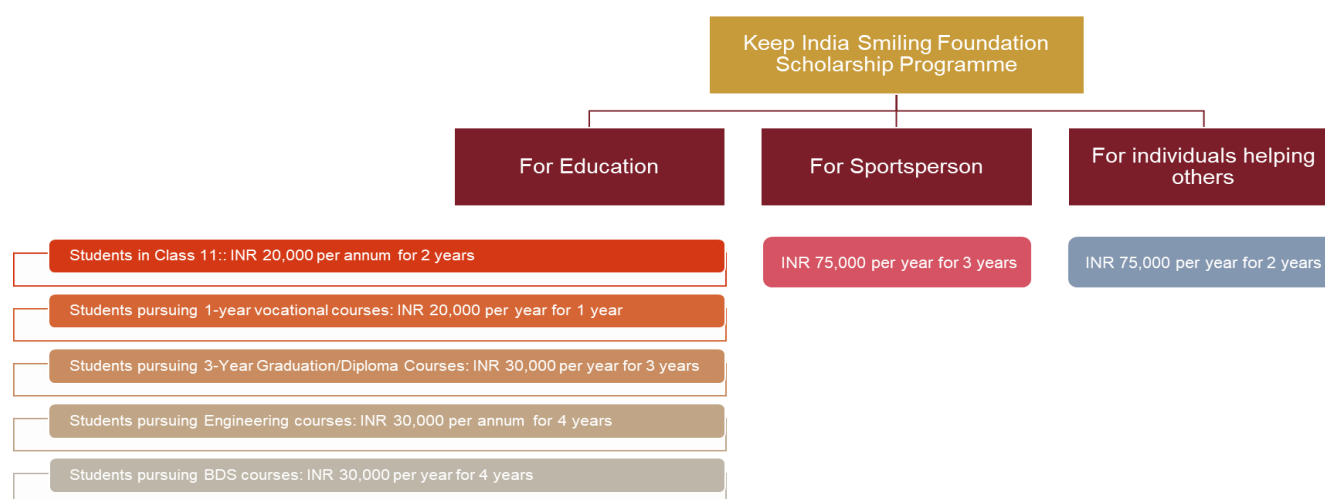


**Impact Assessment of
Colgate Palmolive Keep
India Smiling Foundation
Scholarship Programme**



About the programme:

The Keep India Smiling Foundation (KIS) Scholarship Programme was launched in 2019 in partnership with ShikshaDaan and the technology was supported by Buddy4Study. The programme aims to provide financial support to individuals across urban and rural India, who are deserving and meritorious but due to financial constraints, lose the opportunity to continue education or further their employability prospects. Similar support is also extended to athletes and individuals catering to community service through their social initiatives. Along with the financial support, LMS-based training and mentoring support are extended to scholars (individuals who have received the scholarships), which enables the candidates to have a better exposure in terms of understanding the market requirements, skill sets in demand, personality grooming, improving spoken/ soft skills and various available career opportunities.



Approach and Research Design:

This evaluation study presents a systematically, rigorously, and strategically conducted quantitative and qualitative study, which is flexible and contextual, to answer the proposed objectives of the study. The assessment of the scholarship programmes involved taking beneficiaries from each of the programme segments with importance given to the diversity of the scholars who were the recipients of these scholarships. The evaluation used both quantitative and qualitative methods coupled with an in-depth desk review of secondary data and literature to evaluate the impact created under the intervention.

Stakeholder mapping and sampling and tools:

Considering the multi-stakeholder nature of the intervention, mapping of stakeholders across all scholarships forms a critical component of the programme's effective assessment. The key stakeholders in the assessment are:

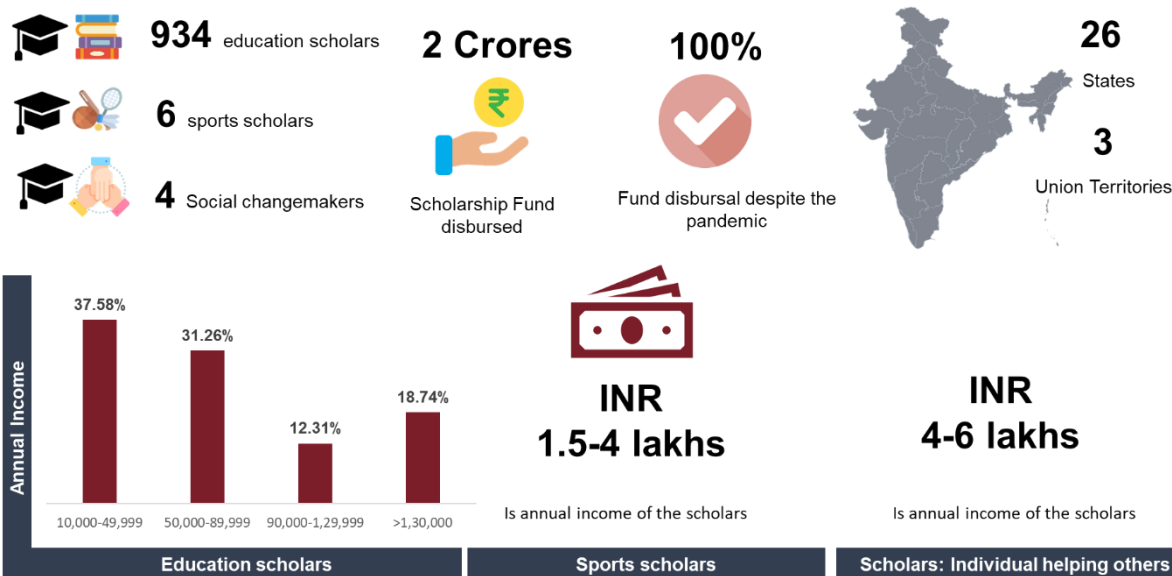
- Beneficiaries (scholars of each programme)
- Members from ShikshaDaan NGO (implementation partner)
- Members from Buddy4Study (technical delivery partner)
- Mentors
- Coaches
- Colgate Palmolive CSR team

Data collection plan and tools:

Post preliminary interaction with stakeholders and sample finalization, a set of semi-structured questionnaires was developed to interact with the scholarship recipients along with in-depth interview tools for discussions with the ShikshaDaan team, mentors, technology partner, and coaches. Relevant information was collected from the stakeholders through the following methods.

Stakeholders	Type of Tool	Sample Size
Scholars from all the scholarship categories	Semi-structured interviews	45
ShikshaDaan	In-depth interviews	1
Buddy4Study	In-depth interviews	3
Mentors	In-depth interviews	2
Sports coaches	In-depth interviews	3
		1

Findings and interpretation:



The study group included respondents from socially and economically marginalized communities:

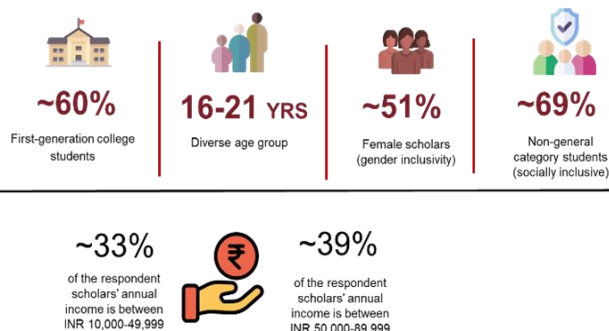
The scholarship programme in its two successive years of operation (since 2019), has provided scholarships to 944 scholars. Among the recipients, 51.39% are female scholars. All the scholars across the scholarship categories come from interior rural locations and were selected for the scholarship based on their merit. The average annual income of 37.85% of the scholars from the education category is between INR 10,000-49,999, while 31.26% of the scholars come from families with an average income of INR 50,000-89,999 and 12.31% with an annual income of INR 90,000-12,9999.

Scholars for the education category were between 16 to 21 years of age whereas for sports scholars, the age group ranged from 17 to 22 years. The scholars in community service belonged to a diverse age group from 20 to 37 years. The average annual income of 38.89% of the respondent scholars from education is between INR 50,000-89,999 while 33.33% of the education scholars come from families with an average income of INR 10,000-49,999. Among the sports scholars, the average family income ranged between INR 1,50,000-5,00,000 while for the community scholars, their average income is between INR 5,00,000-7,00,000 per year.

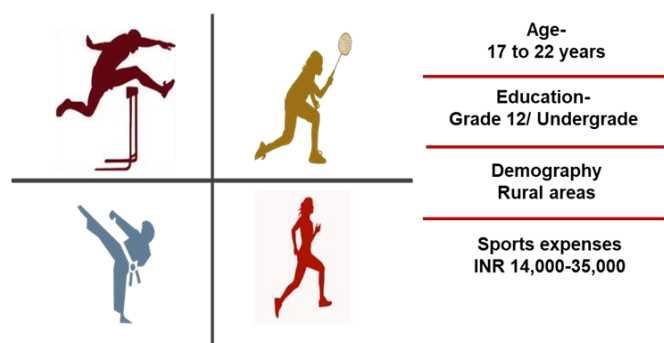
Access to scholarship:

All the scholars have received the scholarship through bank transfer and the frequency of the scholarship receipt is annual, half-yearly, and quarterly based on the intervention. Prior to the scholarship application, the scholars were going through critical monetary crisis, making it difficult for them to meet their requirements for education, sports, and continuing their social initiative. The COVID 19 pandemic added to the plight of scholars.

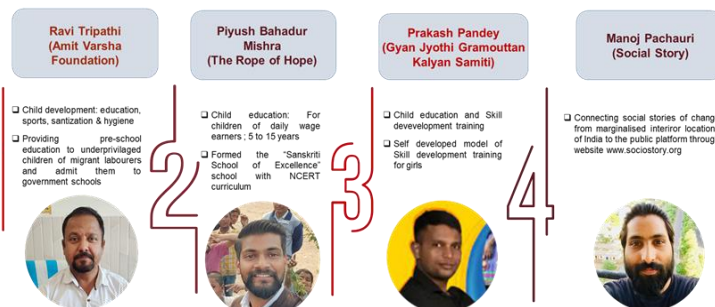
KIS Scholarship for Education



KIS Scholarship for Sportspersons



KIS Scholarship for Individuals helping others



Scholarship reduces the financial burden:

50% of the education scholars said that the scholarship had supported them to meet all their fee requirements, while 22% of scholars mentioned that the scholarship amount served the dual purpose of being able to afford study material like books as well as tuition fees. For the sports scholars, the scholarship has impacted them immensely as it has catered to their monthly costs towards training fees, equipment, meals, etc. For the scholars under the community service scholarship category, the scholarship amount has been utilized as a part of the capital cost and operational cost of the social initiatives.

Scholarship allows to focus on education (current):

All the scholars mentioned that during the tenure of the scholarship they could effectively concentrate on their studies since the financial challenges related to their education, has been resolved due to the scholarship. Both education and sports scholars have highlighted that their performance has improved since they can focus without constantly worrying about expenses.

Better access to future scholarships:

Being selected for the Colgate Palmolive KIS scholarship provided the scholars with immense motivation, confidence, and an added advantage of being the recipients of a prestigious scholarship and being selected from a pool of many deserving candidates. The credibility earned because of the KIS scholarship has worked in favour of the athletes, since they have a higher possibility to get selected for coaching at the Sports Authority of India (SAI) based on their performance and having received the scholarship.

Scholarship instills positive motivation among scholars:

Scholarships are highly competitive where the chances of getting selected depend on a number of variables. Since the preliminary criteria for being selected for the KIS scholarship is merit, securing the same had given the scholars sense of achievement and provided motivation to all respondent scholars.

Scholarship presents a career advantage:

Earning a scholarship is an honour. The scholars believe that securing a merit-based scholarship will immensely help position themselves effectively in case of internships, job opportunities, or career planning. The scholarship will add up to their resume and list of accomplishments to get a scholarship on merit and help them stand out among a pool of applicants.

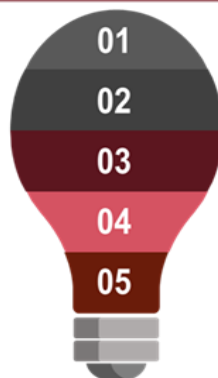
Collective benefit of the mentoring process along with the LMS training:

The majority of the respondent scholars from education believed that the mentoring process and the LMS training have the potential to bring sustainable impact on the scholars. The components of both mentorship and LMS training have courses related to career counseling and job readiness, which have been beneficial for education scholars. For the sports scholars, a limited number of scholars have been able to access the mentoring sessions, while the scholars from the community service category have been largely impacted by the mentoring session.

What did the coaches have to say?

Due to the pandemic, athletes returned to their hometowns where they had lack of access to structured exercise and physical activity regime followed at the institutes. The high uncertainties also impacted the mental well-being of a number of athletes, especially younger ones, who had to restrict themselves to their villages/ towns because of restricted movements. The pandemic impacted the existing dynamics where athletes having high performance records, have not been able to participate in national/international events because of the global lockdown scenario. In such a situation, being selected in the Colgate Palmolive Scholarship programme was a ray of hope for these athletes.

Uniqueness of the KIS Scholarship Programme



01 Gender & social inclusion

Higher inclusion of socially marginalized community as well as female candidates from rural interiors

02 Holistic growth initiative

Besides the monetary support, the programme offers mentoring and LMS training

03 Unique opportunity for dental students

Opportunity for dental students only unlike existing scholarships for medical students

04 Supports social changemakers instead of Not-for-profits

While majority of the monetary support for the social development sector is for the not-for-profit organization, this scholarship focuses on the individuals behind a budding social initiative.

05 COVID 19 Impact: A criteria for the selection process

With due consideration to the exigencies during the pandemic, the programme focused on selecting meritorious candidates whose families have been impacted by COVID-19. This included students who have lost single or both parents to those students who have lost the earning members of their family to the pandemic.

Evaluation of the key strengths of the programme

Criteria	Rationale for strengths	Ratings
Relevance	The intension of the scholarship was to empower meritorious students and individuals in the field of education, sports and community service by providing them scholarship coupled with mentorship and LMS training. The programme has reached out to students/sportspersons/social change makers from marginalized communities who have been high performers in their respective fields. The programme has been able to ensure inclusivity and focus on merit in their selection process.	● ● ● ● ●
Coherence	The programme is aligned to the CSR policy of the organization. Besides, the alignment of the programme has also been with SDG goals 1, 4, 5, 8, 17	● ● ● ● ●
Impact	Post 100% disbursement of the scholarship across all selected scholars, the objective of higher accessibility towards resources, improved confidence among the scholars and increased impact in the community have been realized. The programme has improved the motivation level of the scholars in pursuing a career of their choice, where the scholars have been able to focus on improving themselves rather than constantly worrying about the financial challenges.	● ● ● ● ●
Sustainability	Besides the monetary support, the programme offers mentoring and LMS training, which ensure a holistic growth opportunity for the students. However, it is crucial to scale the mentorship and LMS training opportunities to a higher number of scholars so that more scholars can leverage this opportunity for career progression. Moreover, tracking these scholars is also vital to evaluate how have the scholars progressed in their respective fields to further understand the long term impact of the intervention leading to sustainability.	● ● ● ● ●

Alignment with Sustainable Development Goals (SDGs):



Goal 4: Quality education- “Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all”

Target 4.b: “By 2030, substantially expand globally the number of scholarships available to developing countries, in particular, least developed countries, small island developing States, and African countries, for enrolment in higher education, including vocational training and information and communications technology, technical, engineering and scientific programmes, in developed countries and other developing countries”.

Currently, the KIS scholarship program provides monetary assistance through five education scholarship categories that covers the crucial stages of education from a career-building perspective. Over three years, the KIS educational scholarships have been provided to 934 scholars from Class 11, Graduation, Diploma, Engineering, and Vocational courses along with students pursuing bachelor's in dental surgery.

Target 4.4: “By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs, and entrepreneurship.”

The strategic vision of the KIS scholarship programme involves helping the individuals in completing their career aspirations and supporting the scholars with mentoring and LMS training. This furthers their relevant technical and soft skills, ultimately improving job readiness.

Target 4.5: “By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples, and children in vulnerable situations”.

The scholarship category provides equal opportunities for a wide age group of meritorious students coming from different socially and economically marginalized communities in India which also includes scholars with physical disabilities. The scholarship also included those who are socially and economically impacted by the pandemic. All the scholarship categories covered fair selection of women scholars as well.



No poverty - “End poverty in all its forms everywhere”

Target 1.a: “Ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions”.



Gender Equality: “Achieve gender equality and empower all women and girls”

Target 5.c: “Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels.”

Target 5.b: “Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women”.



“Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.”

Target 8.5: “By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.”



“Strengthen the means of implementation and revitalize the global partnership for sustainable development”

Target 17.15: Respect each country’s policy space and leadership to establish and implement policies for poverty eradication and sustainable development multi-stakeholder partnerships

Case Studies from the field



Anushree Roy

Anushree Roy is a 19-year-old student from Delhi, pursuing her 2nd year of a Bachelor of Science in Geology. Anushree lives in a very small one-room rented apartment in Delhi along with her parents and younger sister. Anushree's family was economically impacted due to COVID-19 pandemic where schools were closed, and digital mode of education was challenging. Having an annual income of INR 1,80,000 her father faced a 25% pay cut in salary. With the scholarship money, she bought mobile device for digital classes at school and other study materials. It led to increased saving for her parents and contributed towards her dream of a successful career.

Salman Sheikh

Salman Sheikh is a 20-year-old IT Engineering student at the Jadavpur University, situated in Kolkata, West Bengal and comes from a remote village. His father is a daily wage earner and occasionally involved in farming activities. His current expense for his education is around INR 45,000 per year, inclusive of college fees (INR 32,000) and the remaining expenses towards study materials, hostel fees, and food expenses. He says, "my education would have come to a halt if the scholarship money would not have been there." Since getting a job was critical for Salman, he wanted to improve his communication and presentation skills well before his placements. "The LMS course offered in this scholarship has been a great advantage for me. Firstly, I could do the course without spending a penny and it was a good learning opportunity for me. There were so many concepts that were completely new to me. I took support from my friends as well as faculties from the placement cell to hone these skills that I learnt from Buddy4Study platform." He is sincerely thankful for the LMS training which as well is provided free of cost.



Uyala Mohan Reddy

Uyala Mohan Reddy is a 20-year-old para-athlete and plays hurdles (100m & 200m) under the guidance of Ramesh Nagapuri (Dronacharya Award Winner) from the renowned Gopichand Academy, Hyderabad. He has been the recipient of four medals at national championships. Being aware of the kind of investment that is essential to support an athlete, he applied for KISF scholarship. The scholarship has been helpful for Mohan in managing hostel rent, sports jerseys and gears, track and field equipment, and for dietary supplementary items. In 2021, Mohan participated in the 3rd Indian Open National Para Athletics Championships and the 19th National Para Athletics Championships Bangalore 2021 and won 3 medals (2 gold and 1 bronze), proving that a lot can be achieved with sheer grit and determination.

Piyush Bahadur Mishra

Piyush Bahadur Mishra is a 25-year-old IT professional currently working in a software company based out of Delhi. In 2017, when Piyush was a third-year student in his college, he started the initiative of educating children of daily labourers – called "the Rope of the Hope". Piyush wanted to develop a digital education system, a smart class during 2020 but he did not have the requisite funding. Post receipt of the scholarship, he started the smart class with investment towards digital infrastructure. He adds, "Beyond the money, the scholarship gave us hope and motivation, something that our initiative stands for. It made us believe, that we are on the right track."



Recommendations and way forward:



Strengthening the monitoring and evaluation structure

Although the program currently has a monitoring & evaluation system, CRISIL opines that the existing system can be further strengthened by aligning the M&E structure with the Sustainable Development Goals by designing relevant Key Performance Indicators (KPIs).

Furthermore, since the existing system tracks the current status of scholars only, there remains a need to upgrade the system to track individual scholars post completion of their scholarship. The career progression of these scholars will be a testament to the support received under the scholarship, and hence, longitudinal research can be undertaken to track the extent of progress made against the expected objectives.

01



Addition of parameters in the application form for selection of scholars

In addition to the existing demographic parameters in the application form, CRISIL recommends inclusion of few additional parameters:

- Utilization plan of the scholars (across all categories)
- Questions pertaining to availability and accessibility to digital devices and internet connection (which is required for the LMS training)
- Information section on questions regarding the interest of the applicant on Mentorship and LMS training model.

02



Strengthening the mentorship model

The mentorship model has created a positive impact among the scholars. However, a two-pronged challenge was identified in the model - lack of technical resources/ manpower and issues regarding time management and prior intimation to scholars about the sessions. CRISIL recommends that a rapid assessment study can be undertaken among the selected scholars to better understand their needs and facilitate technical sessions in accordance with the findings of the study. Besides, collaborative tie-ups and partnerships with industry participants can be initiated to conduct effective mentoring to scholars. To ensure timely delivery of mentoring sessions, a mentorship calendar for scholars can be developed in the LMS platform.

03

Way Forward

Over so many decades, the concept of scholarships has evolved as well. While universities, state, and central governments have always offered scholarships for students, scholarships from CSR bodies have been a comparatively newer concept. In the case of the latter, scholarships not only play the quintessential role of a tool for financial support for needy students but also shows the corporate's commitment to contributing to society. In this respect, the Keep India Smiling Foundation Scholarship Programme, as a CSR initiative, stands out for its concept and vision to rethink the very concept of scholarship which primarily meant financial aid. The scholarship components of LMS-based training coupled with the mentorship programme try to work towards facilitating 360-degree development opportunities for the scholars, thus ensuring self-empowerment for the individuals. Reflecting on the various aspects of the intervention, the scholarship has been able to support three critical elements of Sustainable Development Goals which are equity, excellence, and inclusiveness. This being only a preliminary step for the programme, there's a need for the Colgate Palmolive CSR team to relook at the above-mentioned key suggestions which will give the necessary boost to the intervention to effectively impact the large base of potential scholars. The intervention holds huge potential to create a sustainable impact in the long and provide a greater opportunity to meritorious and talented scholars through its core agenda of empowerment and growth.

