



GRASIM INDUSTRIES LIMITED CSR IMPACT ASSESSMENT RURAL DEVELOPMENT 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, Mrs. 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.

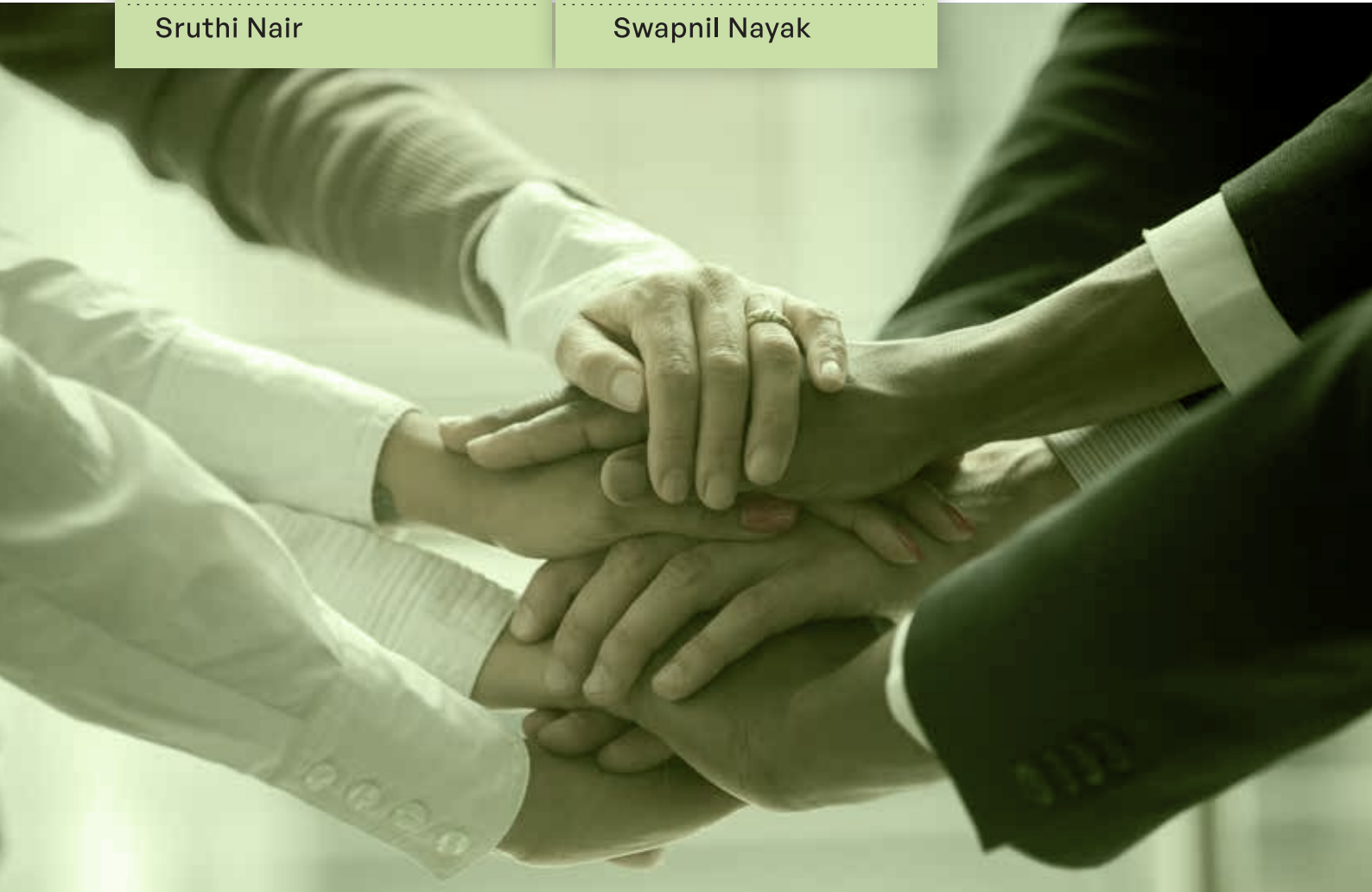
About MMJC

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's programs aim at providing livelihood in a locally appropriate and environmentally sustainable manner through:

- **Formation of Self-Help Groups for Women empowerment**
- **Skill Enhancement and Vocational training**
- **Partnership with Industrial Training Institutes**
- **Agriculture development and better farmer focus**
- **Animal Husbandry**
- **Soil and Water conservation**
- **Watershed development**
- **Agro Forestry**

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, group discussion, etc.
 - Case Studies for 360 Degree analysis of benefits derived from the projects.
 - Presenting Impact analysis report in various formats.



4 Objective, Methodology & Field Visit

Objectives

- To study the social impact of the CSR support extended to farmers, villagers and women in villages near Nagda, Kharach and Vilayat.
- To assess the infrastructural / basic facilities provided in the villages.
- To study change in the lives of villagers and especially women.
- 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 based on various activities conducted throughout the year.

This report covers the Rural Development wherein the main objective is to support livelihood and provide basic facilities in rural areas. The report pertains to 3 key locations - Nagda, Kharach and Vilayat wherein the CSR spend on Rural Development is approx. Rs. 1.2 crores for the period of impact assessment covering more than 80 villages. The various projects conducted also cater to meet the larger national goal aligning them with Sustainable Development Goals. For example, Skill India is a campaign launched by Prime Minister to train over 40 crore people in different industry relevant skills to help them secure a better livelihood. The interventions made by Grasim as a part of its CSR activities through their project on Sewing Training and Sewing Machine Distributions has resulted in providing sustainable livelihood to the women in villages.

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. 500 beneficiaries including farmers, women, villagers, 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.

Locations of Projects

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 Rural Development projects

Rural development implies both the economic betterment of people as well as greater social transformation. Improving infrastructure, agriculture, clean drinking water, women empowerment, etc. are key ingredients for rural development. A major share of the population lives in rural areas, and their development and contributions are very much supportive for the nation building activities. In villages, near to the places like Nagda, Kharach and Vilayat; many challenges were observed that include:

- High dependency of farmers on single crop
- Earning opportunity for women
- Basic infrastructure like street lights
- Clean and safe drinking water

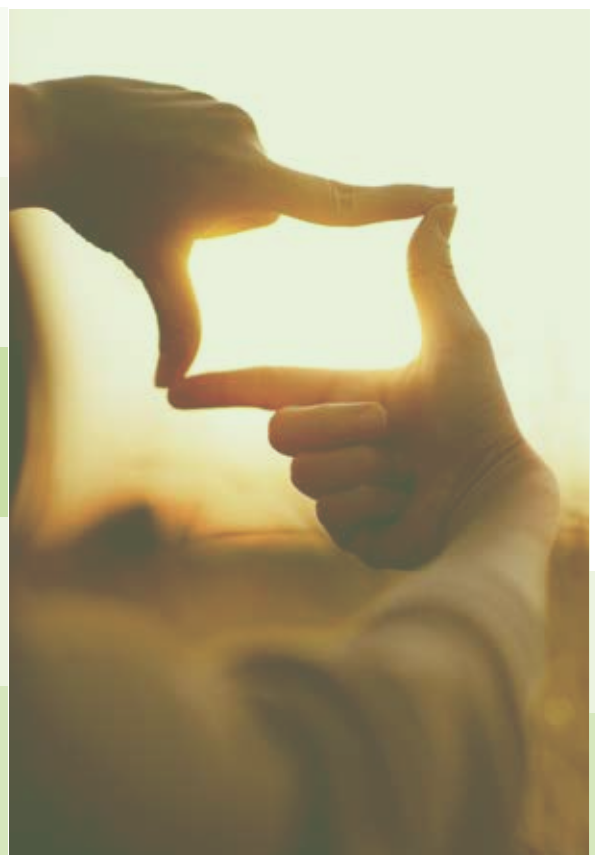
Considering the above challenges, Grasim has identified certain projects for Rural Development that are part of this Impact Assessment study.

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. Grasim believes that involvement in meaningful welfare driven initiatives that impact the quality of rural lives can be focused through Rural Development Projects.

By understanding the situation and based on observations in the towns like Nagda, Kharach and Vilayat, Grasim has decided to support Rural Development initiatives in addition to Education and Healthcare. Rural Development initiatives mainly include:

- Women Empowerment
- Livestock Development (Pashudhan Vikas)
- Clean & Safe Drinking water
- Street Lights
- Village Cleanliness (Swachh Bharat)
- Agricultural support (Wadi)



Overview of Impact

Grasim through its CSR intervention has supported **Rural Development initiatives covering more than 20 thousand beneficiaries in over 80 villages.** Grasim has provided CSR support to farmers through plantation thereby helping them improve agricultural production and reducing dependency on single crop. The support through Artificial Insemination (AI) was also provided for their Livestock Development. These initiatives have enabled farmers/villagers to improve their income level.

Women Empowerment is one of the crucial initiatives of Grasim in the villages near Nagda, Kharach and Vilayat. It was noticed during the study that women felt independent and more confident due to the earning opportunity provided by the trainings and their ability to support their families.

Grasim has also focused on cleanliness and health related challenges in villages. RO water facility was setup in some villages thereby ensuring safe and clean drinking water to the villagers. In Vilayat, washing platforms were provided as a step towards Swachh Bharat mission. This initiative not only improved cleanliness but also provided safe conditions for washing clothes. Street lights were installed in villages which improves safety while commuting in the night. Streetlights also reduced theft incidences and mobility of women in the night.

This impact assessment study has shown positive direct and indirect impact on farmers /villagers. During the study a change was also noticed in behavior which mainly include:

- Importance of cleanliness and safety.
- Women exploring new learning and earning opportunities.
- Increased focus on health.

Key findings of the study

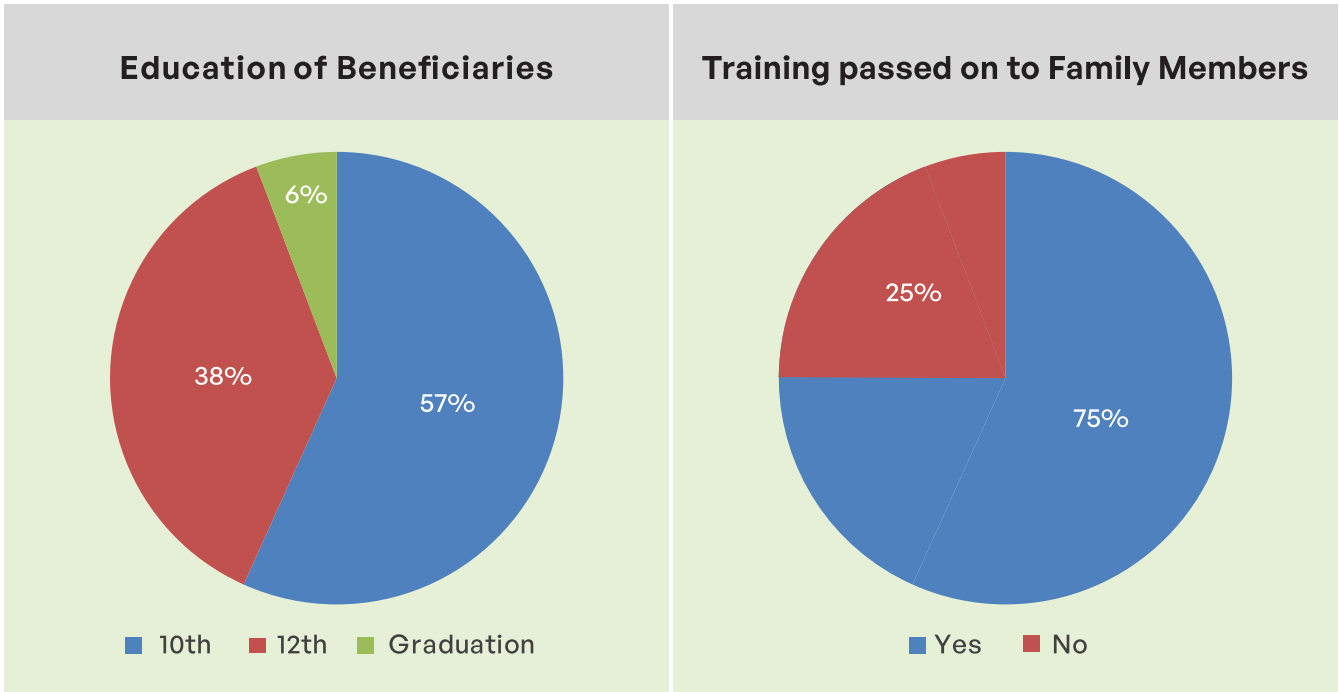


Women Empowerment

During the period under the review, more than 700 girls and women in the villages have undertaken the tailoring courses under the CSR initiative of women empowerment. The chief objective of this initiative is skill development and providing vocational training to women of all ages in a hope to make them self-sufficient and to boost their confidence and to provide them means for finding sources of income generation. The tailoring training duration is of 3 months and the trainer teaches them to stitch all necessary clothes which are required in the village. The training is certified by Usha International which enables them to take loan from bank to start their own enterprise. Under the initiative, new machines were distributed to the beneficiaries under the shared ownership program wherein 50% contribution is made by Grasim. Due to this after the training, the beneficiaries are able to stitch clothes for themselves and their families. They also stitch clothes for other villagers. The income earned is in the range of Rs. 3,000 to Rs. 8,000.

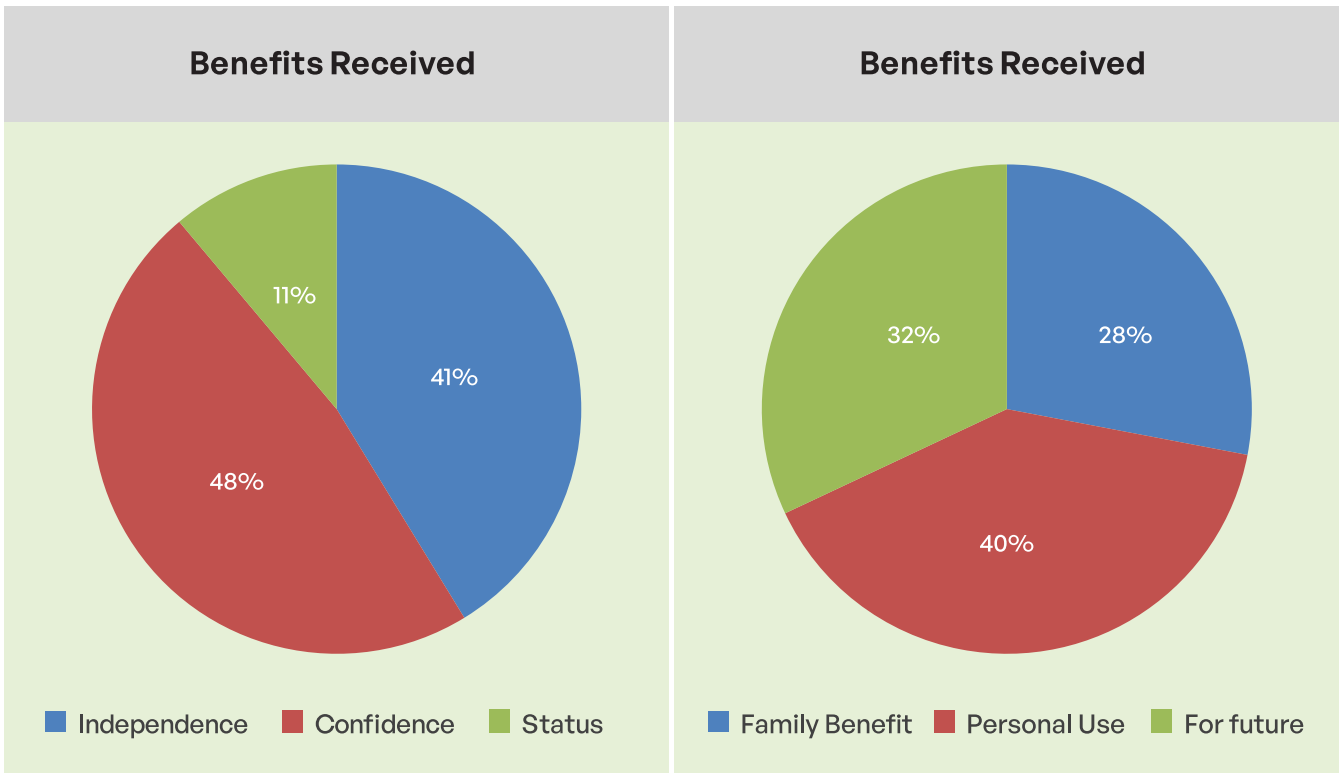
The key features of the projects are:

- Women in the villages are becoming self-sufficient and are earning by using their skills.
- No fee is charged from the beneficiaries for tailoring trainings.
- Shared contribution for sewing machines from Grasim and beneficiary.
- Dedicated premises to conduct the training.



94% of beneficiaries are undergraduates and tailoring training is very well pursued by them resulting into good earning opportunities. Beneficiaries are also passing on the trainings to their family members resulting into more benefits.





Women are using the income mainly for themselves apart from family members while some portion is saved for future. The empowered women have a sense of proud feeling and this can be seen from the graph. Apart from earning opportunity, their personal growth and strong self-belief can showcase the kind of impact this CSR intervention was able to achieve.

The below case is an example how this CSR intervention have contributed to women empowerment.

Dilshad Seth, 32-year-old unmarried woman from Nagda educated up to 5th standard and then dropped out due to financial instability has 4 family members including herself. She is the only earning member of her family as her father is paralyzed. She was interested in tailoring and stitching related work but was not earning much due to lack of skills. She got to know about Grasim’s training program on tailoring. She then, got herself enrolled in the program and she is happy that she is able to stitch all types of dresses just looking at the picture of the dress. She owns a sewing machine and has started earning 7 to 8 thousand per month due to the skills acquired. She is able to make a sustainable living for her and her family.

Impact of the program on women

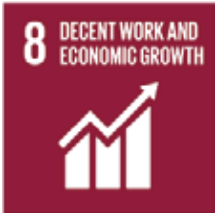
- This Initiative has resulted in increasing their family income, thereby improving purchasing power of women in the village for their needs. Further it has also contributed in having healthier and better-educated children and raise the human development level.
- The impact on widow or unmarried women is substantial as they are less dependent on others and allowing them to live life with dignity.
- The beneficiaries were able to earn moderate income through the activity. This may be due to the increase in number of women learning the tailoring skills.

Next steps and Suggestions:

The increase in enrolment of more girls/women to the course may lead to reduction of earnings of existing women. Including different styles training for stitching of clothes / apparels / materials can create differential skills without impacting existing women. This will also open new market for beneficiaries as well as increase the market value.



Livestock Development (Pashudhan Vikas)



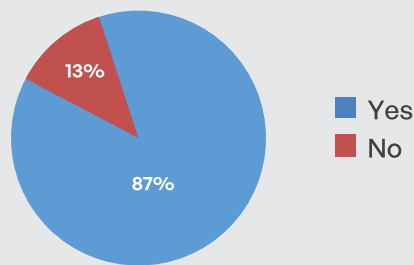
An integrated livestock development project has been started in collaboration with BISLD (BAIF Institute of Sustainable Livelihood Development). The approach is to upgrade through cross breed using artificial insemination (AI) technology. Livestock plays crucial role and helps farmers in increasing their income level, important source of food, providing social security and status in the society. In commercial dairy production, over 80% of all the cattle are now bred artificially. The success of dairy producers in improving milk production has been impressive. A large proportion of the success is due to improvement of the genetic potential of dairy cattle through use of outstanding sires by AI. AI is the method that holds the potential of economic and rapid dissemination of male genetic material to a large number of females in a short duration of time over a large geographical area. The indigenous and non-descript cow and buffalo are genetically improving to increase productivity.

During the period under review, 4,558 Artificial inseminations were conducted in 35 villages near Nagda giving birth to 1,381 calves. In villages near Vilayat farmers with 890 animals have received the benefits of artificial insemination. The Breed Improvement program is well supported by activities like improving cattle feed, vaccination and de-worming ensuring the fertility of the cattle is not affected.

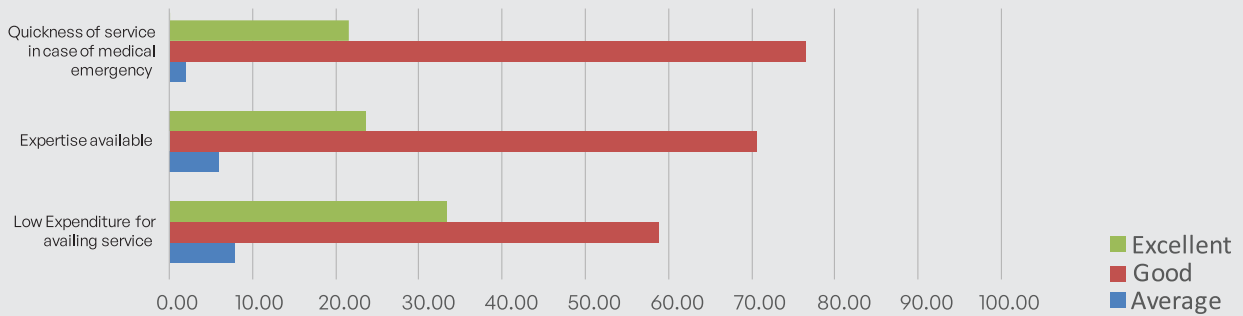


- The beneficiaries have indicated that there has been steady increase in the number of cattle as a benefit from AI services.
- More than 90% of farmers have appreciated the services and facilities provided mainly for the expertise in the area, quickness of services in case of medical emergency and low expenditure for availing services.
- Improvement in the quality as well as quantity of the milk has been moderate.
- 87% of farmers agreed that AI has helped them increase the number of cattle.

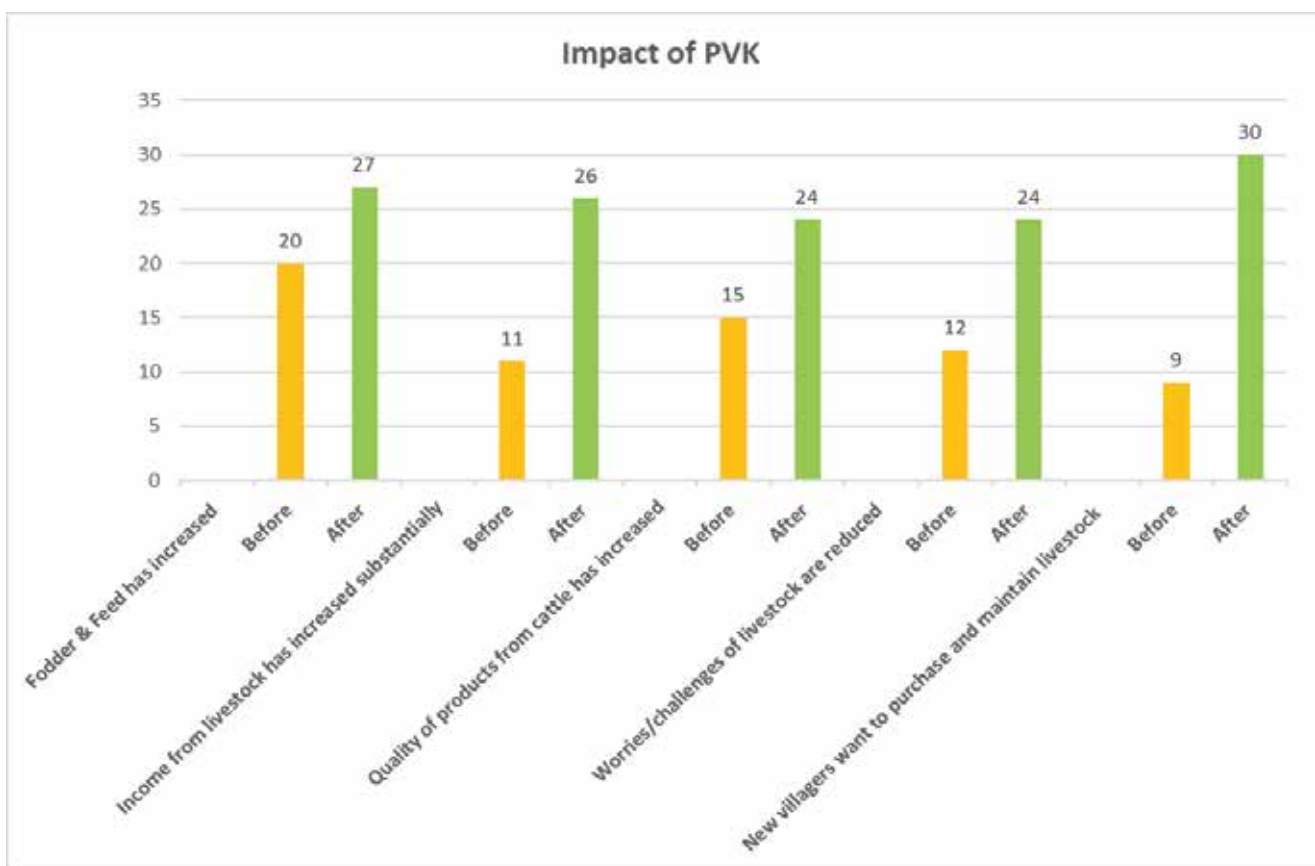
Increase in number of cattle after this facility



Benefits of Livestock Development

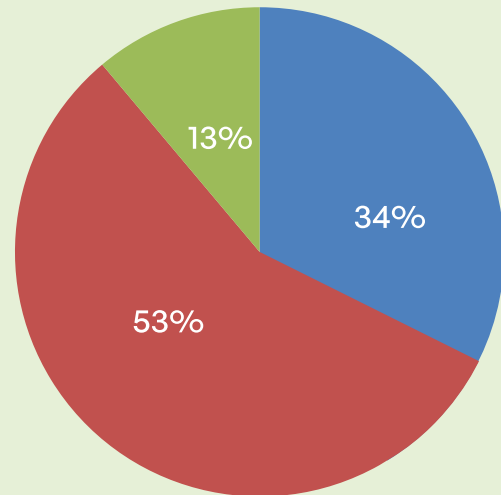


Grasim has been conducting capacity building programs for farmers. During the period under review, 8 programs were conducted which helped in ensuring sustainability of the project. At some BAIF centers, the farmers are now paying for the AI facility as they have understood and received the benefit of the program. The Company also conducts regular surveys to extend this program for upstream and downstream villages. There has been substantial improvement in the experience of the farmers post experiencing PVK which can be observed from the following graph:



In Vilayat, Milk fat testing machines were installed for the benefit of livestock owners to ensure the correct measurement of fat and appropriate pricing for the milk. This program has benefited villagers in increasing the earnings by way of good rate fetched for quality of milk.

How has this program helped you and your family?



■ Increase in earnings ■ Efficient rate for milk ■ Rate as per fat content



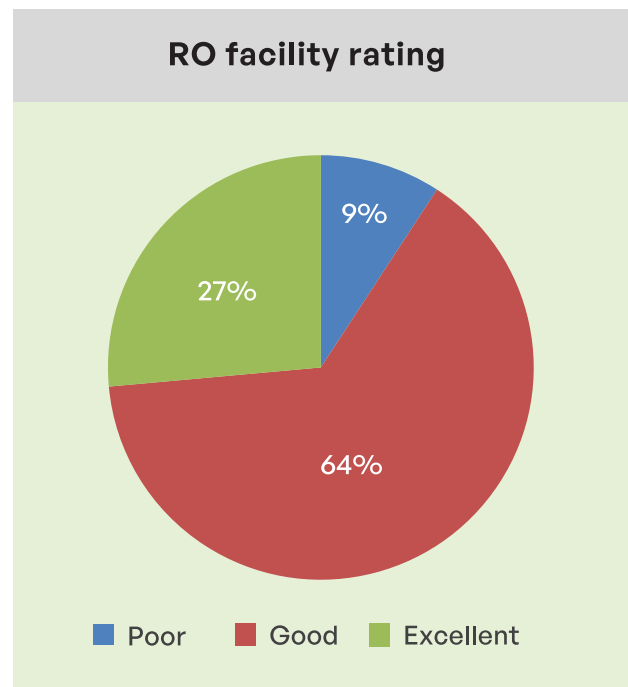
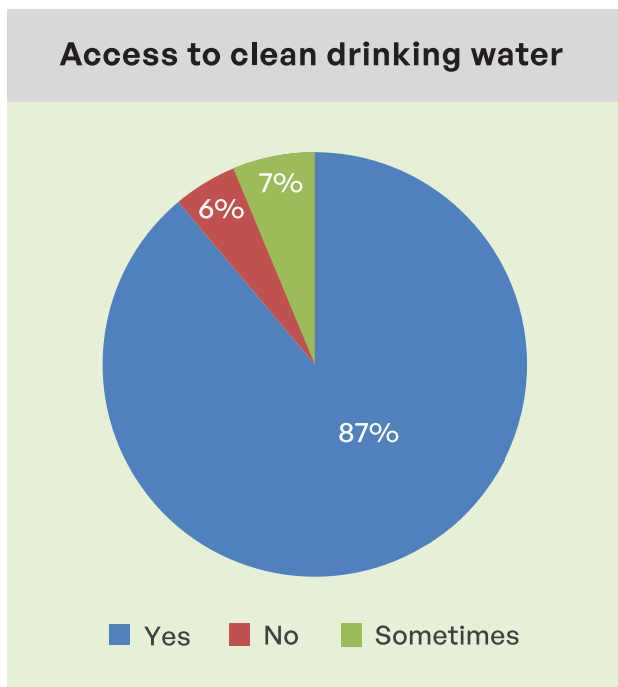
Beneficiaries observed positive change after the usage of the facility wherein their income and quality of dairy product has increased and now they are willing to buy more cattle. Looking at this development, many other villagers/farmers are also willing to take benefit of this facility.

Clean Drinking Water

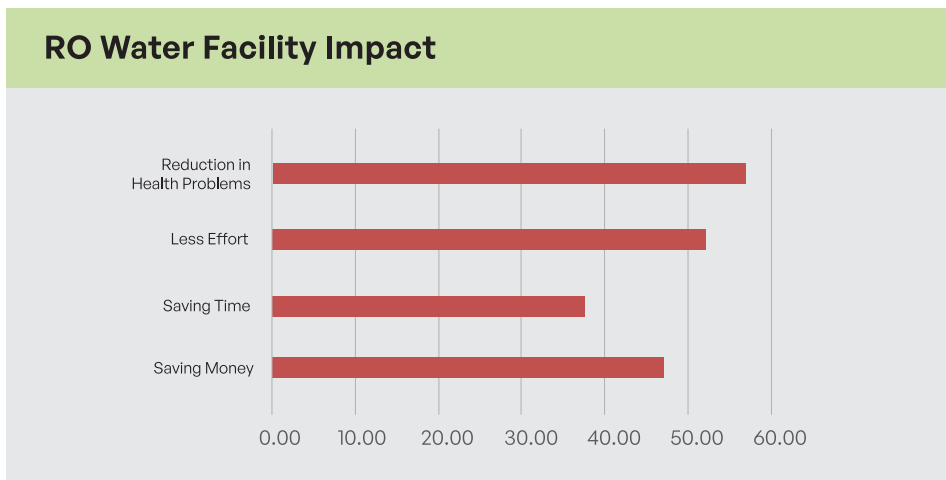


The objective of this activity is to make clean water available throughout the year for drinking and domestic use. The basic hygiene level and water quality is poor. There are incidences of water borne diseases like cholera and skin infections. The Company has set up an RO water plant in 1 village in Nagda which provides clean drinking water facility through tankers to 5 villages covering population of over 5,000. Safe drinking water facility is also installed in 3 villages in Kharach and a bore well for Drinking water at Ilav Village which supports 1000 families. RO Water was installed in 3 Villages near Vilayat along with water tank at Derol village having 1500 beneficiaries.

The key findings of the projects are:



87% of the beneficiaries mentioned that they have access to clean water throughout the year. 91% beneficiaries stated that the RO water facility is working well and proving beneficial for them. Many households get drinking water at the doorstep with the help of pipeline work while other villagers have the water supplied via tankers. The dependency on the alternative ways of making drinking water safe has been substantially reduced.



It was observed that the facility has resulted in improving the health of the villagers by reducing diseases. 57 beneficiaries observed that there was reduction in health-related issues for the villagers after the usage of RO water plant. The RO water plant has helped in saving substantial time, money and efforts for getting the safe drinking water. The villagers are of the view that they have to travel less compared to earlier for clean and safe drinking water.

Next Steps and Suggestions:

The safe drinking water project is working very well and needs to be extended to more villages which will not only ensure access to safe drinking water but will also help in reduction of diseases in the long run.

Streetlights

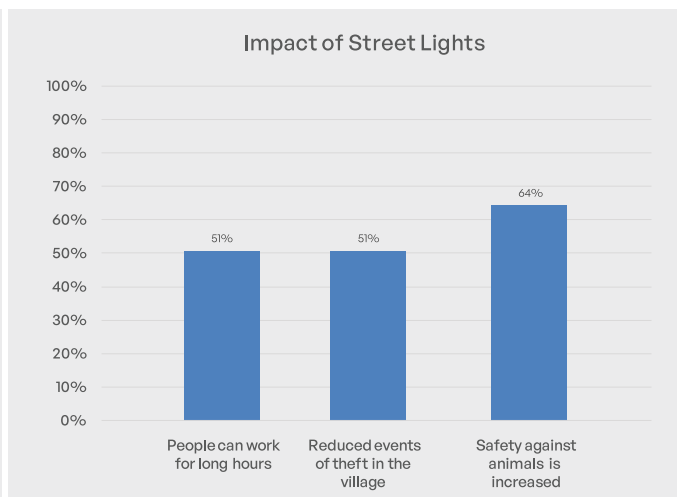
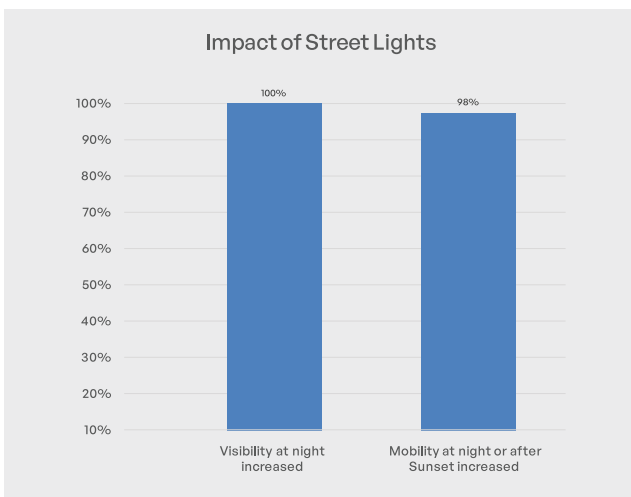


Lack of adequate streetlights makes normal life come to a standstill during night thereby resulting in limitation of outside activities. This acts as a hurdle to the economic opportunities and affects basic facilities of Infrastructure, Healthcare, and Education. As a part of overall Rural Development, total 90 streetlights including 10 LED solar lights were installed in 6 villages.



The key findings of the projects are:

- Installation of Street Lighting has led to improved road safety for all. After installation of Streetlights, more than 90% beneficiaries have observed increase in visibility after sunset and beneficiaries have also witnessed that villagers are able to freely walk around in villages after sunset for required purposes. Beneficiaries also agree that it has added safety for women and children during night.



- More than 50% beneficiaries mentioned that streetlights have resulted in reduction of theft and has increased safety from animals and reptiles. Further beneficiaries are also happy that they are able to work for long and earn more viz, shops are open for long hours.
- The project is sustainable in near future and will also require maintenance support to help sustain the impact.

Next Steps and Suggestions:

Extending the project to nearby villages. The project has been well received by the existing beneficiaries. The implementation of the future projects can also be done by using mechanism which is environment friendly.

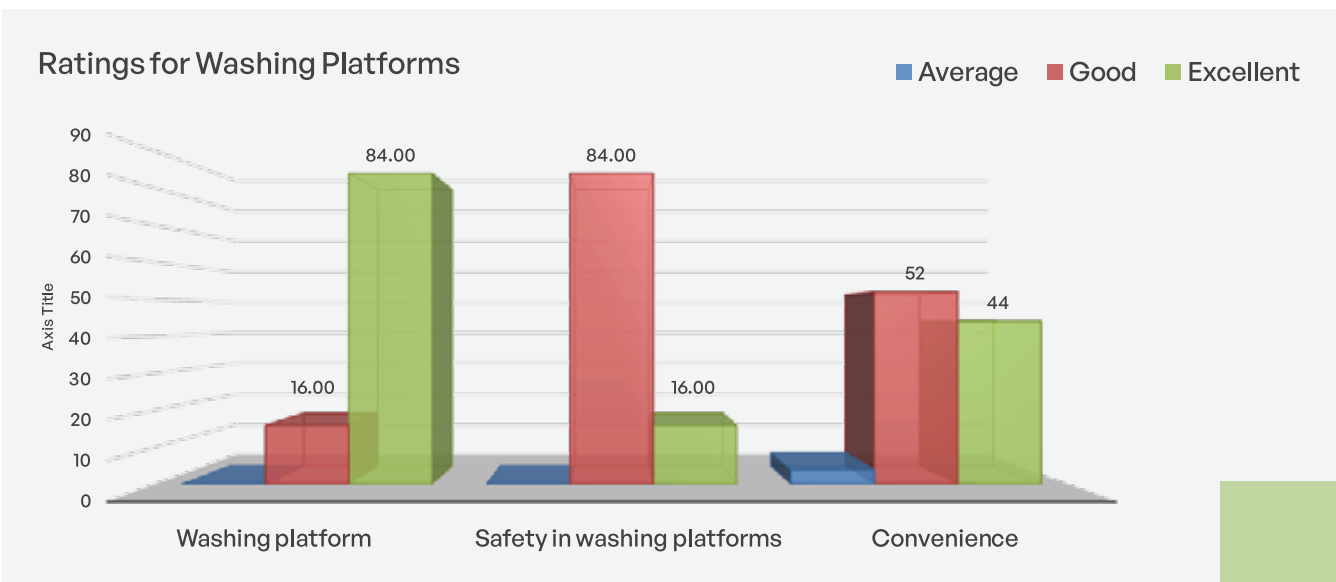
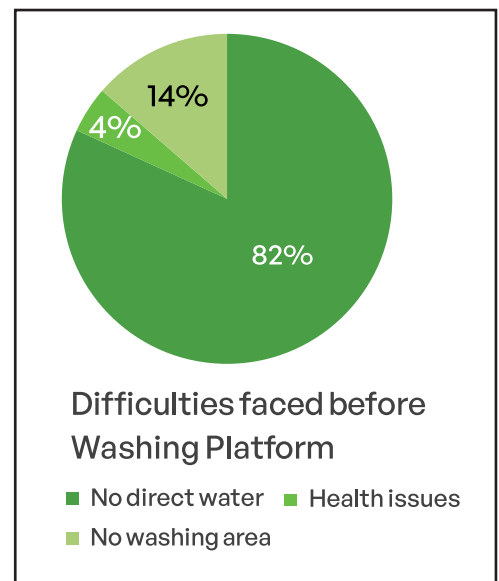


Village Cleanliness (Swachh Bharat)

As part of CSR initiative for village cleanliness, cloth washing platforms were constructed in 2 villages during the assessment period benefiting around 950 beneficiaries. This replaced the traditional way of washing clothes on the bank of the river. The traditional way had multiple challenges which mainly include:

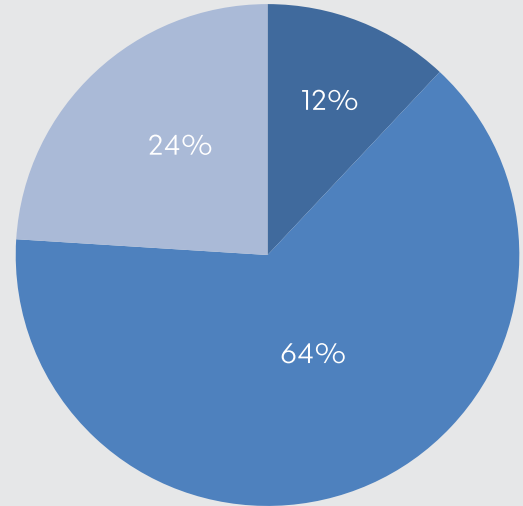
1. Continuous availability of clean water
2. Contamination of river area
3. Safety issues due to slippery areas
4. Challenges during rainy season
5. Health related issues

The washing platform provides dedicated covered washing area with availability of water. During rainy season, it was challenging, inconvenient and unsafe to wash clothes. It was observed that women in villages are making best use of this facility and avoiding going on the riverbank. 84% of beneficiaries rated the washing platform as an excellent facility. Women are feeling safe and convenient in using the washing platforms.



88% women say that the facility provided is hygienic and maintained in good manner.

Hygiene and Maintenance of washing platforms



■ Average ■ Good ■ Excellent



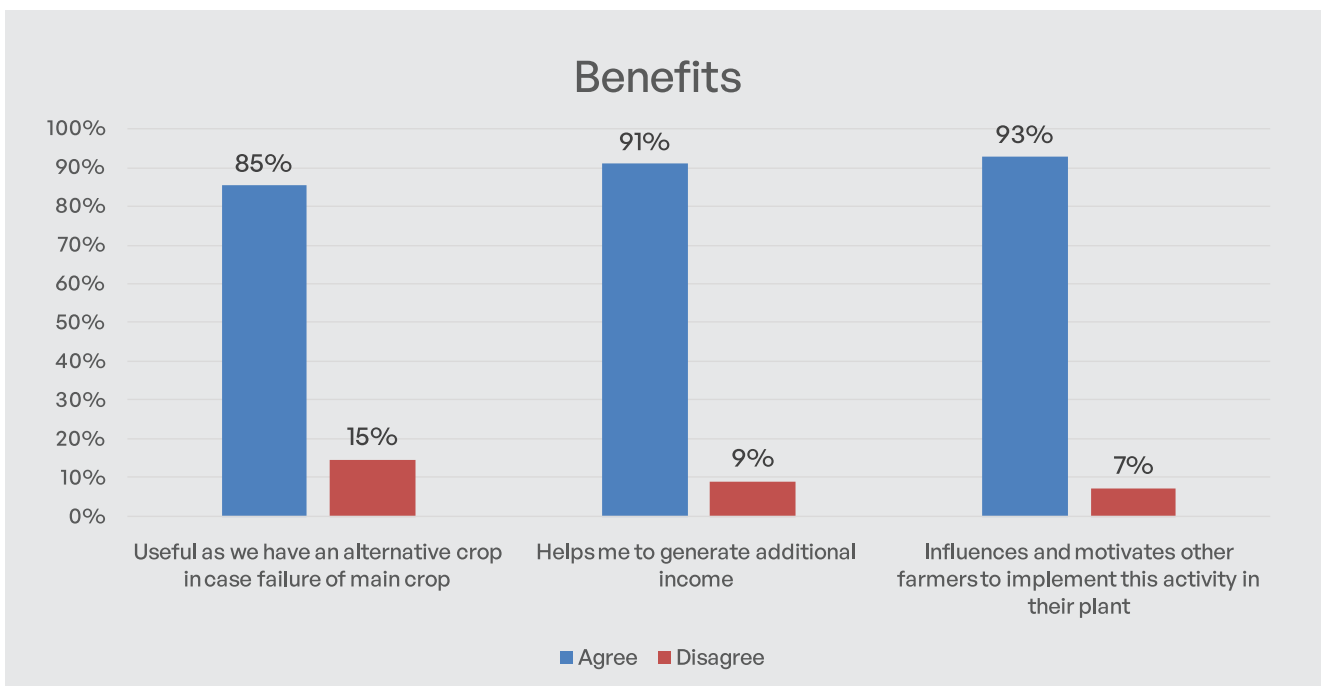
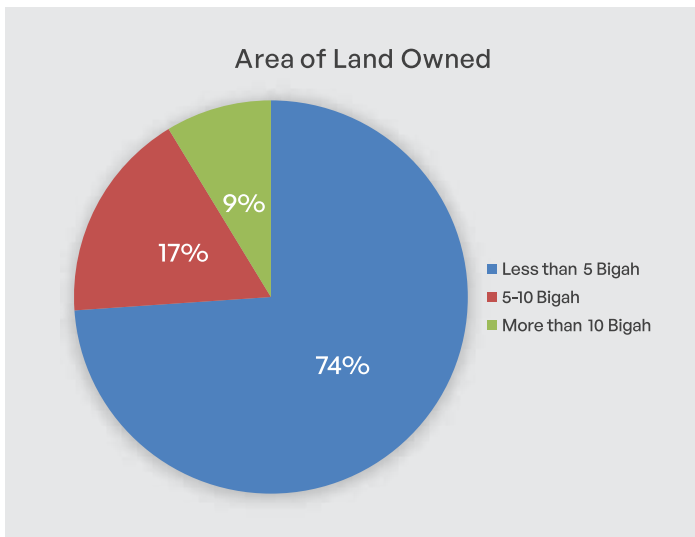
Agricultural (Wadi) Support



With intention to provide sustainable living and helping farmers realize their dreams, by enhancing their productivity and increasing income, Grasim has been providing agricultural support to ensure that farmers can take multiple crops. Over 2300 farmers were covered through on-field demonstration of crop varieties, conducting training and exposure visits and helping them to avail the benefits from Government schemes. Majority of the farmers own less than 5 bigha land. Due to small land holding it's crucial that farmer shall have alternative crop to support family income.

The Company has also launched an intensive program by distributing more than 28,000 saplings of forestry, fruit and shade trees every year to the villagers. Some of the significant benefits to the beneficiaries during CSR activities undertaken are through the program on livelihood and animal husbandry support which aims to increase agricultural production and people's standard of living. Planting of saplings is also helping to fight climate change and mitigate its consequences. Grasim has also been actively training farmers on following areas:

- Improving new crop cultivation habits
- Learning about inter cropping
- Improved water use efficiency
- Innovative implementation of new and advanced method in agriculture



Key findings of the project are:

- This has helped reducing dependency on one crop.
- 91% of the farmers agree that it helps them to increase their income. 85% of the farmers find that the second crop provides alternative source of income.
- Farmers are satisfied with the quality of training and support provided by Grasim which was crucial in effective implementation of project.
- 93% beneficiaries agree that this initiative is influencing and motivating other farmers to implement these activities in their field.

The below case study aptly shows the impact that the project like Wadi is making on the farmers:

Raju Bhai is from Vilayat who is an owner of 2 acres of land. Initially his main crops were pulses. Now he has cultivation of mangoes, guava, sapota at his farm which have become his main crops. He also grows pulses and other fruits. Apart from that he owns no buffaloes and cows. Raju bhai, who is traditionally a farmer, had an inclination towards growing different crops. His relatives have inspired him to do horticulture since the yield and revenue from selling fruits & flowers is high. Given the suitable climatic conditions, it was favorable for cultivating fruits & vegetables. Raju bhai had necessary infrastructure like irrigation, well, pump, etc. After hearing about initiative Raju bhai showed his willingness to the CSR Team for participating as a beneficiary. He was given more than 150 plants of mangoes and guava to be cultivated recently as a part of the program. Grasim also provided other facilities like premature plants and their onsite delivery. Total cost is approx. Rs. 40,000 for both types which is borne equally by both parties. Raju bhai was happy about the noble initiative of Grasim to offer a subsidy. He also applied for a Drip Irrigation System since it is the most suitable irrigation system for watering plants like mangoes and guava etc. He also attended training orientation programmes on farming practices throughout the year provided by Grasim. Raju bhai took keen interest in Horticulture considering that his revenue from fruits per acre is about Rs. 80,000 per year which is actually double the revenue he would have earned from traditional crops. In the near future Raju bhai wants to fully shift to horticulture by growing papaya, pomegranate etc. in his farmland. He is also keen to own 10 to 12 buffaloes and cows in future using artificial insemination.

Next steps and suggestions:

1. Company can help farmers with necessary transportation and infrastructure for right market accessibility.
2. Company can further explore to provide export related guidance and trainings to farmers so that their source of income from existing crops increases.



6. Overall result

This study aimed to capture the spatial dimension of various rural development initiatives at selected villages in Madhya Pradesh and Gujrat. The impact study showed that Grasim has contributed towards the overall upliftment of these villages through different initiatives of this rural development CSR project. It is affirmed by the direct as well as indirect beneficiaries that these initiatives were needed and have changed their lives for better. This CSR support has enabled Grasim to touch many areas like infrastructure, health, safety, economic growth and agriculture that are very critical in the development of any village and impacting health and well-being of its people. To reduce the disparity between in per capita rural and urban income, it is important to empower rural population.

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

Women Empowerment

- Training of tailoring has resulted in increasing the family income of women and economically empowered women boost demand, have healthier and better-educated children, and raise human development levels.
- Shared ownership of the sewing machines has created sense of responsibility amongst women. They are becoming self-sufficient and are earning by using their skills.
- There is dedicated premises to conduct the training of tailoring for women.

Livestock Development (Pashudhan Vikas)

- Due to artificial insemination, beneficiaries have indicated that there has been steady increase in the number of cattle. This has also improved the quality as well as quantity of the milk.
- At some BAIF centers, the farmers are paying for the AI facility as they have understood the benefit of the program.
- AI services and related facilities have been appreciated mainly for the expertise in the area, low expenditure and quickness of services in case of medical emergency.
- Milk fat testing machines ensured correct measurement of fat and appropriate pricing for the milk thereby increasing the earnings of livestock owners.

RO Water Plant:

- Availability of safe drinking water throughout the year.
- Safe drinking water has reduced the health-related issues.
- Very few villagers adopting to alternative methods to make water safe for drinking.
- Many households get drinking water at the doorstep with the help of pipeline work.
- Saving substantial time, money and efforts for getting the safe drinking water.

Streetlights:

- Installation of Street Lightings has led to improved road safety for all including increase of mobility during night specially for women and children.
- Streetlights have reduced theft and accident incidences.
- Streetlight project is sustainable in near future and the same also includes maintenance support to help sustain the impact. Even after the 3 years of the installation of the lights the same are being very effectively in use by the villagers.

Village Cleanliness (Swachh Bharat)

- Washing Platform provided is hygienic and maintained in good manner.
- Women are feeling safe and convenient in using the washing platforms.

Plantation (Wadi)

- Reduced dependency on one crop for the farmers due to plantation support.
- Farmers agree that the second crop provides alternative source of income.
- Majority of the farmers are satisfied with the quality of training and support provided by Grasim during plantation activity.

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. Major findings of this impact assessment study shows that Grasim has contributed towards the overall upliftment of these villages through different initiatives of rural development and at the same time contributing towards various targets of different SDGs. It is affirmed by the direct as well as indirect beneficiaries that these initiatives were needed and have changed their lives for better. A wide range of SDGs like SDG1, 2, 3, 6, 8, 10, 11 and 13 are addressed to some extent through these projects. This is a substantial impact noticed wherein single project having multiple dimensions contributes towards these many SDGs.

To reduce the disparity between per capita rural and urban income, it is important to empower rural population. Dual purpose is served through the CSR initiative like providing training of tailoring and sewing machines to women. It can be observed that, this single initiative by and large contributes towards SDG 1- No poverty, SDG 2- zero hunger, SDG 8- Decent work and economic Growth, SDG 10 – reduced inequalities and SDG 11- sustainable cities and communities. Though Grasim addressed key issue of women empowerment, this has also contributed in increasing financial stability of these families. Installation of RO water plant initiative has given meaningful support to the beneficiary families by not only providing an access to clean water but also by reducing the health problems occurring due to contaminated water thereby contributing to SDG 3 – Good Health and Well Being and SDG 6 – Clean water and sanitation. Other initiatives of Livestock Development and training for the plantation of crops and crop support profoundly helped farmers and their families in increasing their earnings and uplifting their financial status substantially. The plantation activity has also indirectly contributed to SDG 13 – Climate Action.

7. 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.
- Enhanced 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 is 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.