Impact Assessment Report Findings

ITC's Mission Sunehra Kal Programmes (2023- 2024)

Prepared for: **ITC Limited**

CRISIL
An S&P Global Company

About ITC’s Mission Sunehra Kal (MSK)

For Sustainable and Inclusive Growth

ITC’s Social Investments Programme implements its CSR interventions under the banner ‘Mission Sunehra Kal’ for sustainable and inclusive growth. The mission aims to transform the lives of the marginalized through partnering with relevant stakeholders such as the government and not for profit organizations. These interventions are spread across two horizons. The Horizon-I focuses on improving the current livelihoods of communities, particularly in agriculture and allied sectors. Horizon-II, on the other hand, concentrates on building capabilities and capacities to empower these communities for a brighter future.

The current summary report presents the Impact Assessment Findings of the in interventions undertaken in 2021-22 under MSK.

Study Methodology

The research study adopts a quasi-experimental methodology by adopting both quantitative and qualitative tools for data collection. The quantitative tools consist of structured beneficiary questionnaire and control questionnaire, while the qualitative tool consists of key informant interviews and focused group discussions

The beneficiary questionnaire is asked to the key program beneficiaries to gauge the impact of program on key program objectives, while the control questionnaire is asked to those, who are demographically similar to the beneficiary population, but have not received any program-based assistance. The key impact parameters is then gauged on two parameters

1) Program impact parameter will be compared to the baseline indicator (Example, in case of Vocational training program, the impact parameter will be the difference in income of the trainee before and after program.)
2) Program impact parameter will be compared to the control indicator (Example, in case of Farmer Field School in Climate Sustainable Agriculture program, the impact parameter will be the difference between yield and income of farmers who participated in the program and who did not)

The controls allow the study to control for extraneous variables that influences the outcome variables. It also enhances the precision of the study and increases the likelihood of detecting true effect within a program. They are also useful in building causal inferences, i.e., attribution of any impact to a particular program or intervention.

About the study methodology

The study adopts a research design that shares some similarities with a randomized controlled trial but lacks one key element - random assignment to treatment and control groups. The participants are rather assigned to the treatment or control group based on some characteristic other than random assignment, such as geographic location, age, socio-economic conditions etc. The methodology allows researchers to draw causal inferences about the effects of an intervention.

Program Sampling

The program wise sampling for treatment and control group is selected based on demographics, geographic locations and relevant characteristics in alignment with the study objectives.

For quantitative assessments,

- A quasi-randomization technique will be adopted to enhance comparability between treatment and control group such as matching or stratification based on programs to control for potential confounding variables.
- The sampling will be calculated using the Cochran's formula for large population study, which is as under:
- The sampled population will be divided across project districts in a state. The sample will be significant at 95% confidence level with 5% margin of error. This will be done to ensure precision and confidence in results and minimization of type I errors.

For qualitative insights,

- The study will utilize a purposive sampling to ensure representation of diverse perspectives within the treatment and control groups based on program's objective.
- The selection criteria will be developed on key characteristics (demographics, experiences etc.) essential for comprehensive exploration.
- Based on the program scope, a saturation point will be estimated wherein additional participants will cease to provide new insights—This will guide the qualitative sample size.

Horizon I Findings:
Building current livelihood of communities

1. Climate Sustainable Agriculture (CSA)

Climate Sustainable Agriculture is defined as an integrated approach to managing landscapes—cropland, livestock, forests and fisheries—that addresses the interlinked challenges of food security and accelerating climate change. The aim is to create a holistic impact by achieving the following three outcomes:

1. **Increased productivity**- To improve nutrition security and boost incomes, produce better and more food.
2. **Enhanced resilience**- Improve capacity to adapt and grow in the face of longer-term stresses like shortened seasons and erratic weather patterns. Reduce vulnerability to climate-related risks and shocks.
3. **Reduced emissions**- Pursue lower emissions for each calorie or kilo of food produced, avoid deforestation from agriculture and identify ways to absorb carbon out of the atmosphere.

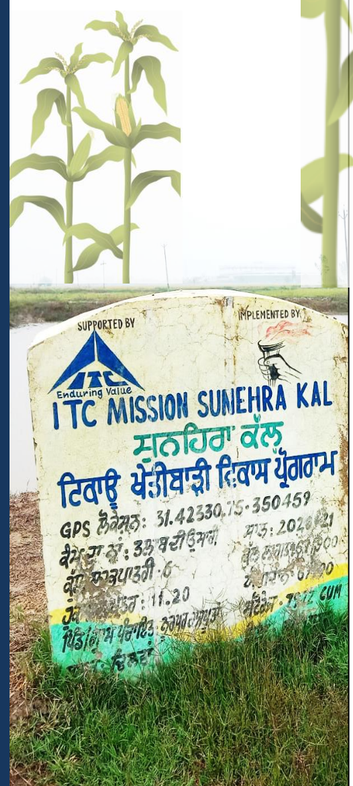
Considering these benefits, ITC through its partner organizations is taking up CSA program under Mission Sunehra Kal.

The current assessments maps the impact of the programme undertaken across states of Assam, Madhya Pradesh, Maharashtra, Punjab, Rajasthan and Tamil Nadu.

States	Treatment sample	Control Sample
Assam	452	100
Madhya Pradesh	492	175
Maharashtra	591	193
Punjab	140	57
Rajasthan	465	194
Tamil Nadu	248	80
Total	2388	799

Assessment districts

- ✓ Assam: Darrang and Dhubri.
- ✓ Madhya Pradesh: Chhindwara, Indore and Sehore.
- ✓ Maharashtra: Pune, Ahmednagar, Amravati
- ✓ Punjab: Kapurthala
- ✓ Rajasthan: Pali, Kota and Bundi
- ✓ Tamil Nadu: Coimbatore and Puddukottai



1.1 Key Findings from CSA

Key Demography

The study sample consisted of 2388 farmers from treatment group (TG) and 799 from control group (CG) respondents from Assam, Madhya Pradesh, Maharashtra, Punjab, Rajasthan and Tamil Nadu. The crops in focus were wheat, paddy, gram or chana, sugarcane, onion, soyabean, cotton, green gram, banana, coconut, maize, etc.

The TG and CG were similar on demographic parameters with similar age, caste, education, and family size distribution to some extent. The types of house and amenities available of beneficiaries and control respondents were also similar, revealing no apparent differences, making them comparable for analysis.

In terms of livelihood, TG had 1.7 members working, while CG only had 1.3 members working. The primary occupation was Agriculture (99% for both CG and TG), animal husbandry (39% for TG, 27% for CG) and daily wage labor (24% for TG, 23% for CG).

In terms of annual income, majority (36%) of TG earned between Rs. 80,000 to Rs. 1.5 lakh. In case of CG, majority (29%) earned between Rs. 45,000 to Rs. 80,000. This suggests that the treatment might have had an impact on the income of the individuals in the TG.

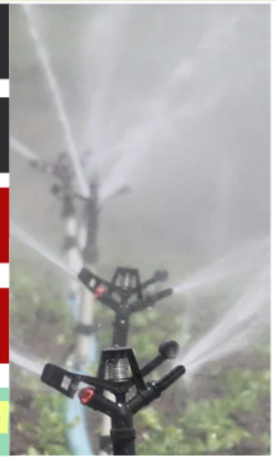
Land and Irrigation:

- Based on a two-sample t-test, the mean land owned by TG (3.89 acres) was statistically similar to the mean land owned by CG (3.63 acres). However, the TG used more land for crop cultivation (3.7 acres) than CG (3.3 acres).
- The beneficiary farmers used majorly ponds (97%) as their source of water for irrigation post-programme intervention. Prior to the intervention, they were highly dependent on borewells (60%). Majority of farmers (76%) within CG were also dependent on borewell/well. This reveals impact of efforts under programme for pond development and rain-water harvesting.
- In terms of irrigation practices, the usage of drip irrigation in TG increased by 22% from the baseline to 95%. The usage was significantly higher than CG (31%). Similarly, the sprinkler irrigation usage also increased from 10% at baseline to 99%. It was only used by 21% farmers in CG.

Micro irrigation methods used

	Pre program-TG	Post program- TG	CG (2021-22)
Drip Irrigation	22%	95%	31%
Sprinkler Irrigation	10%	99%	21%

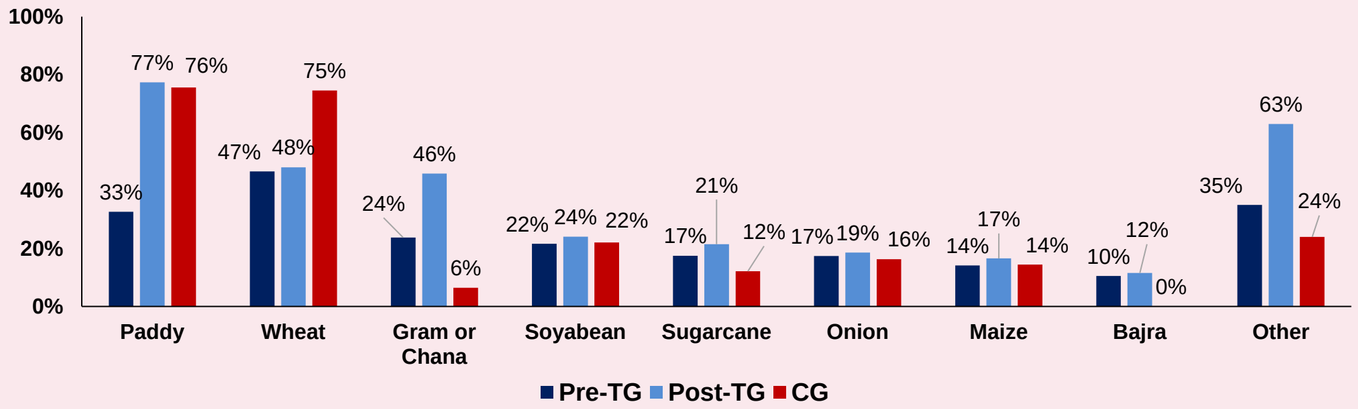
73% and 89% increase in drip and sprinkler irrigation respectively in TG



"The rise in micro-irrigation adoption signifies a commitment to smarter, more sustainable water management in agriculture. With drip irrigation, the farmers conserve water by directly delivering it to the roots of plants, reducing evaporation and runoff. In case of sprinkler irrigation, it distributes water evenly over a large area, promoting uniform plant growth while minimizing wastage."

1.2 Key Findings from CSA

Key Crops



The key crops grown were paddy, wheat, gram or chana, soyabean, sugarcane, onion, maize and bajra. Apart from these crops, post-intervention, several beneficiary farmers adopted various other crops such as Guar, Moth, Banana, Coconut etc.

Extent by which training program was able to reduce the prime challenges of crop production	To great extent	To some extent	To no extent
Unusual and unpredictable climatic conditions	63%	32%	6%
Water scarcity	43%	52%	6%
Small land ownership challenges	49%	48%	3%
Soil degradation	41%	56%	3%
Quality of seed	50%	47%	3%
Pest and disease outbreak	41%	56%	3%
Excess usage of chemical pesticides/fertilizers	48%	49%	4%
Inadequate accessibility to advanced farming equipment's.	46%	51%	3%

CSA Practices Adopted:

- Within our TG sample, around 83% beneficiaries stated that they were **provided training on Package of Practices for Sustainable Agriculture** under ITC's MSK.
- The training focused on water efficient practices, soil conservation methods, identification of high yield seed variety, selection of fertilizers and pesticides, strategies to improve soil fertility, crop rotations, resilient crop selection etc. The awareness of these areas was substantially higher in TG (93%) than CG (65%).
- In the pre-seeding stage, there has been a **substantial increase in seed treatment (by 71%), germination test (by 72%), and soil testing (by 7%) in TG from the baseline**. The adoption of practices is, on average, 65% higher than CG as well.
- In the planting stage, the **zero tillage in wheat, direct seeding in rice, broad bed furrow method in soyabean and raised bed, wide spacing practices in other crops** increased by **78%, 47% and 47%** respectively in TG from the baseline. It is **substantially higher (by 51% on average)** than CG as well.
- There is evident changes in usage of fertilizers and pesticides among TG farmers. **The usage of organic manure has increased among 83% of farmers, and precision application is used by 61% of farmers.**
- **The machine usage in TG has increased from baseline by average 22%**. This is especially visible in usage of Power tillers, water pumps and super seeders. The machine usage among CG was 19% lower than TG. The average number of machines used in CG was 4 in comparison to 11 in TG.

1.3 Key Findings from CSA

Agriculture Economics

- Within the programme, post intervention, improvement was observed in average yields of major crops like wheat, paddy and soyabean. Compared to control, yield improvement in wheat, paddy and soya was 20%, 10%, 104% respectively. In soyabean, higher difference against control was because of programme plots withstanding high rainfall damage due to the practices promoted. ·
- As compared to control group, cost of cultivation reduced by around 9% and 15% for wheat and paddy respectively. Cost was 6% higher in programme for soyabean because of promoting broad bed furrow method of sowing (a climate smart practice), more than offset by the significantly higher yield.
- As compared to control group, net income for farmers was higher by 89%, 57% and 41% in wheat, paddy and soyabean respectively.

Total yield (Quintal/per acre)

Crops	CSA		CG	CSA Difference		Percent change	
	Before	After		From baseline	From control	From baseline	From control
Wheat	22.4	22.8	19	0.5	3.8	2%	20%
Paddy	27.1	32.3	29	5.2	3.0	19%	10%
Soyabean	19.8	26.6	13	6.8	13.6	34%	104%

Average of total earnings from the crop (Rs/per acre)

Crops	CSA		CG	CSA Difference		Percent change	
	Before	After		From baseline	From control	From baseline	From control
Wheat	Rs.12,943	Rs. 17,081	Rs. 9037	Rs. 4138	Rs. 8045	32%	89%
Paddy	Rs. 22,717	Rs. 37,121	Rs. 23,647	Rs. 14,404	Rs. 13,474	63%	57%
Soyabean	Rs. 31,070	Rs. 36,361	Rs. 25,809	Rs. 5290	Rs. 10,551	17%	41%

The cost of cultivation among TG was impacted by primarily low fertilizer usage among beneficiaries with decline in usage of Urea, DAP and Potash by 30%, 29% and 24% respectively from baseline. The average kg of fertilizer used among TG declined from 161.2kg in baseline to 114.7kg currently. The other impact area was the seed purchase, the average quantity of seed purchased reduced from 88.1 kgs at baseline to 79.3 kgs currently. This was primarily due to shift to better yield beneficiaries among beneficiaries.

Change in cost of cultivation in a year	Wheat		Paddy		Soyabean	
	From baseline	From control	From baseline	From control	From baseline	From control
Cost of fertilizers	-32%	-61%	-29%	-56%	-31%	-29%
Cost of seeds	-1%	-26%	0%	-35%	0%	8%
Cost of labor	2%	-57%	4%	-69%	6%	-74%
Cost of irrigation	11%	-38%	16%	-25%	16%	23%
Machine ownership cost	18%	30%	35%	15%	20%	92%
Rental costs	-10%	212%	-19%	244%	-7%	55%
Transportation cost	20%	-12%	-27%	-24%	-27%	-36%
Total cost	-1%	-9%	-3%	-15%	-1%	6%

1.3 Key Findings from CSA

Program Impact on Income:

- **The TG respondents experienced increase in their income from agriculture.** Around 70% stated that their income has increased by great extent, while 30% stated it has increased by some extent. **The average income for those earning more than Rs. 1 lakh in TG was Rs. 2,25,001 pre-intervention, it increased to Rs. 3,11,692 post intervention.**

Total agriculture income	Pre-TG	Post-TG	CG	Difference between pre and post	Difference between post TG and CG
Less than Rs.20000	9%	3%	12%	-6%	-9%
Rs.20000 - Rs.30000	8%	6%	8%	-2%	-2%
Rs.30000 - Rs.45000	8%	8%	12%	0%	-3%
Rs.45000 - Rs.60000	20%	9%	12%	-11%	-3%
Rs.60000 - Rs.80000	19%	12%	14%	-7%	-2%
Rs.80000 - Rs.1 lakh	15%	26%	18%	**11%**	**8%**
More than 1 lakh	22%	36%	24%	**14%**	**12%**

The program impact is also visible through increased participation of TG farmers in groups such as farmer's group, agri business centres, farmer producer organizations, farmer field school etc. The participation has increased from 13% at baseline to 48% currently on average. The participation of CG members is at 19% only.

Shambhu Dhurwey is from Sarai village in Chhindwara district, Madhya Pradesh. He has been farming maize in the Kharif season and wheat in the Rabi season on his 22-acre farm for decades. Recently, erratic rainfall caused him losses, with a dry spell during maize growth and heavy rain causing waterlogging at maturity.

Shambhu joined ITC Mission Sunehra Kal's Climate Smart Agriculture programme. The programme encouraged him to adopt a new maize variety with a longer maturation period, reducing damage from late monsoon rains. Due to the programme, he joined a WhatsApp group through which he gets regular weather updates that help him plan his farming practices and handle extreme weather. He also implemented farm bunding and constructed a farm pond to prevent soil erosion and maintain soil moisture.

To diversify his income, Shambhu now has 2 cows, 2 oxen, and 10 goats. He also performs artificial insemination for breed improvement. Following CSV's advice, he reduced his maize seed rate from 10 kg per acre to 7 kg per acre, cutting costs and increasing productivity by 1-2 quintals per acre, boosting his profit by Rs. 8000 per acre.

2. Water Stewardship (WS)

The Water Stewardship Program under ITC's Mission Sunehra Kal intends promote responsible water use and management among farmers and other stakeholders in the agricultural sector. The program emphasizes the importance of water conservation, efficient use of water resources, and adopting sustainable agricultural practices that can help to improve water quality and availability over the long term.

Through the program, ITC works closely with farmers and other stakeholders to identify opportunities for water conservation and management and provides support and resources to help implement these initiatives. This includes construction of water harvesting structures such as ponds, check dams, percolation pits, etc. and promoting the use of efficient irrigation systems, such as drip irrigation or sprinklers, and encouraging the adoption of crop management practices that require less water, such as crop rotation or intercropping.

The current assessments maps the impact of the programme undertaken across states of Assam, Madhya Pradesh, Maharashtra, Punjab, Rajasthan and Tamil Nadu.

States	Treatment sample	Control Sample
Assam	42	100
Madhya Pradesh	483	175
Maharashtra	375	193
Punjab	42	57
Rajasthan	514	194
Tamil Nadu	240	80
Total	**1696**	**799**

Assessment districts

- ✓ Assam: Darrang.
- ✓ Madhya Pradesh: Chhindwara, Indore and Sehore.
- ✓ Maharashtra: Pune and Amravati
- ✓ Punjab: Kapurthala
- ✓ Rajasthan: Pali, Kota, Bikaner and Bundi
- ✓ Tamil Nadu: Coimbatore and Puddukottai

2.1 Key Findings from WS

Key Demography

The study sample consisted of 1661 farmers from treatment group (TG) and 799 from control group (CG) respondents from Assam, Madhya Pradesh, Maharashtra, Punjab, Rajasthan and Tamil Nadu.

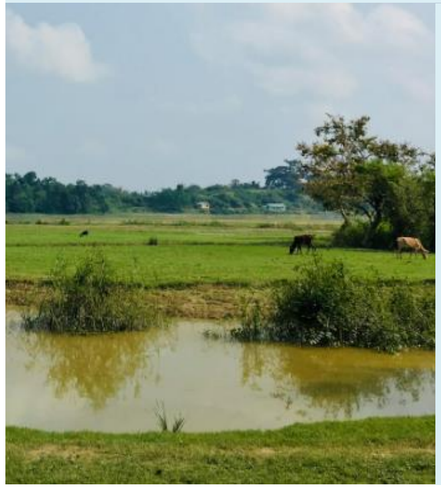
The TG and CG were similar on demographic parameters with similar age, caste, education, and family size distribution to some extent. The types of house and amenities available of beneficiaries and control respondents were also similar, revealing no apparent differences, making them comparable for analysis.

In terms of livelihood, TG had 1.7 members working, while CG only had 1.3 members working. The primary occupation was Agriculture (99% for both CG and TG), animal husbandry (32% for TG, 27% for CG) and daily wage labor (22% for TG, 23% for CG).

In terms of annual income, majority (37%) of TG earned between Rs. 80,000 to Rs. 1.5 lakh. In case of CG, majority (29%) earned between Rs. 45,000 to Rs. 80,000. Around 77% stated that their family income has evidently improved past two years.

Land and Irrigation:

- Based on a two-sample t-test, the mean land owned by TG (3.86 acres) was statistically similar to the mean land owned by CG (3.63 acres). **The irrigated land of TG respondents increased from 1.9 acres at baseline to 2.9 acres currently. In case of CG, the irrigated land was up to 2 acres**.
- **Within the programme beneficiary, there has been visible change in the sources of irrigations pre and post intervention.** Prior to the intervention, farm ponds and reservoirs were only used by 8% of the respondents, however, post the intervention, it is used by 97% of the respondents. The usage of borewell also increased from 54% prior to intervention to 71% after intervention. In case of river/canal, its usage in TG was 42% before intervention which declined to 35% after intervention.



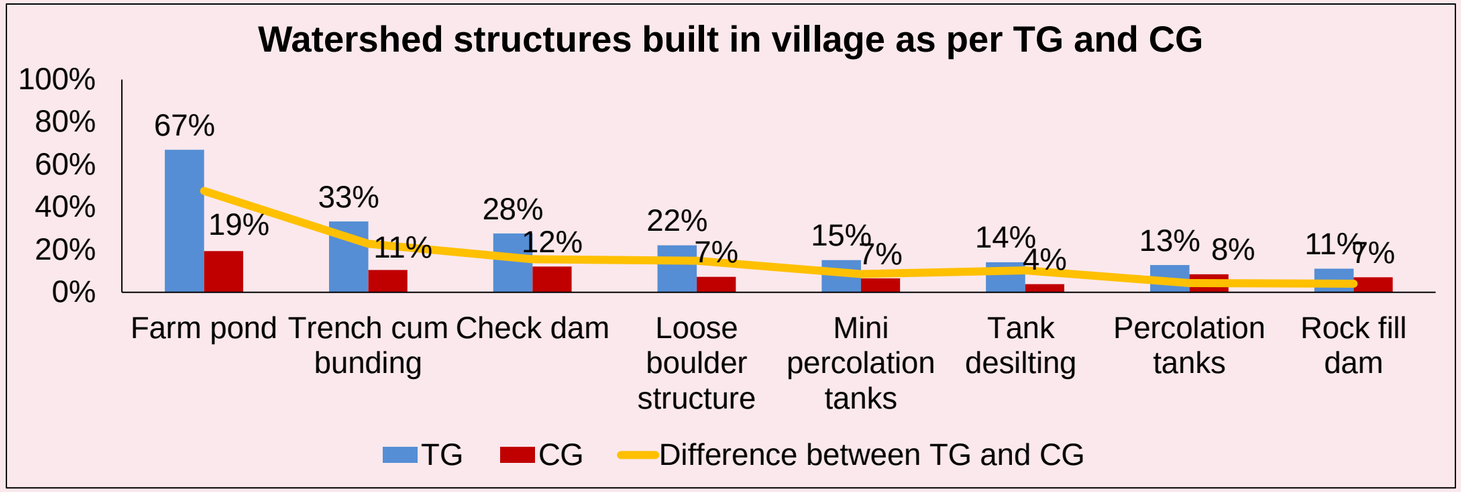
- **The increase in usage of pond water for irrigation signifies increase in availability of pond water in the village and highlights the shift of farmers for more sustainable water management practices.** Even though, there has been increase in usage of pond water for irrigation, there has not been a decrease in usage of borewell/well, and very limited decrease in usage of river/canal water. This may be due to increase in irrigated areas among respondents. Additionally, usage of pond water does not imply that it is sufficient for all their irrigation needs.
- Usage of drip, sprinkler and furrow irrigation has increased by 66%, 84% and 17% within TG after intervention. It is substantially higher than CG as well.

More than 90% of TG respondents agreed with year-round cultivation possible due to water availability as compared to 22% of the CG respondents. The TG stated that they can grow more vegetables due to wide spacing and water availability. The TG also ensured crop rotation for efficient water usage, better soil health, and market demand. The TG respondents also experienced an increase in crop yield by on average 19.7 quintal.

2.2 Key Findings from WS

Water Harvesting Structures and Impact

- All TG respondents stated that water harvesting structures have been constructed in their villages. In comparison, only 28% of CG respondents stated that water harvesting structures had been built in their villages. The CG structures were built by farmer groups (53%), NABARD (29%) and government (28%).



- As per 44% of TG respondents, there were serious water challenges prior to watershed structures construction. When they were enquired on the types of challenges, majority stated over extraction of ground water and inadequate storage facilities.
- The studies showed 94% of the respondents confirming increase in water availability as a result of the watershed initiatives. 90% of the TG responded that year-round cultivation was possible due to increased water availability, as compared to only 22% of the control group respondents. In the process, they also could practice crop rotation for efficient water usage and better soil health.
- Other areas of impact were improvement in crop quality (92%), improvement in yield (95%), reduction of water wastage (90%), reduction in soil erosion (94%), improvement in soil fertility (88%) and reduction in use of chemical fertilizers (85%).

Water User Groups (WUG):

- About 40% of TG were part of WUGs, compared to only 11% in the CG. The WUGs in both groups exhibited a high level of activity, with regular monthly meetings being held.
- Approximately 58% WUG members in TG confirmed the existence of maintenance funds within their groups. In CG, respondents were unaware about WUGs.
- The fund collection for WUG in TG varied across different rates between INR 50 to INR 500 per member.
- In terms of perceived benefits of WUGs, majority of TG respondents stated that it provides flexible water allocation for irrigation (59%), maintenance of water structures (43%), and lowers irrigation costs (31%).
- In terms of WUG functioning, the respondents from both the TG and CG reported that WUGs operate in a democratic manner, with a focus on ensuring equitable distribution of water and sharing good practices. However, the role of WUG leader was more defined in TG than in CG with proper maintenance fund collection mechanism.

Overall, the program has improved respondents' quality of life by increasing their income (79%) by reducing their farming input costs, improving yields and reducing water usage. Majority of TG respondents positively agree on being satisfied with the program (91% highly agree, 9% agree). This positive indication suggests that the program has met the participants' expectations and has been well-received.

3. Biodiversity and Water Conservation

Biodiversity and Water Conservation (BDWC) programme was conducted in collaboration with ITC, Rajasthan Wasteland and Pastureland Development Board under Govt. of Rajasthan and Foundation for Ecological Security (FES).

Under this programme, ITC along with FES developed capacities of rural communities for regeneration of community wastelands by strengthening village level Charagaha Vikas Samiti (CVS) under a Public-Private-Civil Society Partnership model. The programme was spread across 8 districts of Jhalawar, Kota, Baran, Bundi, Bikaner, Barmer, Jaisalmer and Jodhpur in the state of Rajasthan for a period of 3 years.

The programme intends to restore more than 1 lakh hectares of pastureland and revenue land. These lands will be developed as per the needs of the community and will support the village biodiversity and conservation methods.

The current assessments maps the impact of the programme undertaken across districts of Baran, Bikaner and Bundi.

Districts in Rajasthan	Survey sample	Qualitative sample
Baran	52	3
Bikaner	54	3
Bundi	51	3
Total	**157**	**9**

Assessment Gram Panchayats

- ✓ Baran district: Atru, Baran and Chippabarod
- ✓ Bikaner district: Okha, Bikaner, Dungargarh, Kolayat, Lunkaransar, Shiri dungargad
- ✓ Bundi: Bundi

Stone boundary at Kota, Dhani village

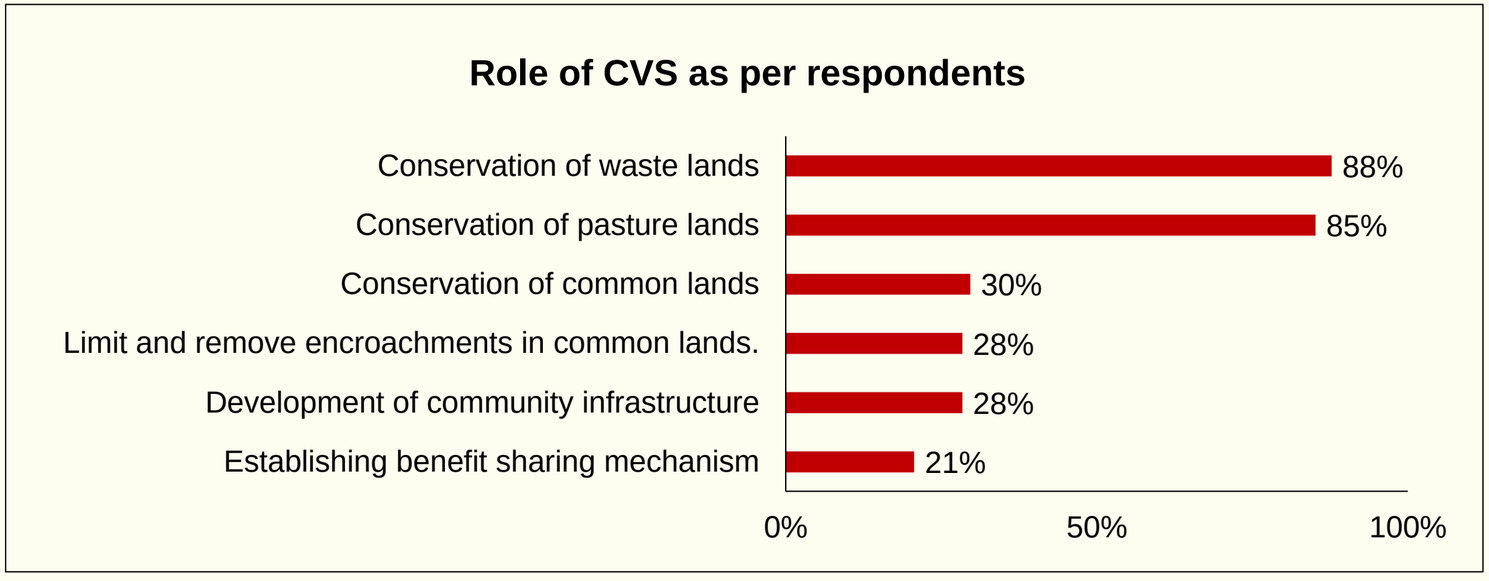
3.1 Key Findings from BDWC

Key Demography

- The study sample consisted of 157 farmers spread across Baran (33%), Bikaner (34%) and Bundi (32%).
- Around 85% of respondents were male, and 15% were female. The average age of the respondents was 43 years.
- In terms of caste, around 15% belonged to the general category, while the rest were from other backward castes (43%), schedule tribe (25%) and schedule caste (17%).T
- The primary occupation of the respondents was agriculture (99%), animal husbandry (41%), daily wage work through MNREGA (24%) and daily wage work through other sources (19%).
- Most respondents had land holdings– 12% had less than 3 acres of land, 24% had 4-7 acreas of land, 23% had 8 to 11 acres of land and 12% had 12-15 acres of land. The rest 29% had more than 15 acres of land.
- Most respondents (56%) had above poverty line (APL) ration cards, while 43% had below poverty line (BPL) ration cards and 1% had Antyodaya Anna Yojana ration card.

Awareness around Panchayat & Charagaha Vikas Samiti (CVS)

- Within our sample, **97% knew the panchayat officials in the village**. When they were enquired on the role of Panchayat– 96% stated local infrastructure development such as road, water, electricity etc., 25% stated social welfare measures and 20% stated government land conservation.
- **The awareness around CVS was high-- with 99% of the respondents being cognizant of its presence.** They were also aware of its role with 88% stating that it is for conservation of waste lands and 85% stating that it is for conservation of pasture lands.
- As per the respondents, **there are on average 8.7 members in the village CVS.** Around 99% respondents stated that they knew these members. **When they were enquired on CVS engagement at the village level, 97% found them to be very active while 3% found them to be active to some extent.**



3.2 Key Findings from BDWC

Work of CVS

- 97% of respondents were aware of developments undertaken in village common lands in 2021-22.
- These developments focused on development of cattle protection trench, plantations and ponds on common, pasture and waste lands.

Developments by CVS	
Cattle protection trench	97%
Plantation	32%
Pond	32%
Fruit Plantations	22%

- **The developments assisted 86% of those who rear animal husbandry to avail fodder in the village easily. Additionally, it helped 32% to use non-timber forest produce by either selling (80%) and developing value added products (80%). It also improved the biodiversity (78%) of the village.**
- The biodiversity conservation was visible through increased bird diversity (86%), presence of more bees (78%) and greater variety of small mammals (80%). Other important ecological benefits are increased property value (94%) and increase in water availability (94%).

Benefits of infrastructure within village	To great extent	To some extent	To no extent
Livelihood development of MNREGA workers	27%	**73%**	0%
Providing fodder for animal husbandry.	27%	**73%**	0%
Better ecology and greenery	29%	**69%**	0%
Increased water availability	25%	**73%**	0%
Non timber forest produces availability	25%	**71%**	1%
Fruit availability	22%	6%	**65%**

Awareness campaigns on commons land conservation

- One of the essential element of the programme was to conduct awareness campaigns on common lands conservation through CVS. This was successful as 99% of respondents stated that they were aware of such campaigns.
- When the respondent were enquired on the key awareness areas– they stated that it was regarding issues of land encroachments (90%), need for land conservation (90%), need for pond development (85%), among other key areas.
- Around 97% of the respondents found these campaigns to be useful for the village.

3.3 Key Findings from BDWC

“My involvement with Charagaha Vikas Samiti (CVS) began through regular meetings with officials from the ITC program, focusing on biodiversity and water conservation. As the sarpanch of the Panchayat, I connected with them and learned about their program. Eventually, I became the president of CVS. While upper governance provided little support for resolving encroachment issues on common land, they offered valuable training and resources. Collaboration with CVS involved organizing village meetings to select committee members, with myself as the sarpanch leading the team. We ensured diversity in committee members from various castes and communities. Together, we established rules for managing restored common lands, including fines for damaging these areas.

MNREGA funds were integrated into CVS projects to develop land for activities like animal husbandry, tree plantation, and pond creation. However, proper monitoring and evaluation were lacking due to political unwillingness to address encroachment issues. Challenges arose in coordinating with CBS and managing MNREGA funds, especially regarding legal authority to act against encroachers. Innovative solutions were needed, such as empowering the committee to take action against encroachers.

The impact of CVS and MNREGA-funded projects on the local community has been significant, leading to re-vegetation, pond creation, and tree plantation. However, reclaiming land from encroachers remains challenging, requiring negotiations and sometimes formal complaints. Limited training within the past three years hindered our effectiveness in supporting CVS and managing MNREGA funds. Moving forward, collaboration between panchayat officials and CVS, facilitated by NGOs like FES, will be crucial for sustainable development.”

- Purshottam Meena, Sarpanch, Barana Panchayat

Cattle Protection Trench

Pond

Horizon II Findings:
Building capabilities & capacities for tomorrow

1. Solid Waste Management (SWM)

Within the Solid Waste Management programme, decentralized waste management was promoted in villages. It was implemented in collaboration with panchayat committees to raise awareness among the villagers about the importance of decentralized waste management. The panchayat green workers were appointed to collect waste and provide more information to the people.

The program was initiated by providing first level of training to the Panchayat officials and panchayat appointed green workers. These workers formed sanitation committee and were further responsible to train the community. The sanitation committee was responsible for motivating people to segregate waste and compost it at source or community level. The segregation of waste was expected to reduce the amount of waste going to landfills, which in turn reduces greenhouse gas emissions and pollution. This also reduces the burden on village solid waste management systems, which are often overburdened and unable to handle the amount of waste generated. In addition, the home composting can help to produce nutrient-rich soil that can be used for gardening and agriculture. It can also be sold to farmers and gardeners.

The current assessments maps the impact of the programme undertaken in Punjab and Tamil Nadu.

States	Treatment sample	Control Sample
Punjab	159	31
Tamil Nadu	149	49
Total	**308**	**80**

Assessment Districts

- ✓ Punjab: Kapurthala district
- ✓ Tamil Nadu: Coimbatore district

1.1 Key Findings from SWM

Key Demography

- The study sample consisted of 308 respondents within the TG, of which 52% were from Punjab and 48% were from Tamil Nadu. In case of CG, the sample consisted of 80 respondents, of which 39% were from Punjab and 61% from Tamil Nadu.
- The analysis will be cumulative in nature, until any peculiar state wise trend must be presented.
- In TG, 82% of the program respondents were females, while 18% were males. In CG, 76% were females while 24% were males.
- The average age of respondents was 46 in TG and 52 in CG.
- In terms of caste, only 21% in TG and 3% in CG belonged to the general category. The rest belonged to marginalized groups.
- The literacy levels of the sample was low—with only 79% and 74% being literate in TG and CG respectively.
- The average family size of households was 4.8 in Punjab and 3.6 in Tamil Nadu. Similar trend was observed in CG.
- The occupation and income levels of TG and CG were comparable.

Waste segregation practice

The segregation of waste is essential for managing and reducing the negative impact of waste on the environment. Proper segregation ensures that recyclable and non-recyclable waste is separated, and hazardous waste is disposed of safely. When waste is not segregated, it becomes more challenging to recycle, leading to greater waste accumulation and pollution. It also poses a threat to the health and safety of waste workers and those living in close proximity to landfills or incinerators.

Within our sample,

99% of TG sample segregated waste (99% from Punjab and 99% from Tamil Nadu) at home

41% of CG sample segregated waste (3% from Punjab and 65% from Tamil Nadu) at home

- In the Solid Waste Management (SWM) programme, the study indicates that in Punjab and Tamil Nadu almost 100% of sampled households in intervention areas practice source segregation of waste as against only 41% in control group. In case of CG, the households segregating were from Tamil Nadu only, i.e., 65% of respondents in Tamil Nadu started segregating due to awareness initiative by other NGOs in the locality.
- The major factors encouraging households to take up segregation was care for society (95% in TG and 76% in CG) and environment awareness (53% in TG and 45% in CG).
- For adoption of segregation, 8% in TG took no time, while 69% took 1 to 3 months, in case of CG, 15%, people took no time, and 48% took 1-3 months. Around 96% in TG segregated into wet and dry waste and 2% segregated wet, dry, and e-waste. In case of CG, everyone segregated into wet and dry waste. The findings indicate higher awareness about type of waste in TG despite being from rural areas.

1.2 Key Findings from SWM

Composting of waste

- In our TG sample, most respondents (91%) from Tamil Nadu did home composting with wet waste, while the rest sent it out with green workers. In Punjab, however, 99% of the respondents sent their segregated wet waste out with green workers for community level composting..

91% of TG sample from Tamil Nadu engage in home composting, while 99% of respondents from Punjab send wet waste out with green workers.

- In our CG sample, 97% of respondents from Tamil Nadu who segregated waste did home composting.

- 99% of TG sample was informed about home composting through NGO representatives under ITCs MSK programme, while 75% of CG sample was informed by NGOs active in their locality. The CG sample also got information through green workers (25%) and panchayat workers (25%).
- In our sample, all home composters adopted open-air composting as it is inexpensive and easy way to reduce waste. The villages have compost pit in certain locations, and some people also have compost bins in their homes.

Compost use

Use it as a manure	97%
Sell it to community	10%
Give it to green workers	7%

Compost can be used as a soil amendment, which can improve soil health, fertility, and structure. It contains a variety of essential plant nutrients such as nitrogen, phosphorus, and potassium, as well as micro and macronutrients.

Kitchen Garden

- Kitchen gardens are useful when you compost at home because they provide an ideal space for utilizing the compost produced from the kitchen waste. The compost acts as a natural fertilizer for the plants in the kitchen garden, enriching the soil with essential nutrients and promoting healthy plant growth.
- Within our TG sample, 69% of respondents from Tamil Nadu had kitchen garden, and within are CG sample, 35% from Tamil Nadu had kitchen garden. It can be said that adoption was higher among TG.
- The survey results indicate that a majority of respondents (93%) believe that home manure has positively affected their kitchen garden by improving soil quality. Additionally, 22% of respondents reported that home manure has helped in reducing waste. However, only a small percentage of respondents (13%) mentioned that using home manure has saved costs, and (20% mentioned that it has ensured quality and healthy produce.

These results suggest that home manure is seen as a useful tool for improving soil quality and reducing waste but may not have a significant impact on cost savings or produce quality.

1.3 Key Findings from SWM

Mohalla and Sanitation Committee

Mohalla committee for solid waste management refers to a local committee formed by a group of people within a specific area or neighborhood to manage and address the solid waste management issues in their community. The primary goal of a mohalla committee for solid waste management is to ensure proper waste disposal and segregation within their area of jurisdiction. Typically, the committee comprises members of the community, including residents, NGOs, and local authorities, who work together to develop and implement effective waste management strategies. These strategies may include awareness campaigns, organizing waste collection drives, and setting up composting or recycling facilities. The panchayat sanitation committees on the other hand are created and managed by panchayats.

- The study found that Mohalla committees were only prevalent in Punjab. Around 93% of respondents from Punjab were aware about Mohalla committees. In case of Tamil Nadu, sanitation committees were strengthened within panchayats. For the CG, neither mohalla or sanitation committees existed.
- The respondents found awareness on waste management practices and service fee collection to be the major role of the committees.
- The study also revealed that the committees charged a fee of INR 1200 from each member in a year, which was primarily used to pay the green workers and maintain infrastructure.

Programme Impact

Impact of composting	To great extent	To some extent	To little extent	To no extent
Improved air quality	70%	21%	6%	2%
Reduced bad odors.	54%	34%	10%	1%
Reduced pollutants	62%	28%	8%	1%
Improved soil quality	57%	35%	6%	1%

- The common diseases in the community has declined by 18% on average as per the TG respondents from baseline. The average annual medical expense of the families have also declined from Rs. 3541 pre-SWM intervention to Rs. 2557 post-SWM intervention. The average annual medical expense for CG is at Rs. 3593.
- When the respondents were enquired on how their health expenses changed after program– 40% stated it decreased to great extent while 20% stated it decreased to some extent. Similarly, in case of spread of infectious diseases, around 38% from TG stated that it has declined a lot, and 15% stated it had declined to some extent.
- Majority (69%) believed that health and hygiene in the village had improved.

Overall, Improvement in overall hygiene was felt by most of the respondents and 40% beneficiaries also felt that their medical expenses had reduced.

2. Individual household toilet (IHHT)

The Individual Household Toilets (IHT) program by ITC focuses on improving sanitation by providing households with their own toilets. This is done through offering interest-free loans of up to 12,000 rupees to support households in constructing their own toilets. This financial assistance aims to overcome barriers related to affordability, ensuring that families can access proper sanitation facilities without facing financial strain.

Additionally, in areas where households lack space or the means to repay loans, the program facilitates the construction of community toilets. By pooling resources and addressing communal needs, these community toilets serve as a practical solution to ensure access to sanitation for all, regardless of individual circumstances. This dual approach—providing financial support for individual household toilets and constructing community toilets where needed—underscores ITC's commitment to inclusivity and equitable access to sanitation infrastructure. This initiative aims to tackle issues like open defecation and waterborne diseases, especially in rural areas where access to proper sanitation facilities is limited. By empowering households to construct and maintain their own toilets, the program promotes hygiene, dignity, and better health outcomes within communities.

The current assessments maps the impact of the programme undertaken in Tamil Nadu.

States	Treatment sample	Control Sample
Tamil Nadu	106	49
Total	**106**	**49**

Assessment Districts

- ✓ In Coimbatore, the assessment was undertaken in Karamadai block in Tholampalyam, Nellithurai and Velliyangadu gram panchayats.

2.1 Key Findings from IHHT

Key Demography

- The study sample consisted of 106 respondents within the TG and 49 respondents within CG.
- In TG, 91% of the program respondents were females, while 9% were males. In CG, 88% were females while 12% were males.
- The average age of respondents was 46 in TG and 44 in CG.
- In terms of caste, only 1% in TG and 0% in CG belonged to the general category. The rest belonged to marginalized groups especially Scheduled tribes (85% in TG and 51% in CG)
- The literacy levels of the sample was low—with only 60% and 71% being literate in TG and CG respectively.
- The average family size of households was 3.8 in both TG and CG.
- 99% and 92% of TG and CG respondents were Antyodaya Anna Yojana ration card holders—highlighting them to be the poorest of the poor.
- The occupation was primarily daily wage work (80% in TG and 73% in CG).
- Majority earned annual income between Rs. 30,000 to Rs. 1 lakh (88% in TG and 82% in CG).

Support for building Toilet

- Around 85% of TG came to know about the IHHT program through NGO officials visit at their home. Currently, 100% have access to individual toilets in TG. In CG, only 63% have access to toilets, of which. Only 81% have functional toilets.

Only 13% of households within TG had toilet in their homes prior to ITCs intervention. However, 100% of these toilets were dysfunctional and had no water facility. The households could not repair toilets due to lack of money (100%) and lack of interest (93%)

The rest 87% did not have toilets in their homes prior to ITCs intervention. The primary reason for not building toilets was lack of money (81%) and lack of interest (32%). This led to widespread open defecation among family members.

- The programme provided funds to Self help group (SHG) for enabling toilet construction within the community. These SHGs used the funds to provide an interest free loan of Rs. 12,000 to the TG households to built toilet. The loan had to be mostly paid back within 8 to 12 months with flexibility. Around 63% of the respondents were still paying back the loan. Around 63% stated that they find it difficult to pay back the loan due to fluctuating income. Around 92% also invested additional money to the tune of Rs. 7000 on average in their toilets apart from loan amount. This was done to add bathrooms (70%) or because loan money was not sufficient (32%). This shows that the revolving fund model of SHG can help multiple toilet creation under limited funds.
- Around 53% of toilet owners within CG households-built toilet through loans from banks (35%) or NGO officials (65%). The average loan amount was Rs.15082, at an interest rate of 8-10%.
- 62% respondents from TG built twin pit toilets, while 24% built single pit toilets. Majority (92%) of the toilets have toilet waters. The rest depend on hand pumps (6%). Most respondents (87%) are satisfied with water. All households maintain cleanliness.

2.2 Key Findings from IHHT

Toilet Impact

- There has been a clear decline in open defecation pre and post intervention. The shift is clearly visible from sometimes to always in the table below for all members within the households. The shift is lower for the elderly but still evident.
- In case of CG, all respondents who had toilets did not practice open defecation. However, it is prevalent among 37% of respondents who do not have toilets at home.

Usage of toilets before and after intervention	Before intervention			After intervention		
	Always	Sometimes	Rarely	Always	Sometimes	Rarely
Girl/Women (13-60 years)	0%	86%	14%	98%	1%	1%
Boy/Men (13 to 60 years)	0%	86%	14%	86%	13%	1%
Girl children (Less than 13 years)	0%	86%	14%	88%	11%	1%
Boy children (Less than 13 years)	0%	86%	14%	87%	12%	1%
Elderly (Above 60 years)	0%	86%	14%	69%	28%	3%
All members	0%	86%	14%	82%	17%	1%

- When the respondents from TG were enquired on how the availability of toilet has impact the community– it was found that for majority (more than 90%), it has Improved sanitation and hygiene of the village, ensured safety for women and girls, ensured dignity and privacy for everyone, ensured dignity and privacy for women and girls, reduced contamination of soil and water sources, improved work productivity, improved school productivity and increased respect in society.

Programme Impact

- The common diseases in the community has declined by 16% on average as per the TG respondents from baseline.
- The average annual medical expense of the families have also declined from Rs. 1999 pre-IHHT intervention to Rs. 1567 post-IHHT intervention. The average annual medical expense for CG is at Rs. 2908.
- When the respondents were enquired on how their health expenses changed after program– 15% stated it decreased to great extent while 66% stated it decreased to some extent.
- Similarly, in case of spread of infectious diseases, around 3% from TG stated that it has declined a lot, and 26% stated it had declined to some extent.
- Majority (68%) believed that health and hygiene in the village had improved.

3. Support to Education- INFRA and WASH

Under the Support to Education- School Infrastructure and School WASH programme, ITC focuses on developing the infrastructure of school—through facilitating essential constructions, repainting walls, and renovating/constructing water and sanitation infrastructure such as toilets, bore wells, overhead tanks, hand washing stations, and menstrual management facilities. Additionally, the programme also focuses on hygiene education, institutionalizing maintenance management systems, and creating awareness among students and teachers.

The project aimed to develop a sustainable system of maintenance management that would actively involve students and teachers in the upkeep of the facilities. For this purpose, sensitization programs were organized for stakeholders such as teachers and SMC members, and a sustainable maintenance plan was developed through stakeholder consultation. In addition, the child cabinet committee was also activated to ensure maintenance and operation of school hygiene facilities.

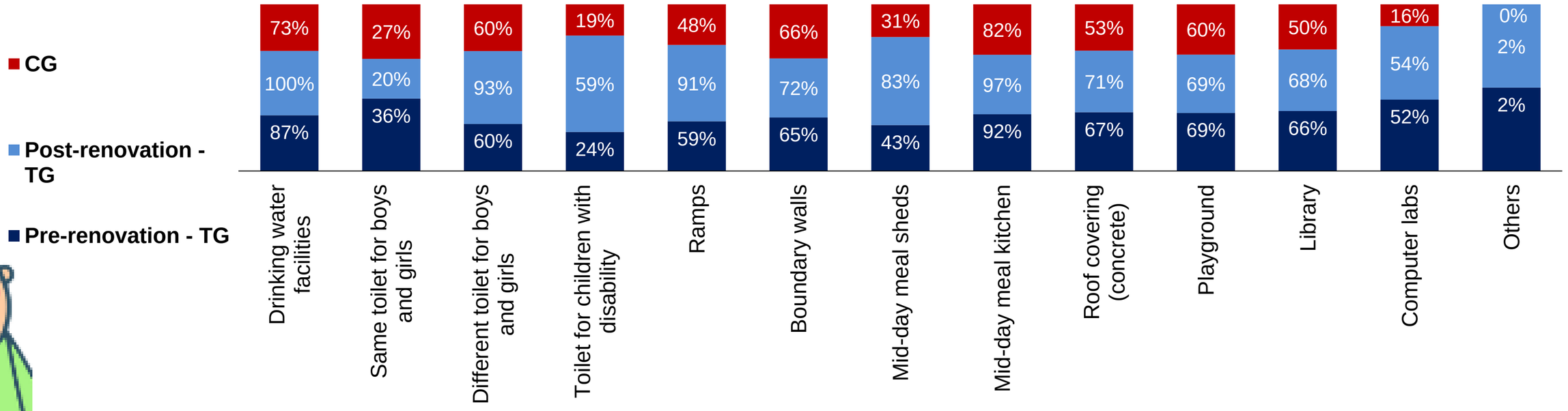
The current assessments maps the impact of the School Infrastructure programme undertaken in Tamil Nadu, Assam and Punjab and School WASH programme undertaken in Assam and Punjab.

States	Treatment sample	Control Sample
Assam	296	60
Punjab	291	60
Tamil Nadu	150	30
Total	**737**	**150**

3.1 Key Findings from INFRA and WASH

Student profile and school Infrastructure

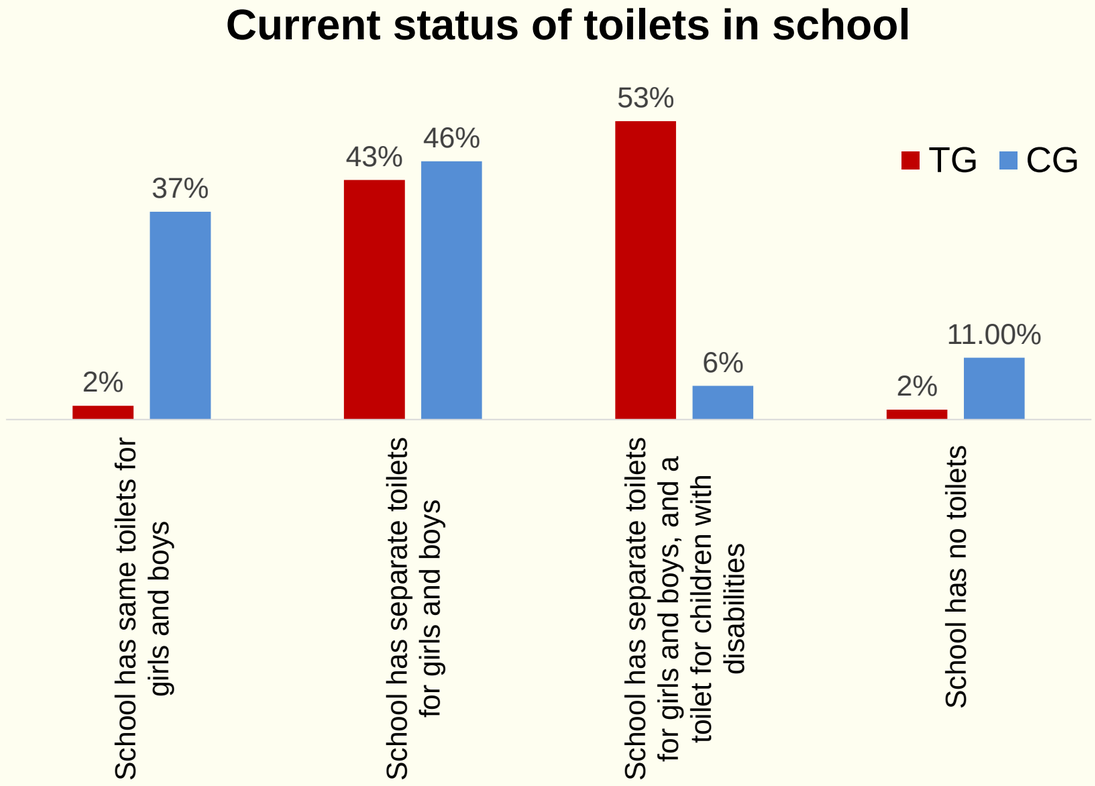
- On an average 12 students are per class in beneficiary group while it stands at 10 students in control group, showcases the inclination and better enrolment of students in schools that has been part of the intervention. 95% of the TG and 97% of the CG stay within 1 km of the school radius.
- **99% of the TG students accept that in last two years they have seen infrastructural changes in the school.**
- Post intervention the facilities in the beneficiary school improved primarily clean drinking water, different toilets for boys and girls, mid day meal sheds and kitchen, etc. 80% of the TG mentioned that they have water stations at their school prior to the intervention which has touched 100% post intervention.
- The control group faces issues such as low water availability (60%), dirty water/yellow water (23%), bad taste of water (16%) and long queues at water station (11%) whereas post intervention due to clean water availability 52% of the TG has improved confidence to play sport, low water borne sickness (33%) and reduced time in consumption of water (18%).



3.2 Key Findings from INFRA and WASH

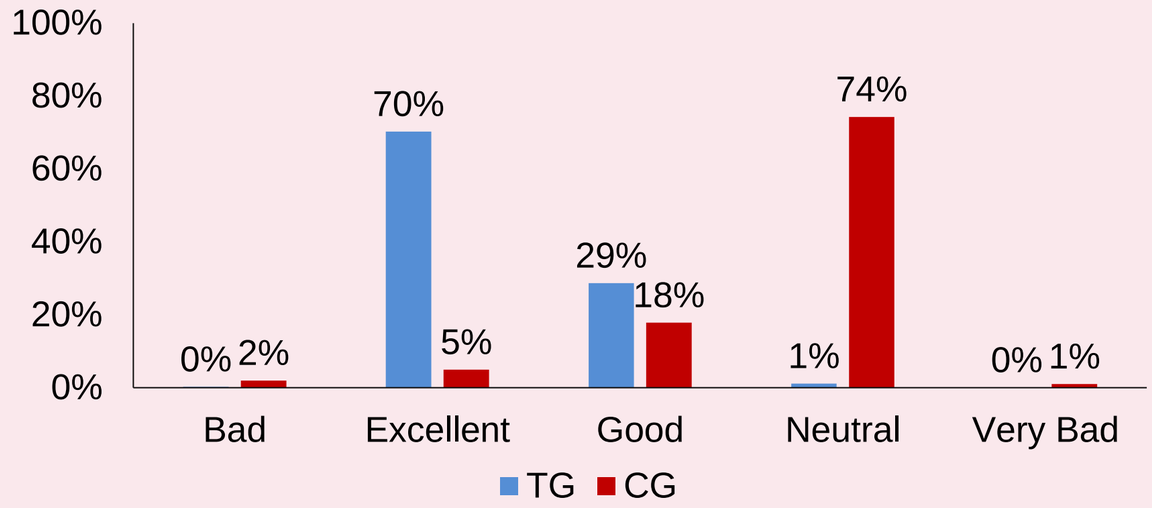
Current status of toilets

- The intervention has bought decent change in the school hygiene as well as dignity and privacy to the girl students in the school.
- 97% of the TG has confirmed that there are separate toilets for girls and boys as against 52% of the CG group
- Post intervention, it is seen that almost 100% project schools have handwashing facilities with water availability, while it is only 35% in control schools.
- 73% of the girls from project schools confirmed availability of sanitary napkins in schools as compared to only 17% in the control group. 76% of the students in project schools confirmed WASH facilities in schools has led to reduction in the incidence of drop out of girl children from schools.
- 63% girls confirm the availability of sanitary napkins in school in TG as compared 17% of CG



3.3 Key Findings from INFRA and WASH

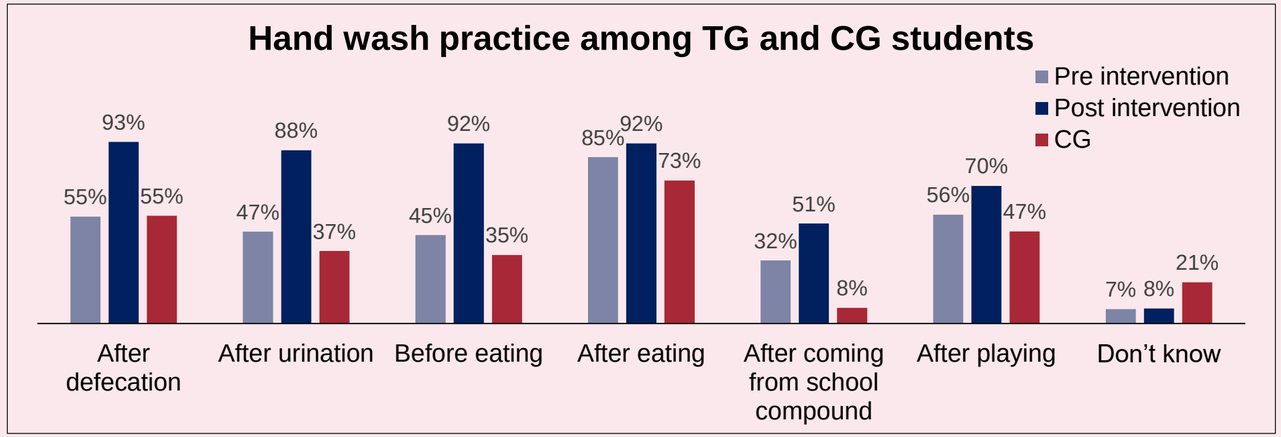
Current status of classrooms



3.4 Key Findings from INFRA and WASH

Initiative taken by school to impact hygiene knowledge

- Prior to the intervention the schools undertook initiatives such as hygiene education classes (56%) which further improved post renovation to (74%). The initiatives also included dustbins in schools, competition on hygiene, hygiene monitoring board and development of hygiene and sanitation corner are continued post renovation too. The CG respondent's response shows cases limited focus of those schools on hygiene, as 38% CG agree to attend hygiene education classes and dustbins in school (25%).
- The TG respondents agreed that the initiatives undertaken had ensured regular hand washing (92%), regular bathing (62%), disease awareness (51%) against the 53% of CG having regular hand wash and disease awareness while 40% having regular bath.
- The intervention has achieved a major behavioral change in more than 90% of the TG respondents, most of them practice hand wash after defection, after urination, after eating. This will improve the hygiene and disease control in the TG respondents. The percentage of respondents practiced handwash post the above activities was on overall basis less than 50% prior to intervention and CG respondents.



Awareness on hygiene

- While for TG, majority of students (around 90%) affirmed that nails, face and dress, shoes and proper hair were checked in school, for CG respondents 86% confirmed about the same.
- TG (65%) students were more aware about six steps of handwashing in compared to only 11% CG students.
- 79% of TG students knew about the diseases caused by not washing hands with soap, compared to CG responding 16%.

Child Cabinet Committee

- 59% of TG and only 13% of CG respondents knew about the child cabinet.
- While 55% of TG students said that the cabinet interacted with coordinators from NGO, from CG no one said so.
- Among TG respondents, 91% affirmed that NGO coordinators helped to mobilize the children and 87% confirmed that they helped the committee members with roles and responsibilities.

3.5 Key Findings from INFRA and WASH

Impact of changes in school level

In Terms of School Level, Impact of Changes	Treatment group				
	Highly Disagree	Disagree	Not sure	Agree	Highly agree
Improvement in attendance of students	16%	4%	2%	63%	14%
Increased admission of students	2%	17%	2%	63%	15%
Improvement in understanding of concepts.	13%	7%	2%	59%	18%
Improvement in student performance	8%	10%	2%	62%	16%
More inclination to come to school.	10%	8%	2%	63%	15%
Decrease in dropouts.	9%	10%	5%	60%	14%
Decrease in dropouts of girl children.	10%	8%	5%	60%	16%
Increase in recognition in the community.	8%	10%	4%	62%	14%
More fun in learning	8%	8%	2%	62%	18%
Improvement in quality of teaching	11%	6%	1%	66%	13%

4. Support to Education- Read India

The Support to Education- Read India programme implemented by the partnership between ITC and Pratham NGO is a significant collaborative effort aimed at improving education for children in India. The program aims to leverage the strengths of both organizations to ensure the delivery of high-quality education. The program comprises several components, including Preschool, Balvachan, Read India, and Upper Primary.

The programme provides intensive bursts of remedial education in reading and mathematics to primary school children (grades 3–5) who are behind in basic skills. These classes are conducted in bursts of 8 to 10 days and spread over the course of three to five sessions (up to 50 days per year), depending on the child's level. To enhance learning, children are grouped by ability rather than by age and grade, and the camps use Pratham's rigorously evaluated methodology, "Teaching at the Right Level" (TaRL), and pedagogy, "Combined Activities for Maximized Learning" (CAMaL). Teaching and learning activities and materials are tailored to each group, are interactive and group-based, and are designed to help children move to the next level.

The current assessments maps the impact of the Support to Education- Read India programme undertaken in Coimbatore, Tamil Nadu.

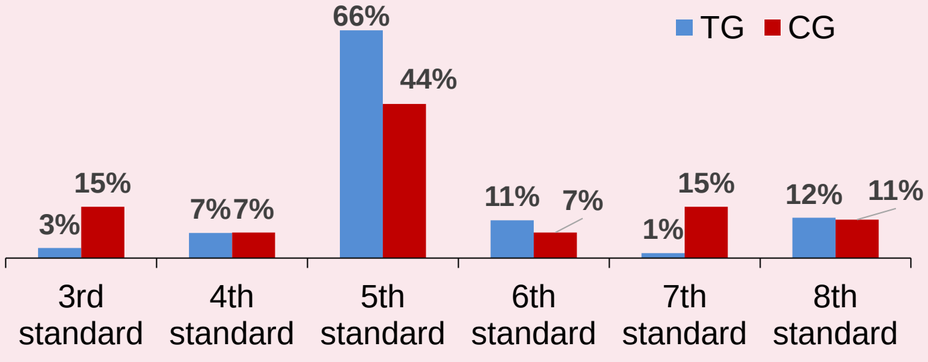
States	Treatment sample	Control Sample
Tamil Nadu	137	27
Total	**137**	**27**

4.1 Key Findings from Read India

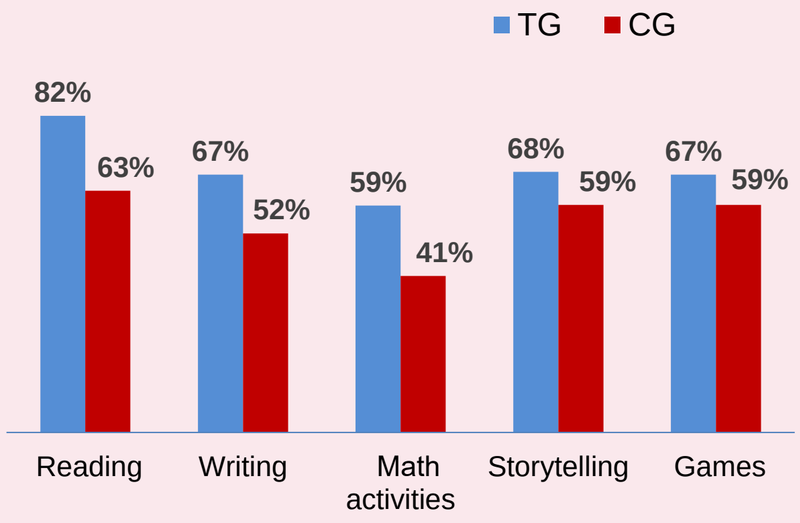
Key Demography

- The study sample consisted of 137 students within TG and 27 students within CG..
- Around 87% of TG respondents belonged to the age group 9-12, but for CG, it was 78%.
- Most of the students (88% of TG and 74% of CG) were from marginalized groups (SC, ST, OBC and minority).
- Majority of students' fathers (63% of TG and 40% of CG) and mothers (61% of TG and 69% of CG) were daily wage workers.
- Among TG respondents, majority (28% fathers and 35% mothers) have studied till 9th-10th standard while for CG, 33% fathers and 44% mothers studied till 6th-8th standard.
- Most of the TG respondents (74%) were enrolled in Read India program while studying in 3rdstandard. According to CG respondents, there are 13 girls and 10 boys on average in their classes.

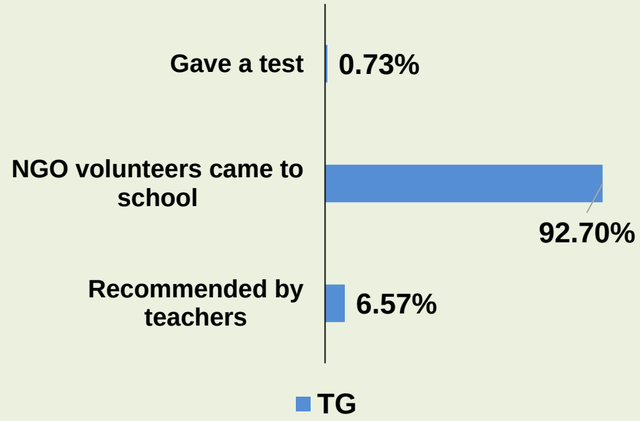
Students Education Level



- In TG, 77% students knew the details of Read India Programme very well.
- TG students' (78%) attendance in classes were more regular than CG students (63%).
- 66% of TG and CG students felt engaged in learning.
- In sessions, 82% of TG students received homework and felt comfortable doing it.
- Among CG students, just 52% could do the homework comfortably.



Activities Enjoyed during sessions



Reasons to join Read India programme

- While 70% of TG respondents recalled interesting videos during sessions, for control group it was only 41%.
- The learning material provided was found very easy by 54% TG students in compared to CG responding 11%.
- Majority of TG respondents (72%) felt very comfortable about seeking help from teachers, while for CG only 30% felt same.
- TG (78%) did better than CG (41%) in terms of feeling extremely supported by peers and teachers.

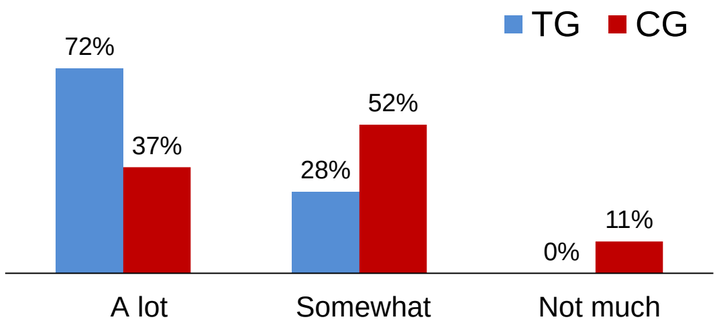
4.2 Key Findings from Read India

While participating in classroom activities, 72% of TG students felt much more confident since attending Read India Programme, but only 18% of CG students felt more confident.

- The Read India Programme evaluated in Tamil Nadu had over 70% children in the project group stating significant improvement in learning levels in both Language and Mathematics compared to 30% in the control group.
- Majority of TG respondents (73%) shared their learning at the program with friends and family regularly, while less than average (41%) of CG respondents does the same.
- Almost 26% of CG respondents felt the need for additional tuition for both reading and mathematics**.**

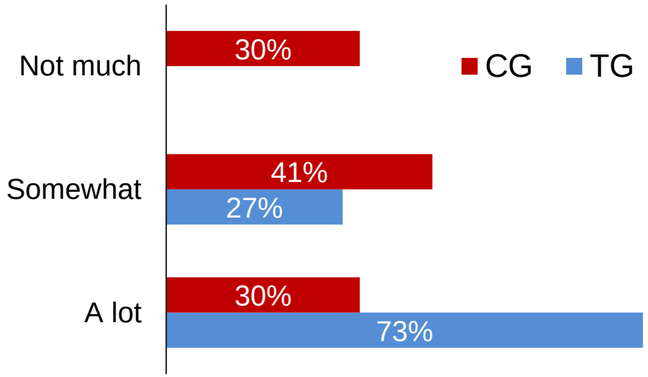
Support by Read India Programme

Parameters of Programme	Treatment Group				Control Group			
	Extremely agree	Agree	Unsure	Disagree	Extremely agree	Agree	Unsure	Disagree
Understanding the concepts through program	**52%**	40%	8%	0%	19%	33%	**41%**	7%
Enjoying studying through program	**50%**	38%	12%	0%	30%	**37%**	30%	4%
Attending the classes regularly	**52%**	40%	8%	0%	19%	37%	**41%**	4%
Studying daily	45%	**52%**	3%	0%	15%	**41%**	30%	15%
Concepts and knowledge has improved	**51%**	42%	7%	0%	19%	**48%**	26%	7%
Can read comfortably	**57%**	35%	0%	8%	19%	**67%**	11%	4%
Can write comfortably	**58%**	32%	2%	8%	33%	**37%**	30%	0%
Feeling supported by teachers	**51%**	33%	8%	8%	44%	**48%**	7%	0%



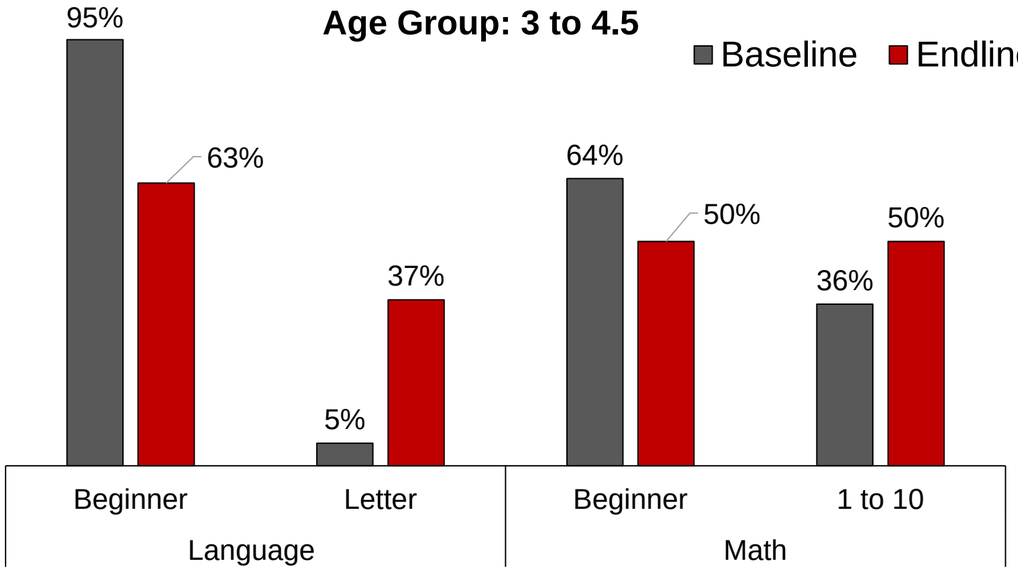
Improvement of reading skills

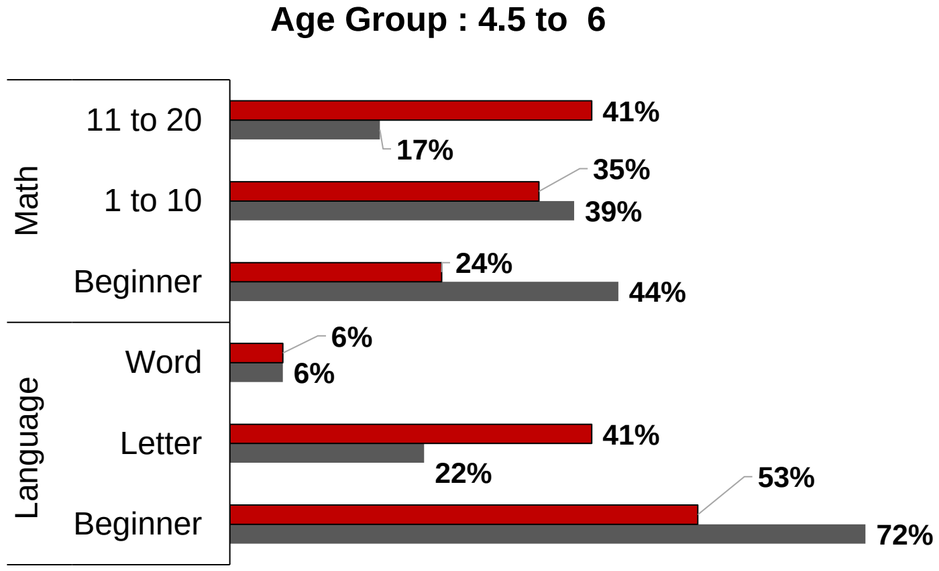
Improvement in math skills

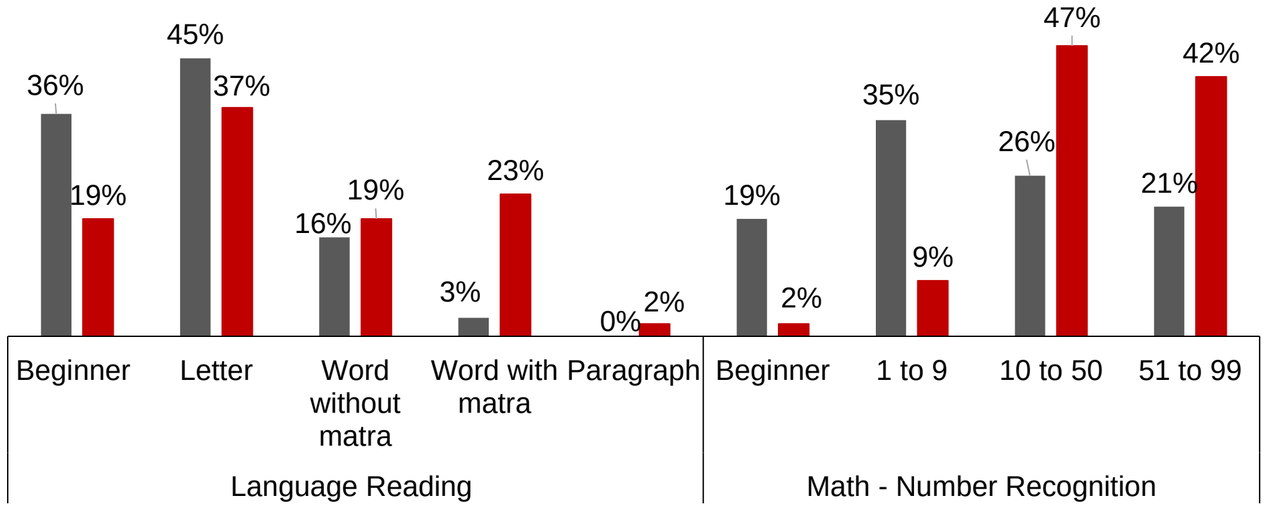


Change in learning levels of Read India students from baseline to endline

Pre School (Anganwadi)





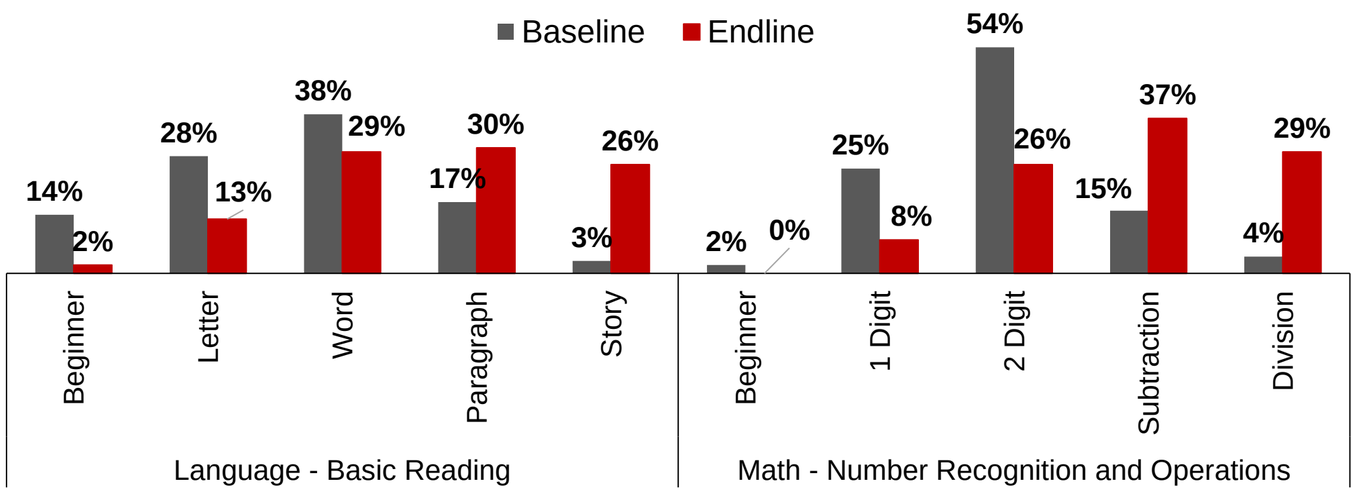


Balvachan

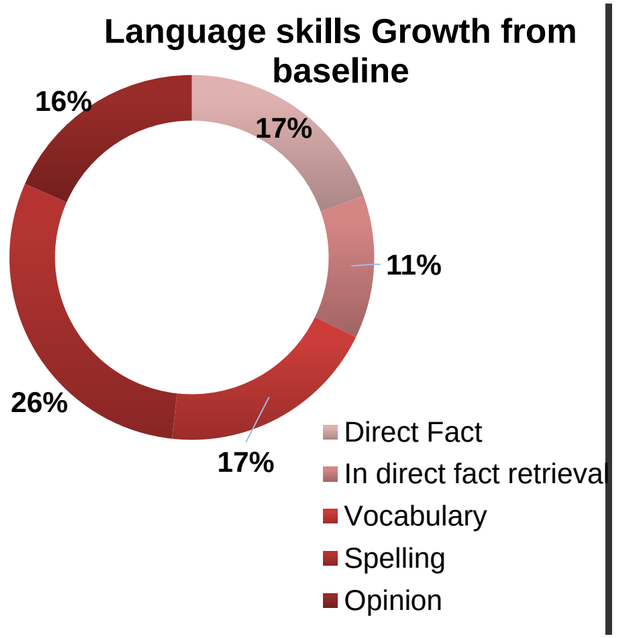
- The students have improved considerably at both pre-school and Balvachan level.
- At the pre school or anganwadi level, students between age group 3 to 4.5 years—32% shifted from beginner level to letter level in language. In case of mathematics, the jump was smaller, with 14% shifting from beginner level to 1 to 10 level. In case of students between age group of 4.5 to 6 years– several more students started moving up the levels from the endline post training.
- At Balvachan level, at the endline, the students are evidently ahead than what they were at baseline at higher levels especially in mathematics. For example, 42% students could recognize numbers between 51 to100, in contrast to 21% before. In case of English, 23% are able to recognize word with matra in comparison to only 3% before the program.

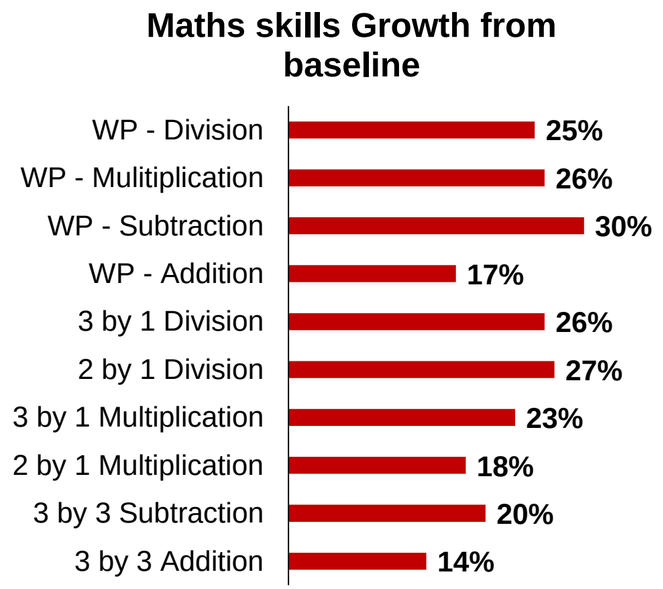
Change in learning levels of Read India students from baseline to endline

- Similar improvement is also observed in primary and upper primary students. The students have started moving upwards due to the programmatic interventions focused on child's current levels.
- At primary school level, 26% are able to read stories in contrast to only 3% at baseline. Similarly, 30% are able to read paragraph in contrast to 17% at baseline. In case of mathematics, 29% are able to do division, a more complicated mathematical analysis, which was mere 4% at baseline. Similar growth is also seen in learning of subtraction among students.
- At upper primary level, the difference between endline and baseline is anywhere between 10% to 30% showing a remarkable improvement.



Primary





Upper-primary

5. Skilling of Youth

Under the Skilling of Youth programme, ITC trains youth from economically disadvantaged backgrounds and provide them with employable skills, coupled with access to employment and entrepreneurship opportunities. The training program ranges between 2-3 months, depending on the training course and curriculum. The program is based on strong industry linkages and youth counselling and focuses on hands-on skills training. The youth are skilled across myriad of areas such as construction (including electrical, plumbing and welding), hospitality (including housekeeping, food and beverage service & food production), automotive, healthcare and beauty & wellness courses. In addition to industry specific skills, students also learn life & work readiness skills like basic English, digital literacy, financial literacy, and life skills. The program is based on curriculum for each trade which is aligned with NSDC's standards & norms.

The key goals of the program are development of job specific skills, improvement in employability, improvement of financial skills, facilitation of placement opportunities, and improvement in income, social stature and standard of living.

The current assessments maps the impact of the skilling of youth programme in Assam and Tamil Nadu.

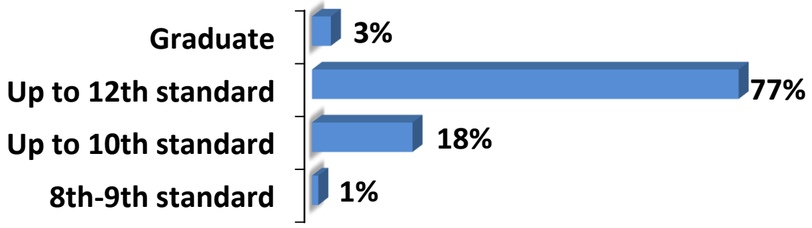
States	Treatment sample	Control Sample
Assam	107	21
Tamil Nadu	104	22
Total	**211**	**43**

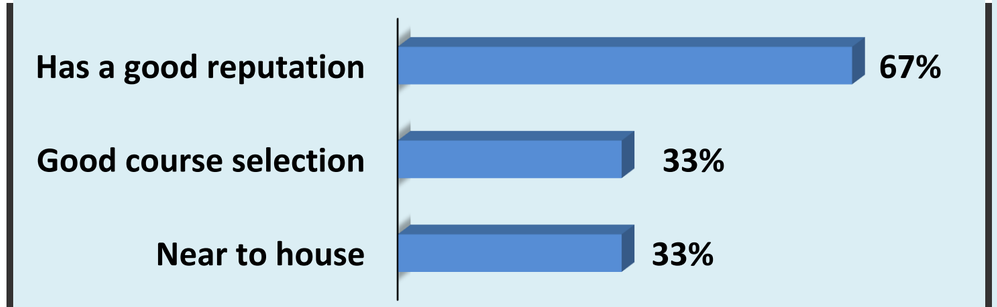
5.1 Key Findings from Skilling of Youth

Key Demography

- Within our sample, 73% of trainees were women, and 27% were men in Treatment Group (TG) whereas the gender ratio was near to equal with 51% women in Control Group (CG)
- The average age of trainees is 24 years in TG and 23 years in CG
- The economic status of trainees was meagre as 80% of trainee in TG owned Priority Households (PHH) card
- Majority of the family's annual income was between Rs. 51,000 to 1 lakh (53%), followed by 22% who earned between Rs.1 to 2 lakh, and 21% who earned below Rs 50,000. Only 3% of the trainees were working prior to joining the training. Their average income per month was between Rs. 5,000 to Rs.7,000

Education Levels of Trainees





Reasons for choosing ITC training centre

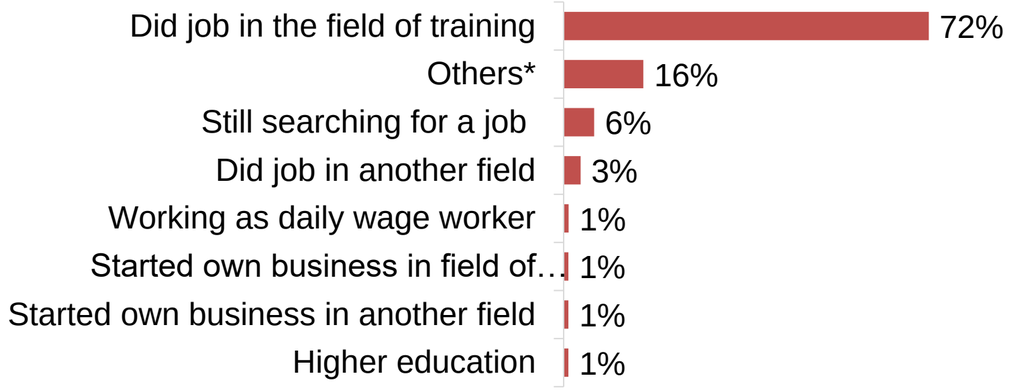
- 30% of trainees found the admission process to be extremely smooth, while 67% found it to be mostly smooth.
- 69% stated that their queries and challenges were addressed by trainers prior to joining the course.

Training experience

- Business process outsourcing (BPO), hospitality, electrical, automotive, retail, nursing assistance, Information Technology Enabled Services (ITES), Certificate in English communication and Information Technology and Fundamental Skills (CEITFS) were undertaken by most in our sample.
- The students were largely satisfied with trainer's communication skills, knowledge on curriculum, and engagement with trainees. Around 92% found the practical aspect of the training to be sufficient for course understanding.
- Most respondents (97%) found the training infrastructure to be good or very good. The reach of the training centre to the students was high with 77% of trainees stating that the training centre reached out to them in case of missed classes.

5.2 Key Findings from Skilling of Youth

Around 85% of the youth got successfully placed after completion of training within a period of 1-3 months with 72% of the youth getting a job in the field of their training.



Others* majorly include sales executives

Current status of respondents post course completion

The findings revealed that skilling programme in Assam and Tamil Nadu has helped youth to develop certain job skills and communication skills to a great extent.

Around 66% of the respondents were engaged with alumni or peers post training majorly through WhatsApp. Around 60% of these found the engagement to be extremely helpful for their career.

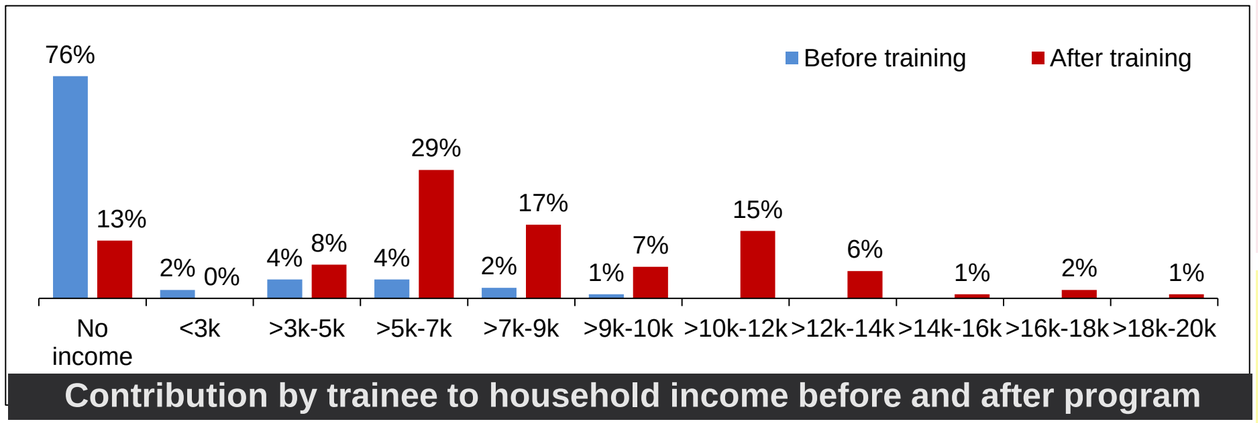
Respondents working in the field of training

- Around 72% of the respondents were working in the field of training. At state level, majority of the Tamil Nadu respondents (99%) were working in the field of training. In contrast, only 45% of trainees from Assam were working in the field of training.
- The respondents working in the field of training stated that they found jobs through either referral through trainers (62%), placements (33%), online job portals (4%) and 1% through alumni referrals (1%).
- When asked to describe your current job role, most of them were positive towards various satisfactory parameters and believe that they can satisfactorily perform my job roles due to training, satisfied with the income, growing in the job due to work- based learning, intend to continue working in the field, enjoy working in the field, and can picture a career path in the field.

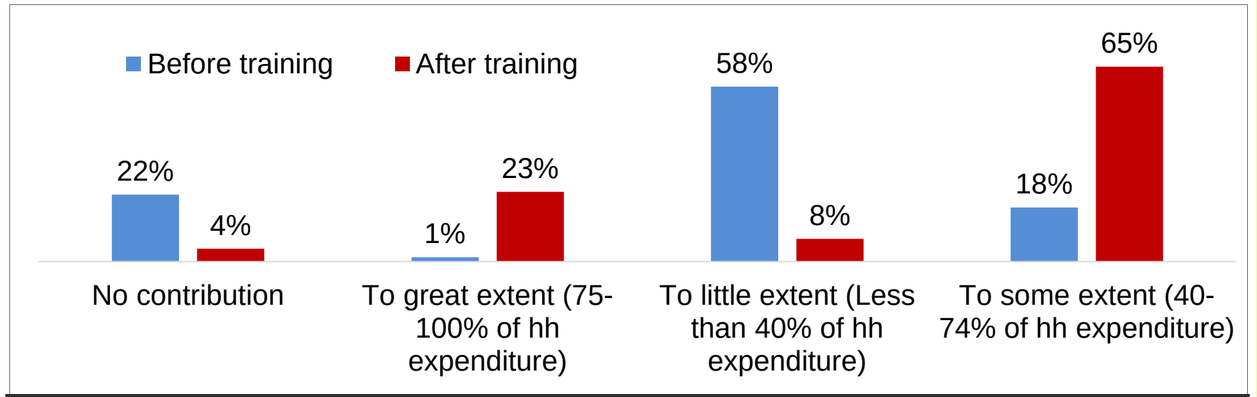
Respondents started own business in the field of training

- Although only 1% of the respondents (Trainees from Assam) started their business in their field of training the imperative aspect is that they were supported by the training school in setting up their business. When asked about the kind of support extended by the training centres respondents highlighted that they were encouraged in starting the business and got support in connecting with customers and suppliers which gave them the much-needed cushion to their decision of venturing into business.
- As per the respondents, training also helped in developing core service skills, communication skills, and digital skills which will support the smooth functioning of their business. The trainees availed bank funding along with their own funds for starting their business.

5.3 Key Findings from Skilling of Youth



Contribution by trainee to household income before and after program



Household income consistency before and after program

	Before training	After training
Very consistent (Earning same income for 11-12 months a year)	6%	43%
Mostly consistent (Earning same income for 8-10 months a year)	13%	31%
Sometimes consistent (Earning same income for 6-8 months a year)	12%	20%
Little consistent (Earning same income for only 4-6 months a year)	49%	5%
Very inconsistent (Earning same income for less than 4 months a year)	18%	1%

- Saving among the trainees has increased from 14% to 89% after programme.
- The average savings have also increased from Rs. 2,250 to Rs. 3,574
- 49% of trainees stated that their social circle has increased by great extent due to the programme, while 49% stated it has increased by some extent.
- 35% stated that they have experienced increased freedom and opportunity by great extent due to the programme, while 61% stated it has increased by some extent.

"Vijayakumar S had to take up job at a young age after completing this 12th due to poor family conditions as he lost his mother at a young age and father has a locomotive disorder. His family income was around Rs 30,000 annually. But despite all odds Viajyakumar decided to take up electrical assistant course in BLS ITC MSK Skill training centre Rajagiri. He gained good practical experience during the training period and finally his hardwork paid off and he secured a job as operator in Trichy Steel

Vijayakumar now earns Rs. 7000 every month which is 3 times more than his previous family income. He is grateful for ITC MSK and BLS from his bottom of his heart."

6. Women Empowerment Self Help Group

ITC's Women Empowerment Self Help Group (SHG) program focuses on providing economic opportunities and empowerment to women in rural and marginalized communities. Through this program, women are organized into self-help groups where they collectively save, access credit, and engage in various income-generating activities. The program aims to enhance the socio-economic status of women by fostering entrepreneurship, skill development, and financial literacy. Additionally, it provides access to market linkages, technology, and training to enable women to become self-reliant and contribute to their households' economic well-being.

The key benefits of SHG are as follows: access to finance, empowerment by fostering leadership skills, decision-making abilities, and self-confidence, skill development in various areas such as entrepreneurship, financial management, agriculture, and vocational skills and social support.

The current assessments maps the impact of the Women Empowerment SHG programme undertaken in Rajasthan and Tamil Nadu.

States	Treatment sample	Control Sample
Rajasthan	150	23
Tamil Nadu	123	23
Total	**273**	**56**

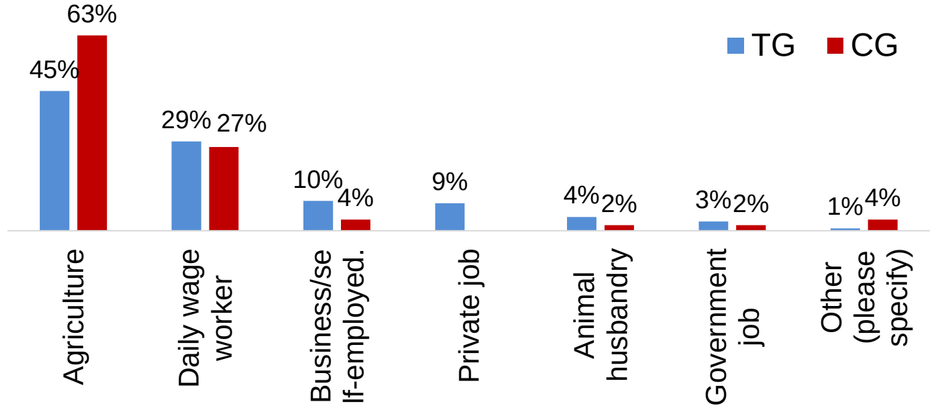
6.1 Key Findings from WE SHG

Key Demography

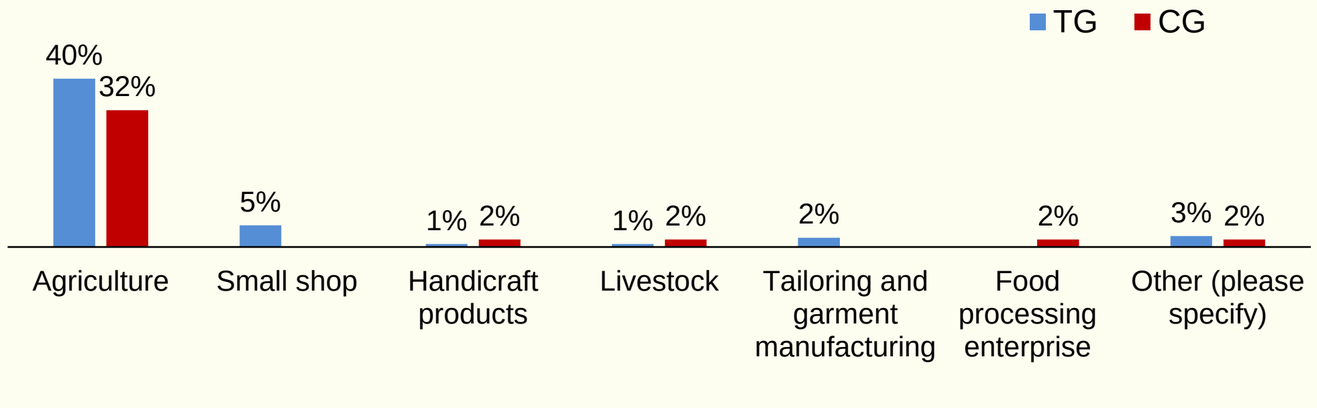
- Within our sample, 273 women belongs to Treatment Group (TG) and 56 women belongs to Control Group (CG). The average age of women were around 40 years.
- Most of the women (90% in TG and 92% in CG) were from marginalized groups (SC, ST, OBC and minority)
- 15% of TG and 17% of CG women were bread earner of the family. 58% of TG are having 4-6 members in a family and 50% of CG are having 1-3 members in a family.
- In TG, Before ITC supported SHG, majority of women were working in Agriculture (55%) and as Daily wage worker (29%) but after the support of ITC there has been increase in Business/ self employee by (9%) also Animal husbandry by (5%). In CG, Majority of women were working in Agriculture (58%) and as a Daily wage worker (27%)

- **100% of TG women and 84% of CG women are the part of SHG.**
- 95% women of TG were encouraged to become SHG member by NGO volunteer and 63% women of CG were encouraged by other women who joined the group.
- SHG supported these women (52% of TG and 39% of CG) in growing their own existing business which was majorly the agriculture business.

Support from SHG	Treatment Group			Control Group		
	To great extent	To some extent	To no extent	To great extent	To some extent	To no extent
Provided financial assistance.	63%	37%		62%	38%	
Provided skill development.	57%	43%		27%	73%	
Facilitated market linkage.	41%	59%		36%	59%	5%
Helped to save to invest in business.	55%	45%		33%	67%	
Improved networking in the village	50%	50%		24%	76%	
Provided access to government schemes to benefit business.	51%	48%	1%	32%	64%	5%
Expanding Agriculture	64%	36%	1%	55%	45%	
Expanding Animal Husbandry	49%	51%		45%	55%	



BUSINESS OWNED



6.2 Key Findings from WE SHG

Impact on savings and loans

In Women Empowerment programme, study done in Rajasthan and Tamil Nadu revealed,

- Around 89% of the women from project group developing savings habit as compared to 55% in control group. Around 89% of women from TG saved, while only 55% of women from CG saved.

- Around 64% of the women from project group have taken loans compared to only 17% from control groups. Within TG, the approx. loan amount for members in Rajasthan was Rs. 52,734 at minimal rate of 1.5% (no one from CG had taken loan in Rajasthan). In case of Tamil Nadu, the approx. loan amount for TG and CG members was Rs. 18,224 and Rs. 15,600 respectively.

Government schemes enrollment

- Enrolment in Government schemes shows significant improvement in TG after intervention. Their enrollment in total number of schemes increased from 0.44 on average to 2.53 on average. The total number of schemes availed by CG on average was 1.8

- The increase is especially seen in Pradhan Mantri Ujwala Yojana, Pradhan Mantri Suraksha Yojana and Pradhan Mantri Jeevan Jyoti Yoajana. The enrollment is even higher than CG. This shows that the programme has been helpful in enrolling women to social security schemes, which can reduce their vulnerability in times of need.

	Treatment Group		Control Group
Government schemes enrollment	**Before ITC's support**	**After ITC's support**	
Pradhan Mantri Ujwala Yojana	19%	67%	25%
Pradhan Mantri Suraksha Bima Yojana	0%	60%	14%
Pradhan Mantri Jeevan Jyoti Bima Yojana	2%	58%	13%
Swachh Bharat	9%	28%	30%
National Food Security Act	5%	10%	0%
National Social Assistance Program	3%	7%	0%
Pradhan Mantri Garib Kalyan Yojana	3%	5%	0%
Pradhan Mantri Awas Yojana	1%	10%	9%
Atal Pension Yojana	2%	8%	5%
Others, please specify	1%	1%	4%

Conclusion and Recommendations

The programs assessed under Mission Sunehra Kal had well-defined goals aligned with the organization's values. They effectively engaged stakeholders, including employees, NGOs, and local communities for implementation. Stakeholders played a key role in ensuring program sustainability. These stakeholders were also successful in making the programs sustainable. For example, Water User Groups in water stewardship programs, School Management Committees in school wash programs, etc. Recommendations can further enhance these strengths.

- **Forward linkage support within value chain**: The Horizon I program can enhance its impact on farmers by providing them with forward linkage support within the value chain. This support can include providing guidance on how to add value to their commodities through processing and packaging and connecting them to potential buyers or markets for their products.

- **Promote importance of water conservation:** Within water stewardship program, it was found that even though the increased availability of water is beneficial, there is a pressing need to emphasize the importance of water conservation and sustainable water management practices to increase ground water levels. The groundwater levels will only increase if recharge rates exceed water usage. Hence, efforts should be made to promote water-saving technologies, water saving crops, and watershed management initiatives to optimize water resources and safeguard long-term water security.

- **Promotion of home composting in Punjab:** The findings revealed that within SWM program. home composting was limited to Tamil Nadu, and not Punjab. Efforts can be taken to encourage community to compost at home, reducing waste and developing manure for plant care.

- **Monitoring and evaluation of the infrastructure maintenance:** The Support to Education: school infrastructure and WASH intervention has been a boon for the schools in terms of infrastructure upgrade and improvement in hygiene factor in school, but it was also noticed that in some cases the involvement level at school had been missing and so the maintenance. So, a proper mechanism for monitoring and evaluation of the project maintenance will be more helpful.

- **Improvement in number and quality of teachers**: Currently, some of the schools from our support to education: school infrastructure and WASH intervention are facing staff shortage, and few teachers are teaching across divisions and classes . This has led too much pressure on the faculty and is invariably impacting the teaching quality negating the impact created by the intervention. So, strategies related to improvement in number of teaching faculty, training of teachers and some digital modes of teaching to assist teachers in improving the teaching quality will help achieve larger impact merged with the upgraded infrastructure benefits.

- **Inclusion of English language reading in curriculum of Read India**: The discussion with school-teachers within Read India schools highlighted need to assist children in reading English language along with regional language, to empower their proficiency.

- **Tailored Interventions for Assam for skilling of youth:** Given the unique challenges faced in Assam, such as remote job placements, the programme should consider implementing tailored interventions to address local context-specific needs. This could include initiatives focused on promoting entrepreneurship, supporting local businesses, or creating job opportunities closer to participants' communities.

- **Capacity Building Training for SHGs**: Very few SHG members within the program had received trainings. As a result, there is a need for capacity building training on financial literacy, entrepreneurship, and leadership skills to help women effectively manage their businesses, access financial services, and lead self-help groups enhancing the effectiveness of the program.

Annexure I - List of Projects under Impact Assessment

Sr. No	Scheme	NGO	District	State	Treatment sample	Control sample	FGD	KII
1	CSA	SESTA	Darrang	Assam	149	30	1	8
2	WS	SESTA	Darrang	Assam	35	10	1	8
3	CSA	RGVN	Darrang	Assam	150	30	1	8
4	WS	RGVN	Dhubri	Assam	147	29	1	8
5	CSA	IDYWC	Chhindwara	Madhya Pradesh	125	25	1	8
6	WS	IDYWC	Chhindwara	Madhya Pradesh	117	23	1	8
7	CSA	DSC	Indore	Madhya Pradesh	136	27	1	8
8	WS	DSC	Indore	Madhya Pradesh	137	27	1	8
9	CSA	SIPA	Sehore	Madhya Pradesh	148	30	1	8
10	WS	SIPA	Sehore	Madhya Pradesh	105	21	1	8
11	CSA	NCHSE	Sehore	Madhya Pradesh	40	10	1	8
12	WS	NCHSE	Sehore	Madhya Pradesh	105	21	1	8
13	CSA	AFARM	Pune	Maharashtra	149	30	1	8
14	WS	AFARM	Pune	Maharashtra	142	28	1	8
18	CSA	BAIF	Pune	Maharashtra	147	29	1	8
19	WS	BAIF	Pune	Maharashtra	147	29	1	8
15	CSA	BAIF	Ahmednagar	Maharashtra	67	13	1	8
16	WS	DSC	Ahmednagar	Maharashtra	149	30	1	8
17	CSA	DSC	Amravati	Maharashtra	142	28	1	8
20	CSA	MVS	Kapurthala	Punjab	149	30	1	8
21	WS	MVS	Kapurthala	Punjab	33	10	1	8
22	CSA	BAIF	Bikaner	Rajasthan	130	26	1	8
23	WS	BAIF	Bikaner	Rajasthan	102	20	1	8
24	BDWC	FES	Bikaner	Rajasthan	143	29	1	8
25	CSA	SMGVS	Pali	Rajasthan	101	20	1	8
26	WS	SMGVS	Pali	Rajasthan	144	29	1	8
27	CSA	NCHSE	Kota	Rajasthan	89	18	1	8
28	WS	NCHSE	Kota	Rajasthan	121	24	1	8
29	CSA	SMGVS	Bundi	Rajasthan	84	17	1	8
30	WS	SMGVS	Bundi	Rajasthan	50	0	1	2
31	BDWC	FES	Bundi	Rajasthan	50	0	1	2
32	BDWC	FES	Baran	Rajasthan	50	0	1	2
33	CSA	COODU	Coimbatore	Tamil Nadu	130	26	1	8
34	WS	COODU	Coimbatore	Tamil Nadu	122	24	1	8
35	CSA	DHAN	Puddukottai	Tamil Nadu	129	26	1	8
36	WS	DHAN	Puddukottai	Tamil Nadu	138	28	1	8

Sr. No	Scheme	NGO	District	State	Treatment sample	Control sample	FGD	KII
1	Read India	PRATHAM	Coimbatore	Tamil Nadu	137	28	5	12
2	Skilling of Youth	BLS	Puddukottai	Tamil Nadu	105	21	1	2
3	Skilling of Youth	Anudip	Kamrup	Assam	106	21	1	2
4	WE SHG	RDO	Tamil Nadu	Coimbatore	97	19.4	1	4
5	WE SHG	SMGVS	Rajasthan	Bundi	66	13.2	1	4
6	WE SHG	NCHSE	Rajasthan	Kota	94	18.8	1	4
7	Support to Education- Infrastructure	RDO	Coimbatore	Tamil Nadu	150	30	1	8
8	Support to Education- Infrastructure	FXBIS	Kamrup	Assam	150	30	1	8
9	Support to Education- Infrastructure	FINISH	Kapurthala	Punjab	150	30	1	8
10	School WASH	FXBIS	Kamrup	Assam	146	29.2	1	7
11	School WASH	FINISH	Kapurthala	Punjab	141	28.2	1	7
12	Solid Waste Management	RDO	Coimbatore	Tamil Nadu	150	30	1	5
13	Solid Waste Management	FINISH	Kapurthala	Punjab	150	30	1	5
14	Individual household toilet (IHHT)	RDO	Coimbatore	Tamil Nadu	101	20.2	1	7

“Poverty is not just lack of money. It is not having the capability to realize one’s full potential as a human being”

-Abhijit Banerjee, Nobel Laureate for Development Economics