

CSR Impact Assessment Summary Report FY 2021-22 Udaipur District, Rajasthan

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.

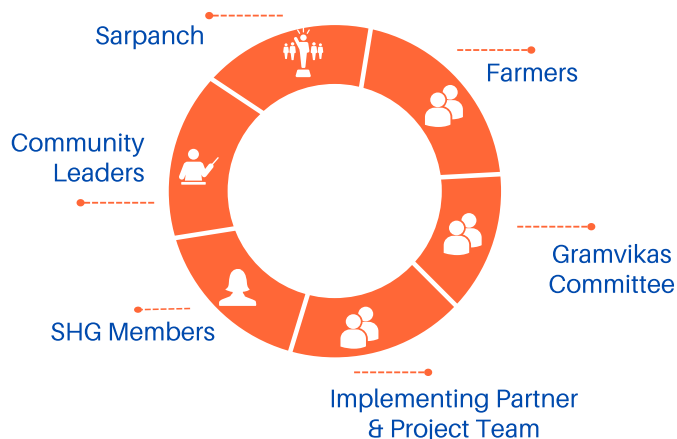
Ensuring Triangulation

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 & Livelihood
- **Project Name** - Water Augmentation for Livelihood Enhancement and Women Empowerment
- **NGO Partner** - Seva Mandir
- **Geography** - Udaipur District, Rajasthan
- **Direct Beneficiaries Covered** - 250
- **Sample Technique** - Purposive Sampling

Stakeholders Covered



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 Augmentation for Livelihood Enhancement & Women Empowerment in Udaipur, Rajasthan

Implementing Partner : Seva Mandir



Research Methodology



Year of Implementation

2018-2021



Total Beneficiaries

Population across the project locations



Beneficiaries covered

250



Project Locations

Udaipur District, Rajasthan
Villages: Pai, Alsigarh, Patiya, Keli, Kaliwas Villages,

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

The different water related infrastructure projects executed in the Project area since 2018 are as below:

Structure	2018	2019	2020	Total
Anicut Construction/Repair	2	3	6	11
Well Restoration	8	3	7	17
Tank Construction	4	5	7	16
Well Recharge through Anicut	21	30	60	111

Key Findings

- Because of the 11 Anicuts constructed/repared in the project villages, rainwater is getting harvested and there is an increase in the groundwater table. This has increased the area covered by irrigation as well as crops are getting the required amount of water for better crop yield.
- More than 100 wells in the villages have been recharged because of water augmentation through Anicuts.
- Restoration of 17 Wells and construction of 16 water tanks in the project villages have ensured easy accessibility and availability of safe and secure drinking water to the people as well as livestock.
- Ownership and maintenance of the water assets lie with the community. Women SHGs and Village level committees are managing the water projects.

Key Impact Created

- Reduced drudgery for women who used to fetch drinking water from a distance. As water tanks are constructed in the hamlets, they are able to save time and engage in more productive activities.
- Pre-intervention 1 bigha land used to produce a maximum of 2 quintals. Post intervention, some farmers are getting a wheat yield of 4 to 5 quintals.
- Farmers who used to grow only few subsistence crops, are now able to diversify to cash crops - floriculture, vegetable farming
- Earlier water scarcity used to be felt from February onwards, now as wells are recharged, water is available till April month.
- Strategy of improving water availability has helped the program objectives of livelihood enhancement and women empowerment.
- Community participation has ensured accountability and sustainability of the project.

2. Livelihood Interventions

To ensure financial empowerment of women, livelihood enhancement activities such as floriculture, vegetable farming, poultry and goat rearing were implemented in the project villages.

Key Findings

- Farmers were encouraged, trained, and supported to grow marigold and rose instead of corn to earn additional income from the sale of flowers.
- For people engaged in backyard poultry, night shelters were constructed, vaccinations and supplementary feeding is given to ensure safe and healthy birds.
- Under the goat rearing program, 40 Sirohi breed bucks were distributed to beneficiaries so that indigenous goat herds can be improved through selective breeding.
- Vegetable seeds and saplings were distributed to beneficiaries to grow vegetables in their farms.

Key Impact Created

- Income enhancement through the adoption of floriculture.
- Many farmers started growing a variety of vegetables on their farms. Most used them for their own consumption thus saving money on purchases. Some earned additional income from sales.
- Behavior change in farmers who moved from subsistence crops to cash crops.
- Beneficiaries of the backyard poultry program were able to increase their flock and earn more money through the sale of meat and eggs.

- Beneficiaries of the goat breed improvement program have earned higher incomes through the sale of the new breed goats. These bucks are now ready to be sold in 6 months instead of 10 months and weigh much more fetching a higher market price.

3. Women Empowerment

Key Findings

- Strong women SHG groups are functioning under the program that are helping the women in the villages deal with issues ranging from education, health, domestic issues and also provide financial assistance through small loans.
- The entire Colgate CSR program in Udaipur has been channelized through the women SHG groups.

Key Impact Created

- Capacity building training and assigning responsibilities to local women in Colgate program implementation has created strong leaders amongst them who will play a bigger role in the development of the community in the future.
- Because of the SHG interventions, women are becoming more and more aware of their social, educational, and economic rights. Aspirations to attain a better standard of life for self and their children is observed widely amongst the women.

Recommendations

a. Scalability and Replicability

The program is highly impactful and improves the beneficiaries' overall standard of life. The program has the potential to be replicated in other regions based on identified needs. Besides, floriculture is a very impactful intervention; and is currently carried out in five out of the nine project villages. It can be replicated in other villages as well.

b. Visibility

The program is self-sustainable and empowers women through different livelihood activities in rural and drought-prone areas. Promotional activities can be integrated into the program to create a positive perception among different stakeholders and improve the visibility of different aspects of the program.

Evaluation Framework based on OECD Criteria

OECD Criteria	Justification	Rating
Relevance	The project location in Udaipur district faces water scarcity which is the biggest impediment to economic development. It is the womenfolk who suffer maximum because of lack of water. The Colgate water projects aim to improve water availability and accessibility to save women from daily drudgery of fetching water. The water-related projects along with livelihood improvement activities adopt an integrated approach to empower women financially and socially.	● ● ● ● ●
Coherence	The Project adopts a community partnered development approach that is aligned to the government policies. It is also in line with SDG Goals; 2,5,6,8 & 10.	● ● ● ● ●
Effectiveness	The interventions are effective as an integrated approach is adopted whereby the core issue of water accessibility and availability is addressed which helps in livelihood enhancement and women empowerment.	● ● ● ● ●
Efficiency	The project has been able to achieve its stated objectives and is contributing to the complex and multidimensional process of women empowerment.	● ● ● ● ●
Impact	Post-intervention through water augmentation and livelihood enhancement activities, the objective of achieving women's empowerment is realized. Women are using their time productively to engage in income enhancement activities through capacity building and community participation. The program has improved the overall standard of life of the beneficiaries.	● ● ● ● ●
Sustainability	With the support, women are getting different livelihood opportunities that help to increase their socioeconomic status and eventually empower them. The benefits would definitely be multiplied over a longer period of time. The project can be replicable to other geographies as well.	● ● ● ● ●

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