



# Summary of CSR Impact Assessment Reports



**SOULACE CONSULTING PVT LTD**

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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 Palmolive (India) Limited through the Structured tool of an Interview Schedule. This helped in getting quantifiable information.



## Application of Qualitative Techniques

For better accuracy, to ensure 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 of the problem alongside Quantitative Research.



## 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.



## The OECD-DAC Evaluation Framework

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

**RELEVANCE**  
is the intervention  
doing the right things?

**EFFECTIVENESS**  
is the intervention  
achieving its objectives?

**IMPACT**  
what difference does  
the intervention make?



**COHERENCE**  
how well does  
the intervention fit?

**EFFICIENCY**  
how well are resources  
being used?

**SUSTAINABILITY**  
will the benefits last?

# Project 1: The Water Initiative in Amravati District, Maharashtra

Implementing Partner: Water for People India Trust



## Year of Implementation

2022-2023



## Type of Beneficiaries

Tribal Villagers



## Sample Covered

210 Villagers



## Stakeholders Covered

Village water committee  
Teachers  
School Principal  
Gram Secretary  
Sarpanch  
ICDS Workers  
ASHA  
GP Member  
Mothers in Anganwadi  
SHG Members



## Project Background

Colgate Palmolive (India) Limited, under its CSR initiative, collaborated with Water for People India Trust as the implementing agency to work on The Water Initiative in March 2017. The goal of the project is to increase the availability and accessibility of drinking water in the Vidarbha region of Amravati district, Maharashtra. As part of the Water Initiative, 42 village water safety and security plans (VWSSPs) were developed and approved at the gram sabha level, out of which 26 were approved under a gram panchayat development plan. Under the program, 32 water user committees (WUCs) were formed comprising 375 active members from 32 villages to operate and maintain the piped water supply schemes (PWSSs).



## SDG Goals



## Project Location

Amravati (Maharashtra)

Rating based on OECD Framework



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

# Impact Created

## Economic Impact



97.1% of the beneficiaries reported they saved time to some extent after getting the connection.



54.9% of the beneficiaries reported saving more than 2 hours per day after getting the connection. 44.7% reported saving 1 to 2 hours per day.



89.3% of men and women beneficiaries reported using the saved time in income-generating activities.

## Health



99.5% of the beneficiaries reported that the health status of their family members was better than before after the implementation of the project.



86.2% of the beneficiaries reported a reduction in waterborne diseases/diarrhea to a great extent after getting the water connection.

## Women Empowerment



The project has had a positive impact on education. 5.7% of beneficiaries reported an increase in the girls' attendance at school.



Women and girls had to travel more than 1 kilometer to get drinking water which took up 2 to 3 hours every day. Now due to the water supply at home women utilize the saved time in income generation activity.

## Community



The availability of water resulted in less conflict at the community level and Building positive relationships among community members.

## Project 2: Water Augmentation for Livelihood Enhancement & Women Empowerment in Udaipur. Rajasthan

Implementing Partner: Sewa Mandir



### Year of Implementation

2022-2023



### Type of Beneficiaries

Women and Farmer



### Sample Covered

375



### Stakeholders Covered

Gram Vikas Committee  
Panchayat Members  
SHG Leader  
Community Leaders  
Farmers



### Project Location

Udaipur (Rajasthan)



### Project Background

Colgate Palmolive (India), recognizing the gravity of the situation, has taken up the mantle of Corporate Social Responsibility (CSR) by implementing water augmentation projects in the Udaipur District of Rajasthan. These initiatives aim to uplift livelihoods and empower women while addressing the pressing issue of water scarcity. Launched in 2018, the program has been actively implemented for the past four years in nine villages situated in the Girwa tehsil of Udaipur, including Pai, Pipalwas, Keli, Alsigarh, Kaliwas, Patiya, Padoona, Nala and Jhbla.



### SDG Goals



Rating based on OECD Framework



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

# Impact Created

## Water Accessibility



After the project, 94.7% of beneficiaries reported a distance of only 0-500 meters to the water source. This indicates a significant improvement in access to water sources.



89.7% of beneficiaries reported that they are not facing any water scarcity during the summer due to that the crop has been diversified now 33.6% of beneficiaries growing wheat, 24.6% are growing vegetables and 4.4% are cultivating flowers.

## Women Empowerment



More than 88% of women beneficiaries reported that now they are taking participating in the decision-making at the family level about the health, work, income management, expenses, SHG, and education of their child.



78.9% of women beneficiaries now raising the issues and giving opinions in any group village meeting.



99% of the beneficiaries have a high level of knowledge and interest in the empowerment and education of females.

## Economic Impact



Wheat yield has been increased by 2 to 3 quintals reported by 27% of beneficiaries.



86.1% of beneficiaries said the water augmentation work helped in farming resulting in 91.7% of the vegetable farmers earning an amount ranging from Rs.1000 to 5000 from the sales of vegetables and from floriculture, 31.0% earned between Rs. 5001-10000, followed 13.8% earning more than Rs. 30000.



Beneficiaries selling goats after the program in the 16-20 kgs range increased to 60.3%. Additionally, the beneficiaries selling goats weighing more than 20 kgs also increased to 34.2%.

## Community



Increased water storage and irrigation facilities, supporting agricultural productivity and economic development in the hamlets.



Strengthened community cohesion and collaboration through the establishment of village-level committees and Women Self-Help Groups (SHGs).

# About SoulAce

Established in 2009, SoulAce was the first professional firm to enter the CSR space aimed to positively impact the social development sector. Recognizing the growing global discussions on ethical practices and corporate responsibility towards developing communities, we aimed to assist corporates in understanding ground-level issues and investing in credible partnerships and need-based initiatives.

SoulAce has over 14 years of experience in CSR Impact Assessment with our first engagement in August 2009 involving more than 80 CSR project Impact assessments, and since then, we have completed over 2,000+ CSR project assessments across 28 states and 200+ districts. Having collaborated with 150+ corporates and foundations, we've assessed over 2000 projects, building a strong reputation for driving impactful change across the nation. Further, we are extensively working with corporations on M&E and CSR Project Management Software, Fund Utilisation Reviews of NGO partners, Employee Volunteering as well as CSR Strategy and Compliance Advisory.

At SoulAce, our team comprises subject matter experts across thematic areas with a minimum of master's in Social Work/Ph.D. in Social Science background and 10-30 years of experience. We have teams present across 18 cities covering Pan India with local language expertise. Our in-depth knowledge and expertise drive our impactful initiatives and help us make a meaningful difference in the communities we serve.

Looking ahead, SoulAce remains committed to pioneering innovative solutions and harnessing the power of CSR for a better world, where corporate initiatives positively contribute to community development.