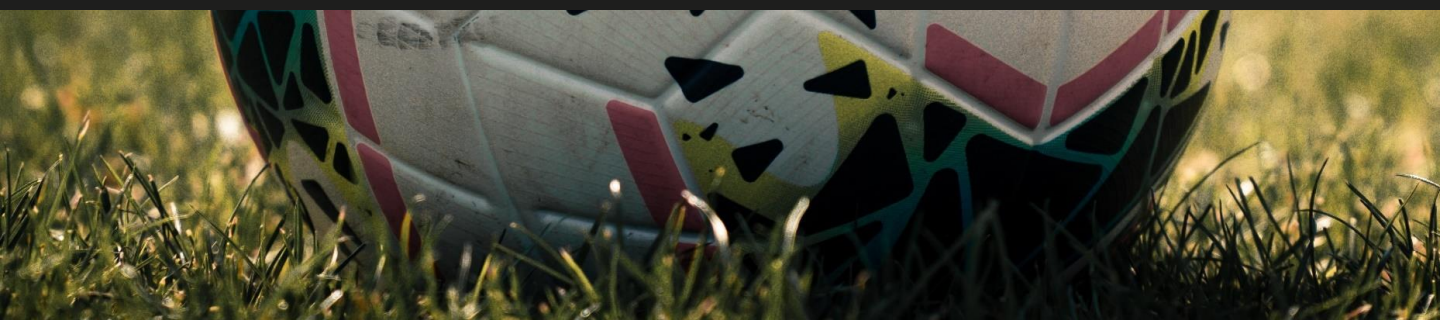




**Social Impact Assessment: Colgate Palmolive
Keep India Smiling Foundation Scholarship
Programme**

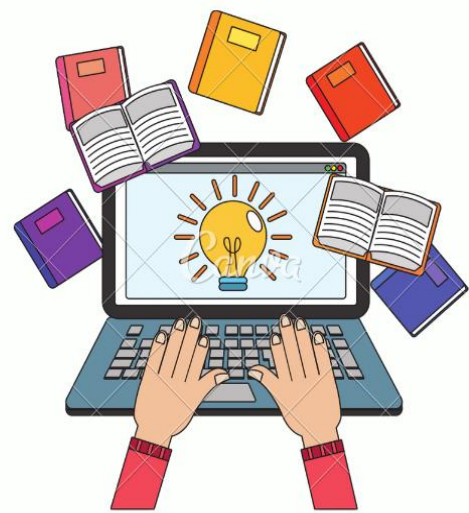


Assessment Summary

The origin of providing financial support for scholars' maintenance and education can be traced back to the 16th century, with the notion of a "source of funds" for this purpose appearing in the lexicon during this period. This concept was closely associated with the characteristics and qualities of a scholar, including erudition, learning, and character. While scholarships have been effective in achieving certain rural goals, their limitations are apparent. Corporate Social Responsibility (CSR) foundations have recognized the importance of supporting the education sector and have broadened the scope of scholarships to ensure optimal utilization of financial support.

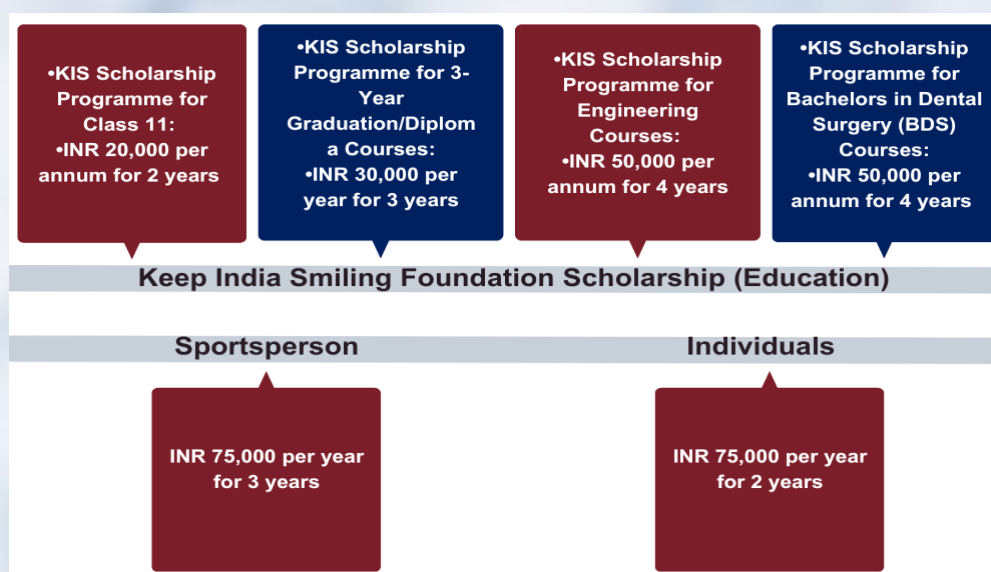
Education is the great engine of personal development. It is through education that the daughter of a peasant can become a doctor, that the son of a mineworker can become the head of the mine, and that a child of a farmworker can become the president of a great nation. It is what we make out of what we have, not what we are given, that separates one person from another. ~ From Long Walk to Freedom, 1994

Investing in education has become increasingly expensive, especially for higher education. Despite parents' desire to provide their children with the best possible education, many struggles due to the high cost of housing and tuition. Colgate Palmolive Keep Smiling Foundation Scholarship is an initiative that seeks to address financial barriers to education by providing financial support and mentorship to underprivileged students. By using an innovative model that emphasizes sustainability and empowerment, this scholarship has the potential to create a lasting impact on the lives of its beneficiaries.



1 Background of the assessment

In 2019, the Keep India Smiling (KIS) Foundation Scholarship & Mentorship Program was launched in collaboration with ShikshaDaan, with technology support from Buddy4Study. The program's goal is to provide financial assistance to deserving and meritorious individuals in urban and rural India who are unable to pursue education or enhance their employability due to financial constraints. The program also extends similar support to athletes and individuals involved in social initiatives for community service. In addition to financial assistance, the program offers Learning Management System (LMS)-based training and mentoring support to the scholars (those who receive the scholarships). This support exposes candidates to market requirements, in-demand skill sets, personality development techniques, improving communication skills, soft skills, and available job prospects.



Program Component 1: Keep India Smiling Scholarship

Individuals can receive scholarships in the fields of education, sports, and community service, with specific eligibility requirements outlined in the application form. A uniform selection process is utilized to find the most suitable candidates for the program. This involves an extensive algorithm-based initial screening from thousands of applications, followed by telephone and personal interviews with document verification. A final shortlist is prepared for the review of a panel consisting of experts in social development and education who ultimately finalize the list. Upon approval from the Colgate Palmolive CSR team, selected applicants are notified of their selection via a phone call or official email. Once the scholars are accepted into the program, scholarship funds are disbursed annually or semi-annually in accordance with program guidelines.

Program Component 2: Keep India Smiling Mentoring Programme

Mentoring is a new, yet crucial component of the KIS programme that revolves around providing additional support to the selected beneficiaries of the scholarship programme. Buddy4Study has built a virtual platform for mentors and mentees to interact and discuss various topics related to career prospects, communication skills, challenges faced in pursuing education/ sports/ social initiative, and other similar topics.

Program Component 3: Keep India Smiling LMS Based Training

LMS-based training is a technology-enabled initiative supported by Buddy4Study that is custom designed for KIS scholars. The objective is to provide resources that will help the scholar prepare for a successful career. The courses covered in the LMS-based training are multi-faceted, mostly on the importance of learning soft skills that include training modules on job readiness and personality grooming, all of which help the scholars during their job interviews and for their careers at large.

2 Study Rationale and Methodology

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 program involves taking beneficiaries from each of the program segments with importance given to ensuring diversity of the scholars who were the recipients of these scholarships. The evaluation uses 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.

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.

Stakeholder mapping for sampling:

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

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

Stakeholders	Tool Type	Sample Size
Scholars	Semi-Structured	52
Shikshadaan	In-depth Interviews	2
Buddy4Study	In-depth Interviews	1
Mentors	In-depth Interviews	5
Colgate Palmolive CSR	In-depth Interviews	1

3 Primary Research Findings

To evaluate the end-to-end outcome and impact of the KIS Foundation Scholarship & Mentorship Program by the Colgate Palmolive CSR team, the study has been classified such that, the generalized impact of the overall program is analyzed through the lens of the OECD DAC framework, followed by the specific impact of the program on states.



4 Primary Research Findings

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

The scholarship program in its four successive years of operation (since June 2019), has provided scholarships to 2,706 scholars. Among the three categories, 2,671 scholars have received scholarships for education, 23 scholars for sports, and 12 scholars for community service. Among the recipients from FY 2021-22 & 2022-23, 57.53% 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 42.03% of the education scholars is between INR 10,000-49,999, while 32.07% of the scholars come from families with an average income of INR 50,000-89,999 and 16.45% with an annual income of INR 90,000-1,29,999 and 9.5% education scholars have more than INR 1,30,000. Scholars for the education category were between 16 to 21 years of age whereas for sports scholars the age group ranged from 11 to 22 years. The scholars in community service belonged to a diverse age group from 21 to 42 years.

Among the respondents, scholars in the education category were aged between 16 and 21 years, while sports scholars had an age range of 11 to 25 years. Scholars in the community service category ranged from 21 to 42 years of age.

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.

The scholars who applied for the scholarship were facing financial hardships that made it difficult for them to pursue their education, sports, and community service initiatives. The situation was worsened by the COVID-19 pandemic. Education scholars faced a variety of challenges, including limited access to study materials, inability to afford tuition expenses, and lack of digital support, especially during the pandemic. For sports scholars, financial difficulties were a major obstacle prior to receiving the scholarship, as their families were unable to provide sufficient support for their career aspirations.

Awareness on government schemes and scholarships:

Majority of the respondents suggested that their family had never availed any government scheme. Of the few respondents who mentioned of availing such schemes, Pradhan Mantri Jan Dhan Yojana and Atal Pension Yojana were some of the most preferred schemes. Most of the respondents had not availed a scholarship prior to KISF since they weren't aware of any scholarship. In case of government scholarship as well, most of the respondents were unaware of any available ones or the processes involved in applying for such scholarship.

Reduced the financial burden:

According to most education experts, the scholarship has provided them with the necessary funds to cover their tuition fees and purchase study materials. Sports scholars have also benefited greatly from the scholarship, which has helped them cover expenses related to training fees, equipment, and meals. Additionally, those who received community service scholarships have used the funds to cover both the capital and operational costs of their social initiatives.

Improved focus on education :

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.

Instilling positive motivation:

Scholarships are a highly competitive arena, and the likelihood of being chosen depends on numerous factors. However, for the KISF scholarship, merit is the primary criterion for selection, and achieving this has given the scholars a strong sense of accomplishment and motivation, as reported by all the respondents.

Better access to future scholarships:

The Colgate Palmolive KIS scholarship has been a significant source of motivation and confidence for the selected scholars. They feel honored to have been chosen from a pool of highly qualified candidates and recognize the prestige associated with this scholarship. In addition, the credibility earned through the KIS scholarship has been particularly beneficial for athletes, as it enhances their chances of being selected for competitive events.

Scholarship presents a career advantage:






Receiving a scholarship is considered an honorable achievement by the scholars. They recognize that being awarded a merit-based scholarship can significantly enhance their positioning for internships, job opportunities, and career planning. The scholarship can serve as a valuable addition to their resume and list of accomplishments, enabling them to stand out among a pool of applicants and highlight their exceptional abilities.

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

The LMS training has been identified as a powerful tool for generating sustainable impact in the lives of scholars. Both mentorship and LMS training programs offer courses in career counseling and job readiness that have been particularly advantageous for education scholars. However, only a small proportion of sports scholars have had access to mentoring sessions, whereas the mentoring sessions have had a more significant impact on scholars in the community service category.



3 Program evaluation under OECD DAC Framework Assessment

Criteria	Rationale for strengths	Rating
Relevance	The aim of the scholarship was to provide support to exceptional students and individuals who excel in education, sports, and community service. This support included scholarships as well as mentorship and LMS training. The program has been successful in reaching out to scholars from underprivileged communities who have demonstrated outstanding performance in their respective fields. The selection process of the program has ensured inclusivity and a focus on merit.	
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.	
Effectiveness and Impact	After the scholarship was fully disbursed among all the selected scholars, the program achieved its goals of providing greater access to resources, boosting the confidence of scholars, and making a greater impact on the community. The program has also increased the motivation levels of scholars to pursue their desired career paths, allowing them to focus on self-improvement instead of constantly worrying about financial constraints.	
Efficiency	As a part of implementation, the Colgate Palmolive CSR team ensured that a need assessment be undertaken to understand the ground situation. The team partnered with two agencies, Buddy4Study and Shikshadaan to ensure robust implementation of the intervention across the scholarship and mentorship fronts.	
Sustainability	In addition to providing financial aid, the program also includes mentoring and LMS training to promote the overall development of students. However, it is important to expand the availability of mentorship and LMS training to a larger number of scholars, so that more individuals can benefit from these opportunities and advance in their careers. Additionally, it is crucial to track the progress of these scholars to assess their growth in their respective fields and to determine the long-term impact of the program, ensuring its sustainability.	

5 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”.

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.”

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”.



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

Target 1.a: “Ensure significant mobilization of resources from a variety of sources, 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.

Stakeholders Speak:



Om Balasaheb Tambe, a BTech student currently in his final semester, has aspired to be an entrepreneur since he was very young. He thus became a volunteer with the NGO SAKSHAM -Edu, but through his continued commitment, he was promoted to the graphic designing team. He wants the NGO to be at the forefront of this field, however and is prepared with a full-proof money utilization strategy from Colgate. He has a passionate ambition to make a difference in the lives of poor children by opening the golden doors of education.- Scholarship Programme for Palmolive

One of the responders lost both of her parents within three years when she was ten years old, proving that hard work determines one's destiny. She made sure, though, that this was not the end of her. She had a difficult path, but she was passionate about her studies. Through the years, she joined the KIS Foundation Programme by earning good grades. Her commitment to her career helped her land a job with a salary of 16 lakh per year and a 40,000 per month internship. Throughout her journey, Shikshadaan mentors stay in touch with her to provide ongoing guidance.

Athletics record holder Nalubothu Shanmuga Srinivas has risen from humble beginnings to international heights. He has had a difficult journey, struggling with money issues at every turn, but his own words, "Scholarship has helped me get through a lot of obstacles," really capture the impact made. He believes that with more financial support, he will be able to represent India at more international gatherings and win honors for the nation.

Krishnaveni P, a lady with a strong will and rigor, has started a revolution in the skill development business intending to leave no one behind. She is focusing on a variety of age groups, from students to single parents. After quitting her three-million-dollar position, she began working as a managing trustee for the Association of Rural Information Services and Education, having an overall impact on 480+ kids and 15+ single-parent students. She is motivated to leave her mark on humankind.

Jitendra Kumar Rout believed that without scholarship, his family would have to borrow money from others putting them in the vicious cycle of debt. But the scholarship came like a harbinger amidst his foggy future, by providing him the necessary funds to divest at multiple avenues like paying college fees, hostel fees and even start with preparation of competitive exams.

Anjali Vimal in her words "this scholarship gave hope to my shattered dreams of pursuing SSC CGL. The financial assistance allowed me to purchase books and pay for coaching fees, which laid the foundation for my continued journey as an independent woman. Without the scholarship, this journey may have been impossible for me to pursue. The scholarship provided me with the opportunity to support my family in the future."

Kamini Dhakrey strongly believes that this scholarship helped her pay the fees of college and bus, preventing her father to go through the painful process of taking loan. She couldn't stop praising the benefit created by this initiative in her life and appreciates the seamless experience she got while accessing this scholarship.

5 Conclusion and Way Forward

On a concluding note, the program effectively achieves its objective of providing essential assistance to deserving and talented individuals who lack the means to pursue their aspirations. Scholarships have evolved over the years, with universities, governments, and corporate social responsibility (CSR) bodies offering financial support to students. The Keep India Smiling Foundation Scholarship & Mentorship Program is a CSR initiative that goes beyond traditional scholarship models by offering LMS-based training and mentorship opportunities for scholars.

The Covid-19 pandemic has brought to light situations, where the disbursement date of scholarship funds and the timelines for paying fees at educational institutes did not match, causing difficulties for students from underprivileged communities.

Such instances should be taken into consideration to strengthen the communication and strategies Of the KIS foundation with institutes and students from underprivileged communities. The strategy formulation should also consider that students have the liberty to choose whether or not to share their scholarship selection with their educational institutes.

Effective communication between the two entities is crucial in ensuring that students from marginalized communities have equal access to education without any disadvantage.

The program aims to empower individuals by providing 360-degree development opportunities and supports three critical elements of Sustainable Development Goals: Equity, Excellence, and Inclusiveness. This intervention has the potential to create a sustainable impact and provide meritorious and talented scholars with greater opportunities for growth and empowerment. The main feature of the KIS Foundation Scholarship was seen to focus equally on guiding students in various areas, such as personal growth, career development, stress management, and confidence building with their education. The initiative not only offers financial support to economically disadvantaged groups through scholarships but also provides mentorship to foster comprehensive growth among scholars. A developing country like India needs more such initiatives to make society a better place, to grow, and to make a sustainable impact on each life.

