

CSR Impact Assessment Summary Report FY 2021-22 Amravati District, Maharashtra

Prepared For



Colgate Palmolive (India) Limited

Submitted By:



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Research Methodology

Application of Quantitative Techniques

The quantitative study was used to assess the impact of divergent CSR Activities of Colgate through the Structured tool of Interview Schedule. This helped in getting quantifiable information.

Application of Qualitative Techniques

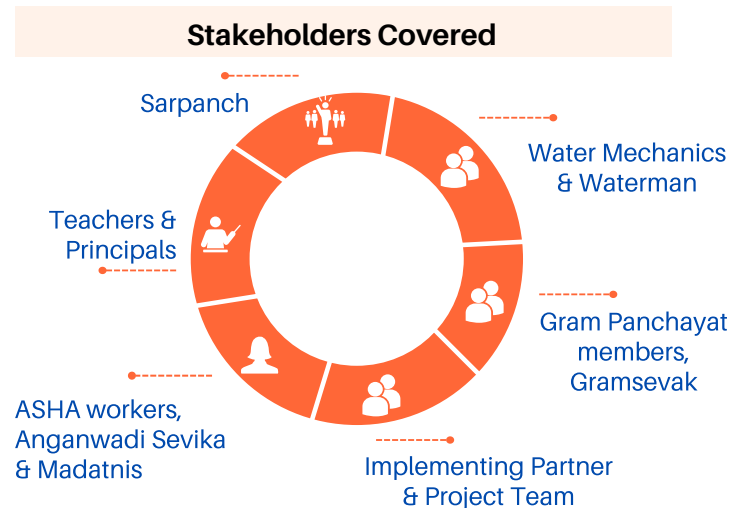
For better accuracy, ensuring anonymity, and at the same time to cover a larger sample population, Qualitative Techniques were used. Qualitative Techniques of Interviews with Key Project Stakeholders, Interviews with Community People were adopted for a better understanding.

Ensuring Triangulation

The findings of the Quantitative research have been verified with the insights from Qualitative Research and the report has also been structured to reflect this point.

Research Design

- Thematic Area - Water
- Project Name - Water Program
- NGO Partner - Water for People India Trust
- Geography - Amravati District, Maharashtra
- Direct Beneficiaries Covered - 250
- Sample Technique - Purposive Sampling



OECD-DAC Framework for Evaluation

To ensure a pattern of research observations and also to keep research finding in line with certain universally acceptable criteria, this research uses the OECD-DAC framework for evaluation.



Water Program

Implementing Partner : Water for People India Trust




Research Methodology


Year of Implementation
2018-2021


Total Beneficiaries
Population across the project locations


Beneficiaries covered
250


Project Locations
Amravati District, Maharashtra
Villages: Chichati, Kesharpur, Gangadhari, Pipadari, Bela, Hirdamal, Amzari, Jamun Nala, Jaitadehi, Domanadarda, Tembrusonda- Ashramshala

1. Village water safety and security plans & Piped Water Supply to Households

Key Findings

- 22 Water User Committees (WUCs) have been formed with 248 active members in 22 villages for the operation and maintenance of the piped water supply.
- 25 new child cabinets have been formed with 248 active students to ensure the functionality of WASH facilities in schools. The same process has been followed in 5 Ashramshalas
- Piped Water Supply to Households is being planned in 34 villages, of which work in 17 villages has been completed benefitting around 7000 tribal people.

Key Impact Created

- Time is saved. People now utilise their time in productive work such as in agricultural fields/ MGNREGA projects or other income-generating work. Women and girls who are typically responsible to get water are saved from the drudgery.
- No more fighting and conflict in the village due to water. There is unity and peace among neighbours.
- Because of sufficient water availability, personal hygiene and sanitation in homes are maintained well. Students take bath every day and are going to school in clean clothes. There is enough water to ensure hygienic cooking. Proper cleaning of cooking vessels and materials is possible.
- Sufficient drinking water is now available for livestock at home.

2. WASH in Village Schools

Key Findings

- The Colgate CSR program goal is to provide WASH facilities in Zilla Parishad Primary Schools in the project villages in Amravati.
- The focus of the initiative is also on capacity building and inculcating behaviour change. Involvement of students, teachers, School Management Committees, local governing bodies, and government officials in the program will ensure ownership and accountability of the program.
- Each school has been provided with a Water tank, hand wash station, and tap connections for mid-day meal use and in toilets.

Key Impact Created

- Because of the provision of handwashing stations in the Schools, students are practicing washing hands before eating food, after using the toilet, etc. Also, the regular awareness campaigns have brought in a behavioural change in students regarding maintaining personal hygiene.
- With the availability of sufficient drinking water at school, students remain hydrated and healthy. Many a time students used to skip classes on the pretext of getting drinking water from home and did not come back. Now with the water facility available, the students remain in school and their attention span has increased.
- There is water in the toilets and hence hygiene and sanitation are maintained. Girls, who are more prone to infections due to unhygienic toilets, have benefitted the most because of the water facility.
- Improved health ensures improved attendance.

3. WASH in Anganwadi Centres

Key Findings

- The Anganwadi Centres in the project area lacked the essential facilities of water supply and sanitation.
- A water tank, handwashing basin, and tap connections have been provided in each of the centres.
- Anganwadi workers have been trained to implement the WASH program with the students, mothers, and girls.
- Various awareness campaigns and sessions have been conducted to sensitize women and children to improve their hygiene and sanitation.

Key Impact Created

- With water available at the Centre itself, a lot of time and energy of the helpers is saved. Earlier, many a time there was a delay in cooking food for the children. Now, food is cooked on time and the children do not have to stay hungry.
- With sufficient water, food prepared is more hygienic as proper cleaning of food items like vegetables, rice, etc. is possible. The vessels used for cooking are now cleaned properly as flowing water is available. Overall hygiene and cleanliness of surroundings are increased in the Anganwadi Centre thus preventing diseases
- Hygiene promotion activities organised at Anganwadis to include mothers of the students have sensitised women and children about the importance of washing hands with soap after using the toilet and before eating.
- Toilets are kept clean as there is no water shortage now.

4. WASH in Ashramshala

Key Findings

- The Ashramshala lacked a functional water supply system that could fulfill the water requirements of around 800 students.
- A 30,000 litres overhead tank that gets water from a bore well, located approximately 4 km, near to Chichakheda village was supplying water to the Ashramshala.
- Drinking water station has been constructed and fitted with 22 taps in the girls' hostel. This is connected to a 5,000 litres storage overhead Sintex tank which is being filled two times a day to meet daily water requirements.

Key Impact Created

- Sufficient water is now available for the students studying in the Ashramshala for personal hygiene and sanitation.
- With the intervention on menstrual hygiene and awareness program, there is a change in the behaviour, and many girls have started using sanitary pads.
- With the setting up of the handwashing station, there is a change in the behaviour regarding maintaining personal hygiene. Girls now regularly wash their hands and follow hygiene practices.
- With improved availability and access, the girls are able to drink more water and keep themselves hydrated and healthy.

Recommendations

1. Colgate stakeholder engagement

The program has been planned and designed in a structured manner with the involvement of relevant stakeholders. The program has been implemented successfully by the ground implementing partner. As the program is long-term in nature, there could be larger stakeholder engagement carried out by Colgate on a periodic basis. This would lead to deeper engagement and better visibility at the community and district level.

2. Strengthen sustainability measures

In villages where the community groups are not very active, the sustainability mechanism established under the project could not be monitored regularly during the Covid 19 pandemic restriction period. The implementing partner can revisit these locations and strengthen the sustainability measures.

Evaluation Framework based on OECD Criteria

OECD Criteria	Justification	Rating
Relevance	There were no proper water supply facilities in the schools, Anganwadis or Ashramshalas in which the tribal children study, leading to poor hygiene and sanitation in the project locations of Amravati. The Colgate CSR program is thus improving the water accessibility and availability to the entire tribal population in the villages through household piped water supply and WASH in the public institutions.	● ● ● ● ●
Coherence	The Project adopts a community partnered development approach that is aligned to the government policies. It is in line with SDG Goals; 3,4,5 & 6	● ● ● ● ●
Effectiveness	The program has benefitted the village people immensely. The women and girls who were responsible to fetch water now save a lot of time and energy and are able to focus on other productive activities. The children studying in Anganwadis, Zilla Parishad schools, and Ashramshalas are getting sufficient water for their personal hygiene and toilet use	● ● ● ● ●
Efficiency	The CSR program is being implemented in close coordination with the local government authorities and is executed in a manner where there is synergy between the public and private efforts.	● ● ● ● ●
Impact	The piped water supply to households has improved accessibility and availability of water in the project villages of Amravati. The Anganwadi Centres now function effectively. Provision of sufficient water facilities and promote hygiene and sanitation in Ashramshalas and Zilla Parishad schools is a necessary condition in ensuring quality education which is the basic right of every child. Awareness programs and capacity building of all stakeholders in the villages to maintain hygiene and sanitation will go a long way in ensuring better health for all.	● ● ● ● ●
Sustainability	Formation and strengthening of community groups like Child cabinets in schools, school management committees, and water user committees for operation and maintenance of the water facilities help in accountability and ownership of the community.	● ● ● ● ●

Index: 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low