



GRASIM INDUSTRIES LIMITED CSR IMPACT ASSESSMENT SCHOOL EDUCATION PROJECT

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1 Abbreviations And Acknowledgement

A. Abbreviations

Annual Action Plan	AAP
Board of Directors	The Board
Companies Act, 2013	The Act
Grasim Industries Limited	Grasim/the Company
Corporate Social Responsibility	CSR
Companies (Corporate Social Responsibility) Rules, 2014	The CSR Rules
Ministry of Corporate Affairs	MCA
Impact Assessment	IA
MMJC Consultancy LLP	MMJC

B. Acknowledgement

We express our gratitude to Grasim for the opportunity to conduct the Impact Assessment for selected CSR projects of the Company.

We are thankful to Grasim CSR team at Nagda, Kharach and Vilayat for their cooperation in conducting Impact assessment. In the Process, we dialogued with **Dr. Pragnya Ram, Mr. Mahaveer Jain, Mr. Sanjay K Verma, Ms. Anita Sharma, Mr. Satish Bhuvir, Mr. Hemraj Patel, Mr. Manish Kishore, Ms. Rinkal Parmar, Mr. Prakash Chendra, Ms. Riya Patni, Mr. Jeevan Porwal** and **Mr. Arvind Sikarwar**. We appreciate and thank them all for the support.

2 Introduction And CSR Overview

I. Introduction

Appointment of MMJC

MMJC was appointed by Grasim to conduct an Impact Assessment of CSR Projects as required under sub-rule 3 of rule 8 of the CSR Rules read with section 135 of the Act.

About MMJC

MMJC is a 21-year-old Corporate Consultancy firm led by Makarand Joshi, Founder Partner. The firm has 8 Partners catering specialized verticals. The firm has a team size of 170 out of which 60 are multi-facet professionals being Company Secretaries and Law Graduates rendering unique quality and an array of services under one roof. MMJC Head office is situated at Mulund and has a branch office situated at Nashik and has a reach in all major cities across India.



Team involved

Project Team	Survey Team
Lead team	Shrishti Sahu
CS Makarand Joshi	Kartika Maheshwari
Dr Shweta Bapat	Gayatri Sharma
CS Pradnesh Kamat	Richa Gupta
CS Omkar Dindorkar	Prashant Patel
Support team	Aakash Gupta
Sruthi Nair	Swapnil Nayak



About Grasim:

Grasim Industries Limited, a flagship company of the global conglomerate Aditya Birla Group, ranks amongst the top publicly listed companies in India. Incorporated in 1947, it started as a textiles manufacturer in India. Today, it has evolved into a leading diversified player with leadership presence across many sectors. It is a leading global producer of Viscose Staple Fibre, the largest Chlor-Alkali, Linen and Insulators player in India. Grasim has also announced foray in decorative Paints business. At Grasim, there is an endeavor to create sustainable value for 24,000+ employees, 230,000+ shareholders, society and customers. The company reported consolidated net revenue of ₹95,701 Cr. and EBITDA of ₹17,772 Cr. in FY 2022.



Vision of CSR

“To actively contribute to the social and economic development of the communities in which we operate. In so doing, in sync with the United Nations Sustainable Development Goals build a better, sustainable way of life for the weaker sections of society and raise the country’s human development index.”

About Grasim CSR Initiative

Grasim's projects focus on education, healthcare, sustainable livelihood, infrastructure development and social reform, epitomizing a holistic approach to inclusive growth.

The Group has been continuously engaged in purposeful welfare-driven initiatives which distinctively better the quality of life of the weaker sections of society. Grasim recognizes that environment protection and conservation and social development of communities is critical for sustainable business. Guided by the 'Trusteeship' philosophy of the Aditya Birla Group (ABG), Grasim's socio-economic interventions have helped to transform the lives of communities, especially in rural and tribal belts, by empowering them for a better future.

Grasim CSR Activities are spread across various states of India giving preference to local areas in and around wherever the factories are located. Grasim has specific CSR Team dedicatedly working on CSR Projects on each location. Grasim carries out its CSR Activities through Grasim Jana Seva trust, GD Birla Memorial Trust, Aditya Birla Education Trust. All projects are carried out under the aegis of the Aditya Birla Centre for community initiatives and rural development.

CSR Policy

Grasim endeavors to spark the desire for learning and knowledge at every stage through:

- **Formal schools**
- **Balwadis**
- **Quality elementary education**
- **Aditya Bal Vidya Mandirs**
- **Girl child education**
- **Non formal education**



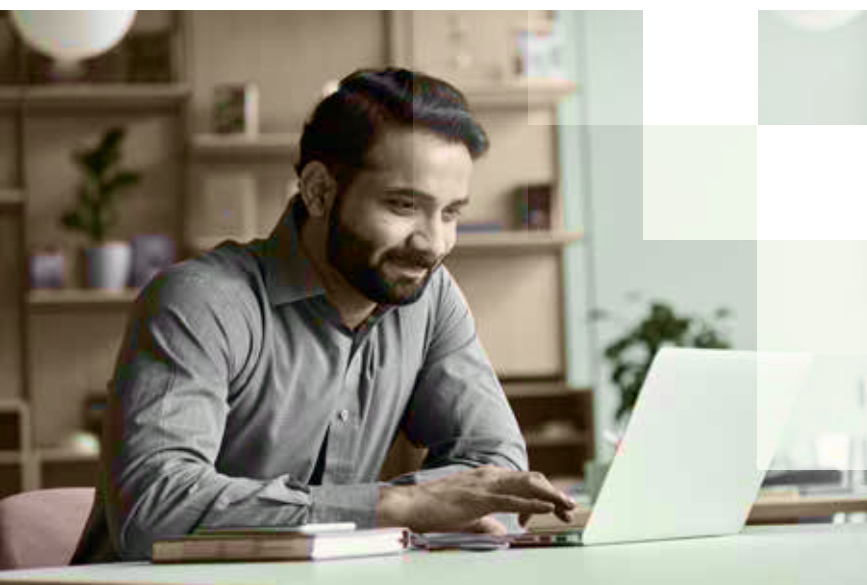
3 Scope And Assessment

■ **Time Period –April 2018 to March 2020**

■ **Location – Nagda (Madhya Pradesh), Kharach and Vilayat (Gujarat), India**

■ **Execution Scope**

- Understanding objectives, scope, and parameters.
- Review secondary data obtained from the Company.
- Designing questionnaires for direct and indirect beneficiaries.
- Identifying data source and collation of data of projects.
- Understanding who are the beneficiaries of the project and benefits received.
- Analyzing information and data obtained from:
 - › Company /Implementing Agencies
 - › Beneficiaries
 - › Third Parties
- Conducting visits at Project locations for surveys, interviews, and group discussion etc.
- Case Studies for 360 Degree analysis of benefits derived from the projects.
- Presenting Impact analysis report in various formats.



4 Objectives, Methodology & Field Visit

Objectives

- To study the social impact of the CSR support extended to anganwadis and primary schools in villages near Nagda, Kharach and Vilayat and schools run by Grasim Jana Seva trust in Nagda and Kharach.
- To study change in the lives of villagers and especially students.
- To analyze the impact and the success of the intervention.
- To assess the level of sustainability and reduce the future challenges.

Methodology and Field Visits

While designing the impact assessment methodology the team has followed a cognitive approach to understand the tangible as well as smallest intangible impact made by Grasim through this intervention. The study also aims to assess the performance of the CSR program and measure its effectiveness in terms various parameters. We followed a robust and rigorous assessment based on well-designed evaluation framework. The Framework covers essentials of the project basis various activities conducted throughout the year.

This report covers the School Education report wherein the main objective is to promote Education in rural areas especially to under privileged children. The report pertains to 3 key locations - Nagda, Kharach and Vilayat wherein the CSR spend on Education is approx. Rs 9 crores for the period of impact assessment. CSR support is provided to schools in Nagda and Kharach run by Grasim Jana Seva Trust. Further, CSR support is provided to Anganwadis and Primary Schools in Vilayat, Kharach and Nagda covering more than 100 villages. The various projects conducted also cater to meet the larger national goal aligning them with Sustainable Development Goals. For example, the Girls scholarship program aims at promoting higher education amongst girls.



The visit was made by 2 leaders and 7 moderators at following locations:

Nagda location	-	12 days
Kharach location	-	8 days
Vilayat	-	8 days

Approx. 1,200 beneficiaries including students, parents, teachers, and government officials as relevant for each project were contacted by the moderators.

Both Primary and secondary data collection methods were used in gathering impact related insights across the stakeholders. For primary data collection we resorted to semi-structured questionnaires, personal interviews, and focused group discussions.

Nagda

Nagda is a Town in Ujjain District of Madhya Pradesh. Nagda tehsil has a population of 2,37,996 people, out of which the urban population is 1,14,813 while rural population is 1,23,183. 59.99% population of nagda is literate, of these 70.20% constitute males and 49.36% females are literate. Grasim is implementing its CSR activities in 55 villages.



Kharach

Kharach village is located in Hansot Tehsil of Bharuch district in Gujarat, India. Hansot taluka has a population of 61,268 peoples. 72.11% population of Hansot is literate, of these 77.20% constitute males and 66.65% females are literate. CSR work is undertaken in 25 villages.



Vilayat

Vilayat Village is located in Vagra Taluka in the Bharuch District. Vagra taluka has a population of 1,00,044 people. 70.47% population of Vagra taluka is literate, of these 77.56% constitute males and 62.33% females are literate. Villages located nearby have agriculture as the pre dominant occupation. CSR work is undertaken in 25 villages.



5 Impact And Findings (Aligned to UN's Sustainable Development Goals)



Need for school education projects

Pre-primary, primary, and secondary education in many villages is still highly dependent on government. The facilities in some places face many challenges which include:

- Lack of quality and skilled teachers.
- Low level of student participation.
- High Drop-out rate.
- Poor Infrastructure.
- Lack of New and modern equipment.
- Teacher absenteeism.



Main reason for school dropouts after Primary or class 8 is financial limitation and lack of desire for higher education. Many children select earning opportunity over higher education. Many schools lack in timely and meaningful development due to huge expenses towards upgradation and overall maintenance. Lack of adequate infrastructure/ economic support/quality education also attribute to loosing of interest in education. The improvements in the infrastructure and amenities along with teachers' training can ensure all round development of school children, Education, knowledge, and skills acquired by students results in reduction of poverty, increase in employment and overall development.

Grasim's viewpoint

The objective to transform the villages into model villages can be achieved by implementing projects in an integrated manner which would include Education, Healthcare, Sustainable economic development, infrastructure development, and other aspects of human development. By understanding the situation in the towns like Nagda, Kharach and Vilayat, Grasim decided to implement school education project under its CSR umbrella. Funding given to school education will socially impact not only in short term but also in long term. Grasim focuses on improving the educational quality right from Anganwadi up to Std. XII under this vertical. CSR budget of Grasim is invested to improve the quality of school education, advancing educational resources, infrastructure and amenities along with teachers' training and development. Special support to education of children from financially challenged family background is extended as per need to make sure that no child is deprived of education due to the financial inability of the family. Holistic development of young generation is the main aim of Grasim from these school education projects at various locations in India like, Nagda (Madhya Pradesh) Kharach and Vilayat (Gujarat).



Overview of Impact

Grasim through its CSR intervention has supported education initiatives covering more than 15,000 children from Anganwadi to high school education. Grasim has provided support to Anganwadi and Primary schools through various ways like financial support for infrastructural aid in schools, education kits for children, providing furniture and equipment, sports facilities, etc. Grasim has mainly focused on supporting school education in the villages for the underprivileged children through girl's scholarships and other needy children. Improved enrollment, reduced dropouts and good academic curricular and extracurricular development of the students is visible in the schools. Children in town and villages nearby have access to mainstream education with modern facilities through Schools set up by Grasim Jana Seva trust

Grasim has adopted digital learning in Government-run schools for better outcomes in underprivileged children. The digital classroom has made teaching and learning easy, interactive, and advanced, this was very evident and useful for the teachers as well as students during covid. A technology-oriented learning system creates interest and excitement in teaching and learning, in the coming years, this will improve learning outcomes and the result in schools. The smart classes in rural areas cater to underprivileged students, especially coming from the lowest strata of society. Digital Literacy classes till now have benefited more than **6,000 children with the objective of awareness and advancement in course curriculum through e-literacy program.**



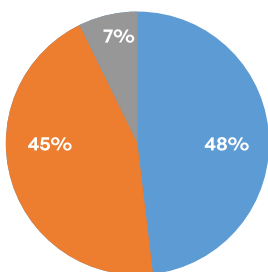
This impact assessment study has shown various positive impact on school, students and not only on their parents but also other family members. Some of the observations made during the assessment enumerates the unique impact made by Grasim. The students from poor family background can help their parents to earn for the family due to the skills and knowledge acquired at schools funded by Grasim.

Educational kits along with school bags provided to kids during Bal Praveshotsav i.e. a celebration of the first day of school is making a different impact on students' life and making it a memorable day for them. It is observed by the parents that this initiative changes the students' view towards school, and they do not feel it as burden, but they perceive schooling as a motivating and enjoyable activity of their life.

To Grasim health and wellbeing of students is the first priority. During the period under study, health checkups of more than 3,500 students of 27 Primary Schools were conducted as per the need. Health of a child being the highest priority of parents, they are highly satisfied and are appreciating this activity as they are able to detect the medical issues at an early stage and its timely treatment.

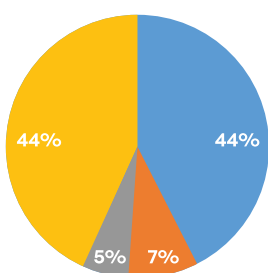
Key findings of the study

- 93% of beneficiaries** of Anganwadi and primary schools are mainly farmers and daily wage laborers having poor to moderate financial backgrounds. It is important to note that students from a poor family background like workers or farmers do have to face lot of challenges in their academic career and growth.
- 88% of parents observed that the improved equipment and facilities** have resulted in betterment in learning and focus amongst children and that children are enjoying going to school. The overall quality of education has substantially improved. **72% of parents aspire that their children complete their graduation and post-graduation.** This indicates the change in the mindset in the villages towards education. The facilities provided under this program include furniture, playing equipment, RO water facility, school renovation, etc. During the study, it was observed that those facilities are in good condition. The infrastructural facilities and learning equipment made available after CSR interventions at Anganwadis and primary schools are also one of the important reasons for children to enjoy and in-turn learn the basic skills. The maximum number of beneficiaries mentioned that the quality of early childhood education provided at Anganwadi and Primary school is good and their wards are learning basics effectively. This has also resulted in improved attendance in some schools from 85% to 98%.



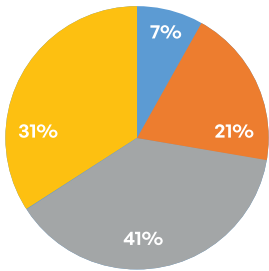
Profession of parents

- Farmer
- Service/Laborer
- Self Employed/Business



How learning equipments are helping children

- Betterment in learning and focus
- Enjoy going school
- Achieving good results
- Learning new things



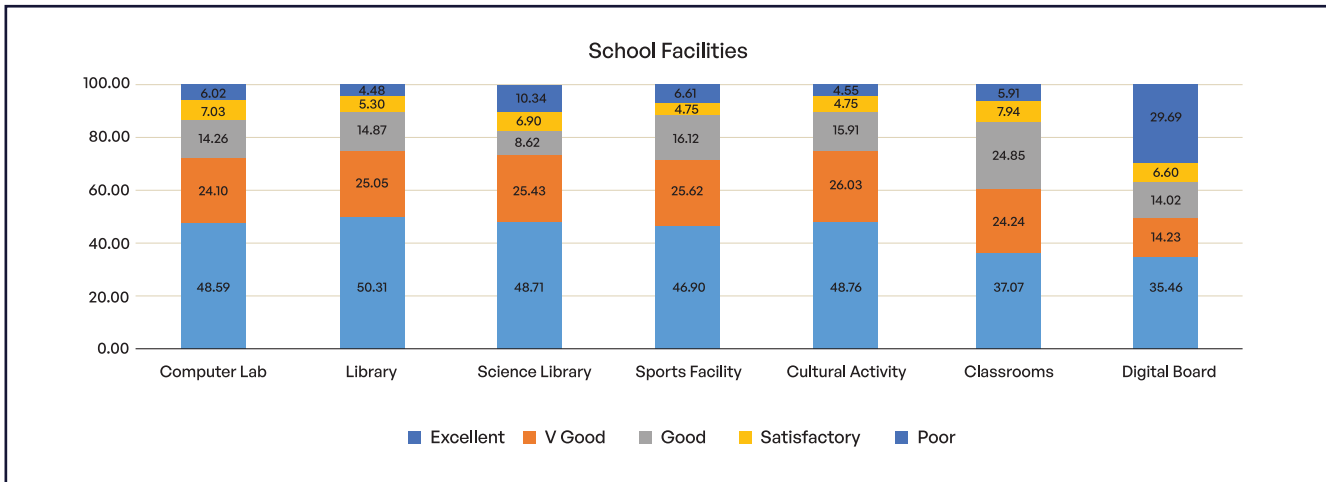
Parent's focus on higher education

- Education upto 10th
- Education upto 12th
- Graduation
- Post Graduation

- More than 2,000 fresh students in 75 schools near Kharach were provided with Water bottle, Education kits, and school Bags. This initiative was started to support 100% literacy initiative government. In Nagda, furniture was provided in primary schools in 15 villages covering around 600 students. In Vilayat, support for school upgradation impacted 754 children.



- The beneficiaries found a positive change in the performance and learning standards due to sports and cultural facilities, laboratory equipment, library books etc. During the study, it was observed that Schools run by Grasim Seva trust were maintained properly with adequate monitoring from the Principal and Teachers. As part of eLearning initiative, the digital boards have been installed in some classrooms and the same are being extended to more classrooms.



We observed that schools have well trained sports teachers and well-maintained sports facilities including large sports ground for students. Apart from Education, schools are also taking efforts on students who are active in sports. Students also represent schools at various competitions including state and national levels. One of such case study is mentioned below:



Qudsiya Qureshi, 18 years old student has successfully cleared 12th Standard from Aditya Birla Higher Secondary School, Nagda. In addition to education, School also encouraged her in sports activity. She represented Madhya Pradesh Team of weightlifting in 81 kg weight category during March 2022 in Bhuvneshwar (Orissa), she also won gold medal in Madhya

Pradesh State Weightlifting Competition held on 23rd and 24th November, 2021. She was guided by Mr. Devendra Singh Shaktawat, sports teacher of Aditya Birla Higher Secondary school during the entire course of her competition. Due to her achievements, many other school students and her friends are motivated to participate in sports activities made available by Aditya Birla Higher Secondary school.



Computer Lab of Aditya Birla Public School, Kharach



Playground of Aditya Birla Public School, Kharach



Science Lab of Aditya Birla Public School, Kharach



Music Class Room of Aditya Birla Public School, Kharach

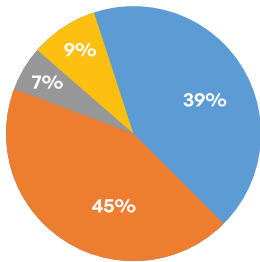
- One of the crucial CSR supports is towards promoting Higher Education for Girls by providing scholarship. During the study period, scholarships were awarded to over 1000 girls every year. This program was mainly aimed at girls having poor financial condition but are willing to take further education. This has motivated girls to continue with their education. Below case study aptly captures this impact.



Sanjana Arvindbhai Gajamar is resident of Saladara in Bharuch district. She was 7th standard student when she left school due to poor economic condition of her family and started supporting her family. It was felt that education may not teach her something extra and lacked interest in education. During interaction with her friends, she heard the scholarship given by Grasim to girls. She also learned that Grasim had started innovative

projects in the school like drawing competition, elocution completion. Grasim supported her with scholarships in 9th and 10th standard. Grasim even supported with education materials like, books, other materials support for science fair. This helped to influence her and her family to pursue education. She is currently continuing her studies. Not only her but there are other such girls who are also getting similar support and motivation from Grasim for their further studies. Students started taking active part in the competitions and other programmes. She is thankful to Grasim for supporting her education.

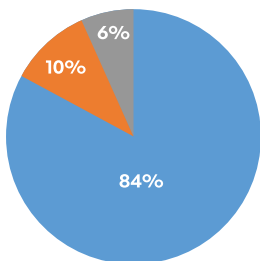
- During the study, the impact on the indirect beneficiaries was also evident. Besides important indirect impact like helping the siblings in their study and earnings for the family after school, the farthest impact that the team has noticed is few of the beneficiaries are trying to make their elderly family members literate. 45% of Parents felt that children are helping their sibling with studies / educate elderly member in the family. 39% observed that their children have supported their families in handling financial and other day to day chores. Education provided at these schools is not only proving beneficial to the direct beneficiaries but also to indirect beneficiaries like parents and grand parents.



How education is impacting other family members

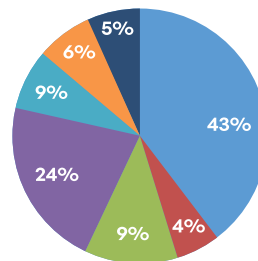
- Day to day household & Financial chores
- Helping siblings to learn effectively
- Earning for the family after school
- Making elderly family members literate

84% of Students in the School run by Grasm Trust say that they will go for Higher education after schools, this shows that there is substantial shift in the mindset towards importance of Higher Education. Teachers have confirmed that the support given by school to financially poor students is helping in reducing students' dropout rate due to financial reason. This will have very long-term impact in ensuring children complete their education. This assessment was focused on not only understanding immediate impact of this intervention but also the long term real impact made on lives of beneficiaries. This shows that due to the support of CSR funding extended to school the holistic development goal is achieved and school is able to make a positive change in the community. This can be witnessed from the chart that shows how this project is making a diverse impact.



How schools are impacting students to decide their future

- Higher Education
- Find a job
- Start business



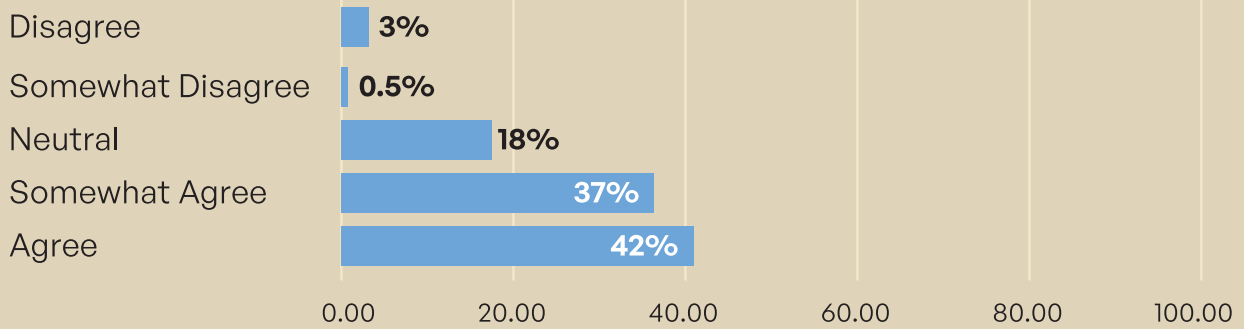
Which career this school can help you to achieve

- Any other
- Artist
- Corporate Job
- Government job
- Improve existing business/ Shop / Farm

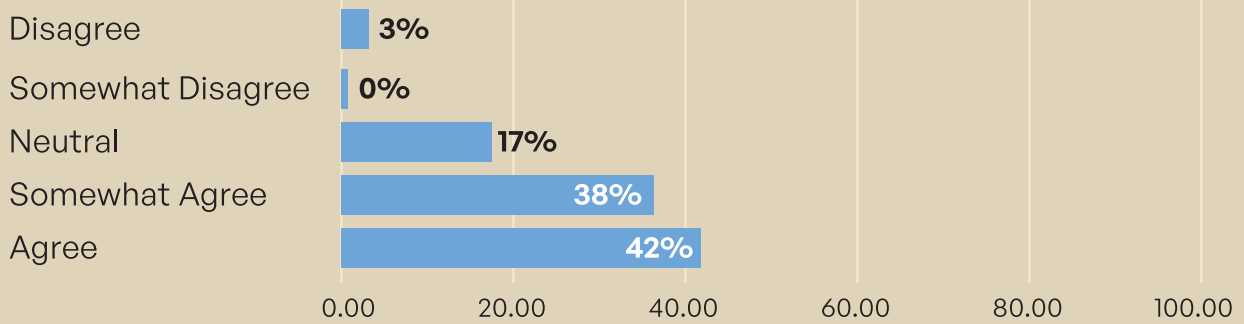
For the all-round growth and sustainable development of young citizens of the country it is not only vital to emphasis on their education and skill development but also important to pay attention towards their health from childhood. With this view Grasm has initiated a unique activity of health camp at schools. Significant positive impact can be witnessed through the responses of parents about the difference this initiative is making in the lives of their children.

More than 80% of parents agree that health camp is a unique activity introduced by school and parents felt that such camps are helpful in detecting medical problems in kids at an early stage and treat them properly before the problem gets exaggerated. Timely treatment for very commonly found dental problems, ophthalmological issues and different deficiencies in kids is saving and improving the kids' health as well as awareness in parents. This in turn will make the students capable of handling their studies effectively.

Due to school healthcamps, problems in kids are detected at early age



School healthcamp is unique & most important activity



Summary of discussion with Parents and Students:

- Parents are very happy with the improved facilities in the school.
- Improved facilities have resulted in increased attendance and participation from students.
- Scholarship programs are motivating children by creating healthy competition.

Summary of discussion with Panchayat member:

- Improvement in the school facility was very critical.
- It will help in improving the quality of education in the coming years.
- With new generation being more interested in education more particularly in the field of IT and competitive exams, the improved education facility will go long way in bringing the change in the community.
- Educational kits provided during Bal Praveshotsav have created excitement amongst children.

Suggestions and Next Steps:

There can be more focus on students enrolled under Right to Education who gets dropped after 8th standard so that those students can continue and complete their education till end. Literacy program by way of digital Board has been well received and can be scaled to more schools in the region.

6 Overall result

To improve the quality of education and to strengthen the teaching / learning process, all the schools need financial support. This support provided by Grasim from last few years is showing considerable positive impact. Not only direct beneficiaries but also indirect beneficiaries are able to notice and acknowledge this change which will lead to better future. Based on primary and secondary data collected through structured questionnaire, semi structured interviews and focused group discussion, Impact assessment of School Education CSR Project of Grasim can be summarized on a positive note. Taking in to consideration some important objectives of New Education Policy (NEP) like Ensuring universal access at all levels of school education, attaining foundational literacy and numeracy, equitable and Inclusive education, significant positive impact is clearly visible due to this CSR intervention at various locations where impact assessment is done.

The impact was also evident based on the study undertaken showing below **key findings**:

- Excellent monitoring of CSR program by the CSR team of Grasim.
- Good understanding of the social challenges in the local area along with great connect with local people.
- **84%** of Students mentioned that they will go for Higher education after school. This shows that there is substantial shift in the mindset towards importance of Higher Education.
- **72 %** of Parents of Anganwadi and Primary school Students feel that their children should pursue Higher Education as they have started showing interest in education due to improved learning facilities.
- **88%** of parents observed that the improved equipment and facilities have resulted in betterment in learning and focus amongst children and that children are enjoying going to school.
- **45%** of Parents felt that children are helping their siblings with studies / educate elderly member in the family.
- **39%** observed that their children have supported their families in handling financial and other day to day chores.
- More than **80%** parents felt that school camps are helpful in detecting medical problems in kids at an early stage and treat them properly before the problem gets exaggerated.

All the activities undertaken at various schools from anganwadi to secondary are showing improvements in not only academic, curricular, extracurricular performance of students but also in the levels of skills, domain knowledge, their understanding and awareness regarding their career. Limited educational resources were one of the important hurdles in disseminating quality education. Due to CSR funds received, schools have successfully developed a right methodology to implement a system that will keep level of education as per the required standards.

Along with education Grasim supported two more important aspects of students' development that is access to clean water and sanitation and overall health and wellbeing. Installation of RO water plants in Schools and conducting Health Camps for students were unique activities. Health plays an important role especially in the developing age of children and Grasim's Health Camp initiative at school received a loud appreciation of parents. Parents opined that they are able to identify the health problems and treat it properly at an early/proper stage to save the health of their children.

Alignment with Sustainable Development Goals

If the impact of any social project is showing alignment with the SDGs then it is considered as a contribution towards not only nation's sustainable development and growth but also the modest contribution towards global goal. Contribution towards **Goal 4 Quality Education** can be seen through financial support to schools and anganwadis for educational resources, infrastructural development, teachers training programmes etc. The initiatives like girls scholarship programme is improving enrollment of girls for higher education addressing **Goal 5 of Gender equality**. The initiatives like RO plant installations, availability of better toilet and sanitation facility at school adds to **Goal 6 Clean Water and sanitation**. Unique initiative of Health camps at schools ensures **Goal no 3** i.e., Good Health and Wellbeing of students. Overall impact of Grasim School education project can be viewed as a considerable contribution towards these four Sustainable Development Goals.

CSR Intervention by Grasim has helped in resolving many challenges in education system:

- Improve infrastructure in the schools has created interest in education which will result in improved attendance.
- Digital Boards in schools providing access to new age technology to the under privileged children.
- Creating interest in education will help in reducing the dropout rate of children in villages.
- Scholarship program for girls is providing much deserved higher education opportunity.
- Change in the mindset amongst parents towards higher education wherein increasingly parents are preferring higher education for children as compared to Job or running traditional family business.





**Aditya Birla Higher Secondary School,
Nagda, Madhya Pradesh**



Angadwadi, Sahol, Gujarat



Angadwadi, Nagda, Madhya Pradesh



**Primary School, Nagda,
Madhya Pradesh**



Primary School, Sahol, Gujarat



Primary School, Kharach, Gujarat

7 Conclusion

Conclusion:

- Sustainable development and contribution towards society.
- Equality amongst beneficiaries by providing benefits to all the strata of society.
- Excellent visibility of the CSR program and the benefits in most of the villages.
- Well organized non-government organizations are not available in rural and remote areas thereby requiring more involvement of CSR team of Grasim.
- Regular communication amongst CSR team, local people and Government.
- Enhance reputation and brand image for Grasim in the minds of people from the Project areas.



8 Disclaimer and Limitations

The scope of work was restricted to the information disclosed as mentioned and therefore, findings are intended solely for the restricted purpose and are not to be used for any other purpose. It should not be included or referred to in any document, notes or publication, made available to persons other than requesting concern and outside the agreed purpose without our written consent.

Accordingly, we are in no way responsible for any reader - user of this findings, if he-she erred in any judgment and - or suffers any set back - loss - damage directly or indirectly based on usage of these findings or interpreting correctly or incorrectly of any sentence or phrase therein. There may be data which has resulted due to inaccurate responses which can be due to a variety of reasons such as presence of neighbors, respondents being in a hurry, misunderstanding the questions etc.

The study is not a pre and post intervention so it has relied on secondary data and inferential analysis to derive impact. While there is no direct cause and effect relationship established and some impacts may not be directly attributable, the role of Grasim CSR as a catalyst in many development processes has emerged clearly. It is also noted that there can be potentially other interventions and programs by state and non-state agencies that could have influenced certain changes in the community.

We hereby submit our findings on the basis of various statements, Surveys, documents and other information. Our verification has been done with a view to submit the findings based on the available information to give fair impact assessment of CSR Projects conducted by Grasim. Furthermore, these findings may not disclose all the information, which might be necessary for any specific purpose other than for impact assessment of the study.