

**give**

# Impact Assessment Report



**Sundaram Finance Ltd. | Sundaram Medical  
Foundation**

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# List of Acronyms

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SMF	Sundaram Medical Foundation
SDG	Sustainable Development Goals
LFA	Log Frame Analysis
TOC	Theory of Change
MRI	Magnetic Resonance Imaging
BiPAP	Bilevel Positive Airway Pressure

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# 1 Executive Summary

Efficient and improved medical equipment is essential in today's age to ensure optimal patient care and better healthcare outcomes. The advancements in medical technology have made it possible to diagnose, treat and manage medical conditions with greater precision and accuracy. Efficient and improved medical equipment can enhance patient safety by reducing the risk of errors and complications during medical procedures.

Health is one of the core thematic areas of Sundaram Finance Ltd as a part of their CSR policy. Sundaram Finance Ltd, through its CSR, has supported Sundaram Medical Foundation in the following hospital infrastructure for the FY 2021-22.

S.No	Activities	Progress
1	Two phase ERP system	<ul style="list-style-type: none"> <li>• Functional and reported to be efficient in hospital billing, accounting, and payroll process.</li> <li>• Phase-II system is maintained by the Biomedical Engineering department and is stated to be useful in keeping patient's medical records.</li> </ul>
2	Inauguration of new out-patient block at SIDCO Industrial estate	<ul style="list-style-type: none"> <li>• The hospital remained closed on accounts of Covid-19 lockdown</li> <li>• OP block has emergency services with a doctor and nurse for preliminary service. The service was not utilized for the said assessment period.</li> </ul>
3	New operation theatre facility at, SMF Annexe	<ul style="list-style-type: none"> <li>• Functional from March 2019.</li> <li>• Patients undergoes surgeries in core specialties of orthopaedic, gynecology, obstetrics, general medicines</li> </ul>
4	MRI Installation	<ul style="list-style-type: none"> <li>• 54% of the patients have availed the MRI diagnostic at SMF Annexe</li> </ul>
5	Covid-19 Management	<ul style="list-style-type: none"> <li>• Two Oxygen concentrators were functioning at 600m<sup>3</sup>/day during the covid.</li> <li>• All four floors of SMF Annexe helped in attending Covid-19 related emergencies</li> <li>• BiPAP machines for RT-PCR test were used for the detection of Covid-19</li> <li>• Around 19,475 were found to be vaccinated.</li> <li>• 18% of the patients that we interacted with, took both the doses from the hospital</li> </ul>

The impact assessment deployed 'mixed method' approach to find out the effect of the intervention in providing quality patient care and healthcare services. As a part of it, 400 patients were outreached whereas 180 participated in the interaction. The patient outreach was telephonic. The visit to the hospital was in-person to see the infrastructural changes and have an in depth interaction with 1) hospital staff comprising of doctors, nurses, 2) hospital infrastructure team, and 3) SMF team. Give conducted 15 such key informant interviews in-person.

Sundaram Finance's contribution to the Sundaram Medical Foundation has helped in providing quality patient care and healthcare services. Patients reported visiting SMF hospitals for better treatment facilities. The patients were found to be visiting hospitals for on-going treatment. The minimum duration ranged from 6 months to a year.

Procurement of capital items has aided the hospital's ability to offer multi-specialty services for diagnostic and treatment. Patients prefer SMF because of its affordability. SMF charges on average 30-40% less to the patients for the medical treatment. The cost, however, differs from patient-to-patient based on their socio-economic background. 70% expressed their desire to choose the hospital for specific treatments, such as bone, ligament, and joint treatments, as well as obstetrics and pregnancies.

The assessment highlights that patients will continue to undertake specialty services that hospital has to offer.

## 2 Introduction

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Efficient and improved medical equipment is essential in today's age to ensure optimal patient care and better healthcare outcomes. The advancements in medical technology have made it possible to diagnose, treat and manage medical conditions with greater precision and accuracy. Efficient and improved medical equipment can enhance patient safety by reducing the risk of errors and complications during medical procedures. According to a report by the World Health Organization (WHO), medical errors cause around 2.6 million deaths globally each year. Using advanced medical equipment can reduce the risk of errors and enhance patient safety. For example, medical equipment such as CT scans, MRI machines, and ultrasound devices can provide rapid and accurate diagnoses, enabling healthcare professionals to start treatment quickly. The advantages of diagnostic tools such as MRI machines can detect certain types of cancer in their early stages, which can lead to a more successful treatment.

Sundaram Finance Ltd., as part of its CSR policy, is supporting Sundaram Medical Foundation (SMF) for quality patient care and healthcare services. SMF through their three hospitals i.e., SMF Annexe, Inpatient and Outpatient hospitals offer remarkable turnarounds in diagnostic and tests and refers patients who need tertiary care to specialized centers, further ensuring optimal patient outcomes. As part of their continued effort in serving the community had upgraded hospital equipment with the financial support from Sundaram Finance to achieve the following objectives:

- Better access to quality treatment for the economically and socially disadvantaged communities
- Better equipped for early detection of ailments and identifying right treatments
- Improve survival rate among patients.
- Improve quality control documentation.

Sundaram Finance in the FY 2020-21 supported SMF with:

- Covid-19 diagnostic: Screening/triaging facilities and installation of equipments for RT-PCR test
- New Operation Theatre at SMF Annexe
- New Out-patient block at SIDCO Industrial Estate
- Two phase ERP system

The assessment captures the accessibility of the hospital infrastructure meant for general goods. It also illustrates the efficacy of the intervention and the areas that can be improved further.



## 3 Objectives and Scope of Study

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The study aims to understand the implementation pathways of the training programs conducted to create employment opportunities for the marginalized community youths and the program helps them to learn while earning. The impact assessment study tries to map the program implementation against the proposed plan and draws focus on how the interventions have helped the communities overcome the programmatic challenges to meet the intended outcomes.

### 3.1 Objectives of The Study

The major objectives of the study are as follows:

- Assess the relevance and efficiency of the intervention in ensuring that the beneficiaries challenges are addressed by the project and to review the implementation pathways - assessing process and activities.
- **Understand the effectiveness of the intervention:** How each activity has led to creating the desired outcomes.
- **Understand the major success factors and challenges** in the intervention.
- **Find the areas of improvement across** all the factors from program design to implementation.
- **Provide an assessment framework** to be able to capture impacts in a manner that is effective recommendation.

### 3.2 Limitations of The Study

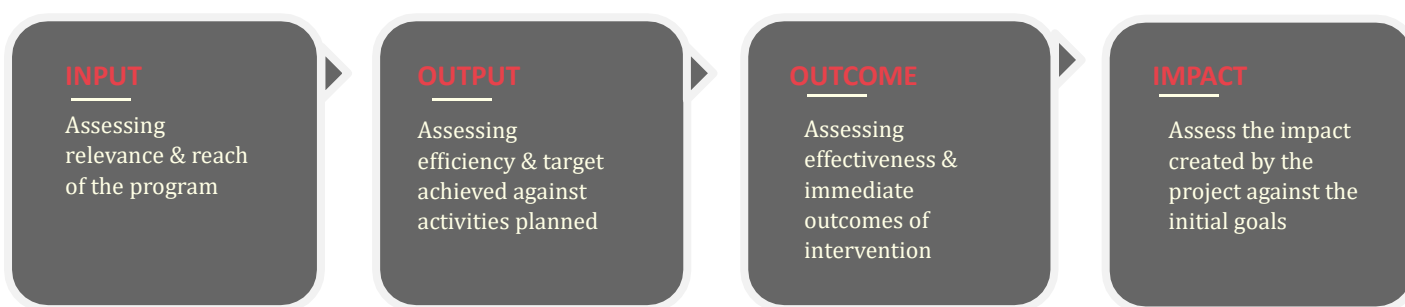
- The study administered approximately 400 calls out of which only 180 patients were responsive and completed the survey.

## 4 Assessment Framework

To create an overall framework for the impact assessment, the following activities were undertaken. We began by establishing the scope of the assessment in terms of the type of stakeholders to be engaged and topics to be discussed with them. Based on this and the understanding of the project activities, we developed stakeholder-wise detailed questionnaires to ascertain factors including rationale for supporting the program, the implementation process, roadblocks in operations and beneficiary feedback about the efficacy of the program. The findings and recommendations arising out of this process are mentioned in the subsequent sections of the report.

### 4.1 Theory of Change

The THEORY OF CHANGE FRAMEWORK (ToC) for the given program is illustrated below:



Inputs	Output	Outcome	Impact
<ul style="list-style-type: none"> <li>• Ascertaining the need of</li> <li>• Enterprise Resource Planning (ERP) system</li> <li>• BiPap – non-invasive oxygen support</li> <li>• Ultrasonic Machine</li> <li>• Arterial Blood Gas Analyser</li> <li>• Oxygen Concentrator</li> <li>• Magnetic Resonance Imaging (MRI)</li> </ul>	<ul style="list-style-type: none"> <li>• Purchase of the equipment from the selected vendor/ vendors</li> <li>• Installation and commissioning of these equipment</li> </ul>	<ul style="list-style-type: none"> <li>• Better reporting and documentation of hospital records as part of quality control</li> <li>• Optimised and efficient delivery of medical diagnosis of patients</li> <li>• Improved diagnosis of respiratory and metabolic systems</li> </ul>	<ul style="list-style-type: none"> <li>• Access to quality treatment for the economically and socially disadvantaged communities</li> <li>• Early detection of ailments and identifying right treatments</li> <li>• Improved survival rate among patients</li> <li>• Database supporting in scientific research and quality control documentation</li> </ul>

### 4.2 Logical Framework Model

A **LOGICAL FRAMEWORK MODEL** is created against the identified ToC to reflect the identifiable indicators, means of verification, and assumptions, as given below:

<b>LOG FRAME ANALYSIS (LFA)</b>				
	<b>Project Summary</b>	<b>Indicators</b>	<b>Means of Verification</b>	<b>Assumptions</b>
<b>IMPACT</b>	<ul style="list-style-type: none"> <li>Improved diagnosis and early detection of ailments</li> <li>Reduction in mortality rate</li> </ul>	<ul style="list-style-type: none"> <li>% increase in proper diagnosis and treatment</li> <li>Overall projection of decrease in mortality due to the new facilities</li> <li>Decrease in cost of treatment and diagnosis for patients</li> </ul>	Monitoring and evaluation by SMF hospital	Patients have access to quality devices for early diagnosis and treatment.
<b>OUTCOMES</b>	<ul style="list-style-type: none"> <li>Patients are benefitted from the devices.</li> <li>Improved database for quality control documentation</li> </ul>	<ul style="list-style-type: none"> <li>No. of beneficiaries for each of the devices</li> <li>No. of samples and screenings conducted with each device.</li> <li>NABH accreditation of the hospitals</li> </ul>	Primary data from hospitals and surveys with patients	
<b>OUTPUTS</b>	<ul style="list-style-type: none"> <li>Procurement of ERP system, BiPap, Ultrasonic Machine Arterial Blood Gas Analyser, Oxygen Concentrator, Magnetic Resonance Imaging (MRI)</li> </ul>	<ul style="list-style-type: none"> <li>Vendor selection bid</li> <li>Physical verification at the location</li> </ul>	Procurement receipts	<p>Proper usage of the devices will give access to the needy beneficiaries.</p> <p>Installation of devices will lead to proper usage of the devices.</p>
<b>INPUTS</b>	<ul style="list-style-type: none"> <li>Ascertain the need for ERP system, BiPap, Ultrasonic Machine Arterial Blood Gas Analyser, Oxygen Concentrator, Magnetic Resonance Imaging (MRI)</li> </ul>	<ul style="list-style-type: none"> <li>Number of stakeholders involved in the analysis</li> </ul>	Need assessment report	Need assessment will lead to purchase and installation of devices

### 4.3 Three Point Assessment Framework

Based on the TOC and the LFA created, we examined the relevance of services, the preparedness for program activities, qualitative and quantitative assessments, efficiency, and effectiveness of delivery of services as well as any innovations that may have been implemented on the ground.

The impact assessment findings are further anchored around Give’s Three-point Assessment Framework as illustrated here.



#### Program Design

- Relevance of the intervention
- Preparedness for the intervention
- Qualitative & Quantitative assessments



#### Program Delivery

- Efficiency of program implementation
- Effectiveness of program implementation



#### Impact & Sustainability

- Depth of impact
- Sustainability of impact

#### Program Design

It studies program strategies, inputs and resources, assumptions, outreach mechanisms, and much more. We also consider if the program design attends to specific needs of the stakeholders, program locations, social categories, site, and situation, among other development needs. Give’s Impact Assessment approach for program design is based on Assessment criteria like Relevance and Preparedness using methodologies such as assessment of baseline survey.

Give assesses the Program Delivery to understand the success of the program delivery mechanism in attaining the overall objectives such as cost effectiveness, resource efficiency, equity in service delivery, best practices and challenges, perception about the services among the relevant stakeholders, among other actors.

or the desired outcome can be attributed to the program intervention. Give uses criteria such as scale of Impact and impact sustainability to understand the impact potential of the project.

#### Program Delivery

#### Impact

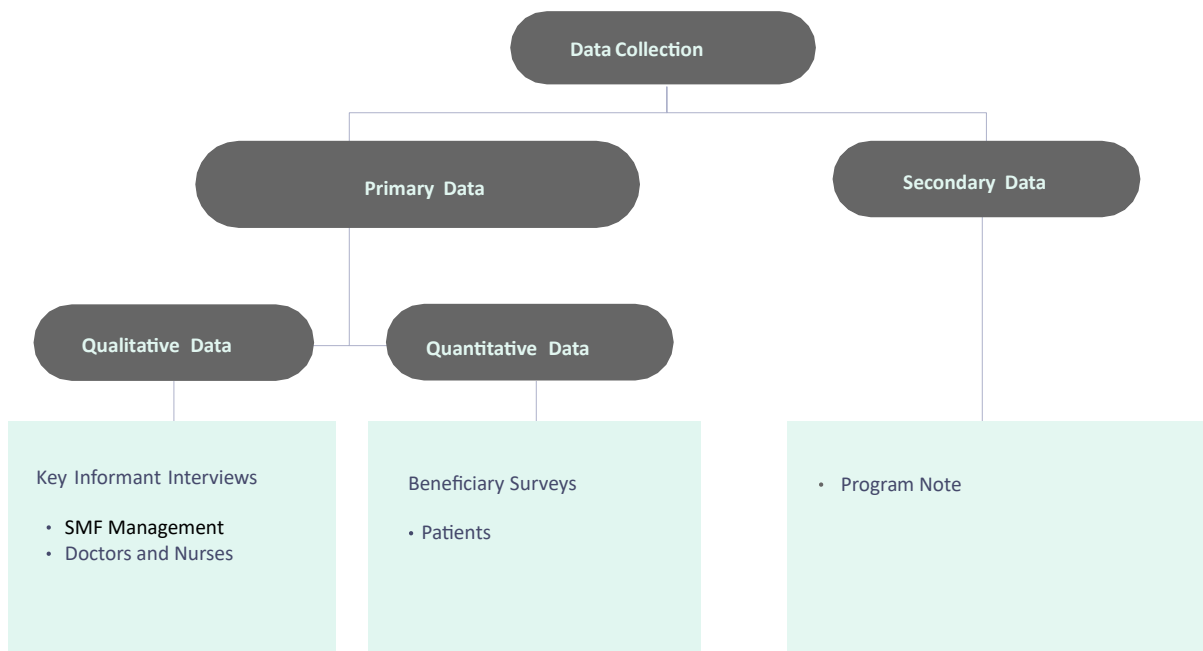
The program’s impact potential was assessed to ascertain whether a change

# 5 Methodology Adopted

We initiated the impact assessment study by identifying the key stakeholders for the project. These stakeholders were ratified in consensus with the implementing partner. The study takes a 'mixed method' approach which includes both qualitative as well as quantitative data capture and analysis.

The quantitative tools provide values to key indicators related to access, awareness, quality. It also maps the outputs against the targets and outcomes perceived by the beneficiaries. On the other hand, the qualitative method and approaches provide a better understanding and help to build a storyline for the achievements and gaps in the program from the lens of immediate stakeholders involved in the program implementation, other than the beneficiaries. A qualitative study gives substantiated evidence for a better understanding of the processes involved in the program implementation. Thus, the 'mixed method' approach also helps in developing a framework for gap identification and course correction.

## 5.1 Data collection



- **Primary data:** Primary data is the key to collecting first-hand information as evidence from the beneficiaries and stakeholders on the interventions. It allows us to understand the benefits delivered, its effectiveness and key challenges to assess the impact created by the program and arrive at recommendations that enhance it.
- **Secondary data:** For secondary data collection, the program proposal, MoU, and program report were referred. These documents gave high level insights about the projects including the inception and implementation phase along with the processes followed.

## 5.2 Sampling strategy

The program was implemented in Chennai, Tamil Nadu. Considering a confidence interval of 95%, and 5% allowable margin error, the study was planned for 180 primary data collection and 15 key informant interviews (qualitative).

$$\text{Sample size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N}\right)}$$

The following formula details out the sample size calculation process with the assumptions considered.

- N= Total stakeholder population
- z = Z Score (Z-score is the number of standard deviations a given proportion is away from the mean and 1.96 here corresponding to a 95% confidence interval)
- e = Margin of Error (Percentage in decimal form; here taken as 0.05 (+/- 5% error))

- p = sample proportion (0.5)

The quantitative data collection, we created representative and stratified samples to ensure accurate results.

Sampling Plan for beneficiary surveys (Quantitative Data Collection): We stratified the sample by two parameters, namely:

- Intervention geography,
- Socio-economic strata of the stakeholders

The following table elaborates the sample size and distribution as per the strategy.

Stakeholder/ beneficiary interactions	Samples
Patients	180
Doctors	3
Nurses	7
SMF Hospital Management	5

The assessment reached out to the sample size of 495 out of which 400 were patients. The interactions have been captured of 195 people, against the planned sample size of 250 over a period from 26<sup>th</sup> March to 30<sup>th</sup> March 2023. Out of the 180 patients' data collected 24 were COVID 19 patients.

**Key informant interviews:** Questionnaires were designed for each stakeholder interview. All relevant questions were asked to the respondents and were captured. This was done through purposive sampling.

Stakeholder Group	No. of interviews (achieved)
Doctors	3
Nurses	7
SMF Hospital Management	5

# 6 Findings & Analysis

Descriptive statistic (basic features of the data including frequencies, counts, percentages), comparative analysis (before and after comparisons), and content analysis (for qualitative data to interpret and analyze unstructured textual content into manageable data done to analyze and interpret the data collected. The findings for the intervention in improving the efficiency of Sundaram Medical Foundation Hospitals are as per the three-point assessment framework described earlier.

## 6.1 Program Design: Relevance

Patients mostly visit the hospitals of Sundaram Medical Foundation through word-of-mouth. 90% of the patients visit the hospital for the best treatment and quality patient care. The need for the equipment and ERP system justifies catering the quality patient care and healthcare services.

## 6.2 Program Delivery

The biomedical engineering team was in charge of selection of the vendor, procurement, and maintenance of the equipment. The team obtained quotes from three different vendors and conducted demonstrations in the hospital, after which the hospital management team made the final vendor selection.

As a result, upgradation of the machines and equipment were done for all their three hospitals as seen in figure1 :

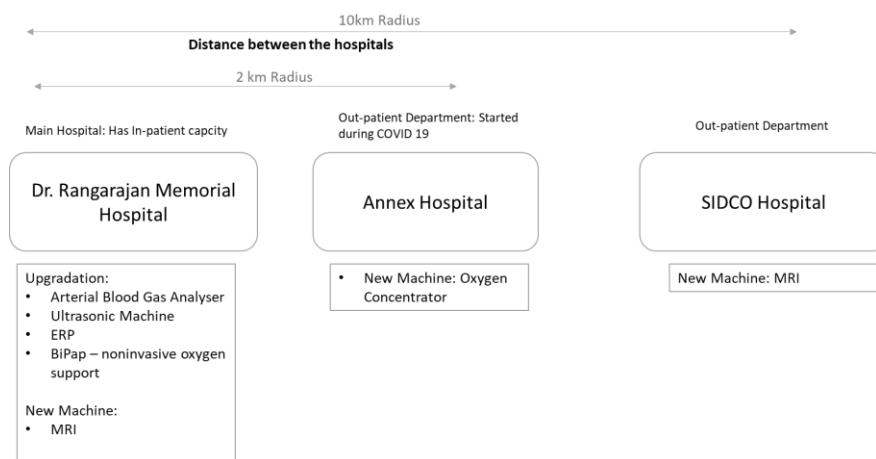


Figure 1: Upgradation in SMF Hospitals

## ERP System

Prior to the upgrade, billing was done manually which was a time-consuming process and increased the likelihood of errors. With the new system in place, the hospital is able to streamline its billing procedures and reduce the risk of errors. An individual turnaround time for billing has come to on an average 5 min from 10-15 min earlier.

In addition, the upgraded ERP system will prove to be an asset during NABH evaluations. All patients that we interacted with agreed that the billing process have improved significantly.

## New Operation Theatre, SMF Annexe

Patients at the in-patient hospital are currently undergoing various surgeries, including spinal cord surgery at a cost of Rs. 300,000. Surgery related to pregnancy costs Rs. 275,000 rupees, and arthroscopy cost Rs. 50,000. These surgeries have been chosen due to the high quality of treatment provided at the hospital.

### Covid-19 Scanning & Testing

The SMF Annex hospital dedicated two floors i.e., 3rd and 4th floor for attending Covid-19 related emergencies. However, with spikes in the cases, it eventually converted its entire facility into a Covid-19 care centre. 13 patients who were diagnosed with Covid infections were transferred to the main hospital for further treatment for co-infection check-up and observation.



Figure2: (a): Oxygen Concentrator, (b) BiPAP Machine

In terms of Covid testing and vaccinations, the Annex hospital tested 300 to 500 patients for RT-PCR and provided vaccinations to around 19,475 individuals. For the Covid-19 treatment, oxygen concentrator supplied oxygen to the patient. Around 600m<sup>3</sup> of O<sub>2</sub> was utilised per day.

### MRI

Of all the treatments currently being received at the hospital, 54% of the patients required an MRI. Among these patients, 73% had received treatment at either the SIDCO facility or the main hospital within the past year. The MRI machine was used as part of various type of treatment under the following specialties, as seen in Table 1:

Table 1: Overview of MRI screening across different specialties	
Specialty	Example of treatments carried out
Endocrinology	Nodal operation
Neurology	Spinal cord surgery
Orthopaedics	Knee Surgery
Gastroenterology	Gall Bladder Infection
ENT	Ear
General Surgery	Hernia
COVID 19 treatment	13 patients hospitalized for COVID 19 infection

The finding suggests that SMF hospitals are a popular choice among patients living in Chennai, primarily because of the positive word-of-mouth referrals and the affordable cost of treatments offered by the hospital. The cost of the treatment varies from patient-to-patient based on their socio-economic background.

The installation of the machines took 2-3 months, and they have been in use ever since, improving the hospital's efficiency, particularly in early diagnosis using the ABG machine, which provides a disease



diagnosis and solution within 4 hours. To teach doctors and nurses how to operate, troubleshoot, and perform basic maintenance on the machines, three training sessions were conducted over a span of 3 months. However, mobilizing doctors and nurses for the training was challenging due to their busy schedules. Nevertheless, the upgrade has significantly improved the turnaround time for diagnosis, benefiting doctors in the General Outpatient, Gynaecology, and Cardiology specialties.

### 6.3 Impact and Sustainability

The collective responses from doctors, nurses, and patients suggest that the hospital equipment has improved the efficiency and effectiveness of treatment. This is evident from the fact that the equipment is being used for diagnosis and subsequent treatment across different specialties. Also, the ready availability of oxygen concentrators at the hospital led to an increase in patient footfall. More than 90% of the patients responded that hospitals provide good medical facilities. Table-2 below gives an overview of patient's rating on the hospitals' performance.

The intervention has led to significant increase in patient's footfall at the hospital, particularly in the General

Table 2: Ratings of Patient Experience		
S. No.	Question	Average Rating (Out of 1-5)
1	Hospital environment where patient got treated	4.2
2	Quality of medical facilities offered at the hospital	4.2

OP, Cardiology, and Gynaecology departments, with 60-70 patients per day. However, the hospital team is still facing challenges in understanding errors in the machines and organizing staff for training. This shows that although the intervention has improved the diagnosis and treatment process, there is still a need for more adequate training. The hospital team envisions some areas of improvement to create a more effective and efficient delivery service to mitigate challenges. These include head nurses conducting classes for staff nurses on Tuesdays and Fridays, as well as learning sessions within the staff. These improvements will eventually result in an increase in patient footfall.

64% of the patients treated by SMF hospitals live within a 10 km radius and are aware of facilities through word-of-mouth. Affordability of the treatment was a significant factor that motivates patients to visit the hospital. For instance, nodal surgery at SMF costs ₹ 40,000, while the price range for the same procedure in other hospitals in Chennai varies from ₹ 88,350 to ₹ 171,000. Similarly, the cost of arthroscopy at SMF is ₹ 50,000, compared to the base price of ₹ 60,000 at other hospitals. As part of the affordability of the treatment, the hospital gives concessional rate from 30-50% on need basis after thorough verification of the patients' economic background.

95% of patients expressed their willingness to opt for the hospital's services any day. and 70% expressed their desire to choose the hospital for specific treatments, such as bone, ligament, and joint treatments, as well as obstetrics and pregnancies. When asked about the best features of the hospital, patients highly said the better treatment facilities, presence of qualified doctors, and good infrastructure availability.



Figure3: ABG Machine

Also, the Table 3 provides an overview of the association of both new and old patients with the SMF hospitals:

<b>Table 3: Mapping patient association with SMF</b>			
<b>Association</b>	<b>3-5 Years</b>	<b>6-15 Years</b>	<b>0-1 Year</b>
Sampled Patients	14	29	133
Willing to continue their association	100%	89%	95.4%

The hospital's vision for the next five years includes implementing the best ERP system in the city, ensuring standard medical services with updated equipment, increasing the number of beds, and providing systematic treatment to patients. However, the hospital currently lacks a Cath lab, which is necessary to provide holistic cardiology services to patients. As a result, the hospital must refer many patients to other facilities for this specialized treatment.

## 7 SWOT Analysis

A SWOT analysis is conducted to understand the program's strengths, weaknesses, opportunities, and threats. It was conducted from the responses received from the program team and other implementation-level stakeholders, at the same time considering the beneficiary feedback.

### STRENGTH

- The equipments have aided SMF hospitals in providing quality patient care and healthcare service
- The ERP machine has made the process of maintaining hospital operations more efficient.
- The implementation of the ERP system is expected to improve the next evaluation process by NABH.
- Oxygen Concentrator provided constant oxygen supply to for Covid-19 hospitalised patient
- MRI machines is used across different specialties in the hospital.

### WEAKNESS

- The capacity building of the hospital staff for new equipment is challenging as their availability is limited.

### OPPORTUNITIES

- SMF should consider decentralizing out-patients on account of the patient's footfall.
- Smaller centres will prove effective in providing quality healthcare services to larger citizens

### THREAT

- No perceived threat

## 8 Conclusion

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The outcomes of SMF foundation's equipment upgradation and strengthened infrastructure are significant. One major outcome is the ability to provide critical care to Covid-19 patients during the peak of the pandemic. This has helped to mitigate the spread of the virus and save lives. Additionally, the faster and more efficient diagnosis across specialties has led to improved patient outcomes and reduced wait times. The hospital's reputation for quality healthcare has also resulted in an increase in patient volume, which can lead to improved financial performance and sustainability for the hospital. Furthermore, the foundation's efforts to provide a wholesome healthcare experience for its patients can result in increased patient satisfaction and loyalty, leading to improved outcomes and reduced healthcare costs over the long term. Overall, the SMF foundation's decision in equipment upgradation and infrastructure has had a significant positive impact on the hospital's ability to provide high-quality healthcare services to its patients.

## 9 Annexure

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### Sundaram Medical Foundation IA\_ Questionnaire

#### Hospital Staff

- Name
- Designation
- Roles and Responsibilities
- Hospital

#### Program Design

1. What intervention was carried out in your hospital?
2. What were the challenges faced by the hospital before the intervention?
3. Was there any relevant study conducted to understand the need for this intervention?
  - Yes, specify \_\_\_\_\_
  - No, cite reasons \_\_\_\_\_
4. As an hospital, do you take feedback from your patients on the services that are provided by the hospital?
  - Yes, how, and when do you conduct these surveys? \_\_\_\_\_
  - No
5. Did this intervention take place in consultation with you?
  - Yes, what was your recommendation and why?
  - No, who decided these interventions?
6. What are the services provided by the hospital?
7. Does the hospital cater to a specific stratum of the society?
  - Yes, explain \_\_\_\_\_
  - No
8. What was the time taken to complete this intervention?
9. Since when did the hospital started to use the equipment/ facility post completion of the intervention?
10. Does your hospital provide treatment in subsidised rate?

#### Program Delivery

1. If this intervention involved procurement of equipment, how was the vendor selection carried out?
2. How has this intervention been helpful in your line of work in the hospital?
3. Has the efficiency of the services improved because of this intervention?
  - Yes, how has this improved? \_\_\_\_\_
  - No, cite reasons \_\_\_\_\_
4. Who were the primary stakeholders for this intervention? (example, if ERP system – stakeholders: front desk professionals etc.,)
5. Were any trainings conducted as part of this intervention?
  - Yes
  - No
6. If your previous answer is a yes, please provide details of the following:
  - Duration of the training \_\_\_\_\_
  - Resource Person \_\_\_\_\_
  - Topics covered as part of the training \_\_\_\_\_

7. Has the hospital's capacity to improve the services improved as because of the intervention?
  - Yes
  - No

8. If your previous answer is a yes, provide details for the following:

Services	New/ Updated	Footfall of patients

9. Has this intervention resulted in expanding the human resources in the hospital?
  - Yes
  - No

10. If your previous answer is a yes, provide details for the following:

Department	Staff Position	Total Number

11. How do you create awareness about the healthcare services provided by your hospital?
12. What are the challenges you faced during the project intervention?
13. What is the scope of improvements you see in the hospital?

### Impact and Sustainability

1. Has there been an increase in the footfall of patients after this intervention?
  - Yes
  - No
2. If your previous answer is a yes, provide data for the last two years:
  - 2021-22 \_\_\_\_\_
  - 2022-23 (till date) \_\_\_\_\_
3. For which treatment(s), there is an increase in patient footfall?
4. If your previous answer is a no, cite the reason(s).
5. Please mention the visible changes you have observed after the intervention.
6. What is the vision for your hospital in the next 5 years?
7. What type of support would you want Sundaram Finance to provide you with in this journey?

## Patients

- Name
- Location
- Gender
- Age
- Name of the hospital
- Outpatient/ Inpatient:
- Distance from your home to the hospital: \_\_\_\_\_km

## Program Design

1. How did you get to know about hospital services SMF?
  - Website
  - Word of mouth
  - Others, specify \_\_\_\_\_
2. How did you apply/register for appointment in the hospital?
  - Via hospital portal
  - Via telephonic registration
  - Via registration form
  - Others, Specify \_\_\_\_\_
3. Why did you choose SMF hospital for the treatment?

## Program Delivery

1. What services did you take from the hospital?
2. For whom did you take the services for?
  - Self
  - Relatives, specify \_\_\_\_\_
3. Since how many months/years have you been visiting at hospital?
  - A) > 6 month,
  - B) Between 6 months to a year
  - C) Minimum 1 year but less than 3 years
4. Were you/ your relative was admitted in the hospital? Y/N
5. What type of additional support did you receive from the hospital apart from the treatment?
6. How helpful were the hospital staff in your treatment process?
  - 3: High
  - 2: Moderate
  - 1: Poor
7. Please rate the hospital environment where you got treated.
  - 5: Very Good
  - 4: Good
  - 3: Acceptable
  - 2: Poor
  - 1: Very Poor
8. What were some of the challenges you faced while getting treated in the hospital?
9. On a scale of 1-5, how would you rate the quality of medical facilities offered at the hospital?
  - 5: Excellent
  - 4: Very Good
  - 3: Good
  - 2: Poor
  - 1: Extremely poor"

### Impact and Sustainability

1. Would you opt for this hospital in the future?
  - Yes,
  - No, cite reasons \_\_\_\_\_
2. Is there a specific treatment for which you would like to opt for this hospital? Y/N, If yes, specify \_\_\_\_\_
3. What is/ are the best features of the hospital?
4. What feedback would you have for the hospital?

### Sundaram Finance CSR Team

- General Information
- Name
- Designation
- Duration of association with the project

### Program Design

1. What type of support was provided to SMF through Sundaram Finance CSR last two years?
2. What is the overarching objective of Sundaram Finance in providing their support in the health sector especially to SMF?
3. How do you approve the projects under SMF which are supported under CSR vertical of Sundaram Finance?

### Program Delivery

1. How did you finalize the required list of equipment for the hospital?
2. Did SMF chose the vendor? (Y/N)
3. If yes, what was the basis of the selection?
4. Is there a monitoring and evaluation process administered to keep a track of the intervention? (Y/N)
5. If yes, how did you monitor the progress of the intervention?
6. "On the scale of 1-5, how would rate the delivery of M/s. Shivam Medisoft services Private Limited?"
  - 5: Excellent
  - 4: Very Good
  - 3: Good
  - 2: Poor
  - 1: Extremely poor"

### Impact and Sustainability

1. What are the key challenges encountered during the program? Bullet Points
2. What is the long-term impact you are envisaging through the program? Short answer
3. According to you, which are the key areas that could have been improved for this project? (Bullet points)
4. What are the key success factors of the project?



### Implementation Team

- Name
- Designation
- Years of association in SMF

### Program Design

1. What are the overarching objectives of SMF?
2. What interventions were carried out as part of the Sundaram Finance CSR program?
3. What were the key objectives for the CSR supported program?
4. What type of interventions were carried out as part of this program?
5. Was any need assessment conducted to understand the requirements of this program?
  - If yes, what were the key areas identified?
  - If not, why? Short answer

### Program Delivery

1. What type of support was provided to each of the hospitals by SMF apart from the funds?
2. How did you track the progress of the intervention?
3. What were the key performance indicators that were tracked to measure the outcomes of this intervention?

Key Performance Indicators	How much were achieved?

4. If the intervention did not identify any KPIs, how were the outcomes measured?
5. What were the challenges faced during the intervention?
6. Who were the key stakeholders from the hospitals who facilitated this intervention along with SMF? Mention the roles and responsibilities of each of these stakeholders.

### Impact and Sustainability

1. What are the visible changes that were seen in this program after the intervention?
2. What makes this intervention salient from other healthcare interventions that you would have deal with?
3. What kind of support is expected from Sundaram apart from funding in the upcoming years?
4. What can be done differently to increase the impact of the project? Short answer
5. What are the key success factors of the project?
6. Are you willing to replicate this project for other location? (Y/N)
  - If yes, where? Short answer
  - If not, why? Short answer



SOCIAL IMPACT ASSESSMENT OF SCHOLARSHIP  
PROGRAM IMPLEMENTED BY LAXMI CHARITIES

Supported by Sundaram Finance Ltd.

Report Prepared by Social Audit Network, India

Latha Suresh

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## 1. Background

Education has emerged as one of the most valuable and costly assets in the modern world. While the GOI has allocated Rs. 94,800 crores for the education sector in the year 2019-20 and Rs. 99,300 crores in the budget of 2020-21, most of the investments are made within government schools and colleges. Despite numerous efforts, the quality of education in government institutes is relatively poor when compared with private institutes. This could be attributed to quality of the teaching staff, better infrastructure and structured learning curriculum followed in private institutes.

Private institutions are becoming a more popular option for education since public schools offer inferior education to what is offered in private ones. However, quality education comes at a hefty cost and parents must pay the tuition fees via OOP, (out of pocket expenditure). Since private education is typically only accessible to a certain segment of the population due to the growing expense of education, students and recent graduates from disadvantaged homes who want to further their higher education look into different financial assistance options. So, one frequently considered solution to this is need-based scholarships. When no other options are available, students even consider looking for jobs to supplement their family income. Students may even think about looking for employment to help augment their family's income if they have no other choices. As a result, more students are dropping out, especially female students. Hence, scholarships play an increasingly significant role in increasing accessing to quality private education and reducing drop-out rates. Need-based scholarships are therefore an often-explored option to address this.

A need-based scholarship, as its name implies, is given to an applicant who comes from a less privileged financial background. These scholarships are given to applicants so they can finish their study even when they are unable to afford the financial requirements. This is especially important when it comes to highly regarded professional STEM courses. Scholarships are the favoured choice for students from low-income homes, mostly because they are not repaid, unlike student loans.

Need-based financial aid, which is generally given to students in the form of scholarship grants, must be increased in light of the government's call to action and the urgent need to build a secure future for the nation's children. This will guarantee that it serves as the first line of support for those in need. Here, the participation of CSR groups and NGOs that promote education is crucial because they may provide students the impetus through platforms where they can apply for scholarships and finish their choice of study.

## **i. About Laxmi Charities**

Laxmi Charities is a not-for-profit organization that was registered as a Society on 14<sup>th</sup> March 1973. The management of the affairs of the Society is entrusted by Rules of the Society to a Managing Committee. The Committee consists of a President, a Secretary & Treasurer and five members.

The objects for which the Society was established are:

- To promote education and give relief to the poor
- To give and grant medical relief to the poor
- To establish, promote and maintain research institutes for advancement of scientific and technical knowledge
- To establish, promote and maintain schools, patasalas, hospitals, poor homes for the aged and infirm destitute, orphanages, libraries, reading rooms, halls and premises for the promotion, instruction, propagation, and diffusion of knowledge in science, literature, and fine arts without any consideration for caste or creed
- To pay school and college fees and establish scholarships to enable poor boys and girls irrespective of caste to pursue their education

In the past 10 years, the charity has received frequent large donations from Sundaram Finance Ltd, Brakes India, and their partners. Laxmi Charities began offering need-based scholarships to help disadvantaged boys and girls continue their education in order to fulfil the fifth purpose. Since its inception, more than Rs. 39.00 crores have been given to more than 100,000 deserving people who come from the economically disadvantaged parts of society. Laxmi Charities has given more than 38,000 students a total of Rs. 21.00 crores in the last five years.

## **2. Objective**

Sundaram Finance Ltd approached The Social Audit Network (SAN), India to carry out an Impact Assessment of the Scholarship Program to Need-Based Deserving Candidates from Tamil Nadu. Laxmi Charities carried out the programme, spending a total of Rs. 9,72,00,000. (Rupees 9.72 Crores). In all, Rs 3.14 crore and Rs 6.59 crore were sponsored in the fiscal years 2020–21 and 2021–22, respectively.

This study details the overall impact of the Scholarship Program, which was made available to 13,705 Scholars between the years 2020-2022. The study makes an effort to determine how much the use of the aforementioned assistance has aided the stakeholders in achieving the goals of Sundaram Finance Ltd. (SFL) and Laxmi Charities. This study's goal is to give SFL enough knowledge on the scholarship program's applicability, usefulness, efficacy,

sustainability, and social impact in order to make recommendations for long-term implementation plans.

### 3. Scope

The scope of the study is from April 2020 to March 2022.

### 4. Methodology

The Social Impact Assessment was coordinated by Ms. Neeta Nair, a Social Auditor. Ms. Latha Suresh, Director of Social Audit Network, India mentored and guided her through the course of the study. The Social Auditors had a detailed round of discussions with the program staff based in Tamil Nadu. A survey was conducted over a period of fifteen days in the last two weeks of December 2022 by the tele-calling team of SAN. The study employed the following research methodologies:

- Key informant surveys with parents of the students at the hospitals.
- Structured telephonic interviews with the beneficiaries.
- Evaluation of the primary and secondary data given by the team.

### 5. About the Program – An Overview

Laxmi Charities has initiated the scholarship programme in the year 2018 for the deserving children from needy communities' community with support from Sundaram Finance Ltd. Over 95% of the students supported hail from Chennai in Tamil Nadu. The scholarship application process is conducted online. The process for the application process follows a three-pronged strategy.



Figure 1 Process for Application

**i. Overall Support**

The Scholarship program was aimed at supporting students from disadvantaged backgrounds to pursue their higher education. In all, 13,705 students were supported during the scope of the audit. In line with the increase in fees charged by the educational institutions year after year, the organization suitably revises the assistance offered at regular intervals. The norms, presently in place, for grant of scholarships to the students are as under.

*Table 1 Type of Support Provided*

<b>COURSE</b>	<b>AMT (RS)</b>	<b>MIN MARKS</b>	<b>MAX ANNUAL INCOME</b>
<b>+1 &amp; +2</b>	<b>4500</b>	<b>75%</b>	<b>3.00 lakhs</b>
<b>Graduate</b>	<b>7500</b>	<b>70%</b>	
<b>Diploma</b>	<b>10000</b>		
<b>Professional</b>	<b>16000</b>		

The scholarship not only was aimed at targeting school children but also focused on children pursuing their college education and professional courses. Of those supported, 7.47% were school students, 54.2% were pursuing either their undergrad or postgrad studies, 7.22% were doing their Diploma and 31% were enrolled in a Professional Course.

**i. No of beneficiaries reached**

*Table 2 Two Year Impact of the Program*

<b>TOTAL STUDENTS SUPPORTED</b>		
	<b>2021-22</b>	<b>2020-21</b>
<b>+1' &amp; +2</b>	<b>583</b>	<b>995</b>
<b>Graduate &amp; PG</b>	<b>4901</b>	<b>3681</b>
<b>Diploma</b>	<b>457</b>	<b>431</b>
<b>Professional Courses</b>	<b>1371</b>	<b>1286</b>
<b>Total</b>	<b>7312</b>	<b>6393</b>



## ii. Amount Supported

In all, support to the tune of Rs 9.72 crores was provided. A major chunk of these expenses was towards scholarships for UG/PG students (Rs 5.33 crores) and those pursuing professional courses (Rs 3.09 crores). School scholarships worth Rs 25.1 crores was provided whereas scholarships worth Rs 69.4 lakhs to those pursuing their Diploma. The program therefore was of significance to those who had completed their 11<sup>th</sup> and 12<sup>th</sup> with the average scholarship amount being Rs 7093.

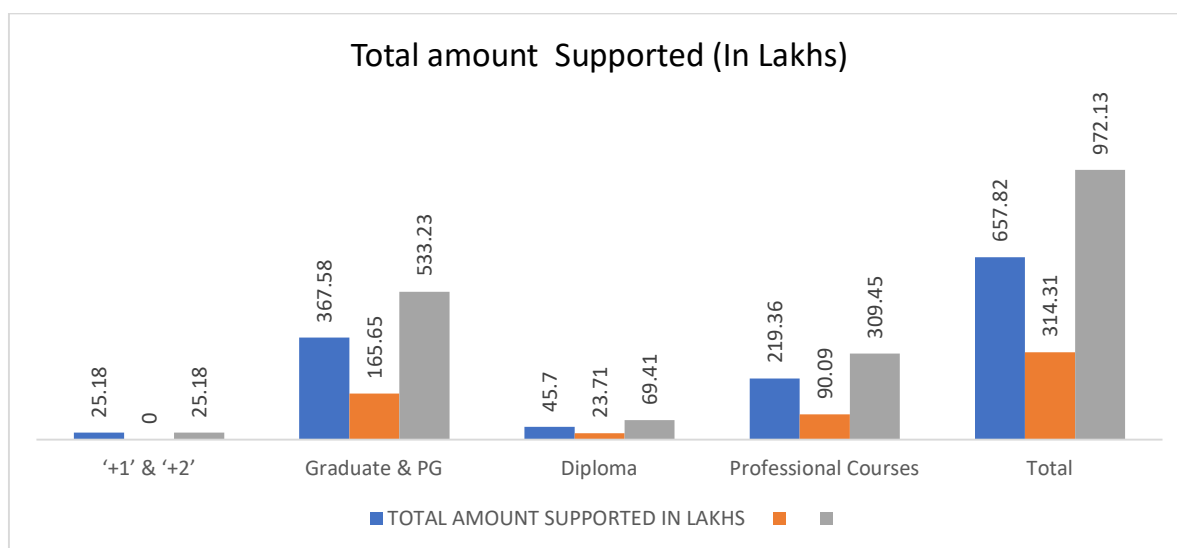


Figure 2 Total amt provided

	No. of Students Supported	Total Cost (in Rs.)	Average/ Student
'+1' & '+2'	1,578	25,18,000	1,595.69
Graduate & PG	8,582	5,33,23,000	6,213.35
Diploma	888	69,41,000	7,816.44
Professional Courses	2,657	3,09,45,000	11,646.59
<b>Total</b>	<b>13,704</b>	<b>9,72,13,000</b>	<b>7,093.76</b>

Figure 3 Avg cost per student - course-wise

## 6. Beneficiary profile

### i. Age of the Student

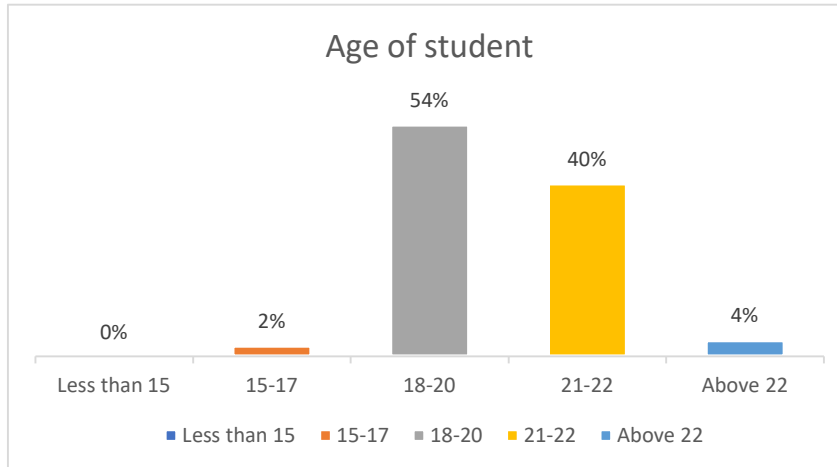


Figure 4 Age - Profile of scholarship awardees

More than 94% of the scholarship awardees were above the age of 18, indicating that the program was aligned more towards the need of young adults than children. 54% were in the age group 18-20 and 40% were ages 21-22 years old. Only a minuscule 2% were under the age of 17.

### ii. Gender

Of those surveyed, close to 66.5% were females indicating that a greater number of girl students were supported through the program. There was one transgender student who availed the scholarship. This is an indication of the program providing increased access to scholarships even for the marginalised gender groups.

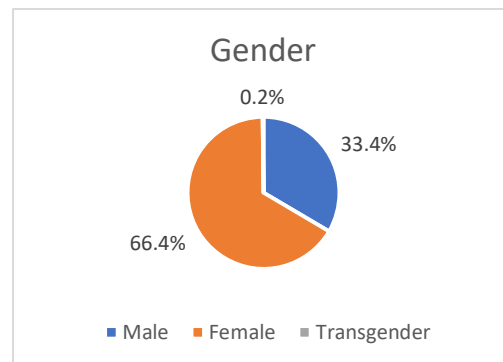


Figure 5 Gender - Profile of scholarship awardees

### iii. Caste

More than half the students (59%) supported hailed from the OBC and Backward Communities. The program also reached a substantial number of those (86 students) from the Scheduled Caste Background as indicated in the table below.

Table 3 Caste-wise segregation of support provided

	Caste %	Caste N
SC	14%	86
ST	0%	1
BC	54%	327
OBC	5%	33
Other	27%	163

### iv. Religion

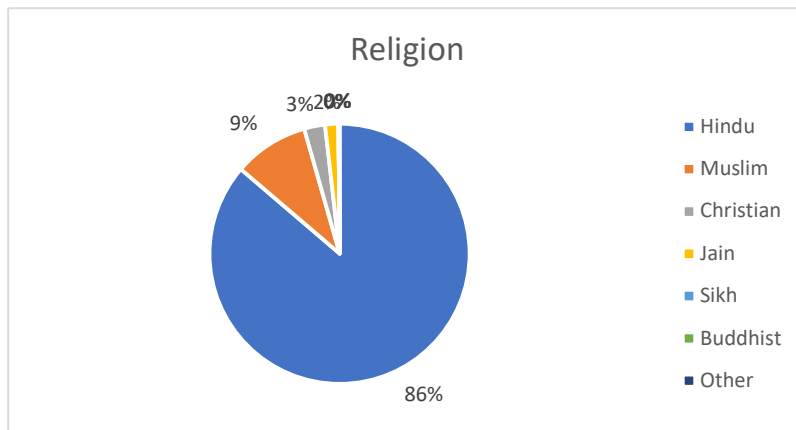


Figure 6 Religion - Profile of scholarship awardees

The majority of the students supported hailed from the Hindu Religion. The numbers are indicative of a fair representation given the actual demographic profile of Chennai city.

### v. Family Income

The program supported children from lower income households with 54% hailing from families that had an average monthly income of less than Rs 10,000. Close to 47 earned at least Rs 20,000 a month.

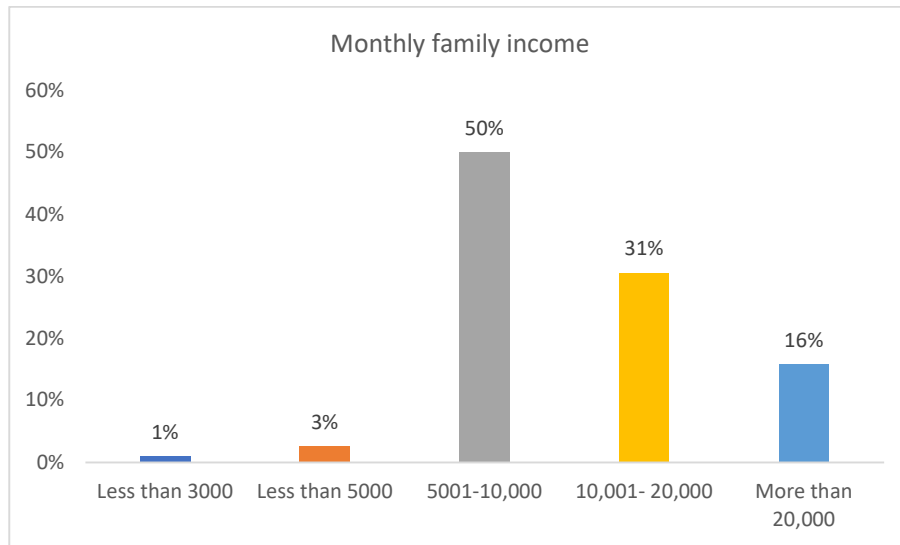
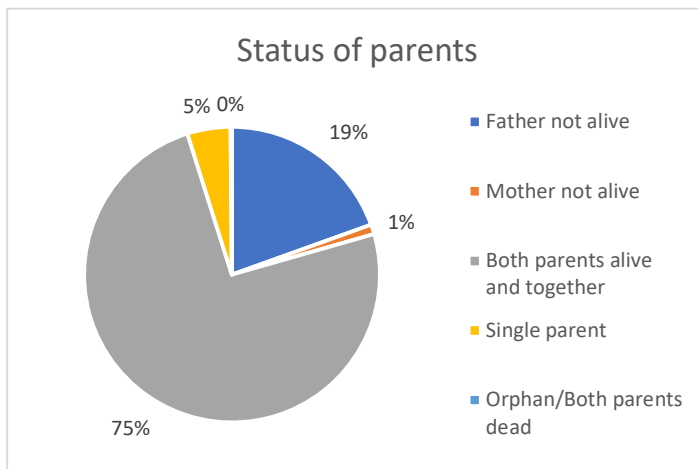


Figure 7 Family monthly income of scholarship awardees

**vi. Parent Info**



More than 75% of those surveyed hailed from families where both parents were alive and together. On over 6% of the cases, the student had only one parent. Over 19% of those supported were orphans.

Figure 8 Status of Parents

A major proportion of the fathers of the awardees were daily wage workers whereas a majority of their mothers were unemployed indicating that the family income would not be sufficient to pay the fees of the students, particularly for those pursuing their post grad and professional courses.

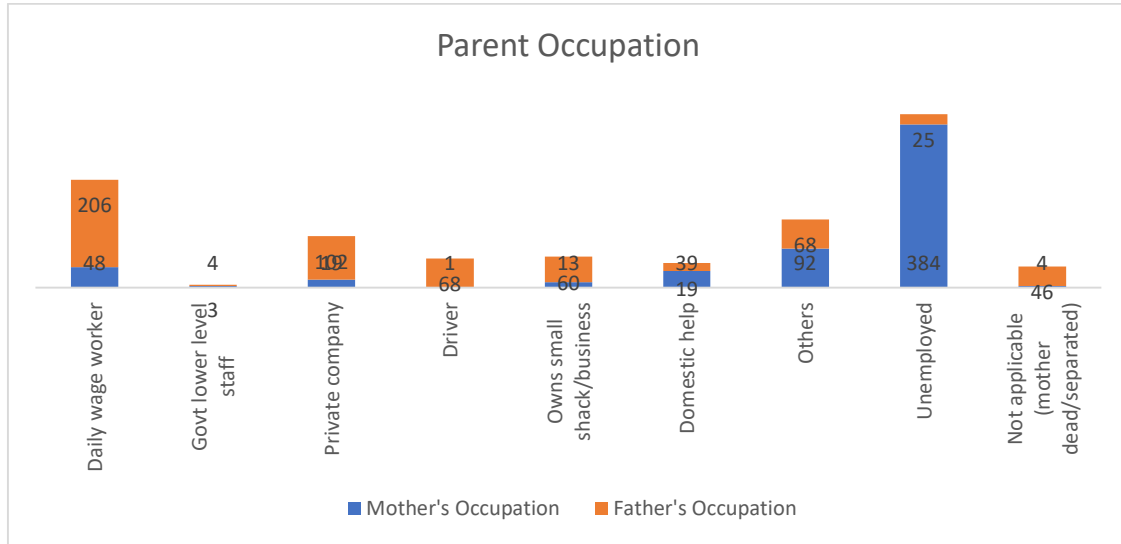


Figure 9 Occupational Status of Parents

## 7. Survey Findings

We conducted a telephonic survey for students and their families. In all, 616 students were called over a period of ten days. 300 were from the year 2020-21 and the rest from the year 2021-22. The findings of the survey are given below.

### i. Knowledge about the Scholarship and LCT

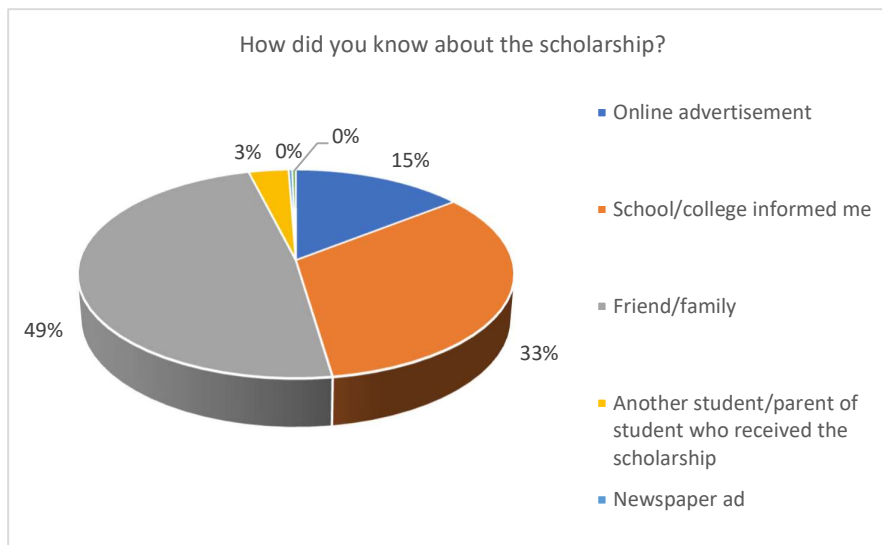
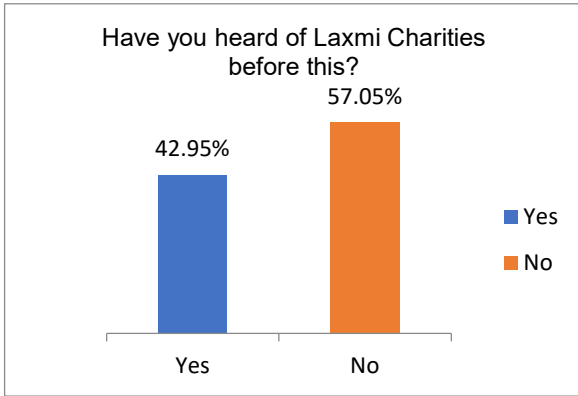


Figure 11 Knowledge about the scholarship

Figure 10 Knowledge about the organization

In all, 616 students took part in the survey. When queried on why they got to know about the scholarship to pursue their education, they mentioned that the top reason was



recommendation from family and friends. A major proportion also cited that they got to know about the program from another recipient of the scholarship. Online advertisements were another medium through which news on the scholarship program reached the students.

More than half the students (57%) mentioned that they had heard of the organization Laxmi Charities before they received the scholarship.

## ii. Scholarship Details

- **Scholarship Amount**

The Scholarship amounts varied from Rs 4,500 to Rs 16,000. Close to half the students received around Rs 7,500. Only 13% of the students surveyed received the highest grant amount of Rs 16,000. 51% of the students reported that they managed to pay their entire fees with the scholarship amount given. 33% paid part of their fees with the support whereas 11% indicated that the amount was used to buy books/stationery.

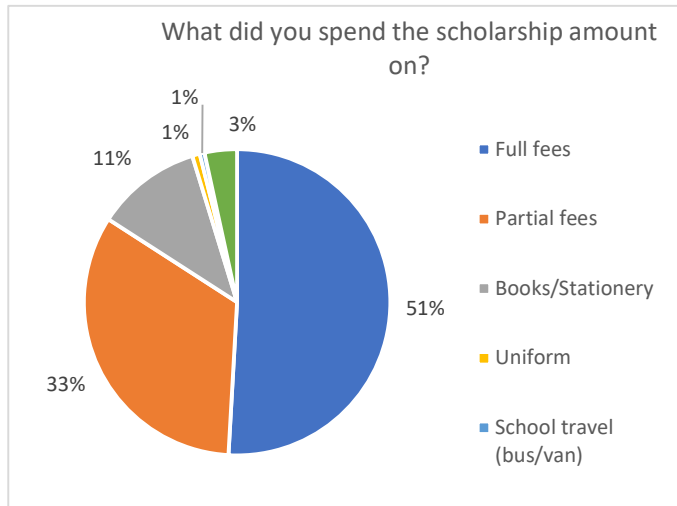


Figure 12 Usage of Scholarship Amt

Close to 50.33% of the awardees had received the award more than once. There were also students who were being supported at least three or more times (close to 20% of those surveyed). This indicates that there was sustained support to students who were dependent on the Scholarship provided by the organization. Among over 12% of the siblings surveyed were also recipients of the same scholarship.

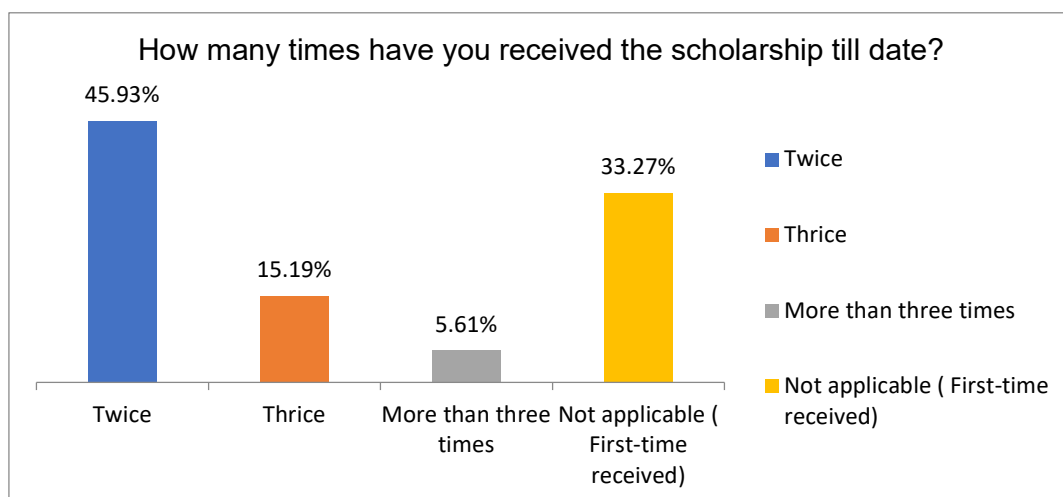


Figure 13 No of repeat recipients

### iii. Application process

The application process was reported by the beneficiaries to be fairly straight forward. Some of the key documents that were verified were the student's marksheets, Aadhaar Card and the Bank Statement of the students were found to be verified. The table below provides an overview of the documentation required from the students.

Table 4 Key details collected during the application process

DOCUMENTS SUBMITTED	%	N
Salary slips of Parent	2%	14
Bank statement of Parent	9%	56
Aadhar Card of Parent	3%	17
Pan Card of Parent	0%	2
BPL Card	0%	0
Ration Card	0%	0
Aadhar Card of Student	13%	81
Letter from Tahsildar/Collector/other Govt authority about income proof of Parent	6%	36
Student's marksheet	29%	180
Passport photo of student	0%	0
Community certificate of student	0%	3
Others (please specify)	37%	224

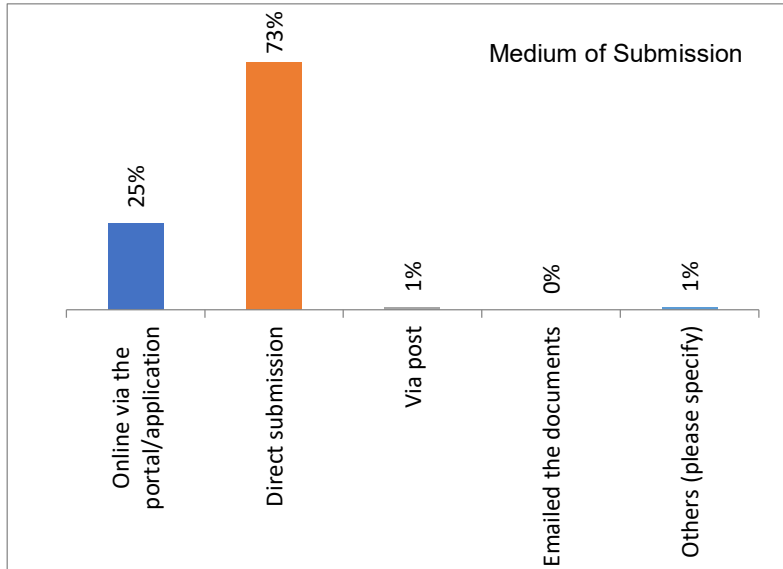


Figure 14 Medium of Submission

The preferred mode of submission of documents for the scholarship process was via direct submissions. Given the economic and work profile of the parents, this could reflect their lack of access and knowledge about online services like uploading documents online.

#### iv. Waiting Time

When queried on 'How long did you have to wait before you were informed of the scholarship', more than 89 percent responded that they had to wait for at least one month after submission of their documents. This is a long time and is not very encouraging for the students and their parents.

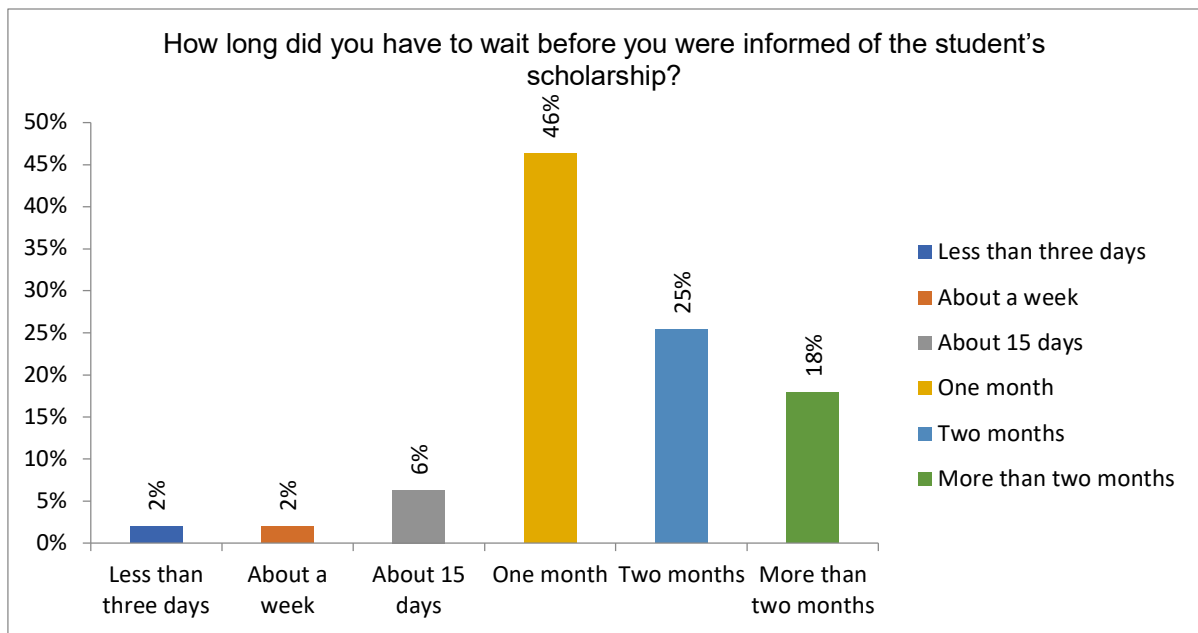


Figure 15 Waiting time before being informed about Scholarship\*



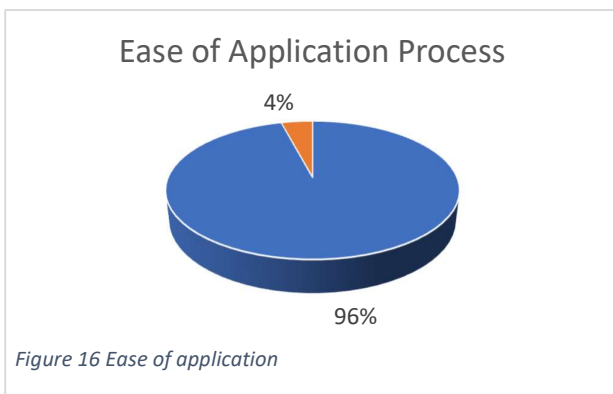
**v. Time taken to receive scholarship**

In over 95% of the cases, the amount was transferred online. In about 29% of the cases, the scholarships were paid in more than one instalment. This was due to the delay in the submission of the marksheets by the students.

*Table 5 Mode of fund transfer*

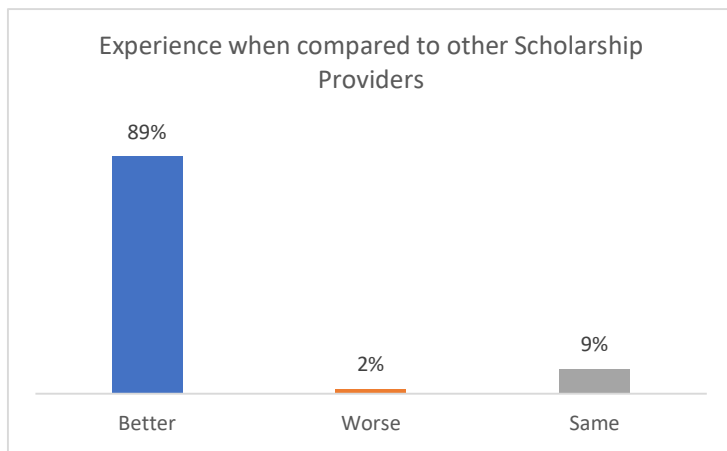
FUND TRANSFER MODE	%	N
Via bank transfer	95.85%	5
Cheque in name of student/parent	4.15%	25
Directly to school	0.00%	0

**vi. Ease of the Application Process**



Despite the challenges and hurdles that they faced, over 96% of the students who were surveyed mentioned that they found the application process to be pretty straightforward and easy.

**vii. Comparison with other scholarship providers**



Over 12% of the students reported that they had also received another scholarship in addition to the scholarship provided by Lakshmi Charitable Trust. When asked to rate their experience of interacting with both the organizations, other scholarships received, more than 88% reported that dealing with Laxmi Charities and SHFL was better.

When asked if they had to borrow any money/take a loan in addition to the scholarship received to support their education, close to 65% responded in the affirmative, indicating that the scholarship did not fulfil all the requirements of the people. Over 24% of this number of respondents mentioned that they took more than Rs.15,000 as loan.

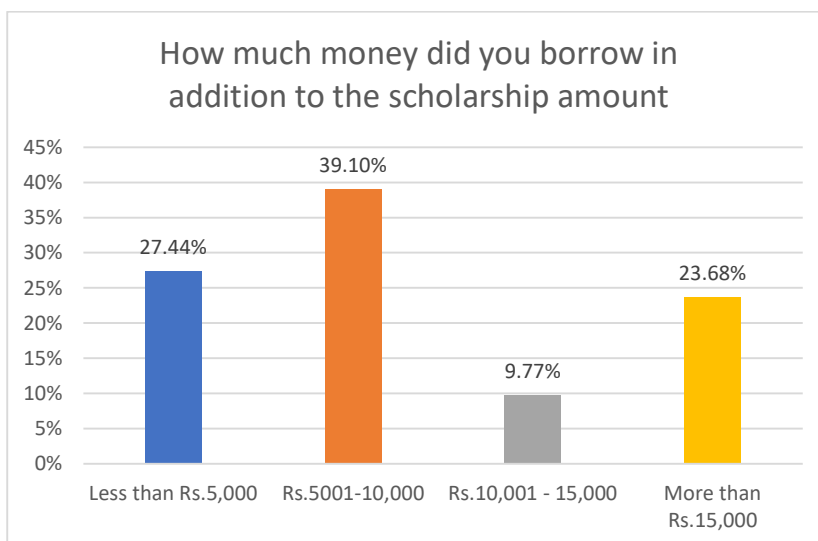


Figure 18 Additional money borrowed

Over 104 respondents (39%) had taken at least Rs.10,000 as loan. Over 75% of these loans were taken from Friends and Relatives. Close to 33% had taken a loan either from a bank, money lender, place of work or pledged their property of jewel. This is a significant number given that over 90 of the 271 people who reported having taken a loan also had to pay interest over and above the sum the principal amount.

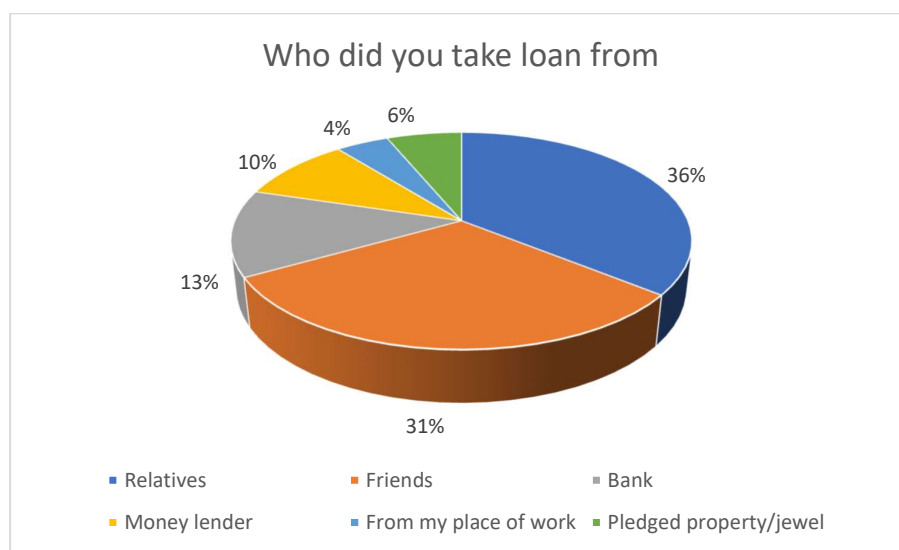


Figure 19 Source of Additional Loans taken

### **viii. Goodwill earned by Laxmi Charities**

333 of the 606 respondents (55%) reported that they had recommended this scholarship program to their friends and family. They also mentioned being happy to continue referring the program. Of those who were recommended the scholarship, 52% (282) also went on to avail the scholarship. This indicates that word of mouth has turned out to be one of the strongest proponents for bringing in the applications. Almost half of these students had availed the scholarship more than once.

*Table 6 Scholarship Referrals and Recommendations*

<b>How many students recommended by you have availed/ received the scholarship?</b>	<b>%</b>
<b>One</b>	<b>51.18%</b>
<b>Two</b>	<b>21.60%</b>
<b>Three</b>	<b>6.51%</b>
<b>More than three</b>	<b>20.71%</b>

### **ix. Future plans**

Over 59% of those surveyed also mentioned that they would go for their higher studies after the program while 34.7% mentioned that after successfully completing the program, they would take up a job. As an indirect but positive offshoot of this project, 68% of the respondents mentioned that they would support a child's education once they started working just like they had been supported by LCT and SF.

## 8. Testimonials and Quotes

### *STORIES OF HOPE*

- ***Aarthi (Name Changed), pursuing Year 2, Biotech***

My mother is the only employed person in my low-income household. She performs odd jobs to support the family. Because I attended a government school as a youngster, I was able to finish my education. Therefore, pursuing my study in the subject of biotechnology was more than just a means to an end—it was a dream. But the truth was quite different. We couldn't possibly afford the course cost because it was so exorbitant. I was beyond frustrated, at my wit's end, and certain there was no way out of the situation. One day, a well-wisher informed me about the Laxmi Charities Foundation scholarship. I submitted a scholarship application and passed the evaluation and the screening process. Laxmi Charities covered my tuition, and by the grace of God, I am able to continue my education. Without Laxmi Charities' assistance, I would not have been able to further my study, for which I will always be thankful. Thanks to everyone who helped make this happen.

- ***Latha, mother of scholar Vishali (Name Changed)***

We come from a low-income household, and my husband drives trucks. Vishali, our daughter is extremely bright and wanted to become a doctor, but we put her in a BTech programme instead. The course cost Rs 1,00,000 per year in tuition (way beyond our means). However, we were unconcerned because Vishali was a diligent student, so we took out loans to cover her tuition. However, the Covid shutdown had a negative impact on my husband's income, and we were effectively unemployed for approximately a year. Despite taking loans again, we realised there was no way out and that we could not pay the whole amount for the second year. We were almost on the verge of asking her to drop out of the course when we heard about the scholarship program. Soon, part of her fees was paid and she continued her course. If not for Laxmi Charities, my daughter would not have been able to pursue her course. Me and my family are ever grateful to the foundation for their support.

### **Female Scholars Speak.**

- "Since they couldn't afford to pay for my schooling, my parents sought to get me married once I finished grade 12; but, continuing my education was my ambition. I was at my wit's end until I heard about the scholarship that Laxmi Charities provided from my friend. I pleaded with my parents to let me apply. With the grace of God, I got the scholarship and am now able to continue my dream of pursuing my B.Com. Someday, I hope to finish my Masters and teach commerce in a reputed college similar to where I study.

### **Female Scholars Speak.**

- Once I finish my Graduation, I will go ahead and work in an IT firm. I was not sure if I would be allowed to do this when I was in my 12<sup>th</sup>. Now I am confident I can work and handle my life with ease.

### **Quotes from Scholars**

- I truly value the scholarship assistance Laxmi Charities has given me. I would not have the same access to a wonderful college that provides tremendous opportunities for learning and growth if it were not for your generosity. I can honestly express what a fantastic experience Anna University has been as I enter my fourth semester. I believe that the reason I have changed and progressed so much over the last four years is because my professors have pushed me to improve my knowledge and abilities, and because I have had the opportunity to interact with so many people who have had a positive influence on who I am today. I am grateful I have the opportunity to study at this outstanding university. It would not be feasible without the Laxmi Charities scholarship sponsorship.
- I would like to convey my appreciation for the excellent scholarship offered by the staff at Laxmi Charities, which allowed me to pay for my education. Thanks to your support, I have accomplished many things that I never thought were possible. I will always be grateful for your generosity.
- I want to state that I am thankful for every lesson and opportunity to grow, not only as a student but also as a person, in a society where it is easy to forget that education is a gift and a benefit. This gift was given to me by Laxmi Charities.
- I want to thank Laxmi Charities for their wonderful assistance, which allowed me to pay for part of my B Tech fees. Thanks to your support, I have accomplished many things that I never thought were possible. I am proud to say that I put a lot of effort into getting where I am, but I could not have done it without their help. I shall always be grateful for their generosity.
- The Scholarship has helped me a lot over the past year. I am glad I applied again for my second year of college to get my bachelor's degree. The procedure was quite easy to follow and particularly helps students like me who require ongoing guidance.
- I am able to focus more on my academics than on managing the financial obligations for my tuition and fees thanks to the assistance of this scholarship. I'm delighted to say that the Scholarship has aided me and that I've successfully navigated college.

## 9. Evaluation of Program Objectives

The objectives were evaluated using the REESS framework. REESS framework measures the performance of programme on five parameters – Relevance, Effectiveness, Efficiency, Social Impact and Sustainability. Various indicators were evolved for the scholarship program offered by Lakshmi Charitable Trust with support from Sundaram Finance Ltd based on the REESS framework.

### **Relevance: Is the intervention doing the right things?**

The extent to which the objectives of a development intervention are consistent with institutional and beneficiary's requirements, alignment with partner organization, donor's mission, and country's need.

### **Effectiveness: Is the intervention achieving its objectives?**

The extent to which the development intervention's objectives were achieved, or are expected to be achieved, considering their relative importance.

### **Efficiency: How well are the resources being used?**

The extent to which the intervention delivers, or is likely to deliver, results in an economic and timely way.

### **Sustainability: Will the benefits (financial, economic, social, environmental, and institutional capacities) sustain over time**

The continuation of benefits from a development intervention after major development assistance has been completed.

### **Social Impact: What difference does the intervention make?**

The extent to which the intervention has generated or is expected to generate significant positive or negative, intended or unintended, higher-level effects.

#### **i. Relevance**

- **Need for program**

A decent education, particularly within English Medium Schools and professional courses and post-grad courses like Medicine, Engineering, Biotechnology etc is a matter of great prestige and pride in India, as it guarantees good career prospects and success. However, it is primarily the domain of students who are from fairly well to do families. Even in institutes where the

fee structure is relatively low, children from lower economic backgrounds cannot find it hard to continue their studies. The scholarship program developed by Laxmi Charities works towards addressing this by creating a level playing field for students from underprivileged backgrounds. This program is pertinent because it supports such students from having the same access to prestigious courses as their counterparts who are from better socio-economic backgrounds.

- **Conduciveness of Program Location and availability of similar service providers**

Tamil Nadu, particularly Chennai is known to be a hub for education and health. Chennai also acts as one of the key nodal hubs where migrant workers, daily wage labourers are located. This section of society inevitably belongs to marginalized communities. While, there are several CSR bodies, institutes, charitable organisations, and NGOs and that provide similar scholarships for needy students in Chennai, the support provided by Laxmi Charities is need given the higher costs of fees in Chennai and the large population of those who are in need in a big city like Chennai.

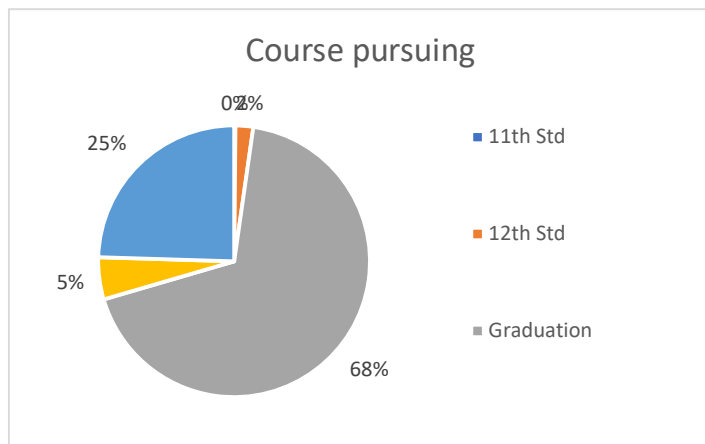
- **Beneficiary Selection and Receptivity**

With close to 86% of the students coming from families and backgrounds, with a monthly income of less than Rs 20,000, the project clearly caters to students from diverse backgrounds and provides them with a platform equivalent to those available in private institutes. Close to 96 mentioned that they needed the support and were happy with the services provided by Laxmi Charities.

- **Caters to underserved, underprovided sections of society**

The students supported by Laxmi Charities also hail from Chennai and are from similar backgrounds with over 70% of the fathers engaging in daily wage work. However, since the income certificates and background verification of their actual income is not done in detail, it is unclear if only those in need are catered to.

- **Aligns to needs, aspirations and skills of students**



The scholarships are provided to any student irrespective of the course of their choice. Close to 98% of the funding is allocated for students aiming to pursue professional courses or their undergraduate and post-graduation. There is no limit on the number of students supported for each course and inevitably, every student is given the chance by Laxmi Charities to apply for a course that is in

Figure 20 Course being pursued by scholars

alignment with their skills and career aspirations.

- **Alignment with organization mission**

One of the goals of Laxmi Charities is to pay school and college fees and establish scholarships to enable poor boys and girls irrespective of caste to pursue their education. This has been achieved via this program.

- **Alignment with UN SDG**

To build a society that is peaceful and wealthy, it is essential to provide quality education to everyone. People may maintain their health, find employment, and promote tolerance with the information and skills that education provides. The United Nation's Sustainable Goal 4 speaks about providing 'Quality Education' to all. The Scholarships supported by Laxmi Charities is one step in this direction to fulfil the UN's SDG.

- **Alignment to Govt's Plans**

Further, the Ministry of Education and GOI, introduced "Right to Education" as one of the fundamental rights of students. Access to quality school and higher education is one of the overarching areas of focus and on the agenda of most Government services The program therefore falls in line with the Govt's mandate.

## ii. **Effectiveness**

- **Support delivery of Quality Education**

A scholarship for school allows a student to receive the highest calibre education possible. A student might not be able to apply to a school of your choice if s(he) is not financially capable. And regardless of their intellectual prowess, they can end up with a substandard education. Availing a scholarship gives students the chance to receive the top education that they merit.

- **Helps students enrol in a course of their choice**

Need- Based scholarships have very few restrictions. Whether a student wants to attend a professional course or a regular graduation, course, or a nearby school of their choice. The scholarships provided by Laxmi Charities ensure that students get the best possible shot to apply for a course of their choosing, whatever that may be. The scholarship therefore gives you a variety of possibilities for continuing their education so that they are not limited to what their parents can pay for.



- **Provides diverse learning opportunities**

The scholarship enables students to pursue their education in a scenario that they are not familiar in. As a result, students get the opportunity to connect with pupils from various socio-economic backgrounds and beliefs. One can learn about other people's varied ways of life by interacting with these pupils. They learn to accept and comprehend individual diversity as a result of the social interactions.

- **Improving student's interest in academics**

At the same, more than just acknowledging their achievements, the scholarships act as positive reinforcements for the students, thus giving them an incentive to perform better next time and improve themselves incrementally. This can prove to be a huge boost for the student when he/she looks for an opportunity in the field of excellence.

- **Ease of availing the scholarship and impact of the application process**

The application process was found to be fairly simple. However, there was no proportionate indication of verification of other areas like income certificate, community certificate or Salary Slip of the students. Hence, it is unclear if the truly needy (either via academic proficiency or via lack of resources) were supported.

### iii. Efficiency

- **Ratio of Support provided to overall requirement**

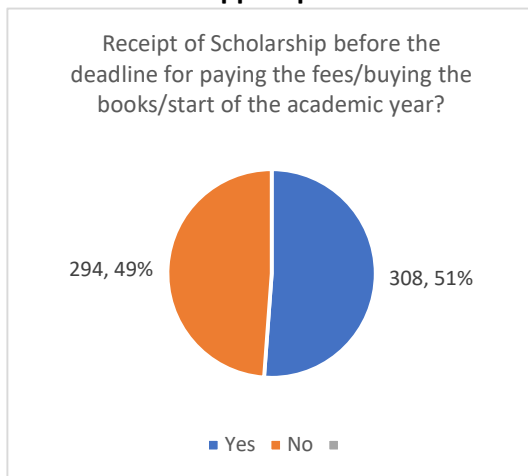


Figure 21 Timeliness of receipt of scholarship

The program was not completely successful in supporting all the requirements of the students. The scholarships ranged in price from 4,500 to 16,000 rupees. Most of the students—almost half—received on average Rs 7,500. The maximum award amount of Rs 16,000 was only obtained by 13% of the students who were surveyed. 51% of the students said they were able to cover all of their tuition costs with the scholarship money. 11% said the money was used to purchase books and stationery, while 33% said they used the funding to pay a portion of their tuition.

- **Affordability of education and helps reduce debt**

The expense of receiving a good education is high. As a result, a lot of parents and students are turning to loans to pay for their children's education. Some of these loans have high

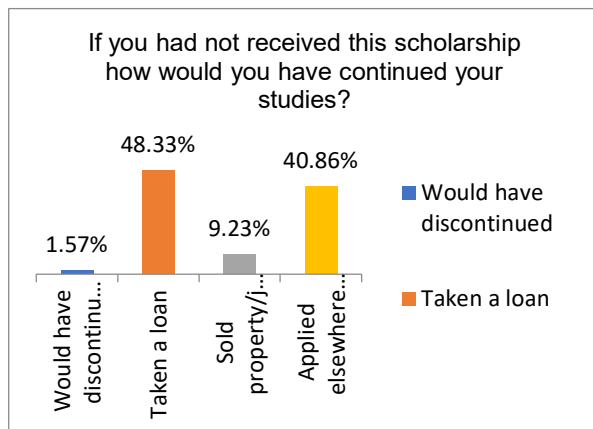


Figure 22 Options if not for scholarship

interest rates that can be challenging to pay back in the future. Therefore, finding a different means to pay for an education may have a huge positive impact on both parents and students. Since the scholarship money by Laxmi Charities is not required to be repaid, both parents and students can avoid accruing extra debt. It is well known that a student who has less debt is more productive in class because they are less stressed and under pressure to come up with money to pay off their obligations. The Scholarship program has been instrumental in

ensuring that 48.3% of the students have refrained from seeking a loan. 2% also mentioned that the scholarship helped them in continuing their studies.

#### iv. Sustainability

- **Financial Sustainability after giving the scholarship**

The Scholarship amounts provided was enough to cover the full-expenses in only about 50% of the awardees. In over 34% of the students, only partial fees was provided.

- **Capacity of organization to continue support**

Laxmi Charities has connections with a number of Trusts, Foundations, and non-profit organisations in addition to government agencies and CSR organisations. Sundaram Finance Ltd., Brakes India, and their affiliates have contributed significantly to the organisation over the past 10 years. Donations of Rs. 542.50 lakhs were made to Laxmi organisations during the fiscal year that concluded on March 31, 2022. The organisation has given more than 38000 students a total of Rs. 21.00 crores during the previous five years. Since its founding, Laxmi Charities has given more than 100,000 deserving individuals who come from the economically disadvantaged parts of society a total of Rs. 39.00 crores. Given the long-term engagement and strength of its networks, Laxmi Charities can ensure that the program will be able to support needy students even in the future.

- **Adapting to needs of students, eco-system and sustained interest among parents and students**

The courses taken up by the students who avail the Laxmi Charities scholarships are highly sought after (particularly professional and PG courses that include Medicine, MTech, BE Engineering, B Tech, MCA etc.), provide lucrative jobs and are highly sought after in the education sector. A significant proportion of the students also were supported more than once through the scholarship program, ensuring that their access to education is seamless. Many of the students also recommended the scholarships to other students who were otherwise be aware of the scholarships.

- **Creating school/college programs/networks to ensure continuity**

The organization has tied up with a couple of schools and organizations like RKM Students Home, Ramanujam Institute for Advanced Mathematics, Vidyodaya Girls Higher Secondary School and Seva Samajam Nursery & Primary School from where the requests for support are also given. This ensures that a greater number of students who need support are identified at the grassroots level with each passing year.

## **v. Social Impact**

- **Equitable Access to Education**

The program has been instrumental in reach over 13,705 children. Over 10% of the students who were surveyed mentioned that they would have had to dropout in the event that they did not receive the scholarship. The chances available to their more affluent counterparts may have been absent for these students who would have grown up in unfortunate circumstances, which may affect their eligibility for merit-based scholarships. Similar to this, they may not have done as well in school or class since they do not have access to necessary resources. Therefore, need-based assistance provided by Laxmi Charities is likely to advance equity.

- **Increased self-confidence, pride, and morale boost**

In many ways, student scholarships foster self-belief and increase confidence. They serve as verifiable evidence that one is respected and that they are headed in the correct direction for a prosperous future. The main outcome for this is that students start preparing for future competitive tests as soon as they start to believe in themselves and their knowledge.

- **Reducing gender barriers to education**

Women in higher education, in particular, continue to be underrepresented despite the fact that several colleges in India have responded to the need to aid the females by lowering cut-off scores and adding seats. Girls need to be motivated to challenge the gender norms that have been ingrained in them since they were little. With over 49% of recipients being women, Laxmi Charities' scholarship programme has mostly been successful in helping open doors for more females and even transgender people to access education.

- **Improved academic prospects**

Receiving a scholarship eliminates many financial worries. As a result, students have more time to study, learn, and get higher marks. They also have time to explore for chances to improve their knowledge and skills.

- **Interest in continuing goodwill and community growth**

The Laxmi Charities Scholarships have contributing to increased community cohesion with the support of over 300 students who recommended the scholarships to over 280 students (that they would not otherwise be aware of). Further, it is envisaged that students who receive the scholarship enter into a college of their choice. Consequently, talents from many walks of life are gathered in one area. This will help create a synchronous learning environment where each student shares the information they have with their classmates.

- **Improved work prospects**

The scholarship awardees at Laxmi Charities may be have more opportunities for employment when compared to their peers who do not receive any financial aid since they are equipped not just with increased academic support but also with the practical interactions that arise in diverse college or university settings. The scholarship provided by Laxmi Charities are bound to improve the student's chances of finding employment. Further, the varied number of courses that the students are enrolled in will help in exploring increased alternative career possibilities within diverse settings.

REESSS RATING INDICATORS		SCORE
1. RELEVANCE	Need for program	8.0
	Conduciveness of Program Location	9.0
	Lack of availability of similar service providers	7.0
	Beneficiary Selection	9.0
	Receptivity of Beneficiaries	9.0
	Caters to underserved, underprovided sections of society	9.0
	Aligns to aspirations and skills of students	9.0
	Availability of similar academies	8.0
	Alignment with Organization's vision and mission	10.0
	Alignment to UN SDG	10.0
	Alignment with Govt Programs	10.0
<b>AVERAGE RELEVANCE RATING</b>		<b>8.9</b>
2.EFFECTIVENESS	Support delivery of Quality Education	9.0
	Identification of beneficiaries	9.0
	Adherence to program targets	9.0
	Support delivery of Quality Education	9.0
	Ease of Availing Scholarships	9.0
	Ease of Application Process	7.0
	<b>AVERAGE EFFECTIVENESS RATING</b>	
3.EFFICIENCY	Ratio of Support provided to overall requirement	<b>7.0</b>
	Affordability of education	9.0
	Helps reduce debt	8.0
	Timeliness of the Scholarship	7.0
	Waiting time for availing Scholarships	7.0
	Scholarship tranche payment benefit	8.0
<b>AVERAGE EFFICIENCY RATING</b>		<b>7.8</b>
4.SUSTAINABILITY	Access to regular scholarship	<b>7.0</b>
	Financial Sustainability after giving the scholarship	6.0
	Organization capacity to continue support	10.0
	Adapting to evolving needs of students and academic eco-system	9.0
	Sustained interest among parents and students	9.0
	Creating school/college programs/networks to ensure continuity	7.0
	<b>AVERAGE SUSTAINABILITY RATING</b>	
5. SOCIAL IMPACT	Equitable access to education	9.0
	Increased self-confidence, pride and boosts morale	9.0
	Reducing gender barriers to education	9.0
	Improved academic prospects	9.0
	Improved work prospects	9.0
	Impact on community growth	9.0
	<b>AVERAGE SOCIAL IMPACT RATING</b>	

Figure 23 REESS Ratings Framework

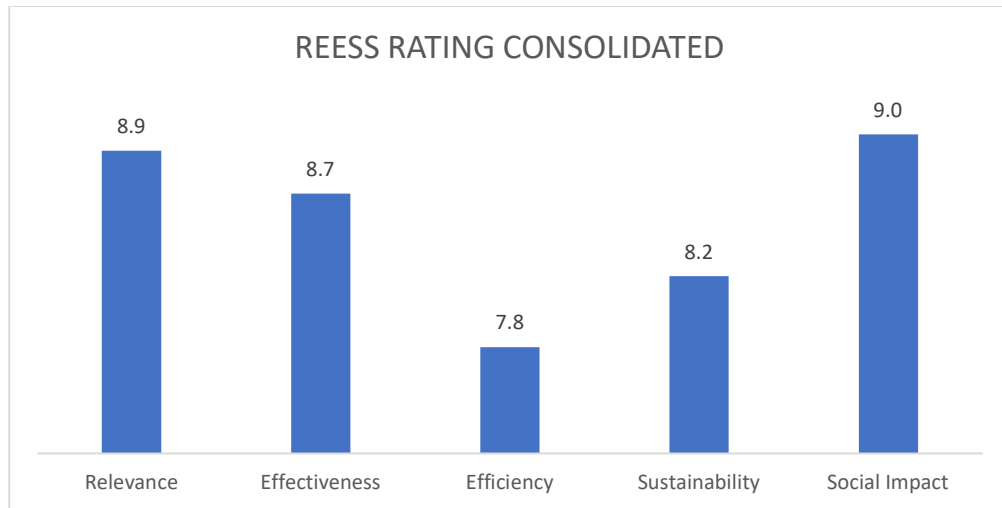


Figure 24 REESS Rating Consolidated

## 10. Alignment with UN SDG

The framework for achieving a better, more sustainable future for everybody is found in the Sustainable Development Goals (SDG). They deal with issues like poverty, inequality, climate change, environmental degradation, peace, and justice, as well as other worldwide problems we confront. Through the program, Sundaram Finance and Laxmi Charities have been able to achieve five of the seventeen SDGs of the United Nations.



Goal 3 ensures to safeguard everyone's health and well-being at every stage of life. As self-esteem, self-confidence, social well-being, and family satisfaction levels rise as a result of improved access to education, well-being is also promoted.



The scholarships have provided the students with access to education and to courses that are lucrative and in high-demand. Without the support of Laxmi Charities, most of the students would not have access to the course and education of their choice.



Worldwide, 129 million girls are out of school. Only 49 per cent of countries have achieved gender parity in primary education. At the secondary level, the gap widens: 42 per cent of countries have achieved gender parity in lower secondary education, and 24 per cent in upper secondary education. In developing nations like India, the situation is even more stark. This project helps by creating a level playing field for all genders by providing scholarships to women and members of the third gender.



Greater wealth or non-manual occupations are all socioeconomic markers that are inversely and adversely correlated with school dropout rates and lack of adequate education. The programme has contributed to Goal 10 by assisting in preventing the potential inequities that would have arisen if the students had not completed their education.



Laxmi Charities has partnered with various educational organizations on the ground. The organization has a pronounced equation with funding bodies like Rane and Sundaram Finance Ltd, thus aligning itself to Goal 17.

## **11. Conclusion**

Through this program, Laxmi Charities has been able to provide a platform for students to enjoy the joys and benefits of education and give them a chance to live a life of dignity as future working adults. The program also leaves behind a lasting humanitarian footprint by potentially improving not just individual educational development indices but also that of the family and nation.

**give**

# Impact Assessment Report



**Sundaram Finance Ltd. | Centre for Wildlife Studies**



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# List of Acronyms

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ANM	Auxiliary Nurse and Midwife
ASHA	Accredited Social Health Activists
CWS	Centre for Wildlife Studies
HWS	Human Wildlife Conflict
LFA	Logframe Analysis
TOC	Theory of Change
PHC	Primary Health Centre

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# 1 Executive Summary

The WWF and UNEP report states that completely eradicating human-wildlife conflict is not possible but that well-planned, integrated approaches to managing it can reduce conflicts and lead to a form of coexistence between people and animals. Such approaches require work on prevention, mitigation, response, research, and monitoring all backed by strong policy support and the participation of local communities. In India, data from the Union Ministry of Environment, Forest and Climate Change indicates that over 500 elephants were killed between 2014-2015 and 2018-2019, mostly due to human-elephant conflict. During the same period, 2,361 people were killed because of conflict with elephants. National Wildlife Database, Jan. 2023 states there are **567 existing wildlife sanctuaries** in India covering an area of 122,564.86 km<sup>2</sup>, which is 3.73% of the geographical area of the country. This implies that there are numerous villages encompassing these wildlife reserves, resulting in a frequent occurrence of Human Wildlife Conflicts. Additionally, zoonotic diseases such as COVID-19 have impacted human populations in recent years, which originate from animals. As a result, it is essential to promote awareness regarding public health and precautionary measures to prevent HWC and detect symptoms of zoonotic diseases early on to prevent their spread.

Sundaram Finance Ltd., as part of their CSR policy to promote environmental sustainability, has taken action to address these urgent issues by supporting the Centre for Wildlife Studies (CWS) in Bangalore with a total fund of ₹ 50,00,000 for FY 2021-2022 to develop the capacities of frontline workers and government officials in and around the southern Nilgiris and Palani hills to strengthen public health through their program 'Wild Surakshe'.

An impact study was conducted to understand the effect of the CWS's intervention. 55 beneficiaries were outreached through physical visits to Mudumalai and Mukuruthi Tiger Reserve & National Park and telephonic surveys with government officials, community members, frontline workers, and the implementation team.

The objectives of CWS's 'Wildlife Surekha' program was to improve:

- Expanding public health and safety awareness on COVID-19 and other wildlife related diseases .
- Enabling communities to safeguard their lives and livelihoods from human-wildlife conflict. .
- Empowering collaborations and partnerships across the Western Ghats.

The program had conducted approximately 190 training sessions and trained more than 4820 stakeholders and community members. Around 25 training sessions were conducted around Mudumalai and Mukuruthi National Parks. The training successfully initiated a change in the communities' behavioural patterns regarding their visits to the nearest public health centres (PHCs) as a first aid measure for any infections, which was a rarity before. It's worth noting that the PHCs are now better equipped with knowledge on identifying the symptoms of zoonotic diseases, as well as providing adequate treatment for cases that have resulted from human-wildlife conflicts. The table below provides the overview of the changes that has occurred as a result of the training conducted for the stakeholders and community members. The program was able to also initiate systemic changes as well as seen in the table below:

Outcomes of the intervention		
Behavioural Attributed	Before Intervention	After Intervention
Health – Precautionary Infection Management	Timely vaccinations were rare. Seldom visited the PHC except for severe health conditions or for delivery cases.	Timely vaccination and hygienic practices (to avoid littering the surrounding of their homes with food waste). Members have started taking medical aids for any kind of infections from the PHCs.
Health – First Aid Management	Traditional practices	Timely hospitalization or medical intervention
Awareness on zoonotic diseases	None except for COVID19	<ul style="list-style-type: none"> <li>• NIPAH</li> <li>• Rat Fever</li> <li>• Rift Valley Fever</li> <li>• Monkey Fever</li> <li>• Tick-borne zoonotic diseases</li> <li>• COVID 19</li> </ul>

Systemic Cooperation and Change			
Categories	Before (out of 5 Rating)	After (out of 5 Rating)	Describe the changes experienced
Knowledge of the PHC staff (Doctors and Nurses)	2 (Average)	4 (Very Good)	The Nurses did not have previous knowledge of zoonotic diseases and its symptoms
Accessibility of the forest dept. officials for community members	3 (Good)	4 (Very Good)	Access to forest officials, which was once a challenge prior to the intervention, is now easily available to all community members.
Knowledge of the ANMs and ASHA workers	3 (Good)	4 (Very Good)	Similar to PHC staff, ASHA workers and ANM workers are more informed about zoonotic diseases. They have also started providing awareness to the community on the precautionary measures and first aids to be taken to improve their health conditions.

Instilling behavioural change, however, requires a significant amount of time as it entails a departure from long-standing practices. The participants' attendance of only one or two sessions may not suffice to effect the change envisioned by the intervention. While ASHA and Anganwadi workers are critical stakeholders in the effort to sustain awareness among community members after training, equipping them with sufficient knowledge will require additional training.

This is the first phase of the 'Wild Surakshe' initiative by CWS and intends to utilize the insights gained from this phase to develop and conceptualize the second phase. The second phase, which has not yet been created, will involve collaborative efforts between various government departments to enhance public health in the areas surrounding wildlife reserves. The program has demonstrated potential through its training sessions aimed at building the capacities of stakeholders and community members. However, to achieve long-term outcomes, it is essential to provide them with a mechanism to refresh their knowledge as needed post the training is completed.

To ensure the long-term success of CWS's Wild Surakshe program it must establish a more robust feedback mechanism to assess the effectiveness of the training program and ensure that participants continue to apply what they have learned. In addition, the capacity building program should offer a higher number of training sessions to ensure that participants can fully grasp the material and retain it over time. It is also imperative that CWS initiate Phase 2 of the program soon to build upon the success of Phase 1 before its outcomes wear off and the momentum is lost. By implementing these measures, CWS can ensure that the program has a lasting impact and achieves its objectives in a sustainable manner.

## 2 Introduction

### TIMELINE

#### Genesis of Wild Surakshe Program by CWS

**2015**

#### **WILD SEVE**

It was designed to build tolerance towards wildlife by expediting action during HWC incidents and rebuilding livelihoods.

**2018**

#### **WILD SHALE**

It was designed for school children living in rural areas especially around wildlife reserves focusing on locally-specific wildlife, ecosystem, conservation issues to improve children's environmental literacy and attitudes.

COVID 19 and the previous programs led to Wild Surakshe

**2020**

#### **WILD SURAKSHE**

It was designed to deliver public health and training workshops in 5 states around 69 wildlife reserves of the Western Ghats.

**2022**

#### **WILD SURAKSHE**

Wild Surakshe program expanded to Tamil Nadu.

The importance of public health and safety for people living near wildlife reserves cannot be overstated, particularly in the context of zoonotic diseases. These diseases, which are transmitted from animals to humans, have the potential to cause widespread illness and even death if they are not managed properly.

The risks associated with zoonotic diseases are particularly high in areas where humans and animals come into close contact. This is often the case in communities located near wildlife reserves, where humans and animals share the same ecosystem. In such areas, there is a greater risk of zoonotic diseases spreading from animals to humans through contact with infected animals, their waste, or contaminated soil or water including animal attacks. According to the World Health Organization (WHO), approximately 60% of all infectious diseases in humans are zoonotic. The emergence of new zoonotic diseases has increased in recent decades, with an average of two new diseases emerging each year. Wildlife trade and consumption pose significant risks for zoonotic disease transmission. For example, it is believed that the COVID-19 pandemic, which has caused significant global health and economic impacts, originated from a wildlife market in Wuhan, China.

To mitigate these risks, public health and safety measures must be put in place. This includes increased surveillance and monitoring of wildlife and domestic animals to detect the emergence of zoonotic diseases. In February 2022, the Centre for Wildlife Studies launched Wild Surakshe ('Surakshe' meaning safety in Kannada) a public health and safety program, in Tamil Nadu, to address to the global pandemic and emerging diseases. The genesis of the program is illustrated in figure 1. Wild Surakshe's primary aims were as follows:

- Expanding public health and safety awareness on COVID-19 and other wildlife related diseases
- Enabling communities to safeguard their lives and livelihoods from human-wildlife conflict.
- Empowering collaborations and partnerships across the Western Ghats.

The intervention was carried out in the form of workshops in the communities across 11 protected areas which included Annamalai, Mukurthi, and Mudumalai National Parks, and Kodaikanal, Meghamalai, Sathyamangalam, Srivilliputhur, North Cauvery, Mundanthurai, Kalakad and Kanyakumari Wildlife Sanctuaries.

Figure 1: Genesis of Wild Surakshe program of CWS

## 3 Objectives and Scope of Study

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The study aims to understand the implementation pathways of the training programs conducted to build the capacity of frontline workers to improve public health awareness through preventive and first aid measures of human-wildlife conflicts. The impact assessment study tries to map the program implementation against the proposed plan and draws focus on how the interventions have helped the communities overcome the programmatic challenges to meet the intended outcomes.

### 3.1 Objectives of The Study

The major objectives of the study are as follows:

- **Assess the relevance and efficiency of the intervention** in ensuring that the beneficiaries challenges are addressed by the project and to review the implementation pathways - assessing process and activities.
- **Understand the effectiveness of the intervention:** How each activity has led to creating the desired outcomes.
- **Understand the major success factors and challenges** in the intervention.
- **Find the areas of improvement** across all the factors from program design to implementation.
- **Provide an assessment framework** to be able to capture impacts in a manner that is effective recommendation.

### 3.2 Limitations of The Study

- The trainees were not able to recollect the learnings from the training.
- The community members were not responsive over telephonic interviews.

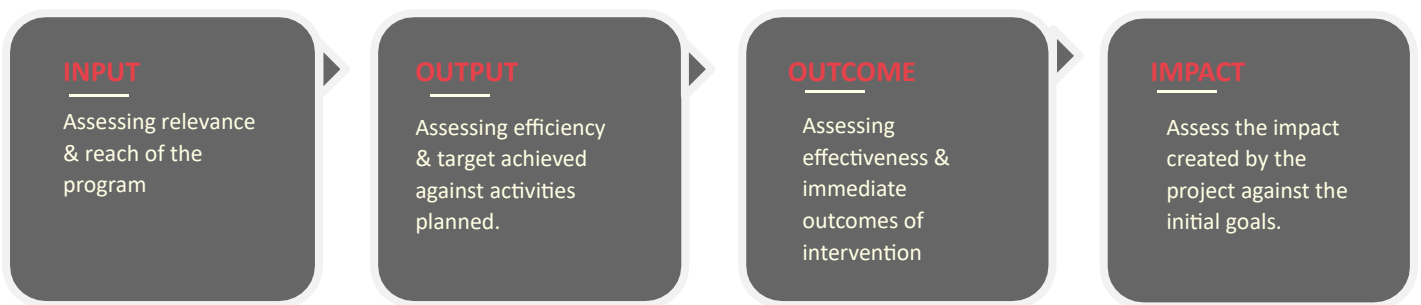


# 4 Assessment Framework

To create an overall framework for the impact assessment, the following activities were undertaken. We began by establishing the scope of the assessment in terms of the type of stakeholders to be engaged and topics to be discussed with them. Based on this and the understanding of the project activities, we developed stakeholder-wise detailed questionnaires to ascertain factors including rationale for supporting the program, the implementation process, roadblocks in operations and beneficiary feedback about the efficacy of the program. The findings and recommendations arising out of this process are mentioned in the subsequent sections of the report.

## 4.1 Theory of Change

The THEORY OF CHANGE FRAMEWORK (ToC) for the given program is illustrated below:



Inputs	Output	Outcome	Impact
<ul style="list-style-type: none"> <li>Conceptualised the training modules with Institute of Public Health, Bangalore</li> <li>Mapped the target districts, taluks and panchayats.</li> <li>Conduct workshops/ training for frontline workers, government officials and community members.</li> </ul>	<ul style="list-style-type: none"> <li>Number of workshops/ trainings conducted.</li> <li>Number of participants trained</li> </ul>	<ul style="list-style-type: none"> <li>Improved awareness on precautionary measures towards zoonotic diseases</li> <li>Improved knowledge on first-aid measure during human-wildlife conflicts</li> </ul>	Improved overall quality of life of communities living in and around wildlife reserves

## 4.2 Logical Framework Model

A LOGICAL FRAMEWORK MODEL is created against the identified ToC to reflect the identifiable indicators, means of verification, and assumptions, as given below:

LOG FRAME ANALYSIS (LFA)				
	Project Summary	Indicators	Means of Verification	Assumptions
IMPACT	<ul style="list-style-type: none"> <li>Improved overall quality of life of communities living in and around wildlife reserves</li> </ul>	<ul style="list-style-type: none"> <li>Systemic collaboration between different government departments to improve public health and reduce human-wildlife conflicts</li> </ul>	<ul style="list-style-type: none"> <li>Program reports</li> <li>Interviews with stakeholders</li> <li>Baseline assessment report</li> <li>Surveys</li> </ul>	<ul style="list-style-type: none"> <li>Cooperation between government departments</li> <li>Stakeholders are spreading awareness on prevention of HWC and symptoms on zoonotic diseases.</li> <li>Community members are following the rules and taking adequate measures.</li> </ul>
OUTCOMES	<ul style="list-style-type: none"> <li>Improved awareness on precautionary measures towards zoonotic diseases</li> <li>Improved knowledge on first-aid measure during human-wildlife conflicts</li> </ul>	<ul style="list-style-type: none"> <li>% Of community members shifted to scientific methods of first aids from traditional practices</li> <li>% Of PHC staffs have improved knowledge on zoonotic diseases</li> <li>% Of ASHA, ANM workers have improved knowledge on zoonotic diseases</li> <li>%Of PHC staffs, ASHA and ANM workers are conducting awareness drives/ campaigns/ home visits to avoid HWC</li> </ul>		
OUTPUTS	<ul style="list-style-type: none"> <li>Training/ workshop conducted for stakeholders and community members</li> </ul>	<ul style="list-style-type: none"> <li>Number of workshops/ trainings conducted.</li> <li>Number of participants trained</li> </ul>		
INPUT	<ul style="list-style-type: none"> <li>Conceptualised the training modules with Institute of Public Health, Bangalore</li> <li>Mapped the target districts, taluks and panchayats.</li> <li>Conduct workshops/ training for frontline workers, government officials and community members.</li> </ul>			

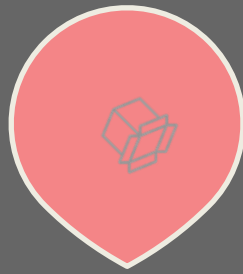
### 4.3 Three Point Assessment Framework

Based on the TOC and the LFA created, we examined the relevance of services, the preparedness for program activities, qualitative and quantitative assessments, efficiency, and effectiveness of delivery of services as well as any innovations that may have been implemented on the ground. The impact assessment findings are further anchored around Give's Three-point Assessment Framework as illustrated here.



#### Program Design

- Relevance of the intervention
- Preparedness for the intervention
- Qualitative & Quantitative assessments



#### Program Delivery

- Efficiency of program implementation
- Effectiveness of program implementation



#### Impact & Sustainability

- Depth of impact
- Sustainability of impact

#### Program Design

We studied program design through program strategies, inputs and resources, assumptions, outreach mechanisms, and much more. We also consider if the program design attends to specific needs of the stakeholders, program locations, social categories, site, and situation, among other development needs. Give's Impact Assessment approach for program design is based on Assessment criteria like Relevance and Preparedness using methodologies such as assessment of baseline survey.

#### Program Delivery

Give assesses the Program Delivery to understand the success of the program delivery mechanism in attaining the overall objectives such as cost effectiveness, resource efficiency, equity in service delivery, best practices and challenges, perception about the services among the relevant stakeholders, among other actors.

#### Impact

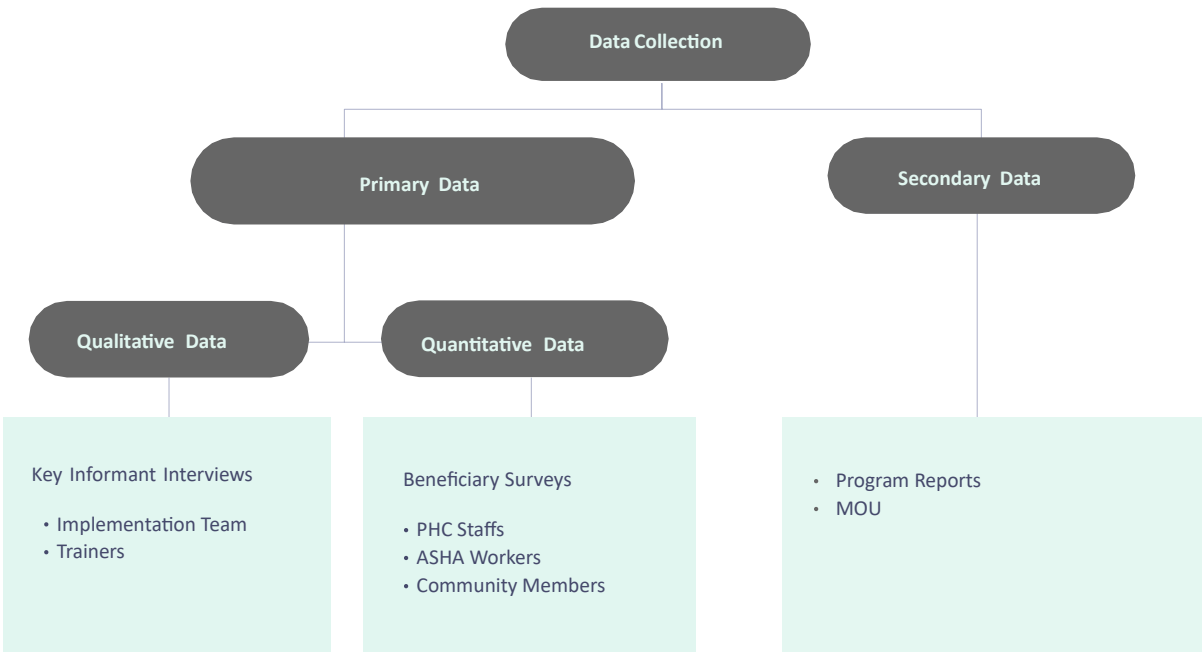
The program's impact potential was assessed to ascertain whether a change or the desired outcome can be attributed to the program intervention. Give uses criteria such as scale of Impact and impact sustainability to understand the impact potential of the project.

# 5 Methodology Adopted

We initiated the impact assessment study by identifying the key stakeholders for the project. These stakeholders were ratified in consensus with the implementing partner. The study takes a ‘mixed method’ approach which includes both qualitative as well as quantitative data capture and analysis.

The quantitative tools provide values to key indicators related to access, awareness, quality. It also maps the outputs against the targets and outcomes perceived by the beneficiaries. On the other hand, the qualitative method and approaches provide a better understanding and help to build a storyline for the achievements and gaps in the program from the lens of immediate stakeholders involved in the program implementation, other than the beneficiaries. A qualitative study gives substantiated evidence for a better understanding of the processes involved in the program implementation. Thus, the ‘mixed method’ approach also helps in developing a framework for gap identification and course correction.

## 5.1 Data collection



- **Primary data:** Primary data is the key to collecting first-hand information as evidence from the beneficiaries and stakeholders on the interventions. It allows us to understand the benefits delivered, its effectiveness and key challenges to assess the impact created by the program and arrive at recommendations that enhance it.
- **Secondary data:** For secondary data collection, the program proposal, MoU, and program report were referred. These documents gave high level insights about the projects including the inception and implementation phase along with the processes followed.

## 5.2 Sampling strategy

The program was implemented in the state of Tamil Nadu. Considering a confidence interval of 95%, and 5% allowable margin error, the study was planned for 320 primary data collection and 36 key informant interviews (qualitative).

The following formula details out the sample size calculation process with the assumptions considered.

- N= Total stakeholder population
- z = Z Score (Z-score is the number of standard deviations a given proportion is away from the mean and 1.96 here corresponding to a 95% confidence interval)

$$\text{Sample size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N}\right)}$$

- e = Margin of Error (Percentage in decimal form; here taken as 0.05 (+/- 5% error))
- p = sample proportion (0.5)

The quantitative data collection, we created representative and stratified samples to ensure accurate results.

Sampling Plan for beneficiary surveys (Quantitative Data Collection): We stratified the sample by two parameters, namely:

- Intervention geography,
- Socio-economic strata of the stakeholders

The following table elaborates the sample size and distribution as per the strategy.

Stakeholder/ beneficiary interactions	Samples
PHC Staff	2
ASHA workers	15
Anganwadi workers	3
Frontline workers	14
Community Members	17
Program implementation	2
Trainers	2
<b>Total</b>	<b>55</b>

The study could record survey interviews of 55 respondents, against the planned sample size of 356 over a period from 15<sup>th</sup> March to 30<sup>th</sup> March 2023.

**Key informant interviews:** Questionnaires were designed for each stakeholder interview. All relevant questions were asked to the respondents and were captured. This was done through purposive sampling.

Stakeholder/ beneficiary interactions	Samples
Program Implementation Team	2
Trainers	2

## 6 Analysis and Findings

Descriptive statistic (basic features of the data including frequencies, counts, percentages), comparative analysis (before and after comparisons), and content analysis (for qualitative data to interpret and analyze unstructured textual content into manageable data done to analyze and interpret the data collected. The findings for the interventions on capacity building on prevention of human-wildlife conflicts in the Western Ghats, Tamil Nadu program for the stakeholder groups is as per the three-point assessment framework described earlier.

### 6.1 Program Design

The Mudumalai and Mukuruthi National Parks, located in the western ghats of Tamil Nadu, are known to be frequent habitats for wild elephants and tigers. Local communities have traditionally relied on Earth currents to avoid such encounters. However, the danger posed by snakes is often overlooked, resulting in 5-10 fatalities due to snake bites. It is crucial for the locals to possess knowledge on identifying various snake species and taking appropriate precautionary and first aid measures to prevent any potential fatalities. To address this issue, the Centre for Wildlife Studies (CWS) has collaborated with the Institute of Public Health in Bangalore to develop workshop modules for 'Wild Surakshe' program. As a general rule, the trainers for this program are selected based on their proficiency in the regional language, preferably from social work backgrounds, and are residents of the area. This allows them to connect more effectively with the local community and have a better understanding of the terrain, culture, and people of the area.

The program was designed to address the following key issues:

- How to avoid Human Wildlife Conflict through scientific methods?
- If conflict takes place, what should be the key steps to be adopted?
- How to identify the symptoms from zoonotic disease?

#### Profile of Naduvattam Panchayat

The Naduvattam panchayat comprises several remote villages that are in close proximity to wildlife reserves and are situated at least 20kms away from Gudalur town in Tamil Nadu. The area's economic condition primarily relies on farming and daily wage jobs such as construction work and manual labor, with typical monthly incomes ranging from INR 4000 to INR 10000. Due to the limited job opportunities in the region, many individuals migrate to neighboring towns, cities, or states in search of work. Additionally, the absence of higher education institutions has resulted in a considerable number of people relocating to cities or other states like Coimbatore and Kerala to pursue higher studies. Local government schools offer education only up to upper primary level, and completing high school requires traveling to Gudalur town. Public health awareness is low, and basic first aid skills are not widespread. In the event of a conflict with wildlife, individuals tend to rely on traditional or home remedies. Visits to Primary Health Centers (PHCs) are primarily for severe health conditions, exacerbated health issues, or pregnancy, and are infrequent. Table 1 shows the rating of the program relevance as per the stakeholders.

<b>Relevance</b>	<b>Rating (out of 5)</b>
The program met the needs in safeguarding the lives of the community from human-wildlife conflict	3.5

## 6.2 Program Delivery

### Area Mapping and Networking:

The CWS team identified villages located within 20-30km of wildlife reserves and drew upon insights gained from previous interventions like Wild Seve and Wild Shale to improve the efficiency of district mapping. Subsequently, talukas and panchayats were mapped around the reserves. To establish networks with key community stakeholders like PHC staff, panchayat leaders, forest department officials, and anti-poacher watchers, the team focused on networking during location recce. This approach of area mapping and networking reflects the comprehensive approach taken by the CWS team for the 'Wild Surakshe' program to engage with local communities and stakeholders and build trust and credibility crucial for the program's long-term success. As communities become aware of the program's work, they volunteer to guide the team to places where workshops are needed due to increasing cases of human-wildlife conflict (HWC). The District Forest Officer of Kanyakumari had also suggested areas that require the intervention of the CWS team.

### Training:

The program focused on frontline workers, including ASHA workers, PHC staff, and forest guards. These workers interact with the community on a daily basis, making them essential in guiding the community during times of conflict and continuing to promote public health awareness. As such, the primary objective of the program was to build the capacity of these key stakeholders. 5 sessions were conducted per village for three different groups:

- Primary Health Centre (PHC) staff
- Panchayat leaders
- Forest Department

The program had conducted approximately 190 training sessions and trained more than 4820 stakeholders and community members. Around 25 training sessions were conducted around Mudumalai and Mukurthi National Parks.

### Effectiveness of the training by CWS:

Although the program primarily targeted frontline workers, it also included training for village community members in certain areas. On average, these participants attended one or two sessions of the CWS training program, which covered topics related to first aid from HWC, as well as general public health awareness topics emphasizing the importance of WASH practices. The program emphasized the crucial role of hygiene in minimizing the risk of contraction from zoonotic diseases. It shows that by training and educating individuals at the community level, the program aims to create a culture of awareness and responsibility towards personal and public health. Additionally, the emphasis on zoonotic diseases acknowledges the role of human-animal interactions in the spread of diseases and the need for measures to minimize the risk of transmission. Table 2 below shares the effectiveness of the training as shared by the participants:

Table 2: Effectiveness of the training	
Outcome of the training	Participants' ratings (out of 5)
Effectiveness of the training	4 (Very Good)
Behavioural and social changes of the community	3 (Somewhat)

The table above indicates that the training provided was informative for both frontline workers and village residents. However, it is important to note that behavioural change in the community is a gradual process, and it may take time to change deeply ingrained practices. Additionally, the number of CWS sessions was insufficient to fully instill educational awareness on topics such as HWC and zoonotic diseases. Follow-up and feedback were obtained from participants via telephone one week after the training, but this may not be sufficient to ensure long-term outcomes.

Building awareness and capacity among stakeholders is a continuous process that requires sustained effort over a considerable period of time.

Despite the limited sessions, it was evident that certain behavioural traits of the community had changed, suggesting that the program intervention has the potential to enhance the quality of life for individuals residing near wildlife reserves (envisioned impact of the program as seen in the TOC, page no. 10). Table 3 provides an overview of the changes that have started to take place because of the intervention.

<b>Table 3: Outcome of the intervention</b>		
<b>Behavioural Attributed</b>	<b>Before Intervention</b>	<b>After Intervention</b>
Health – Precautionary Infection Management	Timely vaccinations were rare. Seldom visited the PHC except for severe health conditions or for delivery cases.	Timely vaccination and hygienic practices (to avoid littering the surrounding of their homes with food waste). Members have started taking medical aids for any kind of infections from the PHCs.
Health – First Aid Management	Traditional practices	Timely hospitalization or medical intervention

### 6.3 Impact and Sustainability

Traditional practices linked to religious beliefs were prevalent, such as seeking the help of a priest instead of a hospital in case of snake bites or using self-remedies to treat the wound without medical intervention. However, after the training, at least 66% of the sampled stakeholders observed a visible change in the community's behaviour, with increased awareness of first aid and precautionary measures to prevent human-wildlife conflict and zoonotic diseases. The intervention areas are situated in remote locations, far from towns such as Gudalur town, which is 20km away from Mudumalai and Mukurthi National parks. Thus, it can be challenging to disseminate accurate information on zoonotic diseases or relevant public health issues to these areas. However, the training proved to be effective in providing the locals and frontline workers with comprehensive knowledge of zoonotic diseases, including precautionary measures, symptoms, and treatment protocols, specifically for the following diseases:

- NIPAH
- Rat Fever
- Rift Valley Fever
- Monkey Fever
- Tick-borne zoonotic diseases
- COVID 19

The intervention has enhanced the effectiveness of essential government machinery functioning in these areas and emphasized their responsibility in conducting awareness-building exercises for locals within their respective jurisdictions. Table 4 below depicts the systemic improvements that the intervention has facilitated.



Table 4: Systemic Cooperation and Change			
Categories	Before (out of 5 Rating)	After (out of 5 Rating)	Describe the changes experienced
Knowledge of the PHC staff (Doctors and Nurses)	2 (Average)	4 (Very Good)	The Nurses did not have previous knowledge of zoonotic diseases and its symptoms
Accessibility of the forest dept. officials for community members	3 (Good)	4 (Very Good)	Access to forest officials, which was once a challenge prior to the intervention, is now easily available to all community members.
Knowledge of the ANMs and ASHA workers	3 (Good)	4 (Very Good)	Similar to PHC staff, ASHA workers and ANM workers are more informed about zoonotic diseases. They have also started providing awareness to the community on the precautionary measures and first aids to be taken to improve their health conditions.

The program is structured into two to three phases, with the current workshop being the first one. The project aims to leverage the insights and data garnered from the workshops conducted across five states - Karnataka, Tamil Nadu, Maharashtra, Goa, and Kerala - to plan the subsequent phase. The program intends to establish systemic partnerships to enhance the living standards of people living around the wild reserves.

However, the program's next steps will depend on the insights derived from the analyzed data, which will help CWS to iterate on the Wild Surakshe program and formulate a more refined plan going forward.

Therefore, the program's overall impact can only be measured upon successful completion of all its phases. This indicates that the program is not only focused on improving the quality of life of people living around wild reserves, but also on protecting the wildlife in the Western Ghats region. This highlights the program's holistic approach towards sustainable development and conservation efforts. The program's willingness to collaborate with various stakeholders through partnerships further emphasizes its commitment to achieving its objectives and making a meaningful impact.



Figure2: Interaction with Sanitary Workers in O'Valley

## 7 SWOT Analysis

A SWOT analysis is conducted to understand the program's strengths, weaknesses, opportunities, and threats. It was conducted from the responses received from the program team and other implementation-level stakeholders, at the same time considering the beneficiary feedback.

### STRENGTH

- **Capacity building:** The program is building the capacity of frontline workers who can serve as an awareness bank for the community, which can have a long-lasting impact.
- **Community awareness:** The program's workshop has helped people become more aware of the right first aid to take when human-wildlife conflict (HWC) takes place, moving away from traditional beliefs.
- **Data-driven approach:** The program is taking a data-driven approach to improve the quality of life of people living around wild reserves and to protect wildlife in the Western Ghats region.
- **Comprehensive approach:** The program is not only focused on improving the living standards of people living around wild reserves but also on protecting wildlife in the Western Ghats region.

### WEAKNESS

- **Short program length:** The program's training duration was limited, which was insufficient for participants to fully grasp the material. This will result in lower retention rates after attending the training sessions.
- **Limited follow-up mechanism:** The program's follow-up mechanism, consisting of only one telephonic call after the training, may not be enough to reinforce learning and ensure the application of new knowledge and skills.

### OPPORTUNITIES

- **Collaboration:** The program can collaborate with various stakeholders, including NGOs, government agencies, and local communities, to achieve its objectives of improving the quality of life of the beneficiaries and protecting wildlife in the Western Ghats region.

### THREAT

- **Climate Change:** Climate change may negatively impact the region's natural resources and wildlife, posing a threat to the program's objectives.

## 8 Conclusion

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Wild Surakshe program was conceptualized based on the foundation laid by Centre for Wildlife Studies' previous two programs, Wild Seve and Wild Shaale. This indicates that the intervention was designed with a solid baseline of data and expertise. With its primary focus on creating awareness around public health, specifically with regard to precautionary measures against human-wildlife conflict, first aid steps to be taken during attacks, and identifying zoonotic disease symptoms, the training module was developed in collaboration with the Institute of Public Health in Bangalore. This highlights CWS's approach to the intervention through a well-researched team with the necessary expertise to conceptualize a high-quality program design.

The focus of the Wild Surakshe program on building the capacity of frontline workers, such as ASHA, Anganwadi workers, forest guards, and PHC staff, is a strategic move by CWS. These individuals have frequent interactions with the community, making their role as knowledge resources critical. However, the limited number of sessions (only 5) may not be enough for participants to fully grasp the material and retain it over time. Furthermore, relying solely on a single follow-up call after training may not be adequate to ensure that participants continue to implement or retain what they have learned. In addition to the challenges of sustaining behavioural change, frontline workers require more extensive training and reliable materials to become effective knowledge resources after completing the program. This indicates that providing ongoing support, mentoring, and resources to frontline workers is crucial to enable them to apply their newly acquired skills and knowledge effectively. Moreover, this can help them to continue to learn, develop and adapt to new challenges in their roles, thereby improving their ability to serve the community.

Despite the program delivery limitations observed, CWS's 'Wild Surakshe' has the potential to enhance public health preparedness and response protocols in the targeted areas. The program has successfully improved people's awareness and willingness to seek medical attention at PHCs for any infections or health issues they may be experiencing, which was previously uncommon. For example, snakebite cases, which were traditionally treated with remedies like turmeric or visiting priests, are now being referred to PHCs. The PHC staff and ASHA workers are now better equipped with knowledge on zoonotic diseases and symptoms, enabling them to identify potential outbreaks and take prompt action to contain them.

# Annexure: Questionnaire

## Community Members

### General Information:

Name	Age	Educational Qualification	Occupation	Income	Village Name	Panchayat   District	Wildlife Reserve (Name)	Wildlife Reserve (Proximity from village)

Proximity (km) from the village				
Name of PHC	District Hospital	Government School	Anganwadi	Nearest Bus route

### Program Design:

1. Are you a native of this village?
  - a. Yes
  - b. No, since when have you been a resident? What was the reason that made you settle here?
2. What is the main occupation of the people in this village? (Let's provide the list of anticipated occupations)
  - a. Farming/agriculture
  - b. Forest collector,
  - c. Daily wage labourer
  - d. Shop Owner
  - e. Taxi Driver
  - f. Guide
  - g. Other, \_\_\_\_
3. If answered agriculture, are your crops/field raided by the animals from the sanctuary?
  - a. Yes
  - b. No
  - c. If yes, which animal/s destroy your crop?
4. What do you do to stop them?
5. Is that what you used to do before CWS intervened?
  - a. Yes
  - b. No
6. Do these animals pose any health issues to you?
  - a. Yes
  - b. No
  - c. If yes, what do they do?
7. Does anyone in the village have been bitten by snake?
  - a. Yes
  - b. No
  - c. If yes, how frequent are such cases?
8. Which is the most common form of human-wildlife interaction for the village? (Select all that applies)
  - a. Animals like Nilgai, Wild Boar, raiding crops

- b. Animals such as leopards, hyenas preying on the cattle.
  - c. Cattles infected by an insect biting/other pest/parasite.
  - d. Snake bite
  - e. Animal sightings during NTPF collections
  - f. Insect bites during NTPF collections or forest walk
  - g. Other, \_\_\_\_\_
9. Do these interactions fall a person sick?
- a. Yes
  - b. No
  - c. If yes, what does person ail from? Or, what do the animals ail from?
10. Were there fatalities as a result of the encounters with the vertebrate hosts?
- d. Yes, how many on an average in a year?
  - e. No
10. What were the traditional practices carried out as
- a. Preventive measures (*from wildlife interactions*) \_\_\_\_\_
  - b. Curative measures (*from wildlife attacks*) \_\_\_\_\_
11. What beliefs are attached to the wildlife-human interaction phenomenon?
12. Do you believe that these beliefs have been rationalised by this intervention?
- a. Yes, to what extent?
  - b. No
13. Would you state that CWS intervention is meeting the needs in safeguarding the lives of the community?
- a. 5: Strongly Agree
  - b. 4: Agree
  - c. 3: Undecided
  - d. 2: Disagree
  - e. 1: Strongly disagree

What type of challenges has the village been facing with respect to the following:

- e. Health (Diseases) \_\_\_\_\_ (*Prompt: both due to wildlife and non-wildlife challenges*)
- f. Health (Healthcare) \_\_\_\_\_
- g. Livelihood \_\_\_\_\_ (*Prompt: both due to wildlife and non-wildlife challenges*)
- h. Systemic (*Cooperation and development by local, district level Govt. officials*) \_\_\_\_\_
- i. Climatic \_\_\_\_\_

**Program Delivery:**

14. What type of training/ workshops were facilitated as part of the intervention?
15. How many sessions have you attended?
16. Did any of your family members attend the session?
- a. Yes
  - b. No
  - c. If yes, how many?
  - d. If not, why?
17. What were the key learnings from these sessions?
18. On a scale of 1-5, how would you rate the effectiveness of the training conducted by CWS?
- a. 5: Excellent
  - b. 4: Very Good
  - c. 3: Good
  - d. 2: Average
  - e. 1: Poor
19. What type of strategy has the village adopted because of the intervention?
- a. Health – Precautionary infection Management \_\_\_\_\_
  - b. Health – First Aid Management \_\_\_\_\_
  - c. Livelihood – Agriculture Management \_\_\_\_\_
  - d. Livelihood – Livestock Management \_\_\_\_\_

20. To what extent do you think the community has been able to bring behavioural and social changes till date as a result of the intervention?
- 4: To a great extent
  - 3: Somewhat
  - 2: Very little
  - 1: Not at all

21. Systemic changes: On a 1-5 (5: Excellent, 4: Very Good, 3: Good, 2: Average, 1: Poor) scale rate the quality of the services and knowledge of the following Government Department before and after the intervention:

Categories	Before	After	Describe the changes experienced
Quality of the PHC			
Knowledge of the PHC staff (Doctors and Nurses)			
Accessibility of PHC staff for the community members			
Cooperation from the Forest Department			
Accessibility of the forest dept. officials for community members			
Knowledge of the ANMs			
Knowledge of the AWS			
Preparedness of Government School teachers and principals			

22. What type of challenges do you continue to face with respect to human-wildlife interactions in the region?

**Impact and Sustainability:**

23. What type of zoonotic diseases are you now aware of as a result of the intervention that can affect your region?

24. What are the changes you have seen as a result of the intervention?

- Reduction in emergency case due to wildlife attacks:
- 2020-21 \_\_\_\_\_; 2021-22 \_\_\_\_\_; 2022-23 \_\_\_\_\_
- Reduction in fatalities due to wildlife attacks: 2020-21 \_\_\_\_\_; 2021-22 \_\_\_\_\_; 2022-23 \_\_\_\_\_
- Reduction in wastage of agricultural produce due to wildlife attacks 2020-21 \_\_\_\_\_; 2021-22 \_\_\_\_\_; 2022-23 \_\_\_\_\_
- Reduction in wastage of livestock due to wildlife attacks 2020-21 \_\_\_\_\_; 2021-22 \_\_\_\_\_; 2022-23 \_\_\_\_\_

25. Has there been an increase in your income level as a result of this intervention?

- Yes
- No
- (Assumption: if health cases have reduced, and wastage in livestock and agricultural produces reduced as a result of the measures taken to minimise interaction of vertebrate hosts in the region)*
- Yes, provide data 2020-21 \_\_\_\_\_; 2021-22 \_\_\_\_\_; 2022-23 \_\_\_\_\_
- No, cite reasons \_\_\_\_\_

26. What additional changes have you witnessed as a result of this intervention?

### Government Officials

- Name:
- Designation:
- Department:
- Years of Association:
- If PRI leaders mention the number of villages covered under this intervention in the panchayat.

### Program Design

1. Are you a native of this region?
  - a. Yes
  - b. No
2. What type of challenges has the village been facing with respect to the following:
  - a. Health (Diseases) \_\_\_\_\_ (*Prompt: both due to wildlife and non-wildlife challenges*)
  - b. Health (Healthcare) \_\_\_\_\_
  - c. Livelihood \_\_\_\_\_ (*Prompt: both due to wildlife and non-wildlife challenges*)
  - d. Systemic (*Cooperation and development by local, district level Govt. officials*) \_\_\_\_\_
  - e. Climatic \_\_\_\_\_
3. What type of human-wildlife interactions does the village encounter? (*Mention the type of animals (species)*)
4. What was the frequency of the human-wildlife interactions monthly before the intervention?
5. Were there fatalities as a result of the encounters with the vertebrate hosts?
  - a. Yes, how many on an average in a year?
  - b. No
6. What were the traditional practices carried out as
  - a. Preventive measures (*from wildlife interactions*) \_\_\_\_\_
  - b. Curative measures (*from wildlife attacks*) \_\_\_\_\_
  - c. Other, \_\_\_\_\_
7. Are you aware of the 'Wild Surakshe' training program?
  - a. Yes
  - b. No
  - c. If yes,
8. According to you, do you think CWS's intervention is sufficient in safeguarding the lives of the community?
  - a. 5: Strongly Agree
  - b. 4: Agree
  - c. 3: Undecided
  - d. 2: Disagree
  - e. 1: Strongly disagree

### Program Delivery

9. What type of training/ workshops were facilitated as part of the intervention?
10. How many sessions have you attended?
11. What were the key learnings after attending these sessions?
12. On a scale of 1-5, how would you rate the effectiveness of the training conducted by CWS?
  - f. 5: Excellent
  - g. 4: Very Good
  - h. 3: Good
  - i. 2: Average
  - j. 1: Poor
13. What type of strategic upgrades were carried out as a result of the intervention in your department/ panchayat?

Before	After
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14. Has the staff from your department been providing training to the community members as a result of this intervention?
  - a. Yes, how many training sessions have been conducted till date?
  - b. No
15. How are you creating awareness in the community as a result of the intervention?
16. What type of strategy was adopted by the village community because of the intervention?
  - e. Health – Precautionary Infection Management \_\_\_\_\_
  - f. Health – First Aid Management \_\_\_\_\_
  - g. Livelihood – Agriculture Management \_\_\_\_\_
  - h. Livelihood – Livestock Management \_\_\_\_\_
17. What type of behavioural and social changes have you observed among the community members to reduce the interaction with the vertebrate/invertebrate hosts?
18. To what extent do you think the community has been able to bring behavioural and social changes till date as a result of the intervention?
  - a. 4: To a great extent
  - b. 3: Somewhat
  - c. 2: Very little
  - d. 1: Not at all
19. Do you think you are able to retain the knowledge provided during the training/ Workshop conducted?
20. How do you access relevant updates on zoonotic diseases, precautionary measures etc. post the training program?

#### Impact and Sustainability

21. What are the changes you have seen as a result of the intervention? (Provide Data)
  - e. Reduction in emergency case due to wildlife attacks:
  - f. Reduction in fatalities due to wildlife attacks:
  - g. Reduction in wastage of agricultural produce due to wildlife attacks
  - h. Reduction in wastage of livestock due to wildlife attacks
22. What type of systemic collaboration has taken place as a result of this intervention? (Provide some examples| Also mention if level of association has increased because of the intervention)
23. Has there been an increase in your income level as a result of this intervention? (*Assumption: if health cases have reduced, and wastage in livestock and agricultural produces reduced as a result of the measures taken to minimise interaction of vertebrate hosts in the region*)
  - a. Yes, what has been the major contributing factor for this change?
  - b. No, cite reasons \_\_\_\_\_
24. Do you think the positive changes as a result of the intervention will sustain in the longer run?
  - a. Yes, how do you envisage the sustainability of these changes? \_\_\_\_\_
  - b. No, cite reasons \_\_\_\_\_



## Trainers

- Name
- Education Qualification
- Years of Association

## Program Design

1. What is the main objective of the training program?
2. How do you determine the nature of training that needs to be imparted for different stakeholders and beneficiaries as part of this intervention?
3. Are the training materials prepared in consultation with the stakeholders and beneficiaries?
  - a. Yes, please explain this process. \_\_\_\_\_
  - b. No
4. Do you incorporate feedback received from the participants in your training program?
5. How does CWS prepare the trainers for this program? (*Prompt: areas covered as part of ToT training, duration, mid-program training, feedback sessions etc.*)
6. How would you rate the quality of the training program provided to the trainers? (*Prompt: to understand the extent to which ToT prepares the trainers*)
  - a. 5: Excellent
  - b. 4: Very Good
  - c. 3: Good
  - d. 2: Average
  - e. 1: Poor

## Program Delivery

7. What is the mobilisation strategy adopted for the following categories of people:
  - a. Government Officials (PHC staff, Forest Dept. Veterinary dept., Government schools etc.) \_\_\_\_\_
  - b. ANM/ AWS \_\_\_\_\_
  - c. Community Members \_\_\_\_\_ -
8. Does the training module differ for different stakeholders and beneficiaries?
  - a. Yes, mention the differentiators \_\_\_\_\_
  - b. No
9. What is the frequency of the training/ workshop conducted for the following stakeholders and beneficiaries?
  - a. Government Officials \_\_\_\_\_
  - b. Community Members \_\_\_\_\_
10. What type of post-training strategies adopted by the project to ensure the following:
  - a. Retention of knowledge of the stakeholders and beneficiaries \_\_\_\_\_
  - b. Accessible relevant updates on zoonotic diseases, precautionary measures etc. \_\_\_\_\_
11. Provide data for the following:

Wildlife Reserve/ Park	Village Name	Total number of workshops/ trainings conducted	
		Community Members	Government Officials

## Impact and Sustainability

12. What are the changes you have seen as a result of the intervention?
  - i. Reduction in emergency case due to wildlife attacks:
  - j. Reduction in fatalities due to wildlife attacks:
  - k. Reduction in wastage of agricultural produce due to wildlife attacks
  - l. Reduction in wastage of livestock due to wildlife attacks
13. What type of systemic collaboration has taken place as a result of this intervention? (Provide insights with examples)

## Centre for Wildlife Studies - Implementation Team

- Name
- Designation

## Program Design

1. What is the overall goal of this project?

2. Why is the project specifically designed for communities around wildlife reserves surrounding the western ghats?
3. What type of communities surround the wildlife reserves where the intervention is being carried out?
4. Provide details on the following.
  - a. Type of animal encounters
  - b. Frequency of animal encounters
5. Was any need assessment conducted prior to starting of the project? If yes, what were the key findings of this study with respect to:
  - a. Health Challenges
  - b. Economic Challenges (livelihood)
  - c. Systemic Challenges
6. What types of Zoonotic diseases are likely to spread from these human-wildlife interactions?
7. Who are the key stakeholders associated with this program? Mention their role in the intervention.
8. What mechanisms are adopted to ensure that the intervention constantly meets the needs of the beneficiaries?
9. Why are training/ workshops the main intervention for this program?
10. What risks were considered by your project while implementing this program?

**Program Delivery**

11. What type of training is conducted for the training team?
12. What is the selection process of the trainers?
13. What type of interventions were carried out for the following:

Categories	Key areas addressed	Reason
Social and Behavioural changes		
Preventive Health Measures		
First-Aid Management		
Livelihood Management		
Government Partnerships and Collaborations		

14. What strategies have been adopted as part of post-training intervention?
15. What are some of the best practices adopted by the following stakeholders:
  - a. Government departments \_\_\_\_\_ (identify the departments)
  - b. PRI Leaders \_\_\_\_\_
  - c. Community members \_\_\_\_\_
16. What are the challenges you continue to witness even after the implementation of the program?

**Impact and sustainability**

17. Do you think the intervention has been successful in improving the public health system in these regions?
  - a. Yes, how? \_\_\_\_\_
  - b. No, cite reasons \_\_\_\_\_
18. Do you think the intervention has been successful in cross departmental collaboration in mitigating the human-wildlife conflicts (HWC)?
  - a. Yes, cite examples \_\_\_\_\_
  - b. No, cite reasons \_\_\_\_\_
19. Do you think the intervention has improved the income of the community members by mitigating the risks caused by HWC?
  - a. Yes, cite examples \_\_\_\_\_
  - b. No, cite reasons \_\_\_\_\_
20. Do you think the intervention has been able to improve the overall quality of life of the community?
  - a. Yes, cite examples \_\_\_\_\_
  - b. No, cite reasons \_\_\_\_\_
21. Do you think the positive changes as a result of the intervention will sustain in the longer run?
  - a. Yes, how do you envisage the sustainability of these changes? \_\_\_\_\_
  - b. No, cite reasons \_\_\_\_\_



# SOCIAL IMPACT ASSESSMENT OF CRAFTS COUNCIL OF INDIA



Supported by Sundaram Finance Limited

Scope: Apr 2020 to March 2022.

*Report By*



Social Audit Network, India  
391/1, Venkatachalapathi Nagar, Alapakkam, Chennai – 600 116,

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## 1. Background

The artisan sector is India's second largest source of employment and livelihood after agriculture as there are over 200 million livelihoods that are directly or indirectly linked to the artisan economy. It is a primarily rural and informal sector which is creative, labour-intensive and skill intensive. India is known for its diversity in culture, spread across its states. There are myriad types of handmade goods and artworks made by artisans and craftsmen in different parts of the country. More than 50% of the Indian artisans are women and marginalised groups who face a lot of cultural and social restrictions and operate within traditional creative cultures. Apart from this, due to poor financial support, policies and investments in this sector, the artisan's ability to scale sustainably has been drastically affected. Understanding this dire need, Kamaladevi Chattopadhyay launched the Crafts Council of India (CCI), in 1964, as a pioneering effort towards protecting and enhancing India's heritage in the nation's transition to modernity. However, since the past few years, there has been a drop in the demand for such products with interest of the new generation declining in handmade souvenirs. This is directly impacting the artisans whose livelihoods depend on handicrafts. The COVID-19 pandemic and the lockdown further added to their woes. To aid the livelihoods of artisans, many NGOs and governmental agencies have been supporting artisan communities, providing platforms to sell handmade products, fetching those reasonable profit and ensuring a sustainable livelihood. CCI has been relentlessly working to support the artisans in various ways. This report delves into the various aspects of its work and the related impact on the society and the communities they cater to.

### About CCI

CCI strives towards an India in which its artisan communities are valued, respected, and supported with an enabling environment that renews and enhances their heritage for contemporary relevance and self-worth. Its mission is

- To help ensure sustainable livelihoods through crafts.
- To help ensure growth for artisans and their families through opportunities for education and training.
- To help bring technology, design, marketing, and entrepreneurial skills for self-reliance within changing markets at home and abroad.
- To promote research and documentation that can help conserve tradition and provide resources for future development.
- To advocate the critical importance of artisans and their crafts to the nation's social, economic, cultural, and environmental well-being.

Understanding that traditional craft skills must be made relevant and marketable in India, CCI organises exhibitions to help the artisans sell their crafts. They also help them evolve designs and products that are innovative, and contemporary using the traditional methods and provide them market linkages wherever possible. Further, to preserve the legacy of the art skill within the family and to promote it in the next generation, CCI offers scholarship schemes to the children of the artisans to enable them to learn the skills to continue with the family's tradition.

CCI receives funding support from the government and a few Corporates for implementing its activities. Sundaram Finance is one major Corporate that supports a few activities of CCI.

Another innovative program - Educate to Sustain - is aimed at sensitising the school going children of traditional artisans of the need to learn the family craft skills to fall back on when there are no other employment opportunities for them.

### **About Sundaram Finance**

Sundaram Finance (SF) is a registered deposit taking NBFC established in 1954. It is engaged in retail finance across multiple domains like Vehicle finance, Home Finance, Mutual Funds, General insurance, and financial service distribution. Started with the primary objective of financing the purchase of commercial vehicles, the company, has today grown into one of the most trusted financial services groups in India. It has a nation-wide presence of nearly 640 branches, over two lakh depositors and three lakh commercial vehicle and car finance customers. Together with its subsidiaries, it is involved in several community focused activities that exemplify its strong commitment to the society.

Some of the major initiatives that the company is involved in, are in the following thematic areas –

- Preventive Healthcare, Water and Sanitation
- Education, Employability and Livelihoods Enhancement
- Environmental Sustainability
- Heritage conservation, Promoting Art, Craft and Culture, Public Libraries
- Promoting national and rural sports, Paralympic, Olympic sports
- Rural Development

CCI has been supported for the last three years as part of Sundaram Finance's CSR activity. The money supported was largely utilised towards the welfare and development of the artisan community and conserve the traditional art and crafts. The money has, during the pandemic period [ 2020-2022], been used in different ways to support the artisan community in different parts of the country.

## 2. Study Objective

This report documents the overall impact of the support provided by Sundaram Finance on the artisan community through CCI and how far the activities have achieved CCI's mission.

The overall objective is to examine the impact of the funding provided by Sundaram Finance to CCI for the welfare of the artisans, educate to sustain program, awards given to artisans and CCI website development during the period April 2020 March 2022.

A total of Rs. 60 lakhs was donated by Sundaram Finance for the period 2020-2022

### Budget allocation for the period 2020 - 2022

Particulars	2020 -21	2021-22
Artisans Support Fund	22,00,000	27,00,000
Educate to Sustain	4,00,000	1,50,000
Kamala Awards	1,00,000	
Website Maintenance	3,00,000	1,50,000
TOTAL	30,00,000	30,00,000

## 3. Scope of Study

The scope of this assessment is from April 2020 to Mar2022.

## 4. Stakeholders

The Key stakeholders of CCI include the following groups of people



The SAN team engaged in consultation with a few people from each of the stakeholder group to gather insights from the field and understand how the artisan community were directly benefitted by the various interventions of CCI.

## 5. Methodology

Mrs Latha Suresh, Ms Marie Banu and Ms. Mahalakshmi Rajagopal, social auditors from SAN India coordinated the study. The following methodology was adopted to gather feedback from the stakeholders-

- Field visit by the SAN team to the Raghurajpur, Pathamadai and Veeravanallur
- Semi-structured personal interviews with 3 Artisans and 10 mat weavers
- Focus Group Discussion with 10 scholarship recipients at Pathamadai and 10 women learning the nuances of mat weaving at Veeravanallur.
- Discussion with Management and staff at CCI (3 people)
- Telephonic interactions with
  - 18 Artisans
  - 5 Kamala awardees.
  - 5 Parents of children who have received scholarship.
  - 1 person from the Website development team.

### Limitations to the Study

This report is totally based on the observations made at the field and the telephonic interactions with a few beneficiaries. No structured questionnaires were used for the analysis.



**FGD with Scholarship recipients at Pathamadai**





**FGD with mat weaving trainees at Veeravanallur**



**FGD with mat weavers at Pathamadai**



**Personal Interview with artisans at Raghurajpur, Orissa**

## 6. Report on Performance

India is home to nearly 3,000 unique arts and crafts, some existing since the start of the Indian civilization. Many native crafts and practices have been passed down across generations of artisan families. They are also the epitome of India's artistic and intellectual properties. Traditional arts and crafts which received royal and aristocratic patronage historically, has slowly lost its significance because of the Industrial growth in India. There has been a 30% decline in the number of Indian artisans over the last 30 years, which is attributed to their declining skills, their inability to market their products and the challenges they face in catering to the needs of the current market and marketing trends.

The need of the hour is to be revive the interest levels within the artisans and motivate and train them to leverage and adapt their artistic skills and practices to suit both traditional and modern markets. This would lead to the Promotion and Preservation of traditional arts and crafts, which would pave a way to provide a sustainable livelihood opportunity for the artisans.

CCI envisions an India where artisans are given the status, respect and quality of life, which together reflect their unmatched contribution to the well-being of our nation, region, and planet. By 2047, new generations from within craft traditions will find encouragement through a supportive environment to sustain their heritage. CCI also strives towards enabling artisans have important roles in institutions of design, technology, and management, integrating their wisdom with other disciplines and programmes.

Artisans and weavers are central to the artisan sector, their skills being an intangible cultural heritage. The continuation in these areas depends on the sustainability of their earnings from the crafts. Understanding the artisan ecosystem, CCI has identified multiple areas which are essential to the wellbeing of artisans. CCI's focus is largely directed towards the empowerment of artisans and enabling them to lead a sustainable livelihood by -

1. Providing artisans, a platform to publicise their products by inviting them to set up stalls in exhibitions in different parts of the country.
2. Facilitating their economy by selling the products made by the artisans in their stores and online platform.
3. Providing scholarships for the next generation of artisan children for access to education
4. Bridging the digital divide among artisans through training and promoting online sales
5. Felicitating artisans through the Kamala Awards
6. Training artisans in developing new designs and products.

## 6.1 The CCI Artisan Support Fund

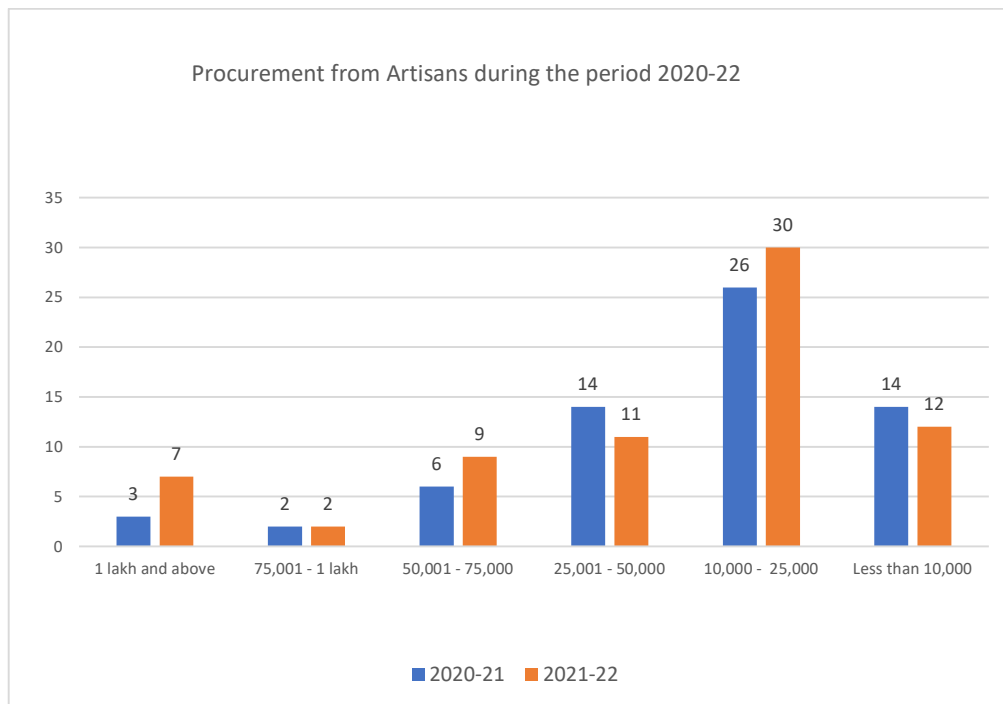
During COVID times and due to lockdown, the artisans had no venue for sales. Their livelihood and that of the artisans working for them was badly affected. CCI created an Artisan Support Fund with the money received from Sundaram Finance. In the period 2020-21, Rs.22,00,000/- was allocated to the fund and in the year 2021-22, Rs.27,00,000/- was allocated to this fund. This fund helped CCI to purchase products from artisans across India at a time when the artisans could not sell their products through Craft outlets and exhibitions. CCI procured the crafts from the artisans and sold them through social media and known sources. Thus, the artisans were able to sustain themselves, their families and some of them could pay the salaries of other artisans working with them. This service of CCI was highly appreciated by the artisans with whom the SAN India team interacted.

CCI procured artefacts from 65 artisans in the year 2020-21 and 71 artisans in the year 2021-22. There were 29 artisans who received support during both the years. (Refer Annexure 1 for the list of Artisans). CCI not only helped the artisans by purchasing their products, but also facilitated them in publicizing their products on CCI's social media pages. Many individuals directly contacted the artisans and directly bought artefacts from them.

The cost of the artefacts procured from the artisans varied from less than ten thousand rupees to over One lakh.

Cost of artefacts procured	Artisans Supported			
	2020-21		2021-22	
1 lakh and above	3	5%	7	10%
75,001 - 1 lakh	2	3%	2	3%
50,001 - 75,000	6	9%	9	13%
25,001 - 50,000	14	22%	11	15%
10,000 - 25,000	26	40%	30	42%
Less than 10,000	14	22%	12	17%
Total	65		71	

60% of the artisans were small and budding artisans and they sold artefacts amounting to less than Rs.25,000/- to CCI. 30% of the artisans sold artefacts between Rs.25,000-75,000/- and only 10% sold artefacts above Rupees One lakh.



The timely procurement from CCI was in line with their mission of supporting small time artisans and helping them to continue and sustain their work.

#### Artisan Speak..

*I am ever grateful to CCI for having procured during the COVID times as I had no other buyer during those times*

*The timely help by purchasing from me during the lockdown was instrumental in meeting my family expenses. CCI was the first organisation to buy from us during the lockdown after which some other also started to buy.*

## 6.2 Training for Use of Digital Media

Training artisans in financial and digital literacy was given an important priority to equip artisans to deal with virtual marketing. Design workshops for specific clusters to revive old designs and colours were conducted which proved very useful to the artisan groups. CCI's aim behind the workshops was to promote the spirit of entrepreneurship among the artisans.

CCI trained the artisans to use their smart phones effectively to connect with their customers and to market their products. They also trained them to conduct online transactions for their sales. This proved to be a boon to the artisans as their sales could continue through the lockdown.

CCI believes artisans have important roles in institutions of design, technology, and management, integrating their wisdom with other disciplines and programs. CCI interacted with several artisans to work on quality and aesthetics, networked to allow them better access to raw materials. In some cases, raw material banks were introduced where CCI put in some money into their bank accounts as rotating capital.

*The Pathamadai weavers speak..*



*Now I can sell my products through Whatsapp. I was not aware of it till the training offered by CCI. I now sell at least 5 mats through my Whatsapp contacts.*

*I know how to use gpay and am able to transact my business with ease. Money gets easily transferred to my account and I do not have to go behind my customers for payments.*

*I never realized that we can do cash transactions through a mobile phone. It was an eye opener for me. Now we are able to connect with buyers and are payment also happens immediately. Thanks to the training. We would not have learnt it otherwise!!*

### 6.3 Educate to Sustain Project

Educate to Sustain is a unique program of its kind which is aimed at sensitising the school going children of traditional artisans of the need to learn the family craft skills. These children are not compelled to work as artisans but are taught the family skills and could make a livelihood from the skill learnt when there were no other employment opportunities available for them.

In the year 2021-22, there was a marked drop in the number of children as rural schools were not functioning for two years. Children who passed out of class 12 in those years automatically passed out of the system. No new students were taken due to the pandemic. The numbers dropped to under 70 in the three clusters of West Bengal, Odisha and Tamil Nadu. (From July 2022, the numbers have increased to 175).

Location	No. of students	
	2020-21	2021-22
Pathamadai	25	20
Veeravanallur	24	16
Begampur	5	5
Chitrarekha Sahu/Puri Cluster	10	7
Raghurajpur	11	4
Nutungram	8	8
Total	83	60



**Children of artisans participating in a class at Nutungram and Veeravanallur**

CCI trained selected artisans to conduct skill workshops online across the country. As a result, the training continued in spite of the lockdowns. The teachers as well as the students were enthusiastic and excited about the new mode of learning and

eagerly utilized the same. This also instilled a sense of pride in their own skills as well as in their traditional art/ craft form. They continue to impart training through virtual medium.

Imparting the Mat Weaving Skills to the younger generation under the “Educate to Sustain” program aimed at sensitising and training the school going children of traditional artisans of the need to learn the family craft skills. Twenty-five young girls who had been taking weekend classes under the program were tested by the Government handicrafts department under the Next Generation skills assessment and came out in flying colours. This is one of the important social outcomes as these girls can take up the mat weaving in the near future which can boost the craft with more innovations in making and using digitally marketing technologies so unique to the youth.

#### 6.4 Kamala Awards for Artisans

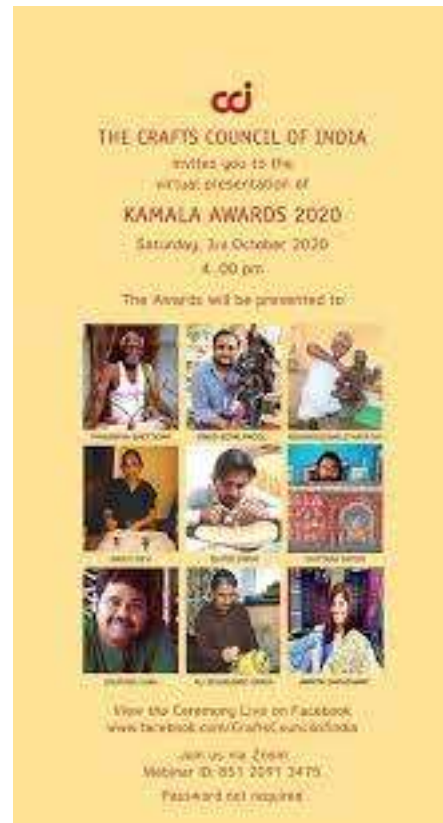
The Kamala Awards was instituted in 2000 by CCI in memory of Smt. Kamaladevi Chattopadhyay to recognize and honour outstanding merit in the field of traditional Indian handicrafts. The Kamala Awards are given under 5 specific categories that helps in recognition of a few unique skills of the artisans. These artisans are celebrated with citations and monetary awards. Some of the awards are instituted in collaboration with other Organizations and Individuals who are working in the Crafts industry. During the pandemic, CCI had decided to move the Kamala Awards 2020 Ceremony to a virtual format due to the Covid 19 situation.

The 20th Kamala Awards was held on virtually using the Zoom platform 3rd October 2020.

The following are the different categories of the awards instituted by CCI

##### 1) Kamala Award for ‘Excellence in Crafts’:

The Kamala Award for Excellence in Craftsmanship instituted by The Crafts Council of India in the year 2000 recognises the high level and proficiency of skill achieved in his/her traditional craft by an artisan, as exhibited in his/her body of work executed over the years.



The Kamala Award for Excellence in Craft for the year 2020 was conferred to.

- a) Shri. L. Rathakrishnan Sthapathy
- b) Shri. Vinod Koval Padoli
- c) Shri. Ali Mohammad Banka

**2) Shanta Prasad Award for 'Excellence in Handloom Weaving':**

Since 2005, The Crafts Council of India has been administering the Shanta Prasad Award for Excellence in Craft. This award has been instituted in memory of late Smt. Shanta Prasad, CCI member and treasurer, by her family.

The Kamala Award for Weaving for the year 2020 was conferred to Shri. Vyasarayya Shettigar

**3) Kamala Award for 'Contribution to Crafts':**

The Kamala Award for Contribution to Crafts instituted by The Crafts Council of India in the year 2000, honours a senior craftsperson for his/her contribution towards the development of traditional craft and the training of younger people in the skill.

The Kamala Award for Contribution to Crafts for the year 2020 was conferred to Smt. Amrita Chaudheri.

**4) The 'Young Artisan' Award:**

The Young Artisan Award instituted by the Kaivalam Foundation honours an artisan who is below 30 years of age and has shown exceptional skill and craftsmanship.

The Kamala Award for Young Artisan for the year 2020 was conferred to

- a) Shri. Ishver Singh
- b) Shri. Satish Chittara

**5) The Kamala Award for 'Revival of Languishing Crafts':**

The Kamala Award for Revival of Languishing Crafts instituted by Smt. Visalakshi Ramaswamy recognizes and honours an artisan for his/ her effort to revive a languishing craft.



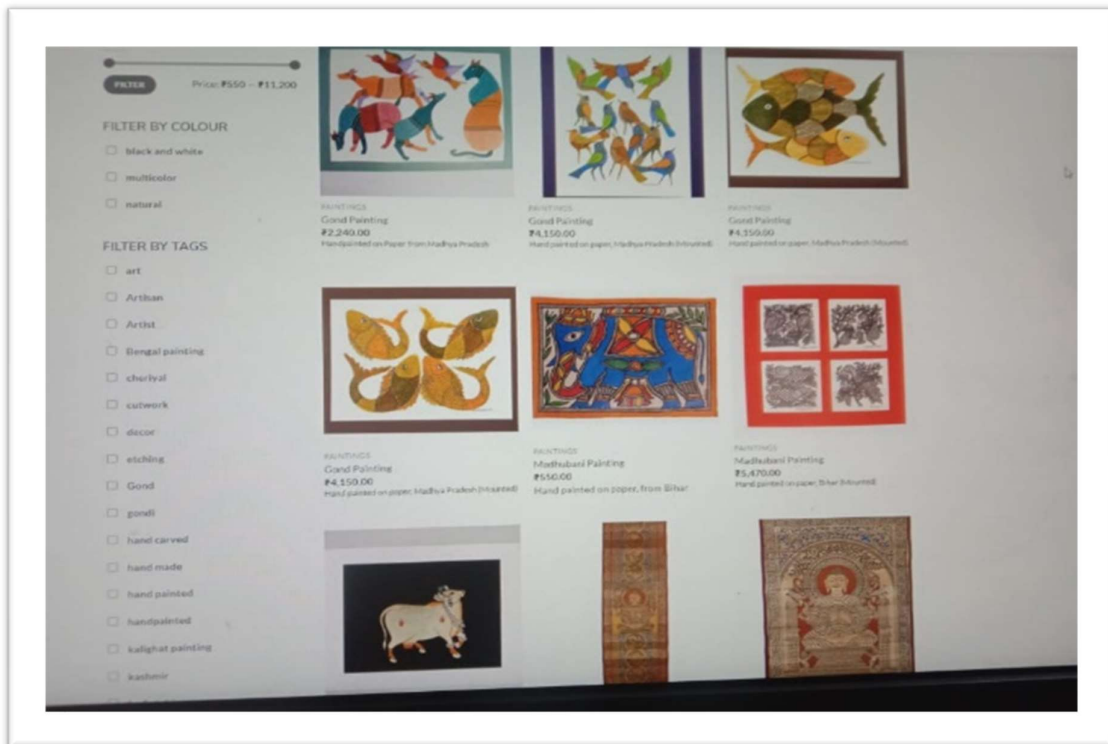
The Kamala Award for the Revival of Languishing Craft for the year 2020 was conferred to

- a) Smt. Masto Devi
- b) Shri. Gaurang Shah

The artisans have shared their gratitude for this recognition , which they claim has been a huge motivation to continue with their art/ craft forms even during the difficult times such as the pandemic.

### 6.5 Website development.

The pandemic restricted the public marketing spaces and opportunities for artisans. Their unsold products piled up. CCI was able to with the help of interns from academic institutions work on e-catalogues with photographs for individual artisans. These were also put upon CCI website .The development of such a website took time and was finally up by September 2021.



The website is very aesthetically designed, very detailed, easy to navigate and helps a shopper to choose from a large variety of articles that have been categorized very well based on variety of usages. The details regarding the traffic to the site, the correlation between rate of sales before this website and after this website could not be determined due to nonavailability of data and related information.

## 7. Feedback from Stakeholders

### Feedback by Artisans

#### a. Artisans of Pathamadai

The artisans in Pathamadai participated in the FGD and shared their feedback. They were grateful for the platform CCI provides to sell their products, to train their girls and the for training to become familiar with digital media. The artisans of Pathamadai were very appreciative of all the support they have been receiving from CCI and how building their skills and putting them to use had also building their confidence. The financial growth, resulting from sale of the mats was extremely crucial for their survival and this would not have been possible but for the support of CCI.

Information and feedback was collected through Focus group discussion. All artisans in this industry are women. Forty women have now formed into Self-Help Groups, believing that working together brings strength to new businesses to them. They are able to make a profit of just Rs.50/- in each mat they weave. The marketing and selling is taken care of, by men. The training provided has helped them in creating mats with many different designs and they are now able to customise mats. Earlier men were in this occupation but now this occupation is followed only by women because men are moving ahead towards jobs that are equivalent to their education and jobs that provide better remuneration. The women are grateful to CCI for the training that they have been receiving and also for the scholarship most of their daughters have been receiving for learning to weave the mats. They have also been trained to use the smart phone for sales and for connecting with buyers and whatsapp . This training has helped them significantly in increasing their business and they are grateful to CCI for this. But revenue return is very low in comparison to the effort and time involved in this craft. They believe that this craft if promoted in such away that youth are interested to learn to weave, and sales of the products are also increased, their craft will sustain. Mats are generally in demand during the marriage season. The number of mats each artisan is able to weave in a month is limited [ 10-12 mats a month ], as a result of which the revenue generation is low.

#### b. Other Artisans:

A total of 30 artisan beneficiaries were contacted. Out of this 18 beneficiaries were reachable. The rest 12 could not be reached because, either their number provided was invalid or they were not reachable or the lines were busy. The 18 beneficiaries who patiently responded were from different states from Kashmir in the North, Gujarat in the West, 24 Parganas in the East and Tamilnadu in the South. The kind of crafts included : stoneware, wooden products, fabrics, home décor, accessories, brass,

clothing, pottery, painting, sculptor and terracotta. All the small scale industries contacted were working on reviving/ sustaining traditional crafts and art forms. They were , even today, producing products using the traditional methods.

All artisans were grateful to CCI for purchasing products from them and paying for the same promptly without delay. Two artisans from the textile industry expressed that it would help if unsold products were not returned and if payments could be made on CCI receiving the products, it would not block their flow of revenue. They were happy to be associated with CCI and expressed that CCI's action of inviting them for the exhibitions in different parts of India helped them in widening their customer base and thus helped in expanding their business; in increasing sales; helped the art/ craft publicity among the public and on the whole helped in their economic and professional growth.

Most of them were grateful to Craft Council of India for purchasing their products, paying on time and facilitating space in exhibitions in different states thus providing the industries with sufficient exposure and avenues for marketing their products. They felt the exposure they received through CCI played a significant role in getting customers in other states, Pan India. None of them were aware of the online sales platform of CCI.

One organisation alone mentioned that they have been associated with CCI in just two exhibitions and so they haven't yet had much opportunity to explore any other support of CCI.

Two industries, both in the fabric space said that CCI took their products, paid only for products sold and returned the unsold products in good condition. They both felt that their money got blocked in this process and felt it would be good if CCI could pay as soon as they received their products and if CCI could sell all products procured. At the same time, they also admitted that returned products, were in good condition and could be sold in other outlets. Wooden products industries and stone ware industries shared that the quantity procured by CCI was in single digits and they would be happy if the number of products bought could be increased.

9 out of 18 industries reported loss during COVID as they could not pursue work and sales outlets too stopped. Some of the industries continued with production, stocked the finished products and started selling as lockdown and other measures relaxed. One weaving industry in Tamilnadu used this time to train children in weaving and as they procured raw material for one variety of saree and received order from individuals , work continued and they were able to distribute work to those weavers who didn't have work.

### **Artisans Articulate....**

*Work stopped during COVID. During that period, CCI purchased some products. This was helpful. We used the money for our household expenses.*

*COVID was very tough. No raw materials. No work. During that period, CCI placed an order and paid us for the same. That money was used for expenses occurring in business.*

*Our experience with CCI has been very good. They purchased products during COVID. That money was useful for all our expenses. If only, they paid immediately on receiving the products, instead of waiting for them to be sold and returning the unsold products when sending money, our money flow would have been better. We are so happy that my husband received award from CCI in 2008. They recognise our work and skills.*

*CCI regularly purchases from us, and they did during COVID too. Our work continued throughout COVID and hence we didn't have any difficulty in catering to CCI's order.*

*CCI orders products and pays promptly. Our work was affected during COVID. If CCI can support our sales Pan India, it will significantly increase our sales. Our products are saleable and are needed in the market.*

*We women at Pathamadai are ever grateful to CCI and Gita madam. They have been supporting us for a long time and they understand the struggles we face and have been trying to address them through their varied interventions like training, supporting our children, etc. The revolving fund of 50,000 given to the women group during COVID times was most useful for us to purchase raw materials and continue with our weaving.*

*CCI regularly places orders for just a few dolls. Payment is prompt. Grateful for the National award. COVID was tough but post second wave work picked up.*

*CCI regularly places orders for just a few dolls. Payment is prompt. Grateful for the National award. COVID was tough but post second wave work picked up.*

*CCI is a great platform for gaining publicity for products. During COVID, CCI procured from us. The first 4 months were very bad but later, our sales picked up because of the support of a youtuber and because we started sales through Amazon. Though CCI purchased during COVID, our sales picked up because of other sources. Grateful to CCI for the UNESCO award and recognition.*

*Once or twice a year CCI purchases some dolls. No other connection. Due to COVID many artisans have left and taken up regular income jobs like security service. Things are still tough.*

*Our interaction with CCI is minimal as we have participated in just one or two exhibitions pre COVID times. Our work was badly hit during COVID. We have been shifting to retail and yet to reach our pre COVID status.*

### *Stories of Hope*

Mr. Swain is an artisan living at the heritage village Raghurajpur, Orissa. He has been supplying his pattachitra artefacts for over ten years to CCI. Hailing from a farming family, he underwent the course in pattachitra when he was a youth and ever since he has become an artisan. Apart from making the pattachitra paintings, he also designs sarees with the pattachitra paintings. He has put up stalls in many exhibitions across India and has also put up a stall in Singapore where he sold two big wooden tigers painted using the pattachitra techniques which are currently at the Singapore museum. He has been a regular supplier to the Kamala outlets in New Delhi and Chennai. His house was damaged during the Fani cyclone that hit Orissa in 2019. CCI helped him to repair his house by giving him a financial support of Rs.20,000/-. During the COVID lockdown, when CCI got in touch with him to support him, he told them that he did not want any donation but wanted CCI to procure his artefacts, so that he could continue with his trade. He received orders for around Rs.25,000 from CCI and this helped him to tide over the lockdown period. CCI has put pictures of his artefacts in their website and as and when they receive online orders, he has been supplying the artefacts directly to the customer. There has been a steady supply of income for him through the online sale and he is ever grateful to Mrs. Gita Ram for her encouragement and support.



His son, who has finished his ITI, is also a Pattachitra artist and is proud to help his father in this trade. He says that his life is more meaningful now and is happy to be a artisan. *"We meet a lot of people from different walks of life everyday at our village. This would have not happened if I were doing some other jobs. Now that lockdown is over, I am sure we will start participating in exhibitions which will take me to many cities within India and abroad"* says the young budding artisan

### **Feedback from students of the "Educate to Sustain" program**

#### **a. Students of Pathamadai**

A focus group discussion was conducted with the students in the presence of their teacher. She was very passionate about both the craft as well as teaching the students. Presently 25 students are in this project. The last two years, 18 and 17 students were selected for this project. Students were enthusiastic about learning the art of making mats. The training is being conducted on weekends taking care not to affect their academics. Most of them expressed their interest to take this art seriously and work in this industry. They are regular for their classes and are weaving small seater mats and

large mats as they get orders. The mats weaved by these students during the training are sold. Students as well as the teachers are very grateful for this training that helps to build this skill. Students applied for young artisans award announced by government and some of them were awarded. Some students are interested to also become trainers to train other girls in the village and neighbouring villages. The teacher is very enthusiastic and committed to training and motivating the girls to learn the craft and sustain the same. The students were happy with the training, their ability to weave and the scholarship that they were receiving. This too helped them significantly in their day to day livelihood.

*My friends and I come here every Saturday without fail. I am very happy to learn the skill the mat weaving my family has been into for three generations. We feel very proud to be learning this weaving and are happy that we are given a separate loom and place to try our skills. My mother could not teach me at home and I am glad this place is open to us during the weekends to practice our mat weaving skills - Unnu Salma, Pathamadai*

#### **b. Students in Other States:**

Students who had received training and scholarship in West Bengal and Odisha were contacted. The mothers of the children were contacted through phone. They shared that the scholarship was a motivation for the students to learn the skill [they were learning Patta Chitra] and since the scholarship was only till class 10, the same had been stopped for the children who had been contacted. While one mother happily shared that her daughter had got very motivated, that she continued to learn the art alongside college even though her scholarship had stopped and she was even receiving orders. Another mother said that they were presently discouraging their daughter from pursuing the art, though the girl was very interested as they were worried if she would be distracted from her academics. These feedbacks clearly infer that the scholarship not only provided some economy uplift, but it also stimulated the children to develop their skills and utilise it for their own growth and progress.

#### **Feedback from Kamala Awardees:**

Seven awardees were contacted over phone. All of them expressed that the award was a message to the country and the society about the importance of traditional art forms and that they were being respected. Most of them said that the award served as a motivation for many other artisans to pursue the art/ craft form as they believed that their skills and expertise was being recognised. All the awardees shared that the award did bring a significant increase in their sales and last but not the least, the award gained them popularity and with popularity, their skills/ their craft/ art too received popularity among the common public.

Some awardees shared that despite receiving Kamala Award, their application for stall in exhibition was rejected. Now, when the awardees applications are rejected, the rejection of application of an awardee seems to be puzzling to both the awardee as well as the community. The awardees wanted to know the rules and conditions being adhered to, when allotting stalls to artisans. One awardee's application was rejected twice. He opined that if he knows the CCIs rules and conditions for availing stalls, he would do the needful to adhere to it and get a stall.

Most of them felt sustaining the craft form in future would be difficult unless the Government introduced any specific measures. The main reason felt by most of them was that labour was and is not being appropriately compensated. As a result, there are no new entrants into the craft form and any existing artisans too are abandoning this work and moving into security jobs and similar jobs that assures regular income. They appreciated CCIs role in trying to revive the traditional crafts and their training the next generation to continue with the artform followed by the family.

### **Feedback from CCI team:**

SAN India Team interacted with CCI Staff and Trustee Ms Gita Ram, both in person as well as through phone call. The staff was courteous and provided all necessary information and data. Trustee shared about the challenges CCI faced with finances during the pandemic and how the CSR funding proved to be a good channel to ease the economic challenges. The funding ensured that the work CCI was involved in continued uninterrupted and it also helped to carry out some extra much needed activities such as developing website.

*"We were facing a severe financial crunch during the COVID times and we were forced to shut the Kamala outlet at New Delhi. This affected our income and that of the numerous artisans who were supplying artefacts to the store. As we did not want to eat into CCIs corpus fund, we created a CCI Artisan Support Fund with the amount received from SF. This enabled us to help us buy artefacts worth over 20+lakhs during both the years from the Artisans. This timely help, was a boon to many of the small artisans who had no market to sell their artefacts during the lockdown."* - Mrs.Gita Ram



Many artisans shared about their personal interactions with Ms Gita Ram, trustee, CCI. This information sufficiently explained the rapport CCI had developed with artisans all over the country and their passion towards reviving and sustaining the traditional art/ craft forms. This personal touch also speaks volumes of the impact CCI has in the lives of artisans.

### **Ms. Latha - CCI Coordinator at Pathamadai and Veeravanallur**

CCI has revived the silk mat weaving in Pathamadai and Veeravanallur areas. The women were not weaving the silk mats as there were vendors purchasing the usual mats during the last few years. But we wanted them to restart the weaving of silk mats and they have started weaving it and selling it. We also give them new designs that would attract more customers and they are able to weave it without any problem. We are now concentrating on training many women in silk mat weaving. We hope that a few of them would take this up as their profession.

In Veeravanallur, women who were previously rolling beedis are now interested in mat weaving as they feel it is a safe option. Many of them faced a lot of health issues due to beedi rolling. They are all voluntarily opting to take up mat weaving as their profession even though it is more laborious than beedi rolling. So our focus is to give them an alternate livelihood in mat weaving which was what their parents were doing. They went to beedi rolling for economic reasons but now since their health is affected, they want to go back to their family trade. They can learn the skill easily as weaving has been their family tradition. They come to our training centre which is close to their houses and enjoy learning the weaving skills even though the place is in a very dilapidated condition. We are planning to open a training centre in 2023 which is much more comfortable than the existing one and within the community so that the women will have all the basic comforts. We are currently scouting for a place for the training centre which will be convenient for these women.



### **Trainer at Pathamadai - Ms. Jeenat**



Mat weaving is our family tradition and the women in our family - mother and sisters - are actively involved in it. The training of our next generation through the Educate to Sustain project is a wonderful idea by Gita madam and we have trained over 50 children in our village. The children are extremely happy to learn the skill and are there at the centre during the weekends. Our family weaving shed is the training centre and I have been handling the sessions for the last few years. In spite of mat weaving not being a very easy skill as it involves a lot of time and effort to weave a mat, the enthusiasm of the children is a real motivator for us in the industry as we know that the skill will not

die but is now revived.



### **Feedback from Ms.Kawa – the leader of the women group at Pathamadai.**

*The mat weavers of Pathamadai are associated with CCI for over ten years. Gita madam has always been very supportive of the work we do. During the COVID lockdown, CCI provided us with monthly provisions and gave our group of ten women Rs.50,000/- to buy raw materials. This was a life saviour for us. They also gave us orders to make mats and we were able to tide over our financial crisis during the lockdown. Apart from this, they also gave us training on how to use our phones for business. We all have mobile phones, but we did not know how to use WhatsApp or gpay before. They gave us a training on these aspects and today we have been able to sell our mats using our phones. I have sold over 25 mats through WhatsApp, and I also have new customers now. CCI also taught us how to use our phones to get new designs for our mats. We have created over 5 new designer mats and my team of weavers are very excited and happy about this new achievement. We have in our team, one woman who can come out with new designs and train the other weavers. If not for CCI, I am sure we could not have had this exposure. This mat weaving skill is not a very easy skill to learn. It requires about 4 days and 4 people to make one mat. We pay Rs.100/- per day to these women, who must slog hard to weave a mat. It is labour intensive and needs a lot of patience and commitment. The hundred rupees that each women gets every day is of great value for them as they are all from the impoverished segment of society. Only people living in poverty will come to mat weaving. It is they who are taking this skill to the next generation. People who can earn more money will not enter this profession. Also, the fact that our shed is close to these women's houses, they come for six hours a day at times convenient to them. There is no specific time for them to come here. It is their convenience that matters as this job needs full attention while weaving. They come when they have finished all their chores at home and spend quality productive time here. This place is also a place where they can vent their problems and counsel each other. So mat weaving has not only helped in earning money but it has also helped them a lot in their mental well-being. The other most important work of CCI was to revive the silk mat weaving at Pathamadai. During the last few years we had a demand for mats which were not the original silk mats which we are famous for. At the insistence of Gita madam, we have started weaving the silk mats and we are happy that this craft is continuing. Also, now we have many of the girl children in our village attending the Educate to Sustain program which assures me that mat weaving is something that will continue forever.*

### **Feedback from Website developer**

The photographer who was employed for shooting the pictures of products to be hosted on the new website shared that the experience was unique and interesting. He found the CCI staff very supportive and cooperative. He also found the products to be of extremely high quality in terms of intricate work and originality that he voluntarily posted the pictures on his social media pages and directed enquiries to CCI.

## 8. Evaluation of Program Objective using the REESS Framework

The objectives of the project were evaluated using the REESS framework. This framework measures the programme's performance on six parameters – Relevance, Effectiveness, Efficiency, Sustainability, and Social Impact (REESS). Various indicators were evolved based on this framework and customised for the services offered by CCI

- **Relevance: Is the intervention doing the right thing?**

The extent to which the objectives of a development intervention are consistent with the beneficiary requirement, organisation and donor policies and country's need.

- **Effectiveness: Is the intervention achieving its objectives?**

The extent to which the development intervention's objectives were achieved or expected to be completed and their relative importance.

- **Efficiency: How well are the resources being used?**

The extent to which the intervention delivers/ is likely to provide economical, timely results.

- **Sustainability: Will the benefits (financial, economic, social, environmental, and institutional capacities) sustain over time**

The continuation of benefits from a development intervention after significant development assistance has been completed.

- **Social Impact: What is the project's impact on the population it serves?**

The overall social transformation or impact on the population.

### 8.1 Relevance

India is well known for its richness in culture, heritage and art. Artisans were given tremendous respect, admiration, and appreciation during the yesteryears. But post-industrialisation, local craftsmen have been struggling to earn a livelihood due to the decrease in the demand for traditional handicrafts. The increase in machine-made products, lack of opportunities and lack of demand have overshadowed the excellence, creativity and hard work of rural artisans and their traditional artistry.

Majority of the rural artisans are also illiterate and do not have knowledge on how to run a business. They are unable to sell their crafts directly and their bargaining power with the middlemen is low, resulting in them being underpaid. The need of the hour is to encourage skilled artisans and bring out their creativity to the world through modern methods of marketing.

Artisans usually pass on the occupation through generations. There are not many institutes that can help artisans improve their skills or help them bring about some sort of innovation in their production process. The need for training the next generation of artisans plays an important role as otherwise the traditional skills would slowly be lost. Educating and teaching the skills to the next generation of artisans would be pivotal in preserving the traditional arts and crafts.

Lack of capital and access to credit and loan facilities is another major deterrent leading to a financial crisis for most of the artisans. Providing financial literacy, especially to the women artisans, would prevent them borrowing from their local moneylender or trader at high interest rates. Infrastructural facilities such as useful workspaces, storage spaces etc. are not available to many artisans due to the financial crunch.

A major problem being faced by these artisans is the non-existence of proper markets for the marketing of their products. Artisans do not have means to get information about (a) new markets for selling their products and remain confined to the traditional one/two markets, (b) rates of their products in other markets, (c) market potential of their products, (d) rates of raw materials used by them in other markets, (e) government schemes instituted for their welfare, and (f) diversification and value addition in their products.

Official estimates suggest that India is home to seven million artisans most of whom are in rural and semi-urban areas, however, data from unofficial sources indicate that the number is as high as 200 million. In spite of these high numbers the work done by the artisan community is not being recognised and acknowledged. Felicitating artisans and talking about their work in public forums and social media would create awareness among the public on the varied arts and crafts they are associated with.

Craft Council of India mostly focuses on securing artisanal livelihoods from craft production. Traditional craft skills are needed to be made relevant and marketable in India and overseas. Exhibitions, sales, design, education, training, product development, trade contacts and market feedback are the hallmark of CCI with about two decades of work in these areas.

## 8.2 Effectiveness

All artisans expressed the purchase of products by CCI during pandemic helped them directly in their economy and their sales continued even in the absence of exhibitions and direct customers. CCI has played a major role by posting the artisans products on their social media and helping artisans with their sales during the lockdown times.

Training artisans to use digital media has not only been a creative intervention but also a skill development that is going to be a lifelong support for the artisans. Many artisans, especially the women in Pathamadai expressed how their sales have been significantly improved as result of using digital media platforms. The women have further upskilled this skill and have even learnt new designs from the internet. Hence this intervention very aptly goes by the saying "Teach a Man to Fish and you feed him for a lifetime". By this intervention, CCI has precisely achieved this.

Educate to Sustain Program, be it in Tamilnadu or in other states, clearly has enabled the students to develop their traditional skill. As explained earlier, one of the students is now accepting orders alongside her college education. This proves that the training is very effective and trains the students to the level that they can use the skill for revenue generation. Besides this, the training has also helped these children build confidence, the aspiration to be independent and sustain the traditional art/ craft form. This intervention has effectively given multiple results to sustain the skills within the artisan family and community.

The Kamala awards has felicitating artisans since 2000. These awards have helped the awardees to gain popularity, increase their sales. They have become role models within the artisan community from which they hail. So, it has been an inspiration and motivation for younger artisans as they can see the direct benefits of being an artisan. Many of them felt honoured to have received awards from CCI. They felt by awarding them and recognising their traditional craft form, CCI was actively contributing to reviving and sustaining the art and craft form.

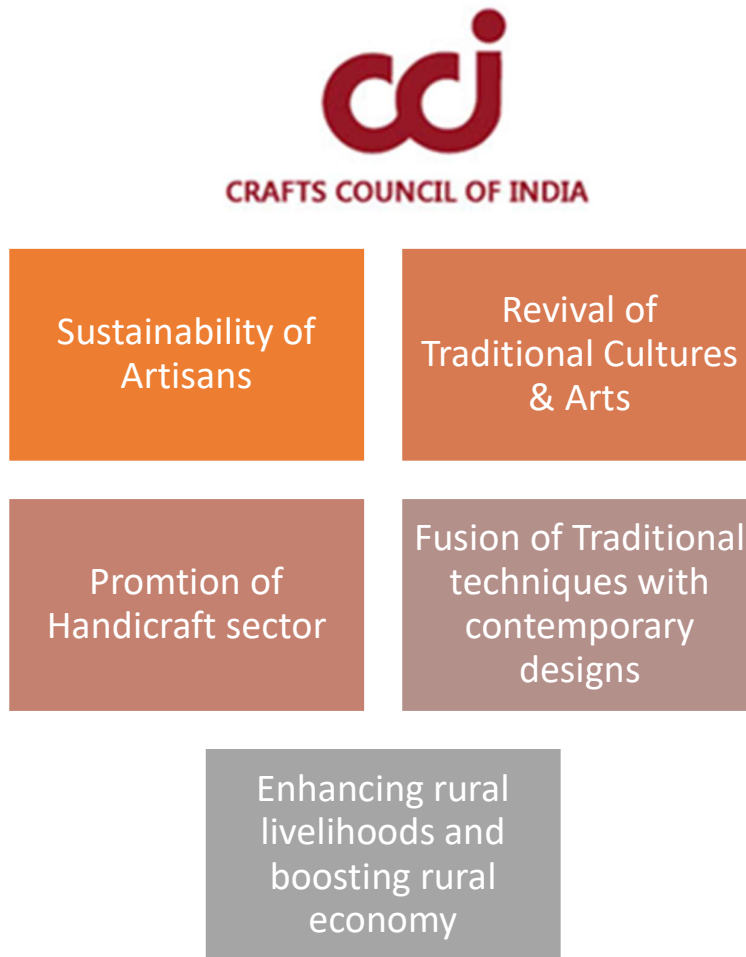
## 8.3 Efficiency

All the artisans interviewed expressed their gratitude to CCI for having purchased their products during the pandemic as otherwise their stock would have stagnated, and products could have gone unused also. The CCI Artisan Support Fund helped many artisans to continue with their sales. The purchase by CCI at the right time helped them to pay their local artisans / workers; invest in raw materials and for some, the money came in handy for medical expenses. The timely help has helped most of the artisans to continue being artisans and pursue their business.

During COVID times, CCI was forced to shut the Kamala outlet at New Delhi. The kamalacrafts.com website was developed to provide a platform for the artisans to continue with their sale. This has certainly helped many artisans to sell their products to CCI. But since there is no information with regard to the traffic on the site; number of sales through website, it is presently difficult to comment on the efficiency of this intervention.

#### 8.4 Social Impact

The Crafts Council of India strives towards an India in which its artisan communities are valued, respected and supported with an enabling environment that renews and enhances their heritage for contemporary relevance and self-worth. CCI has contributed to the welfare of the artisans and the handicrafts sector in the following ways



It has been reported that many of India's traditional art and craft forms are dying as the artisans have moved on to other occupations. This sentiment was shared by an artisan from West Bengal, who said that his work involving creating products out of terracotta, stopped during COVID times and hasn't resumed since almost all his workers have abandoned the art and sought employment as security guards and other jobs that are promising a regular monthly income. The CCI Artisan Support Fund has supported around 100 artisans during the last two years and has ensured that the artisans continued with their work and has minimised the number of artisans seeking other job opportunities.

An artisan from J& K, dealing in shawls and stoles shared that the art was dying as there are no learners. The youngsters prefer not to be trained in the art as they prefer better paying jobs. In such a scenario. CCI, through its Educate To Sustain project have been training students in different States in the respective craft prevalent in their community and paying them a yearly scholarship of Rs.2500/- This scheme is very relevant and aligns with CCI's objective, *To help ensure growth for artisans and their families through opportunities for education and training.*

Though there are many players in Korai grass mat weaving, the role of Craft Council of India has been unique, consistent and long term. It is apt to conclude that CCI's contribution been quite relevant for the promotion of this craft and support for livelihood of the artisans of Pathamadai and Veervanallur.

Training artisans to use Whatsapp and the digital media for business has been a great step forward. This training has further been self-developed by artisans and helped them to keep in touch with their loved ones, artisans in other communities; it has also helped them to understand the power of spreading information through social media. One of the Kamala Awardee requested SAN member to share pictures of his products on her social media to reach out to a different section of the public. This kind of awareness has helped them to reach out to huge population globally and simultaneously awareness about traditional arts and crafts also is being spread globally. This intervention is a classic example of how education / skill development in one sphere can enhance learning and awareness in multi layers in various spheres.

Training the Pathamdai students in contemporary designs has helped the community to offer to its customers products integrated with traditional craft in contemporary design – a blend of new with the old. This opens creative spaces and offers better market for the products.

The Annual Kamala Awards has been having a lot of impact on the communities of the artisans who receive awards as well as amongst the younger generation. The traditional artisan community believe they have some hope that their art/ craft will sustain as it is being recognized nationally. The award also instills belief in them that their products are valued and this encourages them to seek wider markets for them. The younger generations are encouraged to learn the art/ craft when they see one among them being recognized.

All the Kamala Awardees expressed that the award was a recognition of the specific art form that they were practicing and that the award facilitated the belief within them and other artisans in the community that their art/ craft continued to enjoy acceptance and recognition in the society. Some of them felt that the award has served as a form of inspiration for younger artisans. All the awardees happily shared that there was a significant increase in the demand for their products after their award recognition. So, this project of recognising artisans and awarding has enable recognition to artisans, to help them sustain, to encourage them to continue to remain in the industry and also serves to improve their economy.

The interventions of CCI to the artisan communities also serves as creating awareness among the public about traditional art/ craft forms. These products are available on CCI website as well as in all exhibitions facilitated by CCI. The organization being an old, authentic Nonprofit, it sends a message that the products in the exhibitions are authentic and are trustable by the customers. CCI has become a platform where the public have access to authentic traditional art/ craft products.



With failing agriculture, a vast majority of women have taken up beedi making in Tirunelveli district. That is a major home-based activity across this district. Beedi rolling/making succumbs a healthy person to sickly one with all the ill effects of beedi smoker both active and passive. The entire family including the elderly, beedi making women and children soon develop number of occupational diseases such as TB, asthma, upper respiratory infections, skin problems and even cancer. If the women had not been engaging in the fine korai grass mat weaving in Pathamadai and Veervanallur, they would be involved in beedi making as other counter parts in the district. It is indeed this silk mat weaving craft that has saved the families from the beedi making and related occupational hazards and enabled them to lead a healthy life.

Promotions of handicrafts are linked with tourism keeping in view the potential of overseas as well as domestic tourists, whose number has been increasing steadily. Pathamadai and Veeravanallur have been an attracting visitors and tourists who are keen on buying the silky mats and related products.

The Raghurajpur village in Odisha too attracts tourists and sales take place at the production sites itself, which are the houses of artisans. This has boosted the economy for artisans and the local economy in the villages many tourists purchase the traditional artefacts / craft forms. They have in turn gained larger market- both domestic and international after the online sales platform of CCI was initiated. It has enabled them to reach wider audience. This would facilitate in strengthening the economy of the artisans and their families and bring about economic independence among the artisans. Economic growth and independence paves way for social development; this leads to artisans and their families aspiring to be educated; more aware; aspire for higher goals; a few artisans shared that they aspired to export their products; while another woman artisan shared that her goal was to create financial independence for all the women in her village.

CCI envisions an India where artisans are given the status, respect and quality of life which together reflect their unmatched contribution to the well-being of our nation, region and planet. By 2047, new generations from within craft traditions will find encouragement through a supportive environment to sustain their heritage. Artisans will have important roles in institutions of design, technology and management, integrating their wisdom with other disciplines and programmes.



## 8.5 Sustainability

Overall, the interventions provided by CCI are sustainable. The objective of CCI is to create spaces for artisans and their traditional art craft/ forms to be revived, to reach wider audience, to strengthen the economy of the artisans and to facilitate economic independence among them.

CCI purchased products from the artisans and created an Artisan Support fund which helped artisans to handle the crisis arising due to pandemic effectively. This intervention contributed directly towards sustenance of the artisans and their industry.

Training the artisans to use the digital media is a skill that they will use lifelong for their business and will also upgrade themselves regularly now that they are aware of its advantages. Besides economical upliftment, this skill helps them to be in touch with their family, form Whatsapp groups for personal as well as professional interactions and thus enrich their lives in a holistic manner.

Educate to Sustain program was launched to encourage the present generation to learn the skill of traditional art form/ craft form of their respective community, while simultaneously equipping themselves with a sure form of revenue generating occupation. The children of the artisans are all interested to continue the art/ craft form along with their academic education. Many students in Pattamadai expressed an interest to become a trainer. The students in Odisha have started earning through the art form besides their regular education making this initiative a sustainable intervention.

The Kamala awards are being conferred since 2000. This intervention, on being continued will surely bring more awareness about the various traditional art forms amongst the public. The award is helping the artists to gain respect and popularity in their society which in turn has a positive impact on their art form. It has also created role models within the artisan community and the next generation aspires to be like them.

Online sales is a platform that provides a permanent marketplace that leads to sustained income for the artisans who are engaged regularly with it. By creating more awareness and publicity about the online store, CCI is directly contributing towards the economic growth of artisans. Website, in today's world is an appropriate medium for spreading awareness about the arts and crafts.

## 9. SDG Alignment

CCIs Interventions are aligned directly to the following 8 SDGs.

SDGs	CCIs alignment with the SDGs
 <p><b>1</b> NO POVERTY</p>	All the interventions of CCI are targeted towards improving the economic conditions of the artisans. It has enabled the artisans and the helpers of the artisans come out of their penury and lead a dignified life
 <p><b>3</b> GOOD HEALTH AND WELL-BEING</p>	The women of Veeravanallur have left their beedi making jobs as it has lead to the deterioration of their health conditions. These women have chosen mat weaving which has improved their health and well-being.
 <p><b>4</b> QUALITY EDUCATION</p>	The Educate to sustain program has provided a platform to educate the next generation of artisans in a skill that they could use at any point of their life.
 <p><b>5</b> GENDER EQUALITY</p>	CCI has consciously focused on improving the lives of women artisans and girl children, thereby creating an equitable artisan society.
 <p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p>	By procuring artefacts and selling it through the Kamala outlets, kamalacrafts.com and various exhibitions, CCI has enabled economic growth among the artisan community. Some artisans further have provided employment opportunities by hiring helpers and budding artisans.
 <p><b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	CCI focusses on reviving the traditional art and crafts by using innovative and customer centric patterns and designs. These innovative designs has motivated the artisans and the buyers which has helped in the sustainability of the artisans work.
 <p><b>10</b> REDUCED INEQUALITIES</p>	A vast majority of the artisan community hail from disadvantaged communities. CCIs interventions had helped many of the artisans to overcome their economic status and has led to a socio-economic transformation of their communities
 <p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p>	The artisan community has been vastly benefitted by the various interventions of CCI. All the interventions are leading towards creating a sustainable livelihood option for the artisans

## **10. Conclusion**

Though the whole world is on the path of industrial development and globalization today, the rural handicraft artisans are an inseparable and very important section of our society, as they enhance our aesthetic life by providing us beautifully crafted products. These artisans are not only economical contributors to the national income but are also a national wealth to be preserved with respect and care.

The Interventions by CCI in the period 2020-2022 for artisans in the country has, no doubt directly impacted their economic and social growth positively and significantly. CCI has and continues to be a bridge between artisans and rest of India and this role is crucial for reviving and sustaining the traditional art forms of our country.

**Annexure 1 - List of Artisans Supported****The Artisans/Organisations supported in 2020-21**

<b>Artisan / Organisation</b>	<b>Amount</b>
Haiwa Beevi	4810
Handmade	2400
Krishnamoorthy	15225
Ochre	12544
Rahmath mat industries	5000
Rajendra Verma	33780
Rogaan	24005
Sandur Kushala	28350
Sasha Associates for crafts	114494
Shalom welfare society	45875
Srinivasa textiles	67935
The crewel	2400
Vijayaram handicrafts	79296
Abdul azeem	11155
Alcha	21100
Ambika devi	15960
Apindra Swain	8817
Banni handicrafts	25095
Bhavm	10000
Confetti	34948
Fine design	5215
Disha	74865
Aavaran	13123
Elysian	67557
Gandhigram	45653
Ganesh chevale	30709
Manish patel (Mahishmati)	52762
Ram Kumar Halдар	79800
Sidr crafts	158865
Derawala	60806
Bodhi	12675
Ramananda basak	30345
Nasruddin Ansari	23310
Yutis Handlooms	10975
Active Hands	12107
Anwasha	21011
Asees	74452

<b>Artisan / Organisation</b>	<b>Amount</b>
Bailou	25603
Banu womens	9400
Bichitra	7040
Blue lotus	30355
Bric a Brac	15120
Devender Kadian	11540
D.Rakesh	6800
Dwaraka Plus	10164
Gramya Turnkey Services Private Ltd	20307
Kadam Haat	10304
Kalamkari Research And Training Centre	160764
Kartik Hirabhai Chauhan	17300
Kawoosa Arts & Crafts	29663
Khatri Abdulrauf Abdulrazaque	10237
Miniature Arts	17360
Moharana Art & Crafts	17420
Nath Arts & Crafts	13000
Premalaya Handicrafts Trust	6750
Paper World	4738
Ramgarh Clay Pottery	37864
Sahoo Arts & Crafts	7680
Sandur Kushala Kala Kendra	28350
Srinivasa Aiyengar Stores	13500
Terra Art Centre	26000
Vasif Abdul Rahim Khatri (Kara)	12600
Vivaldi	7080
Weavers Studio	18296
Yamini Wooden Toys	7716
<b>Total</b>	<b>1,920,370</b>

**The Artisans/Organisations supported in 2021-22**

<b>Artisan / Organisation</b>	<b>Amount</b>
Haiwa Beevi	56150
Jamilabai Khatri	9000
Handmade	14900
Jayanta Kumar Meher	10000
Jeenat Selfhelp Group	1850
JP handloom	5880
Kailash Kumar Pradhan	13050
Kalyan mal sahu	24640
Khamir Craft Society	9285
Khan brothers	33225
Kondapalli toys	89360
Krishna Jute udyog	20384
Krishnamoorthy	9660
Bilal Khatri	15803
Abhsar Hussain	53928
Ochre	18256
Qasab	46859
Rahmath mat industries	1350
Rajendra Verma	24160
Rajendra Arts and crafts	36767
Ramesh AV ilkal Sari	13060
Rogaan	19490
Sandur Kushala	39450
Samoolam Crafts	20324
Sargalaya	12775
Sasha Associates for crafts	23726
Shalom welfare society	25200
Shivanjali	18105
Siddeswara Handloom	14238
Sikki grass	19530
Sridevi handlooms	53090
Srinivasa textiles	34808
Star women handicrafts	27817
Star women mat	20900
Suja textiles orissa ikats	24518
Sumeru handlooms	9125
Taramba arts	162322
The banyan	10270
The crewel	15000

<b>Artisan / Organisation</b>	<b>Amount</b>
Titanwala	21473
Vijayaram handicrafts	32140
Yasmin selfhelp group	3610
Abdul azeem	29071
Agarwal toys	123280
Alcha	15749
Al maun	29406
Ambika devi	5600
Apindra Swain	13814
Art bunker	10308
Auro bala crafts	11479
Banni handicrafts	50615
Begumpur	8348
Bellwics	37300
Bhavm	19163
Confetti	10500
Ekibeki	14040
Fine design	5600
Frogg design	51580
Tharagai	131500
Disha	118964
Aavaran	126618
Chamanlal	8850
Elysian	73920
Gandhigram	65315
Ganesh chevale	10605
Manish patel (Mahishmati)	71612
Manish patel (Patel handloom)	97145
Ramananda Basak	18901
Halidar	60534
Sidr crafts	197925
Derawala	188140
<b>Total</b>	<b>2,721,360</b>

**The Artisans/Organisations supported during both the years**

<b>S.no</b>	<b>Artisan/Org</b>	<b>2020-21</b>	<b>2021-22</b>
1	Aavaran	13,123	126,618
2	Abdul Azeem	11,155	29,071
3	Alcha	21,100	15,749
4	Ambika devi	15,960	5,600
5	Apindra Swain	8,817	13,814
6	Banni handicrafts	25,095	50,615
7	Bhavm	10,000	19,163
8	Confetti	34,948	10,500
9	Derawala	60,806	188,140
10	Disha	74,865	118,964
11	Elysian	67,557	73,920
12	Fine design	5,215	5,600
13	Gandhigram	45,653	65,315
14	Ganesh chevale	30,709	10,605
15	Haiwa Beevi	4,810	56,150
16	Handmade	2,400	14,900
17	Krishnamoorthy	15,225	9,660
18	Manish patel	52,762	71,612
19	Ochre	12,544	18,256
20	Rahmath mat industries	5,000	1,350
21	Rajendra Verma	33,780	24,160
22	Ramananda basak	30,345	18,901
23	Rogaan	24,005	19,490
24	Sandur Kushala	28,350	39,450
25	Sasha Associates for crafts	114,494	23,726
26	Shalom welfare society	45,875	25,200
27	Sidr crafts	158,865	197,925
28	Srinivasa textiles	67,935	34,808
29	Vijayaram handicrafts	79,296	32,140