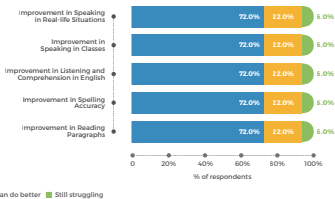
## FGD WITH STUDENTS



## KEY IMPACT

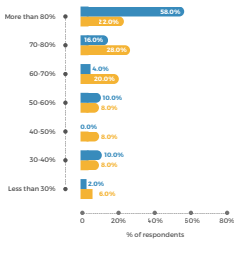
## C.IMPROVEMENT IN ENGLISH LEARNING OUTCOMES

CHART 7: OVERALL IMPROVEMENT IN ENGLISH LANGUAGE SKILLS (READING, SPELLING, COMPREHENSION, AND SPEAKING)



The data shows a clear improvement in overall English language skills among students. A majority of students (72%) reported improvement to some extent across all areas, including reading, spelling, listening, and speaking. Around 22% felt they could do better, indicating scope for further improvement. Only a small proportion (6%) reported still struggling in these areas. Overall, the findings suggest that the program has had a positive impact on students' English proficiency, while also highlighting the need for continued support for some learners.

CHART 8: CHANGE IN AVERAGE ACADEMIC SCORES IN ENGLISH (BEFORE VS AFTER)

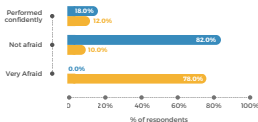


The data shows a significant improvement in students' academic performance in English after the program. The proportion of students scoring above 80% increased sharply from 22% to 58%, indicating strong learning gains.

At the same time, the number of students in lower score ranges reduced, with those scoring 60-70% dropping from 20% to 4% and 40-50% declining from 8% to 0%. There was also a slight shift in mid-range scores such as 30-40% and 50-60%. Overall, the findings reflect a clear upward shift in performance, with more students moving into higher score brackets after the intervention.

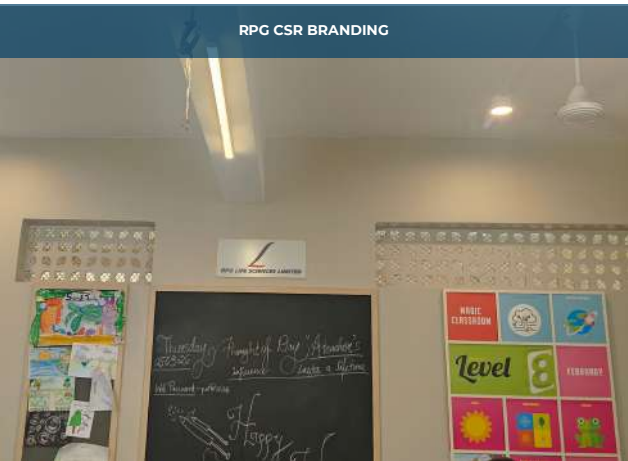
#### D. CHANGE IN PERCEPTION & CONFIDENCE

CHART 9: PERCEPTION OF ENGLISH LANGUAGE BEFORE AND AFTER THE PROGRAM



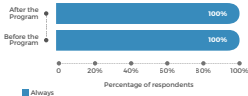
The data shows a significant shift in students' perception of the English language after the program. Before the intervention, a large majority (78%) felt very afraid of English, which dropped to 0% after the program. At the same time, the proportion of students who were not afraid increased sharply from 10% to 82%. Additionally, those who felt confident in using English rose from 12% to 18%. Overall, the findings indicate a strong positive change in students' confidence and comfort with the English language.

### RPG CSR BRANDING



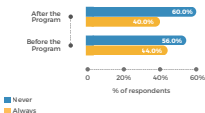
## E. TEACHER BEHAVIOURAL IMPACT

CHART 10: TEACHER INTERACTION IN ENGLISH BEFORE AND AFTER THE PROGRAM (ENGLISH CLASS)



All respondents (100%) reported that teachers always interacted in English during English classes, with no change observed post-intervention. There were no instances of teachers not using English (0%) in either phase. This indicates that English was already the primary medium of interaction in classrooms and remained consistent throughout the program.

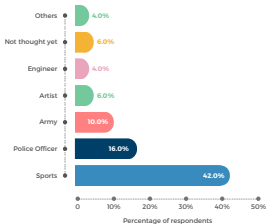
CHART 11: TEACHER INTERACTION IN ENGLISH BEFORE AND AFTER THE PROGRAM (OTHER SUBJECTS)



Before the intervention, 44% of teachers always used English in other subjects, while 56% never used it. After the program, this slightly declined, with 40% always using English and 60% not using it at all. Overall, the findings indicate that there has been no significant improvement in the use of English across other subjects.

## F. STUDENT BEHAVIOURAL & LONG-TERM IMPACT

CHART 12: STUDENT ASPIRATIONS AND CAREER GOALS



The data reflects a diverse range of student aspirations and career goals. A large proportion of students (42%) expressed an interest in pursuing careers in sports, making it the most preferred option. This is followed by aspirations to become police officers (16%) and join the army (10%), indicating a strong inclination towards public service roles. Smaller proportions of students showed interest in careers such as artist (6%) and engineer (4%), while 6% have not yet decided on their future goals. The "others" category includes varied aspirations such as doctor, gamer, teacher, beautician, scientist, and pilot, reflecting a wide spectrum of interests among students.

“

The program has helped improve students' understanding of English and their overall learning. There is now less use of the local language in classrooms. Teachers are using better teaching methods, which has made students more engaged and active in class.

- Rutuja Sekhar Tawde, Pehlay Akshar,  
Supervisor, Mumbai public school

”

# Impact Created Across Multiple Levels



## INDIVIDUAL LEVEL

Students have shown improvement in English language skills, with 72% reporting progress in reading, spelling, comprehension, and speaking. Fear of English reduced significantly from 78% to 0%, while 82% reported being comfortable with the language after the program. Academic performance also improved, with more students moving to higher score ranges.



## COLLECTIVE LEVEL

Classroom participation and engagement have been strong, with 100% participation in English-speaking classes and 96% regular attendance. Teachers consistently use English in classrooms (100% in English classes), creating a supportive learning environment.



## STATE LEVEL

The program demonstrates an effective model of improving English learning outcomes in BMC schools through structured interventions, teacher training, and classroom-based support, aligned with the MoU objectives.



## NATIONAL LEVEL

The program reflects a scalable approach to improving English language learning and classroom practices, contributing to broader efforts towards enhancing quality of education and learning outcomes.

## 05. PROJECT EVALUATION BASED ON THE OECD-DAC FRAMEWORK



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability



### RELEVANCE

The project is highly relevant as it directly addresses the need to improve English language learning and teaching quality in municipal schools. It aligns well with the objectives outlined in the MoU, focusing on strengthening teacher capacity and enhancing student learning outcomes in English.



### COHERENCE

The project demonstrates strong coherence between its objectives, activities, and outcomes. The interventions such as teacher training, classroom support, and use of learning resources are well-integrated and aligned with the broader goal of improving English education in schools.



### EFFECTIVENESS

The project has been effective in improving students' English skills, classroom engagement, and overall learning experience. Teachers have consistently used English in classrooms, and there is visible improvement in student confidence and academic performance, although some areas still show scope for further strengthening.



### EFFICIENCY

The project appears to utilize its resources effectively, with structured implementation through training sessions, classroom interventions, and learning infrastructure such as English Rooms. The delivery mechanisms support smooth execution without major inefficiencies.



### IMPACT

The project has created a positive impact at multiple levels, including improved English proficiency, increased student confidence, better academic performance, and enhanced classroom participation. The outcomes indicate meaningful changes in both learning and teaching practices.



### SUSTAINABILITY

The project shows strong potential for sustainability due to its focus on teacher capacity building and integration of practices within regular classroom teaching. However, continued support and reinforcement may be required to sustain and scale these improvements over time.



Relevance



Coherence



Effectiveness



Efficiency

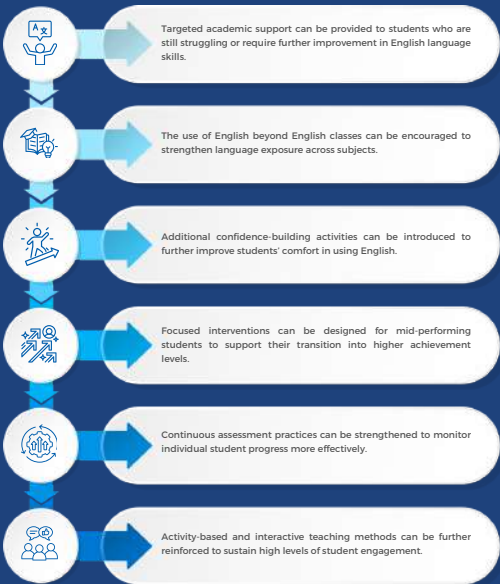


Impact



Sustainability

## 06. Way Forward





Career awareness initiatives can be introduced to support students who are yet to decide their future aspirations.



Efforts can be made to ensure uniform availability of basic facilities across all English learning spaces.



Regular reinforcement of attendance practices can be continued to maintain consistent student participation.



Classroom strategies can be further strengthened to support diverse learning needs within multi-grade settings.



Learning resources such as visual aids and classroom materials can be enhanced to support better understanding.



Opportunities for student participation in presentations and activities can be expanded to build communication skills.

## 07. CONCLUSION

The Pehlay Akshar program supported by KEC has contributed to improving English learning outcomes among students in BMC schools. The findings indicate improvements in key language skills, along with a noticeable increase in students' confidence and comfort with English. Classroom participation and attendance have remained strong, supporting consistent engagement with learning activities. The program has also contributed to improved academic performance, with more students moving into higher score ranges. Overall, the structured implementation of the program has strengthened the classroom learning environment and supported better student outcomes in English.





**KEC**

KEC INTERNATIONAL LIMITED



**CSR IMPACT ASSESSMENT OF  
PEHLAY AKSHAR PROGRAM**

**FY.24-25**



**SoulAce**  
Path to Sustainability

SOULACE CONSULTING PVT. LTD.

# CONTENTS

<b>Abbreviations</b>	<b>01</b>
<hr/>	
<b>Chapter 1   Executive Summary</b>	<b>02 - 03</b>
Project Background	02
Project Activities	02 - 03
<hr/>	
<b>Chapter 2   Introduction</b>	<b>04 - 07</b>
Background and need of the program	04
Objectives of the program	05
Research Methodology	05
Application of Quantitative Techniques	05
Application of Qualitative Techniques	05
Ensuring Triangulation	05 - 06
Standardized Framework for Evaluation	06
Design Snapshot	06
Key Stakeholders	06
Upholding Research Ethics	07
<hr/>	
<b>Chapter 3   Key Study Findings and Impact</b>	<b>08 - 14</b>
<hr/>	
<b>Chapter 4   OECD-DAC Framework</b>	<b>14 - 15</b>
<hr/>	
<b>Chapter 5   Way Forward</b>	<b>16</b>
<hr/>	
<b>Chapter 6   Conclusion</b>	<b>17</b>
<hr/>	

# **A**BBREVIATIONS

<b>FY</b>	Financial Year
<b>BMC</b>	Brihanmumbai Municipal Corporation
<b>NGO</b>	Non-Governmental Organisation
<b>SDG</b>	Sustainable Development Goal


# CHAPTER 1


## EXECUTIVE SUMMARY


### PROJECT BACKGROUND


The KEC Heritage Art District Project, along with the Gora Dapkal Ground Refurbishment and Illumination initiatives, was launched to revitalise and preserve the cultural and historical heritage of the local community. These projects aimed to transform neglected public spaces into vibrant, safe, and culturally enriched areas. Through artistic interventions, infrastructure upgrades, and community engagement, the initiatives sought to enhance the aesthetic appeal, safety, and socio-economic opportunities for residents while celebrating the unique identity of the fisherman community.


### PROJECT ACTIVITIES


 Façade illumination of heritage structures.


 Interior lighting of important landmarks.

 Installation of streetlights for general illumination.


 Use of up-lighting and ambient lighting techniques.

 Highlighting architectural elements.


 Illumination of pathways, bridges, and access routes.

 Improvement of visibility and safety in public spaces.

 Creation of pause points along heritage walk routes.

 Installation and illumination of wall art.

 Development of public murals and artworks.

 Creation of art installations at key locations.



Painting and enhancement of streets and building façades.



Development of colorful lanes and uniform house palettes.



Artwork on steps, walls, bridges, and open spaces.



Billboard and visual installations at entry points.



Community engagement through art interventions.



Enhancement of cultural identity and heritage experience.



Streetscape beautification and visual improvement.



### Implementation year

FY 2024-25



### Implementing Partners

RPG Foundation



### Financial Year of Impact Assessment

FY 2025-26



## Project location project activity wise

Mumbai



## Alignment of SDGs



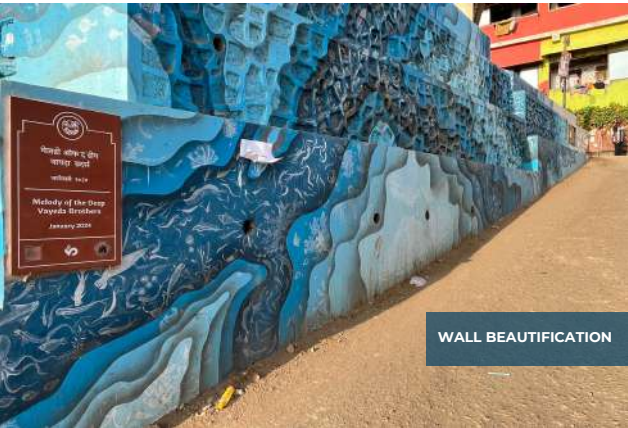
## CHAPTER 2

# INTRODUCTION

### BACKGROUND AND NEED OF THE PROGRAM

Worli Koliwadais one of Mumbai's oldest fishing communities, inhabited by generations of Koli fishermen who have preserved their traditions despite rapid urbanisation. Over time, the area faced several challenges, including deteriorating public spaces, inadequate infrastructure, and limited efforts to showcase its rich cultural heritage. The absence of well-maintained community spaces restricted social interaction, while poor street lighting raised safety concerns, particularly for women during nighttime. Furthermore, the cultural significance of the area remained largely unrecognised due to a lack of visual storytelling and heritage conservation initiatives. As a result, residents felt the need for improvements that could enhance their living environment while preserving their cultural identity.

To address these issues, the KEC-RPG Heritage Project was initiated to bring holistic improvements to the community. The refurbishment of Gora Dapkal Ground transformed an underutilised space into a functional area for sports, events, and social gatherings, thereby promoting community engagement. The Art District initiative introduced murals and public artworks that reflect the traditions, stories, and lifestyle of the Koli community, strengthening cultural representation. The illumination project enhanced street lighting and landmark visibility, improving safety and accessibility at night. Additionally, the project contributed to local economic development by increasing visitor footfall and creating opportunities for women-led self-help groups (SHGs) and small businesses. Overall, the project has revitalised Worli Koliwada, making it cleaner, safer, and more vibrant while preserving its historical and cultural essence.



WALL BEAUTIFICATION

## OBJECTIVES OF THE PROGRAM



To celebrate and showcase the cultural heritage of the fisherman community through art and illumination.



To upgrade public spaces like Gora Dapkal Ground with better facilities, making them accessible and functional for the community.



To enhance safety, particularly for women, through improved lighting and visually appealing public spaces.



To create livelihood opportunities for SHG women through training and support for food businesses.



To foster pride and responsibility among residents by involving them in maintaining and utilising the transformed spaces.

## RESEARCH METHODOLOGY

The impact assessment study adopted a comprehensive mixed-methods strategy, blending quantitative and qualitative approaches to offer a more intricate understanding of the project's impact. This combination allowed for the acquisition of both numerical data and detailed contextual insights, resulting in a more comprehensive evaluation of the project's outcomes.

## APPLICATION OF QUANTITATIVE TECHNIQUES

In the quantitative aspect, the study utilized structured interviews featuring predetermined response options. Closed-ended surveys included specific questions with multiple-choice or Likert-scale options. This approach facilitated the collection of data that could be quantified and statistically analyzed, offering a clear and measurable understanding of the project's impact.

## APPLICATION OF QUALITATIVE TECHNIQUES

To ensure accuracy and a diverse participant pool, a mix of semi-structured interviews, open-ended interviews, and Focus Group discussions (FGDs) engaged essential project stakeholders, including project team members, implementing team members, principals, parents of the students, teachers in charge and teachers. These qualitative inputs complemented the quantitative data, providing deeper insights into program effectiveness, significant barriers, challenges, and areas for enhancement.

## ENSURING TRIANGULATION

The quantitative research findings were cross-validated with the insights derived from the qualitative research. The report was structured to reflect this triangulation, enhancing the reliability of the findings.



### Sampling Framework

In order to ensure a well-rounded representation of the different subgroups within the target population, the study employed a stratified random sampling technique. Additionally, for qualitative interactions, purposive sampling was utilized to engage key stakeholders.

Stratified random sampling is a method that involves dividing the population into distinct subgroups and then randomly selecting samples from each subgroup to ensure representative diversity in the study.

Purposive sampling is a method in research where specific individuals or groups are deliberately chosen for inclusion in a study based on their unique characteristics or expertise, to provide targeted and specialized insights into the research topic.



### Data Quality Control & Analysis

The study employed a centralized dashboard and an in-house app for real-time data monitoring, ensuring data integrity and enabling prompt corrective actions when needed. Data analysis encompassed descriptive numerical and graphical methods to systematically present and interpret data patterns, extracting key characteristics and trends.

## STANDARDIZED FRAMEWORK FOR EVALUATION

The research study applied the OECD-DAC framework for evaluation, ensuring alignment with globally accepted standards and norms. This framework offered a strong and uniform method to evaluate the project's impact, bolstering the credibility and pertinence of the research findings.



## DESIGN SNAPSHOT



### Name of the project

The Heritage Project



### Implementing organisation

RPG Foundation



### Research Design

Descriptive and Interpretive research design.



### Sampling Technique

Purposive and Stratified Random Sampling.



### Sample Size

50



### Qualitative Methods used

Testimonials and Focus Group Discussion.

## KEY STAKEHOLDERS



Local residents



Project team members



Implementing team members



## UPHOLDING RESEARCH ETHICS

The impact assessment study upheld a robust framework of research ethics principles throughout its process.

- ▶ **Informed Consent:** Participants made informed decisions after understanding the study goals, risks, and benefits.
- ▶ **Confidentiality:** Participant information was guarded securely, establishing a foundation of trust.
- ▶ **Data Security and Anonymity:** Rigorous measures ensured participant data remained private and untraceable.
- ▶ **Non-Maleficence:** Participant well-being was safeguarded, with no harm caused by the research.
- ▶ **Integrity:** Research maintained high credibility through sincere and transparent practices.
- ▶ **Justice:** Equitable treatment prevailed, free from biases or stereotypes, promoting fairness.



## CHAPTER 3

# KEY STUDY FINDINGS AND IMPACT

This section of the assessment report focuses on the transformation of Worli Koliwada through key interventions such as the Art District initiative and the illumination of selected heritage sites. These projects aim to enhance the visual quality and significance of important landmarks, improve visibility through better lighting, and create engaging public spaces within the Koliwada. The initiatives highlight cultural elements of the area through artworks, installations, and façade illumination, while also strengthening the experience of moving through the precinct by introducing identifiable points of interest. The following section presents qualitative insights based on residents' perceptions of these interventions and their impact on the overall environment.

### FOCUS GROUP DISCUSSION ON THE KEC HERITAGE ART DISTRICT PROJECT

The focus group discussion (FGD) was conducted with local residents of Worli Koliwada to understand their views on the changes brought about by the Heritage Art District and illumination initiatives. Most of the participants had been living in the area for a long time, ranging from 30 to 50 years or more, and shared their experiences of the transformation. Participants mentioned that before the painting work, the area appeared dirty, poorly maintained, and unattractive. Certain locations, such as the Cleveland Jetty, were considered unsafe, especially for women after evening hours due to issues like public drinking and unpleasant surroundings. Residents shared that they had earlier approached the local corporator regarding these concerns, which led to some development work, but the improvements were limited.



### CHANGES AFTER THE ART DISTRICT WORK

Participants observed a significant improvement in the overall appearance of the area after the painting and renovation work. They noted that the artworks not only enhanced the visual appeal but also illuminated at night, showcasing the life and culture of the fisherman community. There was a noticeable increase in the number of visitors, particularly due to community walks. Residents mentioned that children from the area were trained to guide visitors and explain the history and importance of different locations. This has created a more engaging way of experiencing the locality. Participants also expressed that the overall feel-good factor had improved, and the environment now feels more pleasant and vibrant. However, some participants suggested that the artworks could include representation of other communities living in the area as well.



### SOCIO-ECONOMIC AND FUNCTIONAL IMPACT

Participants stated that the project has helped in promoting the socio-economic and cultural features of the area. They highlighted that some women from a self-help group (SHG) received support from the RPG Foundation to start food businesses. With training and support, they now sell food during weekends when visitors come for community walks, which has improved their livelihood opportunities. Participants also mentioned that important landmarks in the area are now more visible and recognised due to the illumination and painting work. Street signages were considered helpful for first-time visitors, although some suggested that the background colour should be darker for better visibility at night.



## CULTURAL AND COMMUNITY ENGAGEMENT

Participants agreed that the project has enabled new ways of exploring and interacting with heritage stories. Children now actively conduct community walks and share knowledge about the area's history and culture. The initiative has also encouraged discussions around art, with children showing increased interest in different types of paintings and creative expression.



## SENSE OF PRIDE AND RESPONSIBILITY

Residents expressed that the project has created a strong sense of pride and responsibility towards maintaining the area. Both adults and children are making efforts to keep public spaces clean and well-maintained. The transformation has positively influenced how people perceive their surroundings.

Overall, participants felt that the painting and illumination work has significantly improved the ambience of Worli Koliwada. The area now appears more attractive and culturally expressive, while also highlighting the life and traditions of the fisherman community.



I have been living in Worli Koliwada for many years and have seen a big change in the area. Earlier, the surroundings were dull, poorly maintained, and full of garbage, with very few visitors.

After the painting work, the area has become extremely beautiful and more lively, with an increase in visitors. It has improved the overall atmosphere and created a strong feel-good factor.

The project has helped highlight our culture and important landmarks, and it has also supported livelihood opportunities for some people. I feel proud of these changes and believe they have had a very positive impact on our area.

– Lata Ganesh Patil, Worli Koliwada, Mumbai



## FOCUS GROUP DISCUSSION ON THE KEC HERITAGE REFURBISHMENT OF GORA DAPKAL GROUND PROJECT

A focus group discussion (FGD) was conducted with local residents to understand their perspectives on the transformation of Gora Dapkal Ground after its refurbishment under the KEC Heritage Project. Most participants had been living in the area for 30 to 50 years or more and shared their experiences of the changes.

Before the refurbishment, participants mentioned that the ground lacked proper lighting and seating arrangements. During the rainy season, the area became muddy and faced waterlogging issues, making it difficult to use.

There were no plants or proper footpaths around the ground, which affected its usability and appearance. Most participants were not aware of any formal approach made to the municipality for improvements.

After the refurbishment, participants observed a clear improvement in the condition of the ground. An underground sewage system has resolved the issue of waterlogging, and the addition of footpaths, grass, plants, and seating arrangements has made the space more accessible and visually appealing. The ground is now used for sports activities, walking, children's play, and functions such as marriages and other events.

Participants noted that the ground now looks very beautiful and the number of visitors has increased. The overall feel-good factor has improved, and there is sufficient space for children to play. While there are no vendors near the ground, the space has become more useful and important for the community. Residents also shared that the refurbishment has created a sense of pride and responsibility, with people actively maintaining the ground.

Overall, participants agreed that the refurbishment has had a very positive impact on the ambience, making the ground clean, functional, and widely used by the community.

“

**Vijay Bharakale (Local Resident, Worli Koliwada)**

I have been living in Worli Koliwada for many years and have seen how the condition of Gora Dapkal Ground has changed. Earlier, the area was very dull, poorly maintained, and full of dirt. During the rainy season, there was mud and waterlogging, which made it difficult to use. After the refurbishment, the ground has become extremely beautiful and there has been a considerable increase in visitors. The overall feel-good factor has improved a lot, and the space now provides a good area for children to play. I feel that the project has made the ground more important for the community. It has also created a sense of pride and responsibility among people. Overall, I am very confident that the refurbishment has had a positive impact on the ambience of the area.

– Vijay Bharakale, Worli Koliwada

”



## FOCUS GROUP DISCUSSION ON THE KEC HERITAGE ILLUMINATION PROJECT

A focus group discussion (FGD) was conducted with local residents of Worli Koliwada to understand their perspectives on the changes brought about by the illumination project. Most participants had been living in the area for 30 to 50 years or more and shared their experiences of the transformation.

Before the illumination work, participants mentioned that the area was not as attractive or well highlighted as it is now. The lighting was not sufficient to properly illuminate the surroundings or highlight important features of the area. Participants were not aware of any efforts made to approach the municipality for the provision of lights.

After the illumination, participants observed a significant improvement in the area. They shared that the lighting has made everything clearly visible, especially at night, which has improved safety, particularly for women. They also mentioned that the construction of roads has made it easier for ambulances to enter the area, improving accessibility during emergencies. The area now looks very beautiful, with better lighting enhancing the overall appearance.

Participants noted that there has been an increase in visitors, especially during weekend community visits. The feel-good factor has improved, as people feel more comfortable using spaces that were earlier avoided, such as the Cleveland Jetty area. The illumination has also helped in promoting the culture of the fisherman community, as the paintings become more visible and attractive at night.

Participants shared that livelihood opportunities have increased mainly for SHG women who sell food during community walks and events, due to the combined efforts of painting, renovation, illumination, street signage, and training support. However, there has been no significant impact on other shopkeepers and vendors in the area.

They also mentioned that important landmarks are now more attractive and noticeable at night, helping both visitors and local residents recognise their importance. Street signages have made navigation easier, as visitors can find their way without asking for directions.

Overall, participants agreed that the illumination project has had a positive impact on the overall ambience, making Worli Koliwada more beautiful, clean, and attractive for both residents and visitors.



I have been living in Worli Koliwada for many years and have seen how the area has changed over time. Earlier, it used to be very dark at night and the surroundings were dull, dirty, and not well maintained. There were very few visitors, and the overall environment did not feel pleasant. After the illumination work, the area has become extremely beautiful and there has been an increase in visitors at night. The lighting has improved the overall atmosphere and created a positive feel-good factor. I feel that the illumination has helped in promoting our culture and has also made important landmarks more noticeable. The street signages are also helpful for visitors. Overall, I am confident that the illumination has had a positive impact on the ambience of the area.

– Sangita Suresh Sondkar, Worli Koliwada, Mumbai



# KEY IMPACT INDICATORS

## IMPROVED VISIBILITY

The lighting of key places has made the area easier to move around, especially in the evening. Important landmarks and pathways are now clearly visible, which makes navigation simpler for both residents and visitors.

## COMMUNITY ENGAGEMENT

The murals and art installations have made public spaces more lively and interesting. People are now more connected to these spaces and engage with them in a more meaningful way.

## INCREASED VISITORS

The addition of artworks and illuminated sites has attracted more visitors. These features create interesting spots in the area and make heritage walks more engaging.

## BETTER PUBLIC SPACES

Spaces that were earlier less noticeable now look more attractive and welcoming. The improvements have made these areas more usable and enjoyable for everyone.

## CULTURAL PRESERVATION

The artworks and lighting help in showing the culture and traditions of the local fishing community. They make the heritage of the area more visible and easier to understand.

## COMMUNITY PRIDE

With the improvements in the area, people feel more proud of where they live. This also encourages them to take better care of their surroundings.

# Impact Created Across Multiple Levels



## INDIVIDUAL LEVEL

Improved experience of moving through the area due to better lighting and visually engaging surroundings. Increased awareness and appreciation of local culture through artworks and illuminated landmarks.



## HOUSEHOLD LEVEL

Improved quality of surroundings, making the area more visually appealing and pleasant for everyday living.



## COLLECTIVE LEVEL

Greater interaction among people in public spaces due to enhanced visual appeal and creation of identifiable points of interest.



## COMMUNITY LEVEL

Worli Koliwada has become more attractive and culturally expressive through art and illumination. The area now offers a more engaging experience for both residents and visitors.

# Sustainability

## COMMUNITY ENGAGEMENT AND OWNERSHIP



The project encourages active involvement of local residents by creating spaces that people can interact with and take pride in. Artworks and illuminated landmarks help maintain continued interest and connection with the area.

## CULTURAL SUSTAINABILITY



The use of murals, installations, and lighting highlights the traditions and identity of the local fishing community. This helps in preserving and continuously showcasing the cultural heritage of the area.

## SUSTAINED USE OF PUBLIC SPACES



By enhancing visual appeal and creating points of interest, the project ensures that public spaces remain active and relevant. These improvements encourage regular use by both residents and visitors.

## LONG-TERM VISUAL IMPACT



The design interventions, including façade illumination and art installations, are intended to maintain their impact over time by enhancing the overall experience and identity of the area.

## 04. OECD-DAC FRAMEWORK



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability



### RELEVANCE

The KEC Heritage Art District and Illumination Projects are highly relevant to the context of Worli Koliwada. They focus on enhancing the visual quality of the area, highlighting important landmarks, and showcasing the cultural identity of the fishing community. By introducing art interventions and improving illumination, the projects respond to the need for better public space experience and stronger cultural representation, making the area more engaging for both residents and visitors.



### COHERENCE

The project aligned with the following Sustainable Development Goals (SDGs):



### EFFECTIVENESS

The projects have been effective in achieving their objectives. The Art District has enhanced the visual appeal of the area and strengthened cultural representation through murals and installations. The Illumination Project has improved visibility and highlighted important landmarks, making the area more engaging. The creation of identifiable points of interest and improved spatial experience further reflect the effectiveness of these interventions.



### EFFICIENCY

The projects demonstrate a level of efficiency through targeted design interventions such as murals, installations, and illumination of selected landmarks. These interventions enhance the visual appeal and cultural experience of the area without large-scale structural changes. However, the documents do not provide detailed information on cost, time, or resource utilisation, making it difficult to fully assess efficiency.



### IMPACT

The projects have created a positive impact on the overall experience of Worli Koliwada. The Art District and illumination interventions have enhanced the visual quality of the area and strengthened its cultural identity through murals, installations, and highlighted landmarks. These changes have made the area more engaging and attractive, contributing to increased visitor interest and a more vibrant public space environment.

  
**SUSTAINABILITY**

The projects support sustainability by creating lasting visual and cultural value through art installations and illumination of key landmarks. These interventions help maintain continued interest in the area and strengthen its cultural identity over time. By enhancing public spaces and creating identifiable points of interest, the projects encourage ongoing engagement with the surroundings. However, the documents do not provide detailed information on long-term maintenance or management, which is important for sustained impact.



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

# Way Forward

## PROMOTE INCLUSIVE CULTURAL REPRESENTATION

Future interventions can incorporate a wider range of cultural narratives within artworks and installations to reflect the diversity of the area.

## STRENGTHEN VISITOR EXPERIENCE

Enhancing the continuity of heritage walk routes and improving the overall spatial experience can make the area more engaging for visitors.



## EXPAND ART-BASED INTERVENTIONS

Additional murals, installations, and creative elements can be introduced to further enhance the visual experience and create more points of interest.

## ENSURE CONTINUITY OF VISUAL INTERVENTIONS

Regular upkeep and thoughtful planning of illumination and artworks will help maintain their impact and ensure long-term relevance of the project.



## CONCLUSION

The KEC Heritage Art District and Illumination Projects have contributed to enhancing the visual quality and cultural identity. Through art interventions and illumination of key landmarks, the projects have made the area more engaging and visually appealing. These initiatives have helped highlight the cultural significance of the locality while improving the overall experience of public spaces for both residents and visitors. While the outcomes have been positive, continued efforts towards maintaining and building on these interventions will be important for sustaining their long-term impact.



# CSR IMPACT ASSESSMENT OF ENVIRONMENT PROGRAM

**FY.24-25**

# CONTENTS

<b>Abbreviations</b>	<b>01</b>
<hr/>	
<b>Chapter 1   Executive Summary</b>	<b>02</b>
Project Background	02
Project Activities	02
<hr/>	
<b>Chapter 2   Introduction</b>	<b>03 - 05</b>
Background and need of the program	03
Objectives of the program	04
Research Methodology	04
Application of Quantitative Techniques	04
Application of Qualitative Techniques	04
Ensuring Triangulation	04
Standardized Framework for Evaluation	05
Design Snapshot	05
Upholding Research Ethics	05
<hr/>	
<b>Chapter 3   Key Study Findings and Impact</b>	<b>06 - 08</b>
<hr/>	
<b>Chapter 4   OECD-DAC Framework</b>	<b>09 - 11</b>
<hr/>	
<b>Chapter 5   Conclusion</b>	<b>12</b>
<hr/>	

# ABBREVIATIONS

<b>BMC</b>	Brihanmumbai Municipal Corporation
<b>EPC</b>	Engineering, Procurement, and Construction
<b>FY</b>	Financial Year
<b>SDG</b>	Sustainable Development Goal
<b>NGO</b>	Non-Governmental Organisation

# CHAPTER 1

## EXECUTIVE SUMMARY

### PROJECT BACKGROUND

The KEC Environment Project, along with Brihanmumbai Municipal Corporation at Willington Park the initiatives were focused on site cleanliness, better waste handling systems, enhanced awareness among community members, and improved quality of life along with transformation of neglected public spaces into vibrant, safe, and culturally enriched areas. Through artistic interventions, infrastructure upgrades, and community engagement, the initiatives sought to enhance the aesthetic appeal, safety, and socio-economic opportunities for residents while celebrating the unique identity of the fisherman community

### PROJECT ACTIVITIES

-  Removal of accumulated solid waste and debris.
-  Clearing of unauthorized dumping areas.
-  Levelling and preparation of land for further interventions.
-  Safe disposal of collected waste.
-  Landscaping and greening of the site.
-  Plantation drives.
-  Installation of waste collection bins at strategic locations.
-  Introduction of waste segregation practices.
-  Creation of pollinator habitats
-  Enhancement of overall site aesthetics.



#### Implementation year

FY 2024-25



#### Implementing Partner

RPG Foundation



#### Financial Year of Impact Assessment

FY 2025-26



#### Project location project activity wise

Mumbai



#### SDG Goals



## CHAPTER 2

# INTRODUCTION

### BACKGROUND AND NEED OF THE PROJECT

Captain Namdeo Lotankar Park is an open space around Willingdon Circle, a historic urban landmark located at Shyama Prasad Mukherjee Chowk in South Mumbai. The site forms a key junction in the Fort-Colaba heritage precinct and is part of Mumbai's Victorian-era urban fabric.

Originally developed in the mid-19th century, the focal point of this area is the Willingdon Fountain, a Neo-Classical heritage structure built in 1865 to commemorate the visits and military achievements of Arthur Wellesley, the Duke of Wellington. The fountain, constructed from basalt with intricate carvings and inscriptions, stands at the centre of a circular traffic island, historically referred to as Willingdon Circle.

The surrounding space functions as a public urban node rather than a conventional park, acting as a transition point between commercial, administrative, and tourist zones of South Mumbai. The area reflects the architectural diversity of colonial Bombay, with nearby buildings showcasing Victorian, Art Deco, and Indo-Saracenic styles.

Over time, the site experienced deterioration due to urban pressures, pollution, and lack of maintenance. However, a significant restoration effort undertaken in 2016-17 revived the fountain and its immediate surroundings, restoring its original design and functionality. The conservation project not only preserved the historical structure but also enhanced the aesthetic and cultural value of the space.



PARK STAFF CABIN

## OBJECTIVES OF THE PROGRAM



To restore and enhance urban biodiversity and ecological balance through creation of native habitats and functional green spaces



To increase green cover by 70% native species while promoting environmental sustainability and community awareness through conservation-driven intervention

## RESEARCH METHODOLOGY

The impact assessment study adopted a comprehensive mixed-methods strategy, blending quantitative and qualitative approaches to offer a more intricate understanding of the project's impact. This combination allowed for the acquisition of both numerical data and detailed contextual insights, resulting in a more comprehensive evaluation of the project's outcomes.

## APPLICATION OF QUANTITATIVE TECHNIQUES

In the quantitative aspect, the study utilized structured interviews featuring predetermined response options. Closed-ended surveys included specific questions with multiple-choice or Likert-scale options. This approach facilitated the collection of data that could be quantified and statistically analyzed, offering a clear and measurable understanding of the project's impact.

## APPLICATION OF QUALITATIVE TECHNIQUES

To ensure accuracy and a diverse participant pool, a mix of semi-structured interviews, open-ended interviews, and Focus Group discussions (FGDs) engaged essential project stakeholders, including project team members, implementing team members, principals, parents of the students, teachers in charge and teachers. These qualitative inputs complemented the quantitative data, providing deeper insights into program effectiveness, significant barriers, challenges, and areas for enhancement.

## ENSURING TRIANGULATION

The quantitative research findings were cross-validated with the insights derived from the qualitative research. The report was structured to reflect this triangulation, enhancing the reliability of the findings.

**Sampling Framework:** In order to ensure a well-rounded representation of the different subgroups within the target population, the study employed a stratified random sampling technique. Additionally, for qualitative interactions, purposive sampling was utilised to engage key stakeholders.

Stratified random sampling is a method that involves dividing the population into distinct subgroups and then randomly selecting samples from each subgroup to ensure representative diversity in the study.

Purposive sampling is a method in research where specific individuals or groups are deliberately chosen for inclusion in a study based on their unique characteristics or expertise, to provide targeted and specialised insights into the research topic.

**Data Quality Control & Analysis:** The study employed a centralized dashboard and an in-house app for real-time data monitoring, ensuring data integrity and enabling prompt corrective actions when needed. Data analysis encompassed descriptive, numerical and graphical methods to systematically present and interpret data patterns, extracting key characteristics and trends.

## STANDARDIZED FRAMEWORK FOR EVALUATION

The research study applied the OECD-DAC framework for evaluation, ensuring alignment with globally accepted standards and norms. This framework offered a strong and uniform method to evaluate the project's impact, bolstering the credibility and pertinence of the research findings.



### DESIGN SNAPSHOT



#### Name of the project

Environment Program



#### Implementing organisation

RPG Foundation



#### Research Design

Descriptive and Interpretive research design



#### Sampling Technique

Purposive and Stratified Random Sampling



#### Sample Size

20



#### Qualitative Methods used

Testimonials and Focus Group Discussion



#### Key Stakeholders

- Local residents
- Project team members,
- Implementing team members

## UPHOLDING RESEARCH ETHICS

The impact assessment study upheld a robust framework of research ethics principles throughout its process.

- **Informed Consent:** Participants made informed decisions after understanding the study goals, risks, and benefits.
- **Confidentiality:** Participant information was guarded securely, establishing a foundation of trust.
- **Data Security and Anonymity:** Rigorous measures ensured participant data remained private and untraceable.
- **Non-Maleficence:** Participant well-being was safeguarded, with no harm caused by the research.
- **Integrity:** Research maintained high credibility through sincere and transparent practices.
- **Justice:** Equitable treatment prevailed, free from biases or stereotypes, promoting fairness.

### CLEAN COOK STOVE BENEFICIARY



## CHAPTER 3

# KEY STUDY FINDINGS AND IMPACT

The program focuses on the ecological transformation of Captain Namdeo Lotankar Park through the tree plantation initiative undertaken by KEC under its CSR program. The intervention aims to enhance the green cover and environmental quality of the park by introducing native and biodiversity-supportive species, thereby improving the overall ecological balance of the space.

The plantation efforts are designed to create a healthier and more sustainable urban environment by contributing to improved air quality, temperature regulation, and habitat creation for birds, butterflies, and other local fauna. The initiative also enhances the visual appeal and usability of the park, transforming it into a more vibrant and accessible public space for the community.

In addition, the project strengthens environmental awareness by demonstrating the importance of conservation and sustainable practices. The introduction of thematic plantation zones and diverse species contributes to a more engaging and educative landscape, enriching the experience of visitors.

### INSIGHTS FROM FOCUS GROUP DISCUSSION OF ENVIRONMENT PROJECT

The Focus Group Discussion (FGD) was conducted with local residents and regular visitors of Captain Namdeo Lotankar Park to understand their perspectives on the tree plantation initiative implemented by KEC under its CSR support. Most participants had been visiting the park for several years and were able to clearly compare the changes before and after the intervention.



#### Status of the park before the plantation initiative

Participants shared that earlier, the park had limited greenery in certain areas and lacked structured plantation. Some patches appeared less maintained and did not provide adequate shade or an engaging natural environment. While the park was functional, its ecological value and visual appeal were perceived as relatively low.



#### Changes after the plantation initiative

Participants observed a significant improvement in the overall appearance and environment of Captain Namdeo Lotankar Park following the plantation work. The introduction of native and diverse plant species has enhanced the greenery and aesthetic appeal of the space. The creation of thematic zones, including butterfly-friendly areas, has made the park more interactive and attractive. Many participants noted an increase in visitors, with more families and children spending time in the park due to the improved ambience.



#### Environmental and ecological impact

Participants highlighted that the plantation has contributed to better air quality, increased shade, and improved microclimatic conditions within the park. There has also been a visible increase in biodiversity, with more birds and butterflies frequenting the area. The initiative has strengthened the ecological value of the park and promoted environmental sustainability.



## Community engagement and awareness

The plantation initiative has encouraged community participation through plantation drives and awareness activities. Participants mentioned that such involvement has increased environmental awareness, especially among children and youth, and has fostered a stronger connection between the community and the park.



## Sense of pride and responsibility

Residents expressed that the transformation of Captain Namdeo Lotankar Park has instilled a sense of pride and ownership among community members. People are more conscious about maintaining cleanliness and protecting the plants, contributing to the long-term sustainability of the initiative.

Overall, participants felt that the tree plantation initiative at Captain Namdeo Lotankar Park by KEC under CSR support has significantly improved the park's environmental quality, usability, and community value, making it a greener and more vibrant public space.

## KEY IMPACT INDICATORS



### Improved Environmental Quality

The tree plantation initiative at Captain Namdeo Lotankar Park, implemented by KEC under CSR support, has significantly improved the environmental conditions of the park. The increased greencover has enhanced air quality, provided better shade, and created a cooler and more comfortable environment for visitors.



### Community Engagement

The initiative has fostered active involvement of local residents through plantation drives and awareness activities. Community members are now more connected to the park and contribute towards maintaining and nurturing the green spaces.



### Increased Footfall

With the enhancement in greenery and overall ambience, Captain Namdeo Lotankar Park has witnessed an increase in visitors. Families, children, and senior citizens are more frequently using the park for leisure and recreational activities.



### Enhanced Public Space

Previously underutilized areas within the park have become more vibrant and welcoming due to the plantation efforts. The improved landscape has made the park more accessible, functional, and enjoyable for the community.



### Biodiversity Conservation

The plantation of native and diverse species has supported local biodiversity, leading to increased presence of birds, butterflies, and other fauna. This contributes to building a healthier and more balanced ecosystem within the park.



### Community Pride

The transformation of Captain Namdeo Lotankar Park has instilled a strong sense of pride among residents. The improved condition of the park encourages people to take responsibility for its cleanliness and long-term maintenance, ensuring sustainability of the initiative.



## Sustainability

The tree plantation initiative at Captain Namdeo Lotankar Park, undertaken by KEC under CSR support, promotes active participation of local residents through plantation drives and awareness activities. By involving the community in nurturing and maintaining the green spaces, the project fosters a strong sense of ownership and responsibility towards the park.



## Environmental Sustainability

The initiative focuses on planting native and biodiversity-friendly species, contributing to improved air quality, soil health, and ecological balance. It supports long-term environmental sustainability by creating habitats for birds, butterflies, and other fauna while promoting sustainable practices within the community.



## Sustained Use of Public Spaces

The enhanced greenery and improved landscape of Captain Namdeo Lotankar Park make it a more attractive and functional space for recreation and social interaction. The plantation efforts encourage regular use of the park by residents, thereby strengthening its role as a vibrant community space.



## Long-term Ecological Impact

The plantation at Captain Namdeo Lotankar Park is designed to deliver lasting environmental benefits by developing a self-sustaining ecosystem. Over time, the growth of trees and vegetation will improve microclimatic conditions, increase biodiversity, and establish the park as a resilient and sustainable urban green space.

## PLANTATION SITE



## 04. OECD-DAC FRAMEWORK



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability



### RELEVANCE

The Program is highly relevant to the environmental and social needs of the urban context. The project directly addresses key challenges such as low biodiversity, limited green cover, and underutilization of public spaces. By prioritizing ~70% native species and creating thematic ecological zones, the intervention aligns well with national and global priorities on biodiversity conservation, climate action, and sustainable urban development.

Additionally, the program responds effectively to community needs by improving access to clean, green, and safe recreational spaces. Its alignment with municipal priorities and urban environmental goals enhances its contextual and strategic relevance.



### COHERENCE

The project aligned with the following Sustainable Development Goals (SDGs):



### EFFECTIVENESS

The program has been effective in achieving its intended objectives. There is clear evidence of:

- Increased biodiversity (birds, butterflies, pollinators)
- Improved environmental conditions and aesthetics
- Higher public footfall and community usage
- Enhanced awareness through signage and engagement activities

The creation of eight thematic zones has successfully contributed to ecological diversity and user engagement. Training of gardeners and establishment of maintenance systems further support the achievement of intended outcomes.



### EFFICIENCY

The program demonstrates moderate to high efficiency in resource utilization. The use of thematic plantation allows for targeted ecological outcomes within a defined space, optimizing land use. Capacity building of local gardeners and integration of maintenance systems contribute to cost-effectiveness over time.

However, certain challenges—such as plant survival rates, need for replacements, and initial lack of community ownership—may have impacted efficiency during implementation. Despite these constraints, the program achieved substantial outcomes relative to inputs.



### IMPACT

The program has generated significant positive environmental and social impact:

#### Environmental Impact



Restoration of urban biodiversity



Increased green cover and improved microclimate



Contribution to carbon sequestration

#### Social Impact



Enhanced quality of life and recreational access



Improved community awareness and behavior toward the environment



Increased usage of public infrastructure (park, open gym)

The shift from ornamental to native plantations has created long-term ecological benefits, making the park a model urban biodiversity space.


**SUSTAINABILITY**

The program shows promising sustainability prospects due to:



Emphasis on native species (low maintenance, climate-resilient)



Training of 10 gardeners for ongoing upkeep



Handover of maintenance to relevant authorities



Installation of awareness signage to influence long-term behavior



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

## 5. CONCLUSION

The KEC Plantation Program, initiated in 2024 with the support of RPG Group, has significantly transformed Captain Namdeo Lotankar Park into a vibrant urban biodiversity space. The project adopted a thematic approach by developing eight distinct plantation zones, including Butterfly, Evergreen, Heritage, Indigenous, Aroma, Medicinal, Carbon Sink, and Tropical zones, each designed to enhance ecological diversity and environmental sustainability.

A strong emphasis was placed on native species, with nearly 70% of the plantation comprising indigenous plants to support local biodiversity and improve habitat conditions for birds, butterflies, and pollinators. As a result, the park has witnessed a notable increase in biodiversity and public footfall, supported further by the renovation of recreational infrastructure such as open gym equipment. The initiative also incorporated awareness-building measures through informative signage, nature-based activities, and community engagement, fostering responsible environmental behavior. Capacity-building efforts included training of gardeners and establishment of maintenance systems to ensure long-term sustainability. Despite challenges such as limited community participation, plant survival variability, and site misuse, the project has successfully demonstrated a replicable model for urban ecological restoration. Moving forward, scaling such interventions, increasing native species coverage, and strengthening community ownership can further enhance the long-term impact and sustainability of the initiative.

