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Promotion of Comprehensive Farm-Based Livelihoods through Collectives in a Sustainable Manner

Impact Assessment Report

Project no: 10259

Project title: Promotion of Comprehensive Farm-Based Livelihoods through Collectives in a Sustainable Manner

Project duration: August 19 - December 22

Funder: Bajaj Allianz General Insurance Company

Implementation Agency: PRADAN

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List of Abbreviations

Abbreviations	Details
BAGIC	Bajaj Allianz General Insurance Company Limited
CSR	Corporate Social Responsibility
VO	Village Organisation
CLF	Cluster Level Federation
SHG	Self Help Group
BYP	Back Yard Poultry
LFC	Livestock Facilitation Centre
IDI	In-Depth Interview
FGD	Focus Group Discussions
CSO	Civil Society Organisation

Chapter : 1

Introduction

Chapter 1: Project Background & Overview

1.1. Context

The project titled **"Promotion of Comprehensive Farm-Based Livelihoods through Collectives in a Sustainable Manner"** was implemented in the Sirohi District of Rajasthan, covering the Abu Road and Pindwara blocks. Marginalised communities, primarily Scheduled Tribes (ST), Scheduled Castes (SC), and low-income Other Backward Classes (OBCs), reside in these areas. The project aimed to tackle the developmental challenges faced by these vulnerable groups, including low farm productivity, high livestock mortality, and limited livelihood options due to traditional agricultural practices and landlessness.

PRADAN took a community-driven approach to the project, empowering women to address these challenges through Self-Help Groups (SHGs), Village Level Committees (VLCs), and Federations.[1] The primary goal was to raise household incomes by integrating livelihoods in agriculture and livestock, ensuring food security, and encouraging sustainable farming practices. The project targeted 14,000 women; 7,500 received intensive livelihood interventions.

The strategic approach included initiatives to build capacity, promote innovative farming techniques, establish value chains, and connect community institutions with government programmes. The project aimed to create a lasting impact by strengthening community institutions to lead and sustain development long after the project period.

The following section provides an overview of the funding organisation, the programme cardinals and the detailed interventions in each thematic area.

1.2. Background

PRADAN (Professional Assistance for Development Action) has a long history of working with marginalized communities to improve livelihoods through capacity building and institutional strengthening. PRADAN has successfully implemented numerous rural development projects throughout India, leveraging its expertise in promoting sustainable agricultural practices and empowering women-led institutions. In Rajasthan's Sirohi district, PRADAN discovered significant gaps in farm productivity and livelihood diversification among tribal and marginalized communities.

PRADAN was able to address these challenges to livelihood with the financial support of the Bajaj Allianz General Insurance Company (BAGIC) grant. Thanks to the grant, the organization was able to increase the scope of its work supporting all-encompassing farm-based livelihoods, bolstering community institutions, and building vital infrastructure such as milk collection centres, vermicomposting units, and livestock facilitation centres. This backing played a pivotal role in propelling neighbourhood-based programs meant to enhance earnings and guarantee food security by means of sustainable agricultural methods.

1.3. Objectives of the Study

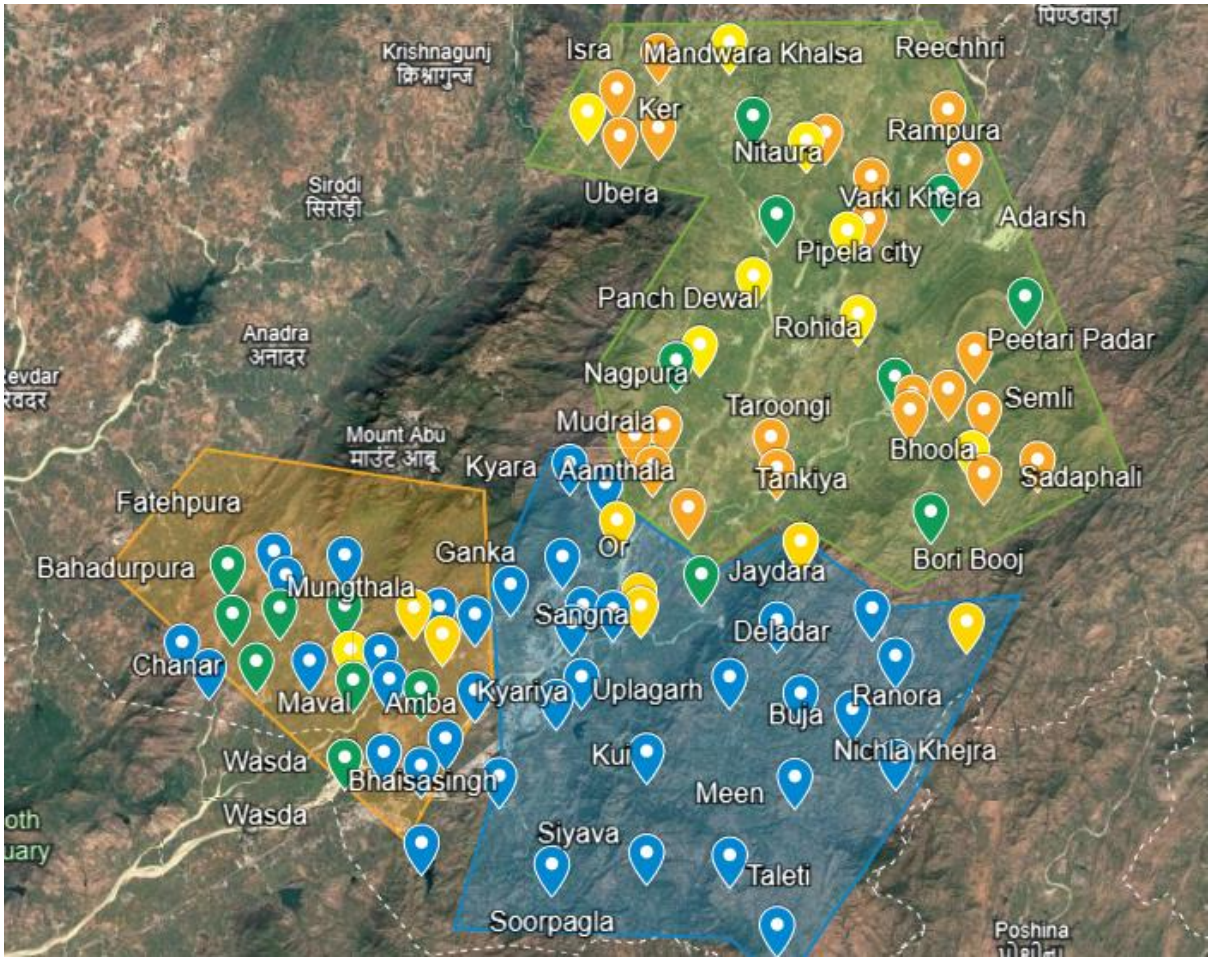
During the impact assessment process, the CSRBOX team will broadly look at the programme's relevance, effectiveness, and impact. The objectives of the study are listed as below:

[1] Pradan-Annual-Report___09_09_22-1.pdf

- **Evaluate Livelihood Enhancement**: Assess the project's success in improving the livelihoods of women beneficiaries through increased income from agriculture, livestock, and other innovative activities like sanitary napkin production and mushroom cultivation
- **Measure Capacity Building**: Examine the effectiveness of training programs in building the agricultural, livestock management, and entrepreneurship skills of women beneficiaries.
- **Assess Institutional Strengthening**: Evaluate the development and role of SHGs, VOs, and CLFs in promoting financial inclusion, community mobilization, and livelihood generation.
- **Analyse Agricultural and Livestock Interventions**: Measure the impact of agricultural and livestock interventions on productivity, income, and food security.
- **Evaluate Financial Inclusion**: Assess the effect of SHG credit linkages on women's financial management and their access to credit for livelihood activities.
- **Assess Sustainability and Innovation**: Determine the sustainability of interventions like sanitary napkin production, mushroom cultivation, and poshanwadi (nutrition gardens), along with their long-term benefits for community nutrition and income.

1.4. Geographical Coverage of the Initiatives

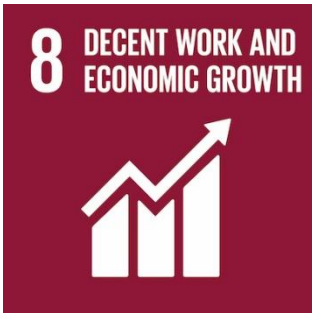
The intervention geography is as depicted in the following table:



1.5. SDG Alignment of BAGIC Programmes

The SDGs aligning with the CSR interventions are depicted below:

Sustainable Development Goals	Target	Alignment
	Goal 2: Zero Hunger **2.3**: By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, and fishers, including through secure and equal access to land, other productive resources, and inputs.	**Completely** The project directly works to enhance the productivity of 7,500 small and marginal farmers, including ST and SC women, by promoting cash crops like castor and fennel, implementing regenerative agriculture, and providing technical training. The outcome has been an increased average income of ₹42,000 through agriculture and livestock interventions
	Goal 3: Good Health and Well-being **3.4**: By 2030, reduce by one-third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.	**Partially** The project promotes nutritional security through the **Poshanwadi model**, targeting malnourished households. 3,635 households adopted nutrition gardens, improving dietary diversity. This enhances community health and reduces undernutrition, addressing food security and well-being
	Goal 5: Gender Equality **5.5**: Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life	**Complete** The project empowers women by enabling their leadership in SHGs, CLFs, and VOs. Women-led initiatives, like dairy farming and sanitary napkin enterprises, strengthen economic participation, while training and capacity-building activities offer decision-making opportunities

	Goal 6: Clean Water & Sanitation **6.4:** By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity	**Partially** The project supports sustainable water management through its focus on natural resource management and MGNREGA-driven convergence. Initiatives such as water conservation and soil health improvement efforts aid in sustainable water management practices, benefiting agricultural productivity
	**Goal 8: Decent Work and Economic Growth** **8.3**: Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity, and innovation	**Complete** The project has created over 30 entrepreneurs in various sectors, including agriculture nurseries, milk collection centres, and livestock facilitation centres. These activities provide sustainable employment and income-generating opportunities for rural households, boosting local economies

1.6. Alignment with National Policy

Policy/ Schemes/ Missions	Alignment
National Rural Livelihoods Mission (NRLM)	The project aligns with NRLM's objectives by promoting sustainable livelihoods through self-help groups (SHGs) and women's collectives. • **Institution Building**: SHGs, VOs, and CLFs were established and strengthened to empower women in marginalized communities. • **Livelihood Promotion**: The project supported integrated farming, livestock rearing, and entrepreneurship among 20,221 households
Mahila Kisan Sashaktikaran Pariyojana (MKSP)	This project directly supports MKSP's goal of empowering women farmers and increasing their participation in agriculture. • **Women Empowerment**: Over 1,900 SHGs with more than 14,000 women were engaged in livelihood initiatives. • **Sustainable Agriculture**: Women farmers received training in cash crops, food security, and regenerative farming
Pradhan Mantri Krishi Sinchai Yojana (PMKSY)	This project supported water conservation and management practices, and promoted convergence with MGNREGA for the development of water infrastructures, contributing to PMKSY's objectives. • **Water Resource Management**: Convergence with MGNREGA for watershed management and soil conservation initiatives. • **Sustainable Irrigation Practices**: Water-efficient techniques were introduced to farmers through training sessions
Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)	The project's convergence with MGNREGA aligns with the program's goal of enhancing rural livelihoods through the creation of durable assets like livestock sheds, land development, and water conservation infrastructures. • **Infrastructure Development**: Construction of livestock and poultry sheds, and watershed management through MGNREGA. • **Job Creation**: Employment opportunities were created for local communities during infrastructure development
Rashtriya Krishi Vikas Yojana (RKVY)	The project aligns with RKVY's objective of increasing agricultural productivity and income through the introduction of high-value crops (castor, fennel, vegetables) and improved farming techniques. • **Income Enhancement**: The project increased household incomes by Rs. 25,000 to Rs. 50,000 through farm-based interventions. • **Sustainable Agriculture**: Promotion of organic farming, bio-pesticides, and integrated pest management
National Nutrition Mission (POSHAN Abhiyaan)	The project's focus on improving nutrition through Poshanwadi gardens and behaviour change training aligns with POSHAN Abhiyaan's objectives of combating malnutrition.

	• **Nutritional Improvement**: Poshanwadi gardens provided access to fresh vegetables and fruits, addressing micronutrient deficiencies. • **Behaviour Change Training**: Conducted 119 behaviour change trainings on anaemia, food diversity, and occupational health hazards
National Livestock Mission (NLM)	The project's interventions in livestock rearing, including goat and poultry farming, align with NLM's goals of improving livestock productivity and ensuring better livelihoods for farmers. • **Livestock Productivity**: The project introduced improved breeds and ensured timely vaccinations and deworming. • **Infrastructure Support**: Constructed low-cost sheds for goats and poultry through convergence

1.7. ESG Alignment of BAGIC Programmes

The programme's intervention also aligns with the ESG Sustainability Report of the corporate. Particularly, concerning the Business Responsibility & Sustainability Reporting Format (BRSR) shared by the Securities & Exchange Board of India (SEBI), the programme aligns with the principle mentioned below.

1.8. CSR Policy Alignment of BAGIC Programmes

Sub-section	Activities	Alignment with BAGIC's programmes
(i)	Eradicating hunger, poverty, and malnutrition, promoting health care, including preventive health care and sanitation, including contribution to the Swachh Bharat Kosh, set up by the Central Government for the promotion of sanitation and making available safe drinking water	Complete
(ii)	Promoting education, including special education and employment enhancing vocation skills, especially among children, women, the elderly, and the differently-abled and livelihood enhancement projects	Partial
(iii)	Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day-care centres, and other facilities for senior citizens, and measures for reducing inequalities faced by socially and economically backward groups	Complete
(iv)	Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources, and maintaining the quality of soil, air, and water	Partial
(v)	Protection of National Heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional arts and handicrafts	Partial
(vii)	Training to promote rural sports, nationally recognised sports, Paralympic sports, and Olympic sports	Complete
(x)	Rural Development Projects	Complete

Chapter : 2

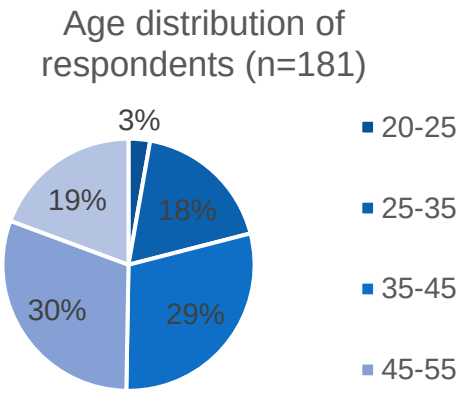
Analysis of Key Programme Activities

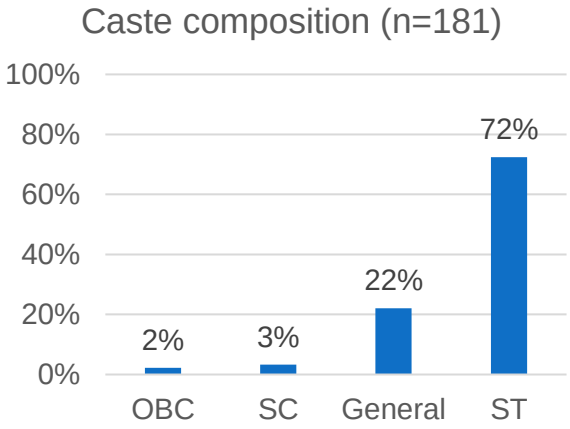
Chapter 2: Key Programme Activities Analysis

The following chapter provides a detailed analysis of the key programme activities initiated by PRADAN in their vision to promote sustainable livelihoods in underserved and remote geographies. It captures insights received from the interaction with the primary and secondary stakeholders of the project.

2.1. Demographic Profile:

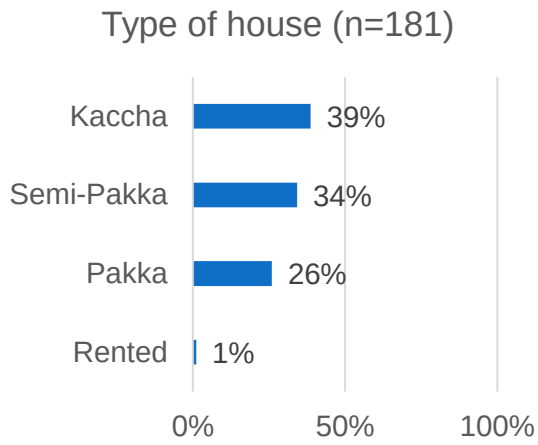
The following section provides a clear understanding of the demographic and social composition of the respondents, as well as their living conditions, which are crucial for assessing the project's impact.

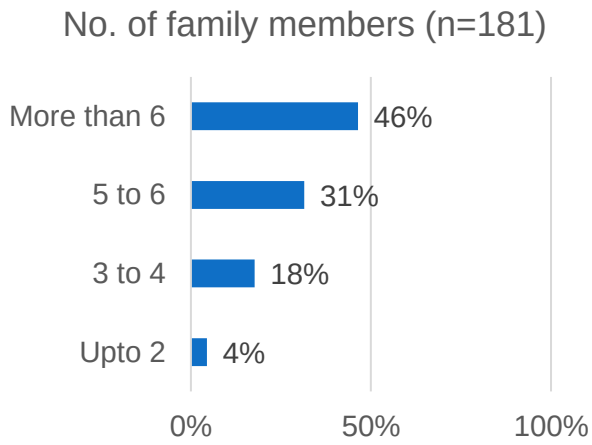




The largest age group is **35-55** years, comprising **60%** of the respondents, indicating a significant representation of middle-aged and senior respondents. The **20-35** years category follows with **21%**, showing active participation from younger individuals, while respondents aged **55+** years account for **19%**.

The caste composition of the respondents underscores the project's inclusive approach, as a majority of the respondents belong to the "**SC/ST**" category making up approximately **75%** of the participants. Beneficiaries also include the "**General**" category at **22%** and "**OBC**" at **2%** thereby highlighting coverage of diversified strata of the population.

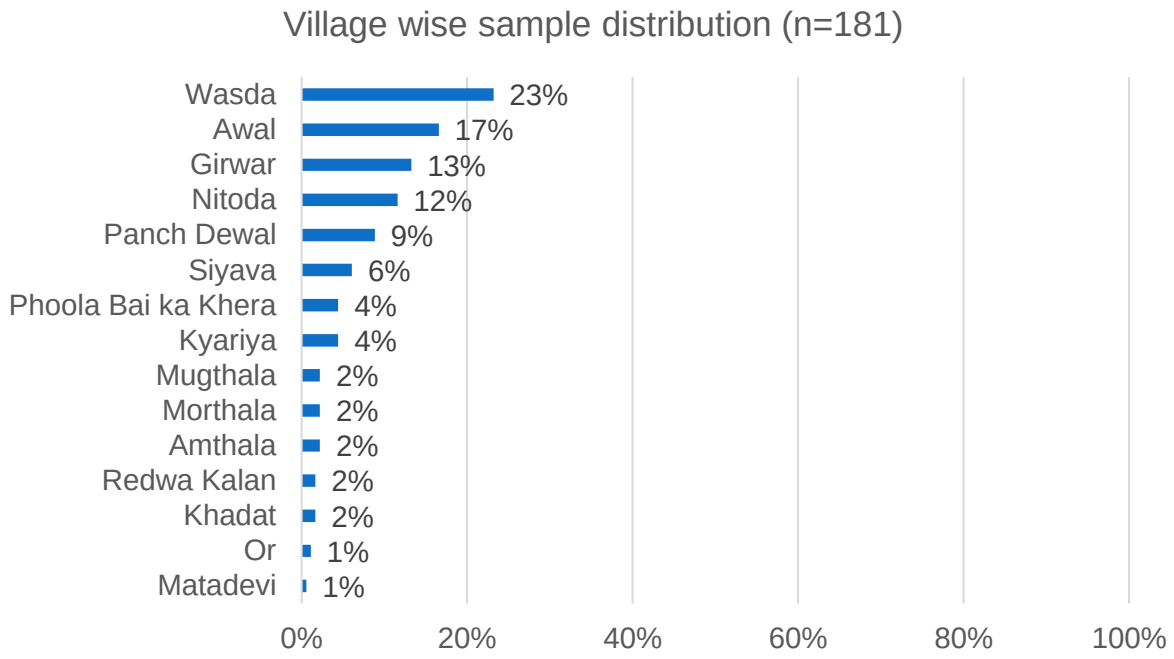




Categorisation of the types of houses participants live in revealed that the majority, **73%**, reside in "**Kaccha**" typically made from materials like mud or thatch and "**Semi-Pakka**" houses, which are only partly constructed from solid materials such as bricks or cement, indicating poor living conditions of the surveyed households. **26%** of the participants live in "**Pakka**" houses, made from durable materials, while only **1%** live in "**Rented**"

accommodations. This distribution underscores the importance of livelihood interventions and infrastructure development as part of the project's goals to enhance living conditions.

The data on the distribution of family sizes among the surveyed participants reveals that a major portion, **46%**, of families have "**More than 6 members**", and **31%** of families consist of "**5 to 6**" members reflecting the extended family structures common in the project area. While **18%** have "**3 to 4"** members, only a small fraction, **4%**, have "**0 to 2**" members in the family. This data highlights the need for comprehensive livelihood interventions that can support large households, ensuring food security and enhanced incomes for all family members.



The village of Wasda contributes the highest percentage of beneficiaries at **23%**, followed by Awal at **17%**, and Girwar at **13%**. Nitoda also has a significant contribution of **12%**. Other villages such as Panch Dewal, Siyava, Phoola Bai ka Khera, and Kyariya contribute **9%**, **6%**, **4%**, and **4%** respectively. Smaller contributions come from villages like Morthala, Mugthala, Amthala, Redwa Kalan, Khadat, Or, and Matadevi, each ranging from **1%** to **2%**.

The samples were distributed across project locations, covering beneficiaries from both Abu Road and Pindwara blocks, as per beneficiary density and availability. This distribution reflects the project's extensive reach and engagement with the community, ensuring a broad and inclusive impact across the targeted areas.

2.2. Institutional Capacity Building

- Vision building of VOs around governance, diversification of livelihood activities and financial sustainability.
- Training of bookkeepers was done around bookkeeping and governance of SHG/VO/CLF
- Financial linkages of SHGs with Banks for mobilisation of credit for the Livelihood working capital

Vision-building exercise with the VOs:

- Establishing linkages with stakeholders like governments and banks to access developmental schemes and services.
- Providing training on institution-building perspectives and conducting capacity-building activities to improve operational effectiveness and leadership.

While conducting an interaction with the PRADAN team, it was noted that flipcharts were used to explain basic accounting practices, while the rest of the session was conducted verbally in a lecture format. The trainers also incorporated role-play activities to explain topics such as village-level planning, access to credit, and efficient use of loans for livelihood enhancement. The trainings are organised around various topics such as soft skills, financial management, health & nutrition, livelihood diversification and entrepreneurship.

Bookkeeping and Governance:

- VOs were trained in proper record-keeping, ensuring regular SHG meetings and auditing
- Members were also trained on setting up governance structures to maintain transparency

"I decided to join the capacity-building sessions because I wanted to improve my own skills and abilities. Seeing other women from the community benefiting from the program really piqued my interest. The trainings were scheduled according to the seasons, with sessions typically lasting 4 to 7 days. We covered important topics like preparing soil beds before sowing, line sowing, and proper spacing. The best part was that the training modules were easy to understand, making it easier for me to apply what I learned."

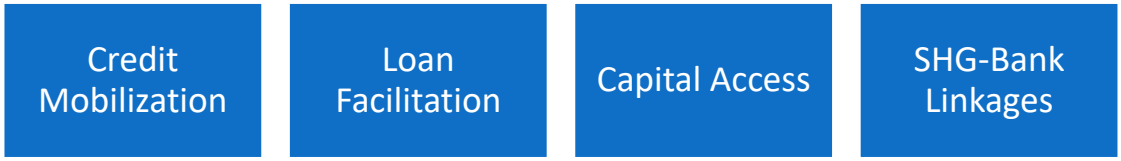
- Savita Bai, Krishi Sahayak, Girwa

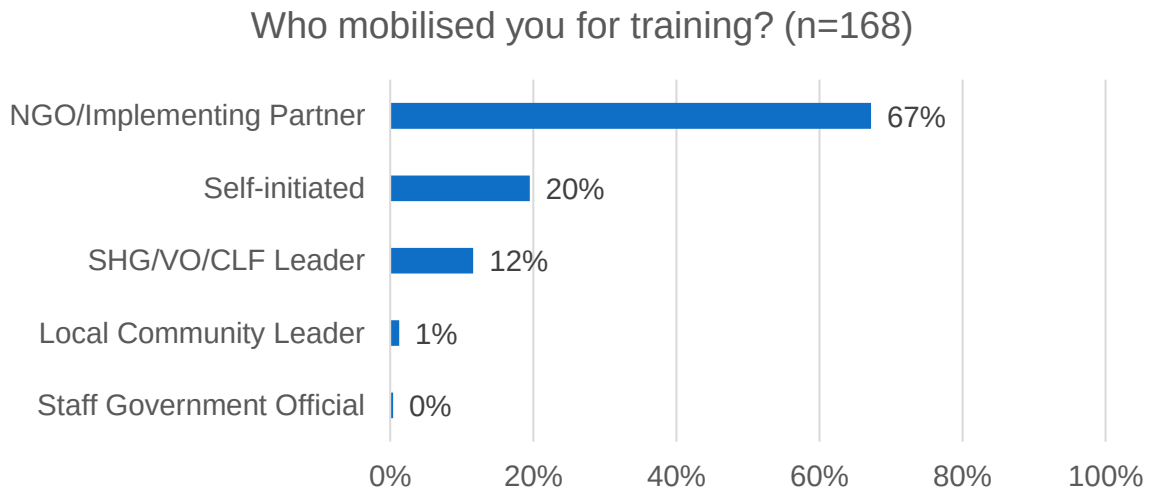
Financial Linkages with Banks:

- SHGs were linked to banks for credit mobilisation, facilitating loans and capital access for livelihood activities. A total of **772 SHGs** mobilized **₹1251 lakh** for livelihood working capital. Linkages were established with **ICICI Bank** and **Rajasthan Marudhara Gramin**

Bank (RMGB). The PRADAN team also facilitated SHG linkages with **NABARD** and **RGAVP**[2]

- **Documentation Support**: SHGs were supported in completing the necessary paperwork for credit access
- **Capacity Building**: SHG members were trained in financial literacy and documentation, which helped in ensuring smooth bank linkages





Quantitative surveys with the beneficiary households revealed that the "**NGO/Implementing Partner**" played a significant role, mobilising **67%** of the participants. This indicates the strong influence and outreach capabilities of the PRADAN team in the community. "**Self-Initiated**" efforts also accounted for **20%**, thereby showcasing the importance of personal motivation and initiative in participating in training programmes. Also, in some of the very remote villages, prominent women leaders from "**SHG/VO/CLF**" came forward to motivate fellow villagers among **12%** of the respondents.

2.3. Sustainable Agriculture

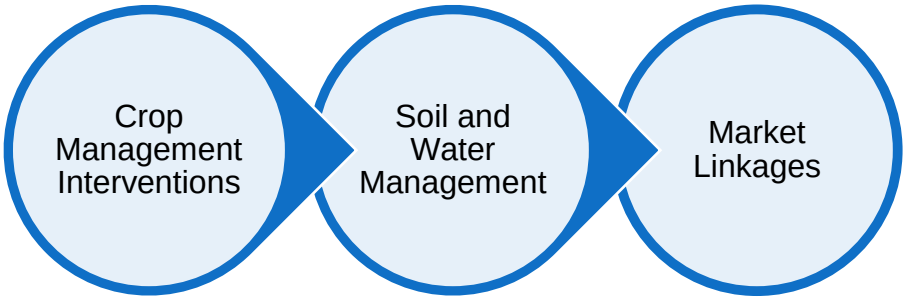
Under the "Promotion of Comprehensive Farm-Based Livelihood through Collectives" programme, PRADAN undertakes capacity-building sessions with local farmers, community trainers, and women's self-help groups (SHGs) in sustainable agriculture practices. The primary aim of the initiative is to enhance agricultural productivity and ensure year-round food security for marginalised communities in Sirohi District.

Through this training and advocacy programme, PRADAN aims to equip farmers with advanced agricultural techniques, such as bio-seed treatment, intercropping, and organic pest management. The initiative also focuses on promoting regenerative farming practices and establishing nutrition gardens to improve family nutrition. By empowering local women and

[2] The specific figures were derived from M&E reports, activity and narrative reports as shared by the PRADAN team

farmers with the necessary skills and knowledge, PRADAN strives to create a sustainable and resilient agricultural ecosystem that can thrive beyond the project period.

Key activities under Sustainable Agriculture practices:



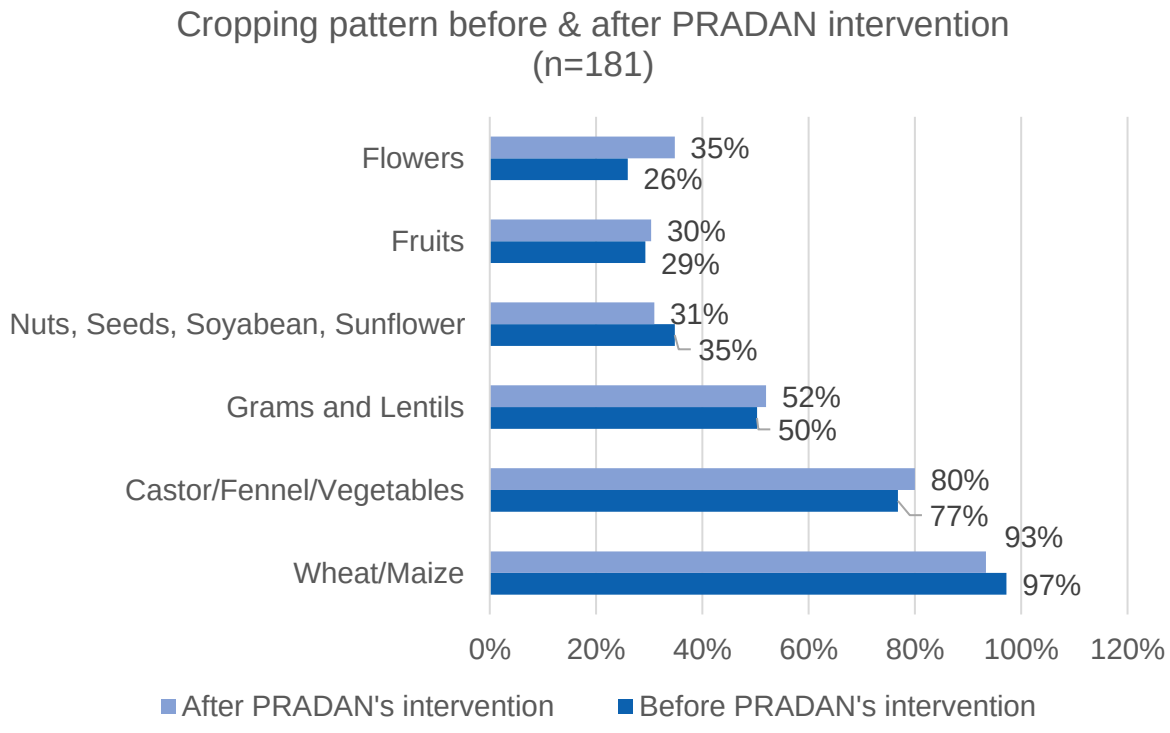
2.3.1. Crop Interventions

Castor & Fennel Cultivation: Promotion of drought-resistant varieties to increase yield and reduce water dependency.

Fruit Plantation: Introduction of orchard-based farming with guava, pomegranate, lemon and other fruit plants to diversify income sources.

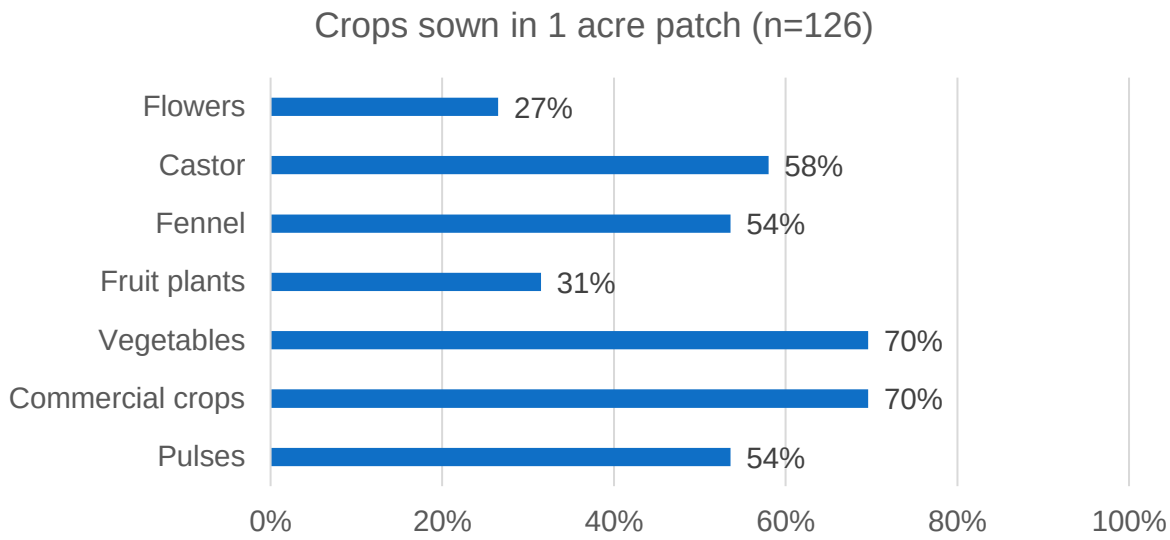
Wheat Production: Introduction of high-yield wheat varieties and best practices to enhance productivity and food security.

Nuts & Oilseeds: Encouraged groundnut and mustard cultivation to increase oilseed production and enhance agricultural income.



Before PRADAN's intervention, staple crops like wheat and maize were the predominant cultivation, with **97%** of the households engaged in these crops. However, after the intervention, this percentage slightly decreased to **93%**, indicating a shift towards more diverse agricultural practices. The cultivation of cash crops such as castor, fennel, and vegetables notably increased from **77%** to **80%**. On the other hand, fruit cultivation experienced a modest increase from **29%** to **30%**, and flower cultivation saw a significant rise from **26%** to **35%**.

This shift can be attributed to PRADAN's efforts to provide quality seeds and technical training and promote improved agricultural practices. Similarly, the cultivation of grams and lentils increased marginally from 50% to 52%, reflecting the project's focus on enhancing food security and nutritional diversity.



The above graph denotes the adoption of cropping practices post the PRADAN intervention in their village. A vast majority of the respondents who had partaken in sustainable agriculture intervention adopted improved cropping techniques for "**Wheat/Maize**" cultivation, **97%**, and similarly for "**Castor/Fennel and Vegetables**" cultivation, **77%** as the respondents mentioned increased agricultural productivity and enhanced households' income from the intervention. Few of the families also planted "**Fruits**" and "**Flowers**" constituting **29%** and **26%** of the responses in the plantations.

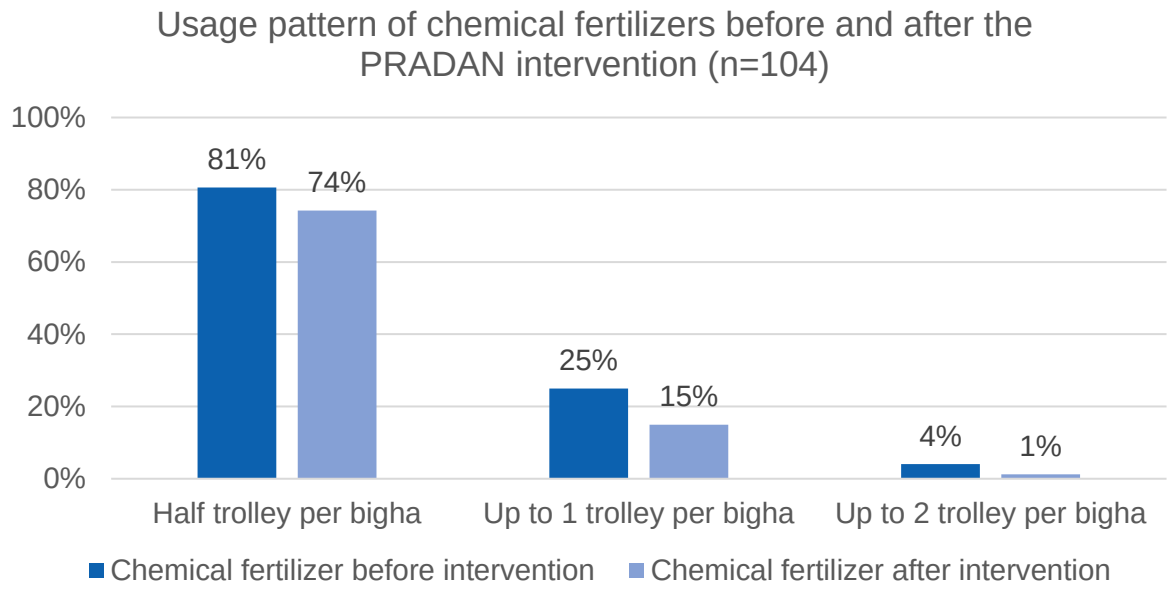
The above representation denotes the most favoured mixed-cropping pattern in a patch of land as reported by the beneficiaries. The major highlights were **Commercial crops (70%)**, **Vegetables (70%)**, **Castor (58%)** and **Fennel (54%)** as these crops had lower gestation and high-yield variety seeds helped in massively increasing the production numbers.

2.3.2. Soil and Water Management

Poshanwadi Model Implementation: The intervention promoted a nutrition-sensitive agriculture model with some of the interested households, integrating diverse crops and organic farming practices on a small patch (usually the backyard or area behind the kitchen), promoting soil health and efficient water use. Several fruit plantations (lemon, papaya, drumstick) along with vegetable cultivation using organic methods to enhance soil fertility and water retention, were also encouraged.

2.3.3. Market Linkages

Formation of Livelihood Entrepreneurs: The project developed over 30 livelihood entrepreneurs engaged in various agricultural and livestock-related enterprises, such as agriculture nurseries, livestock facilitation centres (LFCs), and milk collection centres.



Before the project, **81%** of farmers used up to half a trolley of chemical fertilisers per bigha, which decreased to **74%** after the intervention. Similarly, the percentage of farmers using up to one trolley per bigha dropped from **25%** to **15%**, and those using up to two trolleys per bigha decreased from **4%** to just **1%**.

This reduction can be attributed to the project's emphasis on promoting sustainable agricultural practices, including the use of organic fertilizers. The initiative focused on building the capacity of women farmers through training and exposure to organic farming,

"During my recent visit to Nitoda, I was impressed to see such advanced farming techniques being implemented, even in these remote areas, thanks to the persistent efforts of PRADAN and the horticulture department. The villagers are now actively involved in various initiatives like vermicomposting, the sanitary napkin unit, and livestock facilitation centres—activities that were unheard of just five years ago, despite the community's longstanding interest. There has been a noticeable increase in the productivity of crops like okra, tomato, brinjal, chillies, and cluster beans. What stood out the most was the villagers' eagerness to explore mixed-cropping and adopt new, improved farming practices, signalling their commitment to sustaining these efforts

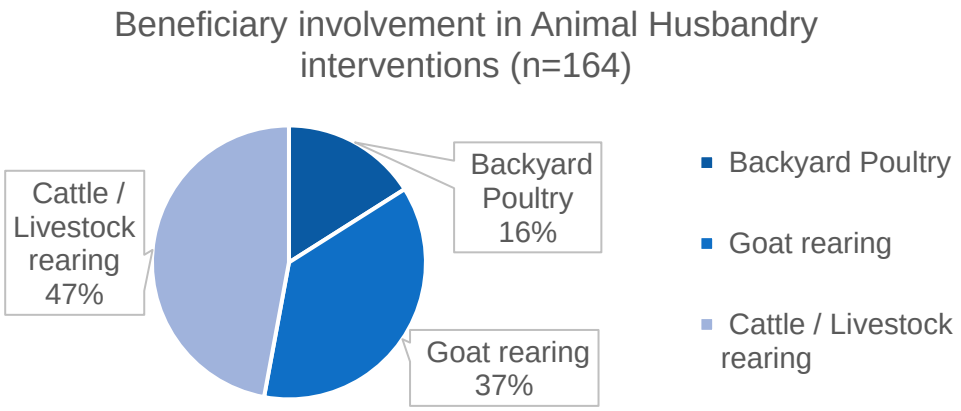
- Fateh Singh, AAO, Horticulture Department, Govt. of Rajasthan

2.4. Animal Husbandry

The animal husbandry interventions were also examined to assess the intensity of success of the livestock-based livelihoods across the Sirohi District. Field visits revealed that local farmers and women's self-help groups (SHGs) were actively engaged in training sessions on sustainable animal husbandry practices. These sessions covered key topics such as breed improvement, disease management, and fodder cultivation. It was noted that low-cost shed models for goat rearing and backyard poultry (BYP) were demonstrated and subsequently adopted by many households, significantly reducing livestock mortality rates.

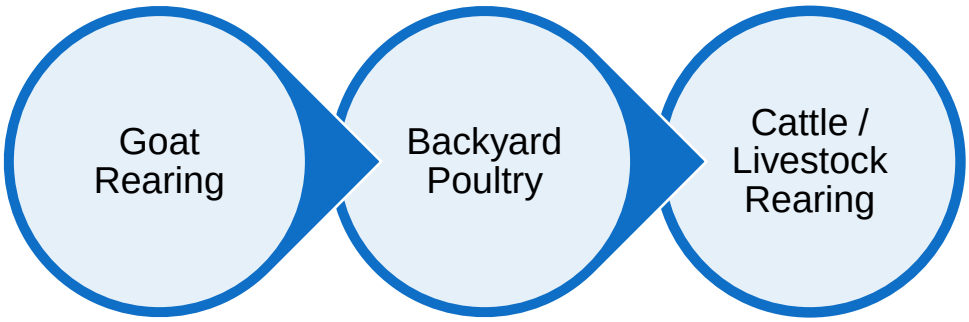
During interactions with dairy farmers, the team observed that women-led livelihood groups had received targeted training in dairy management. As a result, ten milk collection centres were set up, and operated by women entrepreneurs, ensuring better market linkages and fair pricing for milk. The team found that these interventions have not only improved livestock

management practices but have also made significant contributions to the food security and overall resilience of marginalised communities in the region.



A notable preference for animal rearing among the beneficiaries targeted the largest segment, **47%**, engaged in "**Cattle / Livestock rearing**". **37%** of the beneficiaries were involved in "**Goat rearing**", which shows how important it is as a feasible source of income. The survey findings reveal that interventions have greatly enhanced the beneficiaries' economic stability and self-sufficiency. The high involvement in cattle and goat rearing reflects the community's reliance on these activities for sustainable income, while backyard poultry provides additional support for household nutrition and income diversification.

The project focused on improving livestock management, specifically in goat rearing, backyard poultry (BYP), and dairy farming. The key insights of the same are highlighted below:



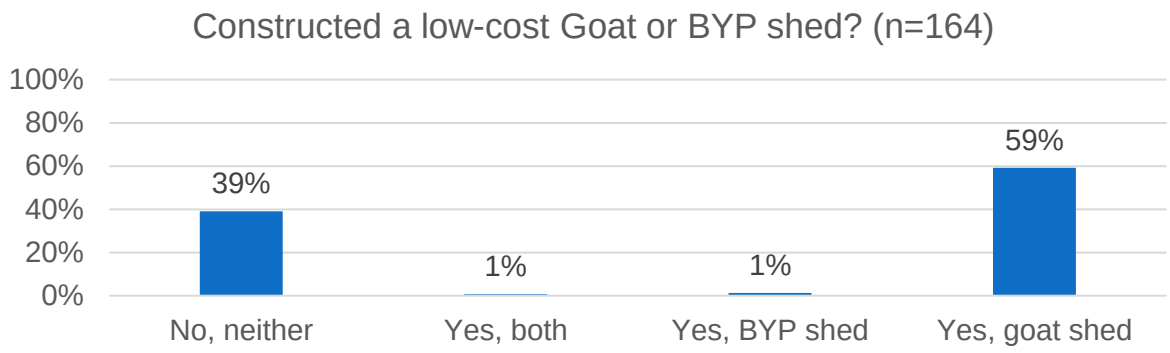
2.4.1. Goat Rearing

- **Capacity Building and Technical Support:**

Capacity-building sessions were organised for the goat-rearing community members through training sessions and exposure visits. These sessions included topics like shed management, fodder management, breed improvement, disease management, and market linkages.

- **Low-Cost Shed Demonstration:**

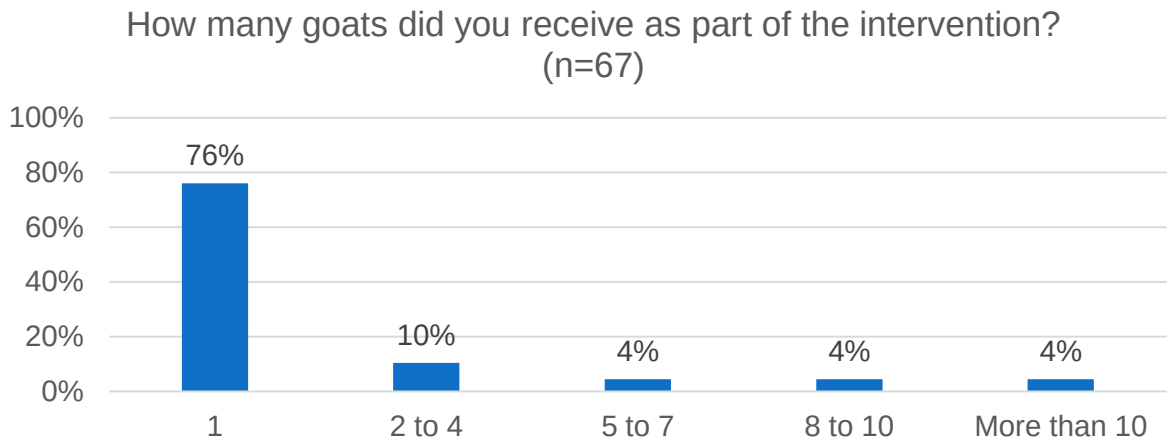
The project introduced low-cost shed models for goat rearing, costing Rs. 15,000 each. The construction cost was based on a shared model, with 40% of the cost supported by the project and the remaining 60% by the community.



*A vast proportion of beneficiaries involved in goat-rearing and BYP interventions, around **39%**, did not construct either a goat or BYP shed. This reluctance was primarily due to the initial funding required from the beneficiaries themselves. Additionally, leveraging funds with MGNREGA for some shed constructions proved challenging. However, **59%** of the respondents did mention the construction of low-cost "**goat shed**" rearing and stated their contentment with the same.*

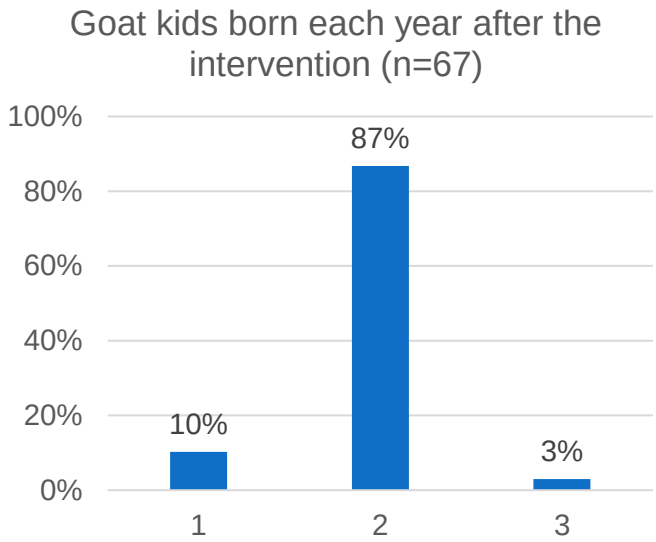
- **Improving Goat Breeds and Health:**

The project initiated buck induction to improve the quality of goat breeds. Quality Sirohi breeding bucks were introduced in the community. Periodic deworming and vaccinations were conducted with support from the Animal Husbandry Department to maintain herd health.



The data reveals that a significant majority, **76%** of the respondents, received at least one goat. This aligns with the project's focus on providing sustainable livelihood options to marginalized communities. The categories of '2 to 4' and '5 to 7' goats, representing **10%** and **4%** of respondents respectively, indicate that a smaller proportion of participants received multiple goats, which could be attributed to the project's strategy of targeted support based on individual household needs.

Also, **4%** of respondents receiving '8 to 10' or 'more than 10' goats, further emphasize the project's approach to equitable distribution and focused interventions to ensure maximum impact and sustainability for the beneficiaries.



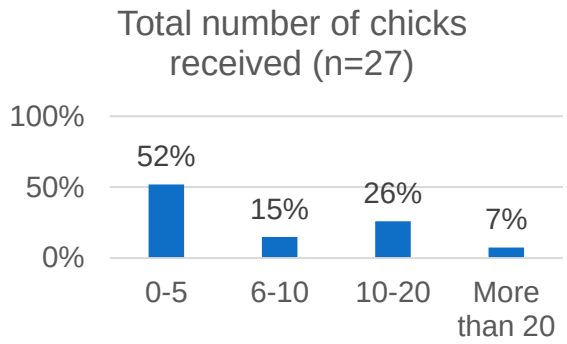
The intervention significantly impacted goat fertility rates as depicted in the graph that a majority of households (**87%**) reported that their female goats birthed an average of two kids each year. This substantial percentage suggests that the intervention effectively enhanced reproductive outcomes. In contrast, **10%** of households reported an average of one kid per year, and only **3%** reported three kids per year.

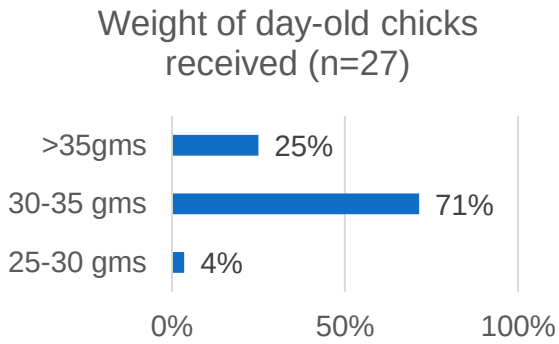
These figures indicate that while the intervention was broadly successful, there were variations in outcomes, possibly due to differences in household practices or goat health.

2.4.2. Backyard Poultry

- **Low-Cost Shed Demonstration:**

Similar to goat rearing, low-cost sheds were demonstrated for backyard poultry, costing Rs. 4,500 each. These sheds were laced with feeders and drinkers which was a much hygienic way of feeding.



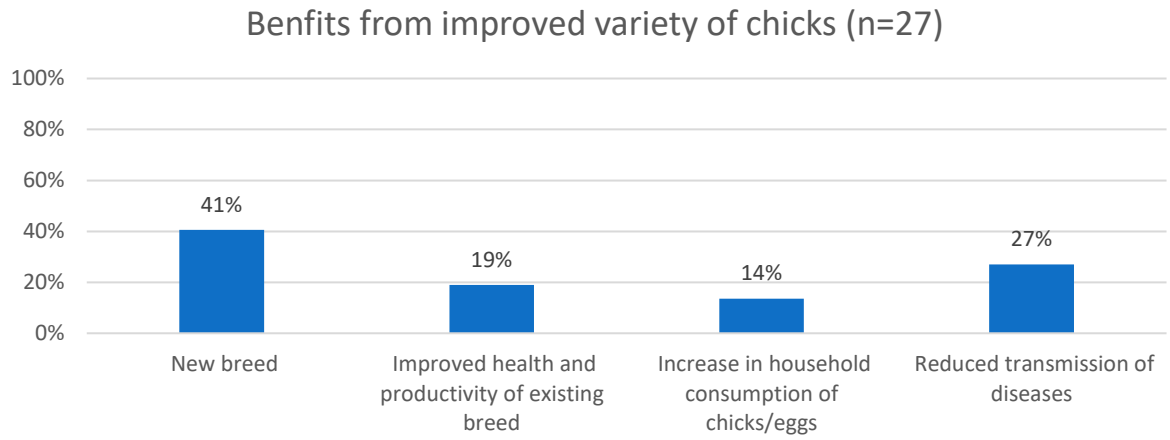


Over half of the surveyed participants (**52%**) received **0-5 chicks** as part of the intervention, demonstrating. A smaller proportion, **15%**, received **6-10 chicks**, while **26%** received between **10-20 chicks**. The interested families were handed chicks as per their experience and ability to manage the shed.

The majority of beneficiaries (**71%**) received day-old chicks weighing between **30-35 grams**, indicating a focus on distributing healthy and viable stock. Around **25%** received chicks weighing more than **35 grams**, while a small percentage (**4%**) received chicks in the **25-30 grams** range.

- **Breed Improvement:**

Improved breeds like Kadaknath and Ankleshwar chickens were introduced to enhance poultry productivity.



*The survey findings reveal that **41%** of respondents benefited from receiving a "**new breed**" of chicks, highlighting the intervention's role in enhancing poultry varieties. Additionally, **27%** "**observed reduced disease transmission**" while **19%** reported "**improved health and productivity of existing breeds**". A smaller segment, **14%,** also noted an "**increase in household consumption of chicks and eggs**".*

- **Health Care and Mortality Reduction:**

The project initiated timely de-worming and vaccination campaigns to reduce mortality rates and improve flock health.

2.4.3. Livestock Rearing

- **Capacity Building:**

The project provided comprehensive training to women farmers on dairy management. Topics such as feed management, shed management, breed improvement, disease management, and market linkage were covered in the training schedule.

- **Market Linkage and Dairy Development:**

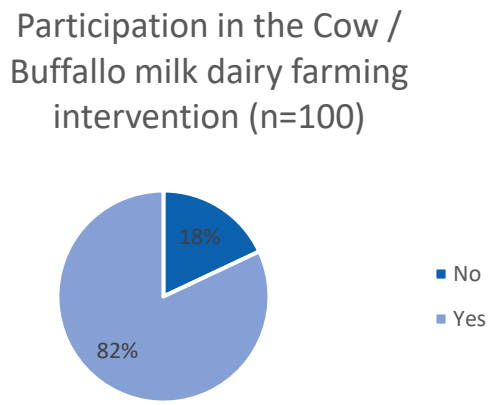
The project facilitated the establishment of 10 milk collection centres operated by women entrepreneurs. These centres ensured proper pricing of milk and provided a direct income stream to women farmers.

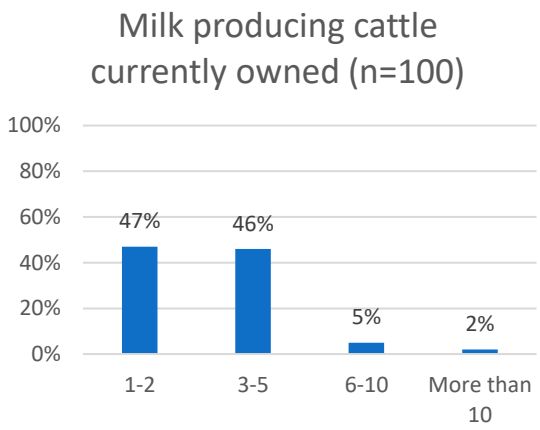
- **Breed Improvement and Health Care:**

Artificial insemination camps and veterinary services were organised with the help of the Animal Husbandry Department. These interventions aimed to improve the breed quality and health of dairy animals.

- **Income and Sustainability**

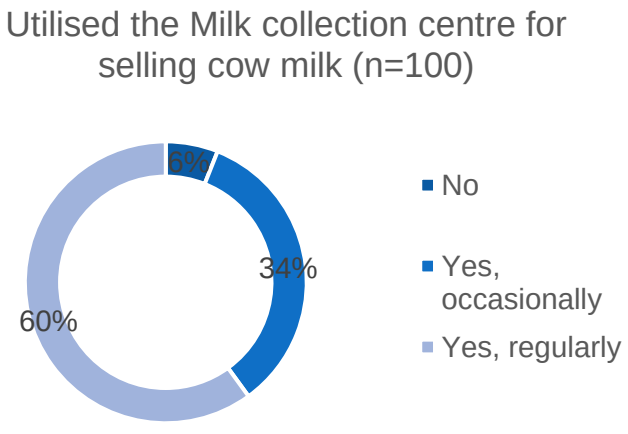
The project reported an increase in average household income from dairy activities. The involvement of women in these activities also led to improved access to financial resources and decision-making within households.





A majority of the target population had partaken in the intervention, suggesting the likeliness and appropriateness of the activities. **82%** of the surveyed respondents had participated in the dairy farming initiative of the project.

The next figure on the distribution of cattle among the respondents denotes that all the participants were cattle rearers having at least 1 milk-producing cattle at their sheds. **47%** own **1-2 cattle** and another **46%** own **3-5 cattle**, denoting that most participants have a small to moderate number of milk-producing cattle, which reflects the scale of dairy farming operations and the economic capacity of the beneficiaries.



Similarly, the findings on the awareness and utilisation of milk collection centres also denote the success of the intervention wherein a collective **94% of** the respondents said to have been using the collection centres. **60%** among them were **regular users** and **34%** said to have

been using the centres **occasionally**. The remaining **6%** that **did not utilise** the centre were mostly families using the milk for self-consumption or otherwise.

2.5. Entrepreneurship Development

The project facilitated extensive entrepreneurship development activities to help community members, particularly women, explore new income-generating opportunities. Participants received training in business management, market linkages, and financial literacy to help them develop essential entrepreneurial skills. The goal was to encourage a mindset shift from traditional livelihoods to diverse and sustainable business ventures, allowing participants to identify viable business opportunities and develop comprehensive business plans.

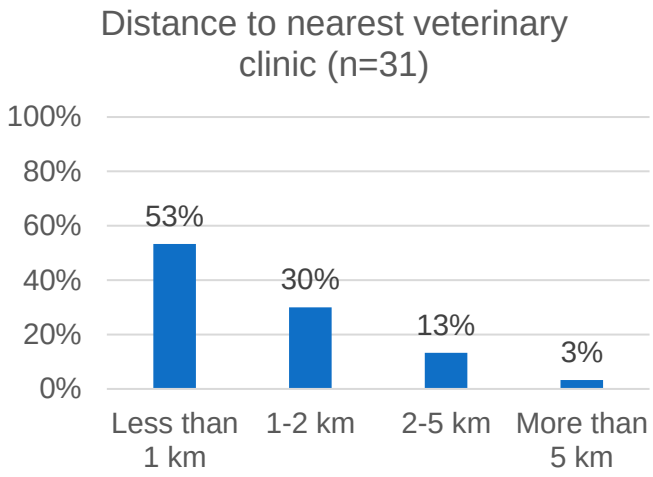
As a result, several community-led enterprises were established, including goat-rearing units, poultry farms, and dairy processing units. These businesses not only created jobs in the community but also established a strong support network for local entrepreneurs, promoting economic resilience and sustainability.

The various enterprises developed during the intervention have been depicted below:

2.5.1. Livestock Facilitation Centres (LFCs):

A Livestock Facilitation Centre was established at Nitoda village to provide services like breeding, health care, and breed improvement for goats. The LFC served around 1,500 families in nearby villages, providing services such as deworming, vaccination, and primary health care for livestock.

A significant majority, **53%**, reported having a clinic **within 1 km** of their residence. This accessibility was crucial for ensuring timely veterinary care and livestock management. About **30%** of respondents had to travel between **1-2 km** to access veterinary services. Only **13%** of the respondents were located **2-5 km** away, and a minimal **3%** needed to travel more than **5 km** to reach a veterinary clinic. This depicts enhanced accessibility to veterinary services for most of the beneficiaries



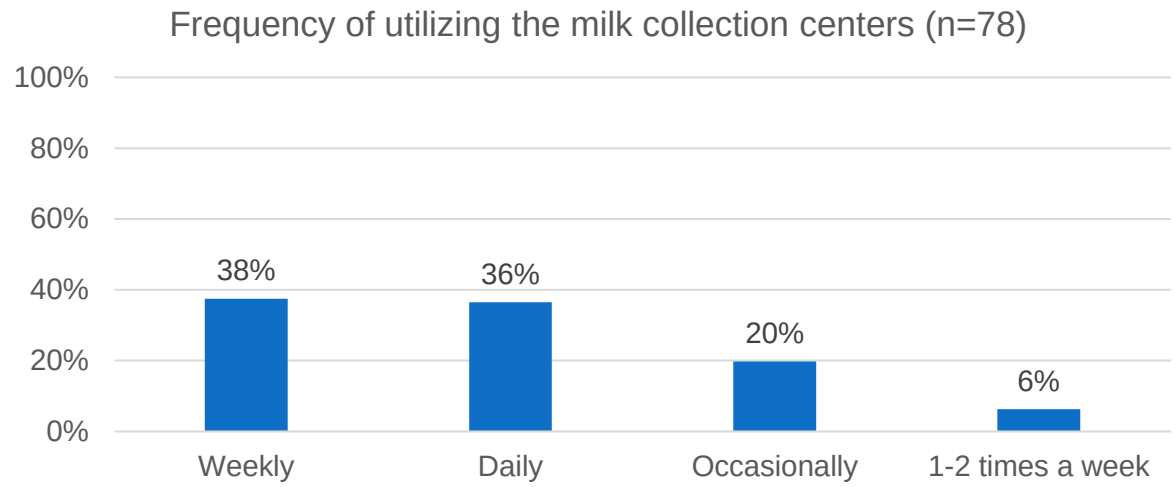
2.5.2. Agri-Nursery

Seven Agri-nursery entrepreneurs were developed, focusing on producing quality saplings and seedlings to support local agricultural activities. Entrepreneurs received training in nursery management, including seed treatment, soil preparation, and pest management. These nurseries play a critical role in providing quality planting material to farmers and promoting sustainable agricultural practices.

2.5.3. Milk Collection Centres

Ten milk collection centres were established in various villages, operated by women entrepreneurs. These centres ensure proper market linkages for local dairy farmers, providing fair pricing and timely payments. These milk collection centres empowered women by enabling them to manage dairy operations independently, with the income from milk sales being directly

deposited into their bank accounts.

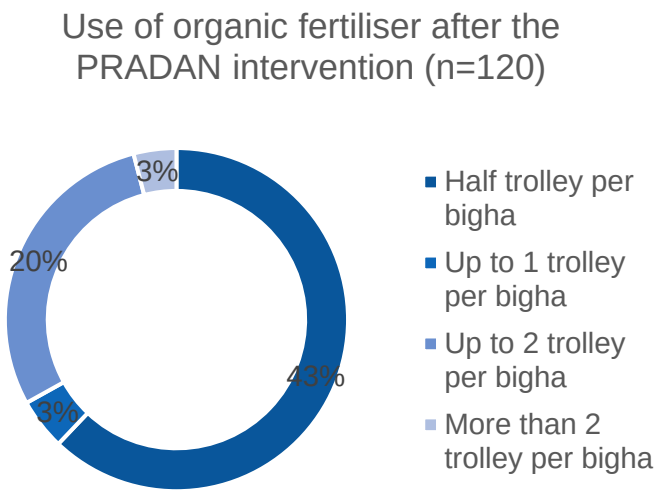


A substantial portion of the community, 38%, utilizes the centres on a weekly basis, while 36% of the members visit daily, underscoring the centres' importance in providing a reliable market linkage and ensuring fair pricing for the farmers' milk. Additionally, 20% of the respondents use the centres occasionally, and 6% visit 1-2 times a week, reflecting the varying levels of dependency on these facilities.

The establishment of these centres has significantly impacted the local dairy farming practices. The project's focus on capacity building and market linkage has evidently facilitated better access to dairy markets, contributing to enhanced income and economic stability for the participating households.

2.5.4. Jeevamrut Factory

The project provided training and support to local entrepreneurs to set up organic fertiliser (Jeevamrut) factories, focusing on the production process, quality control, and market linkages for the products. Five Jeevamrut factories were established to produce organic pesticides, which are essential for promoting organic farming practices in the project area.



The project baseline report mentions that the usage of organic fertilizers before the intervention was significantly lower, with many farmers relying heavily on chemical fertilizers. After Pradan's intervention, there was a notable shift towards organic practices. The largest segment, representing **43%** of farmers, reported using half a trolley of organic fertiliser per bigha. This indicates a substantial adoption of organic methods, likely due to increased awareness and training provided.

Although, setting up of the 'Jeevamrut Factory' has popularized the usage of organic fertilisers, the distribution of the usage depicted in the graph above is a representation of the sizes of farmland available to cultivate for the households.

2.5.5. Sanitary Napkin Unit

A sanitary napkin production unit was established, involving 30 women who were trained in machine operations, packaging, and marketing. The unit produces 1,000–1,500 pads daily, providing affordable sanitary products to the community. The initiative not only provides a source of income for the women involved but also addresses menstrual health issues in marginalised communities by making affordable sanitary products accessible.

Chapter : 3

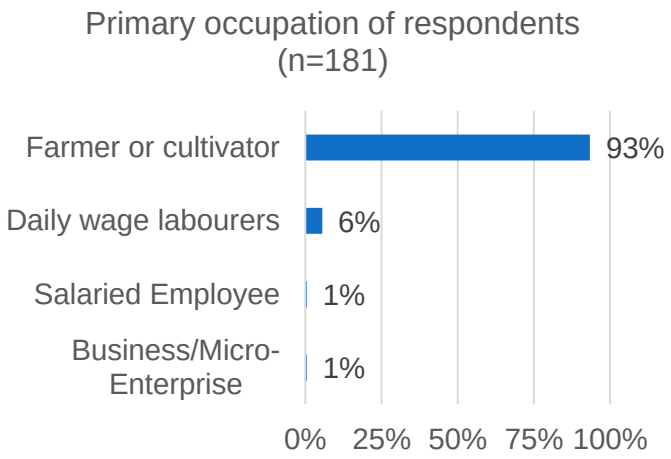
Impact Findings

Chapter 3: Impact Findings

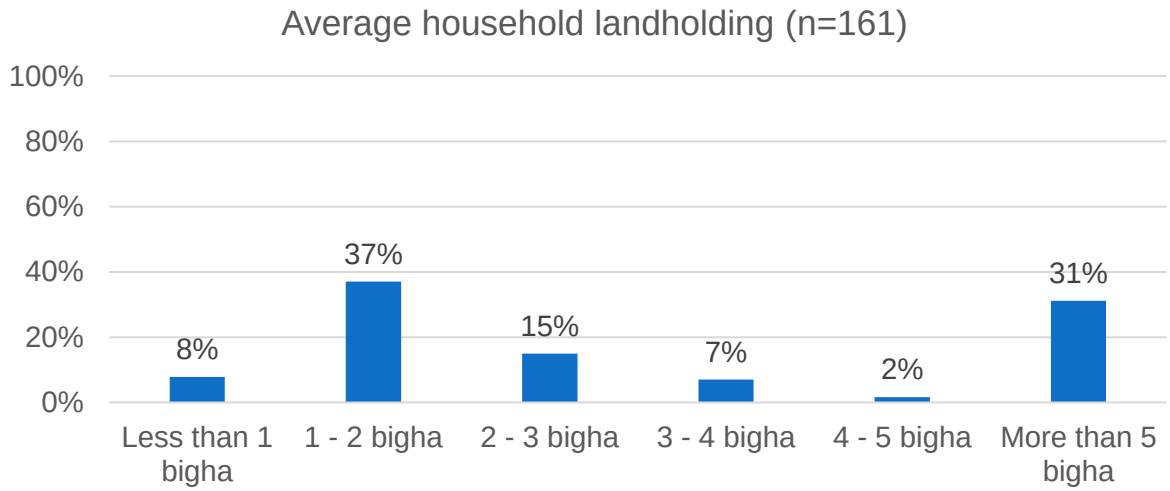
The following chapter attempts to capture the range of impact caused by the interventions of the project on the targeted beneficiaries and the extent of sustainability determined. The findings are derived from beneficiary feedback, discussions with key stakeholders, and analysis of secondary research data, providing a thorough understanding of the programme's effectiveness in addressing the needs of vulnerable populations. The study is based on the IRECSS framework, where we have tried to analyse the impact in the aspects of **Inclusiveness**, **Relevance**, **Expectation**, **Convergence**, **Service Delivery**, and **Sustainability**.

3.1. Inclusiveness

A vast majority, **93%**, reported their primary occupation as **Farmers or cultivators**. This is significantly higher compared to other occupations, highlighting the lack of opportunities and diversification of livelihoods in the area. While **6%** identified as **daily wage labourers**, some households did not own any land of their own. However, about **1%** each reported themselves as either **salaried employees** or reported being involved in **business or micro-enterprises**."

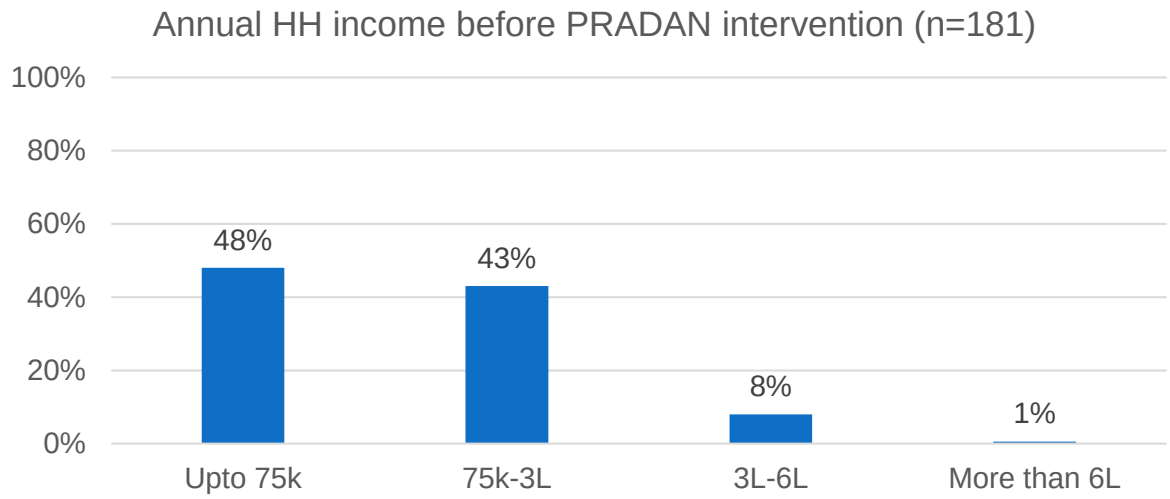


In terms of average landholding pattern, **37%** of households possess land between **1 to 2 bigha**, making it the most common landholding size while **31%** of households own **more than 5 bigha**, indicating a significant portion with larger landholdings. But as identified from the demographic composition, a majority of the families have more than 6 members in their households meaning a greater number of mouths to feed for the bread earners of the family. Smaller landholdings are less prevalent, with **8%** of households having **less than 1 bigha** and **2%** owning between **4 to 5 bigha**.



The issue here is that those who do own land often rely on traditional agricultural practices, which contribute to subsistence-level outputs and high livestock mortality. Also, a majority of the population in these blocks belongs to Scheduled Tribes (ST), Scheduled Castes (SC), and

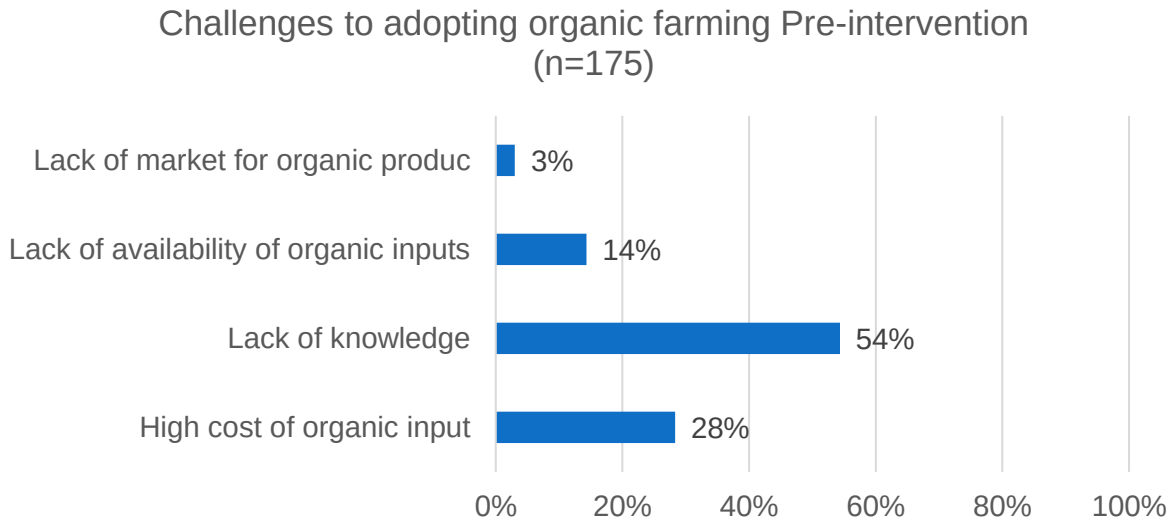
poor Other Backward Classes (OBCs), who are extremely vulnerable due to low farm productivity and landlessness.



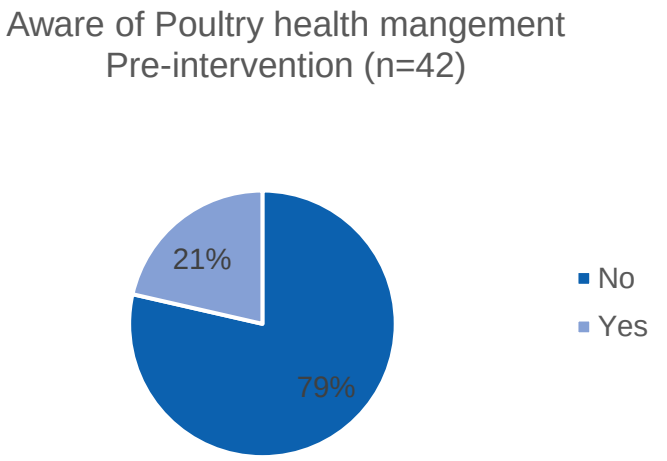
The data reveals that a significant portion of households, **48%**, had an annual income of up to **₹75,000**. Another **43%** of households earned between **₹75,000** and **₹300,000** highlighting the fact that the economic challenges faced by the majority of households, with **91%** earning less than **₹300,000** per year, underscoring the need for PRADAN's livelihood enhancement initiatives.

The field survey findings further highlight the need for a targeted livelihood intervention in the area. When interviewed regarding the various material and immaterial benefits received out of the intervention, the participants had a variety of reasons for the same with the most prominent ones being Physical and Material wellbeing.

3.2. Relevance

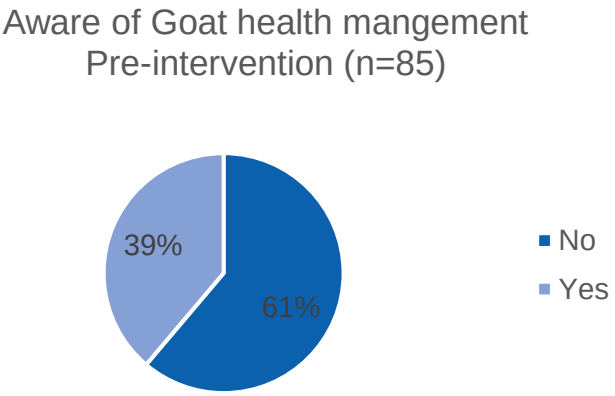


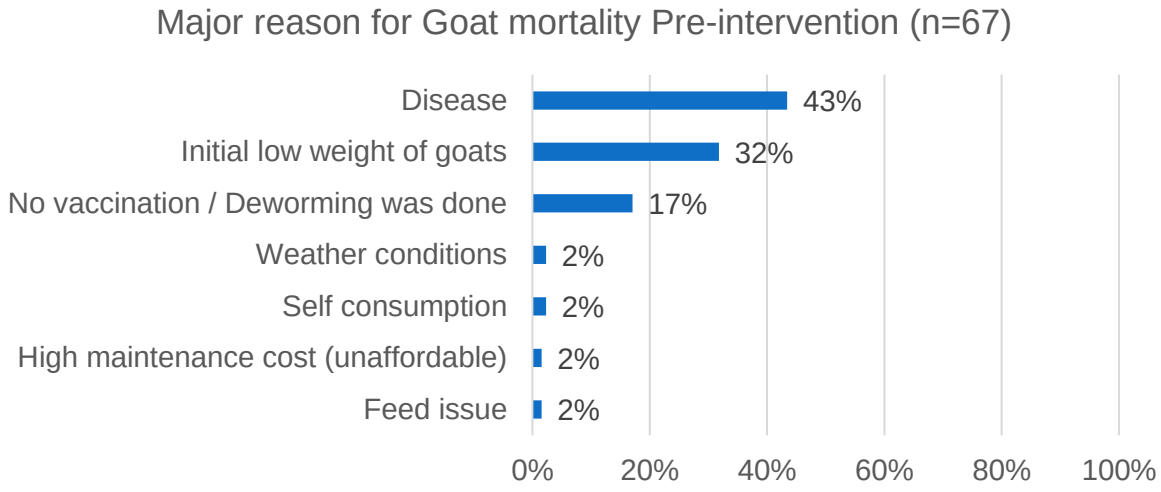
Adoption of organic farming practices faced several barriers, with **lack of knowledge** being the most prominent, affecting **54%** of the respondents. **The high cost of organic inputs** was another major challenge (**28%**), followed by **limited availabilit**y (**14%**). Only **3%** cited **lack of market access** as a concern, indicating a need for more focused training and resource provision to support organic farming.



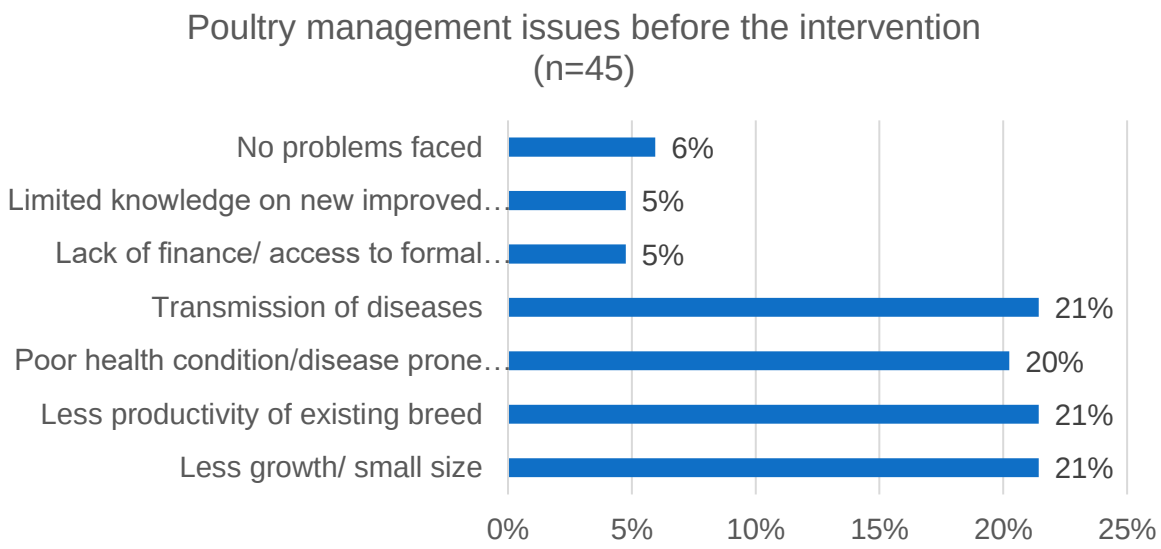
Before the intervention, a significant majority of the surveyed individuals (**79%**) were **not aware** of poultry health management practices. Only **21%** of the respondents **had some awareness** regarding these practices. This highlights the critical need for educational and training programmes to improve poultry health management knowledge.

Similarly, **61%** of the respondents were **unaware** of goat health management practices, while **39%** had **some awareness** regarding the same. This portrays the existence of a substantial gap in knowledge that the intervention aimed to address, emphasising the importance of targeted training and support to enhance goat health management awareness in the community.



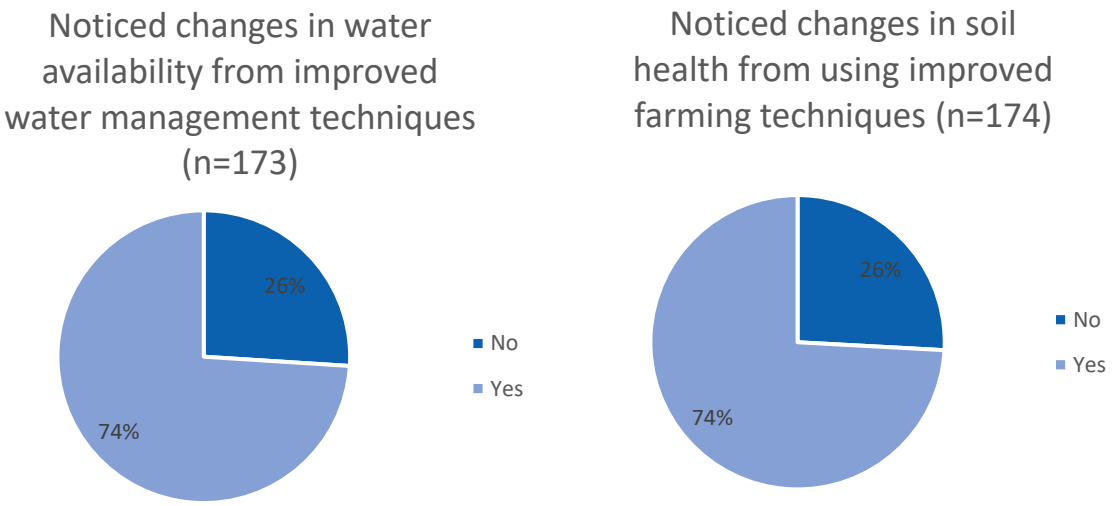


43% of respondents said that **diseases** were the main cause of goat mortality. Of the goats that died, **32%** were the result of their **initial low weight**, and **17%** were the result of **insufficient deworming and vaccination**. Minor contributors included high maintenance costs, weather, and feed problems; these underscore the significance of veterinary care and animal health management.



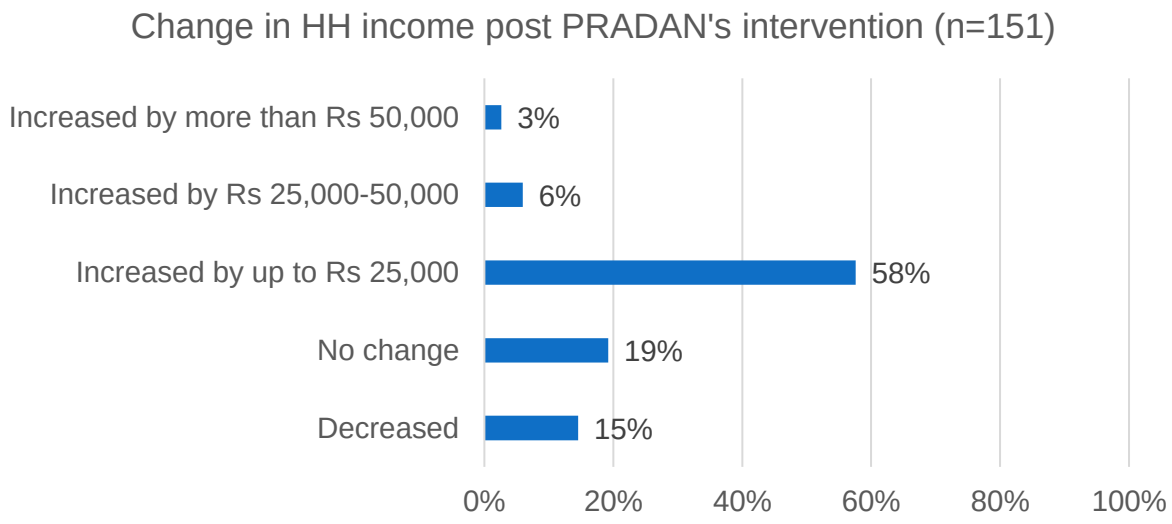
According to the survey results, participants found managing poultry to be a major challenge before the intervention. **41%** of the respondents said their existing breeds died as they were either **prone to diseases** or that the current breeds' health conditions were poor. Productivity was also diminished as reported by **21%** of the respondents. Targeted efforts at improving the community's poultry health and productivity were required to address these problems.

3.3. Expectations



A significant majority of respondents, **74%**, noticed **positive changes** in both soil and water availability from the intervention. The project promoted regenerative farming practices, which included bio-seed treatment, organic pest management, and intercropping with pulses. These practices enhanced soil fertility and reduced dependency on chemical inputs.

Also, efficient water management techniques were introduced, such as in-situ and ex-situ water conservation methods. This included the promotion of water-efficient crops, which improved water retention and availability for agricultural use.

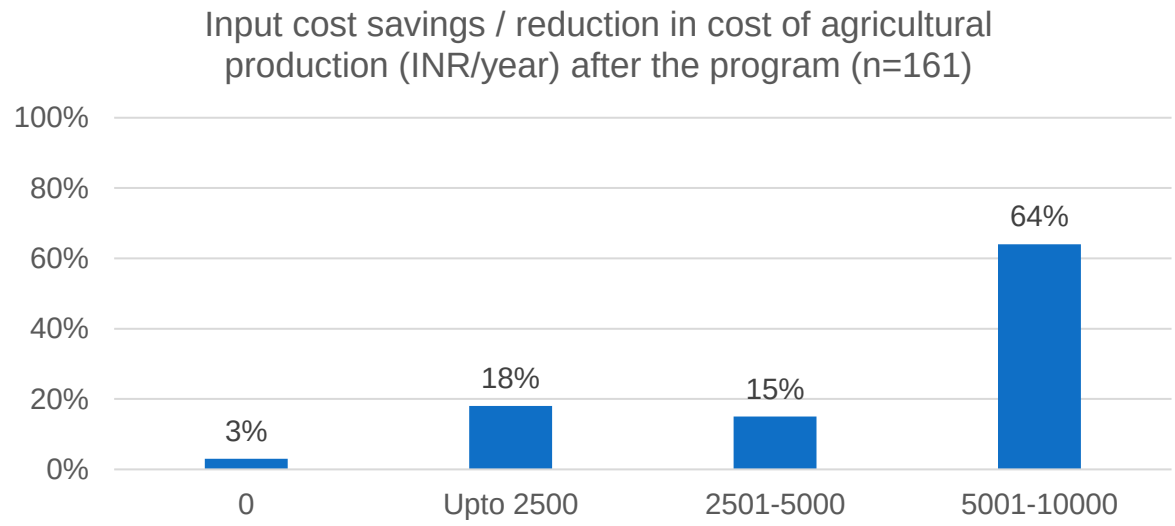


Specific and targeted initiatives in sustainable agriculture and animal husbandry have significantly impacted the community. The majority of households, **58%**, reported an increase in income by up to Rs 25,000, while **6%** saw an increase between Rs 25,000 and Rs 50,000, and **3%** experienced an increase of more than Rs 50,000.

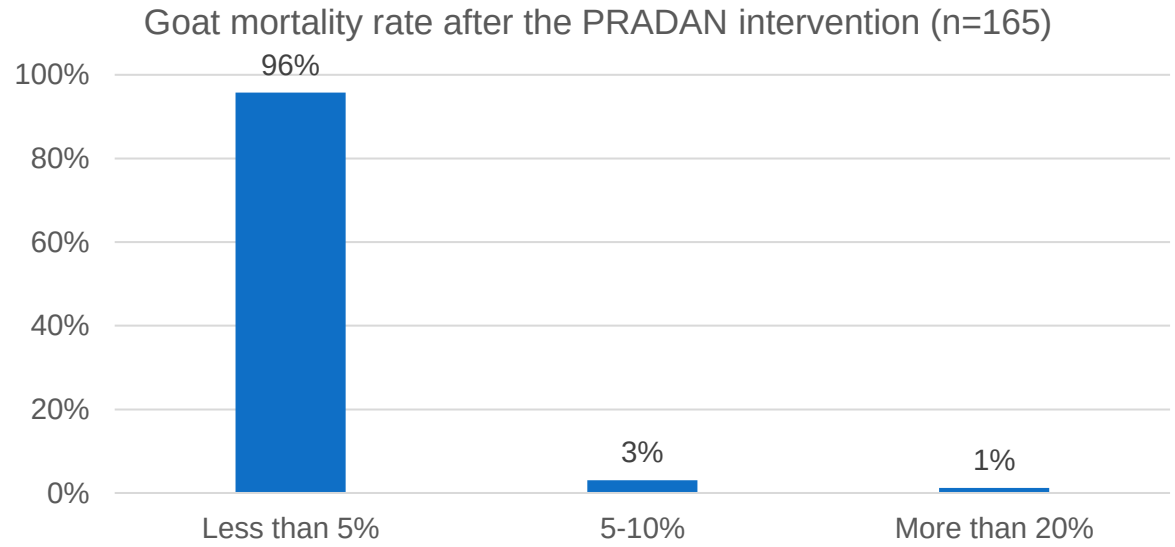
However, **19%** of respondents reported no change, and **15%** indicated a decrease in income. These households were either sceptical about disclosing their actual income or could only successfully manage one of the newly introduced interventions. Additionally, some

beneficiaries who started mushroom cultivation faced challenges due to a lack of awareness and market linkages, which hindered their ability to sustain this new venture.

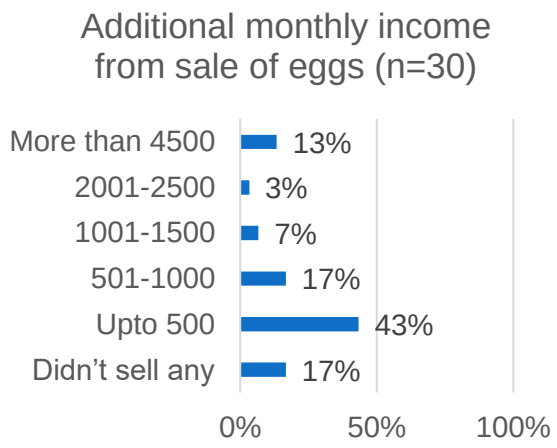
Overall Pradan's initiatives in sustainable agriculture and animal husbandry have significantly impacted the community.

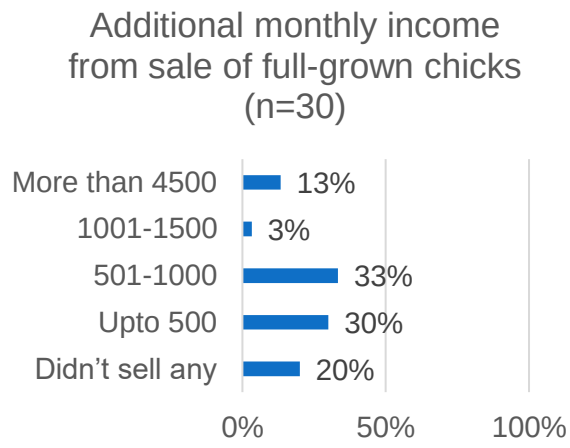


The project helped in bringing down the input cost of agricultural supplies and inputs in the field. For a majority of the respondents, **64%**, input cost savings worth **Rs. 5,000** to **Rs. 10,000** was easily achievable. **18%** of the respondents reported savings up to **Rs. 2,500** while another **15%** reported savings in the range of **Rs. 2,500** to **Rs. 5,000**. This indicates that the majority of participants experienced substantial input cost savings in agriculture, highlighting the programme's positive impact on reducing agricultural production costs.



The project implemented several interventions to reduce animal mortality rates and the spread of diseases among goats and livestock. The data on the change in goat mortality rate after the PRADAN intervention paints a clear picture with **96%** of the respondents stating Goat mortality rates reduced to **less than 5%** post-intervention. As learnt from the baseline report, the Goat mortality rate before the intervention was as high as **13% to 15%**.





The project documents talk about the involvement of beneficiaries in Backyard Poultry (BYP) intervention and earning some additional income per month from the same. The data represented in the above graphs aligns with the findings on average income generated from Backyard Poultry (BYP) activities. Most individuals generate lower amounts of additional income, **up to Rs. 500** per month, with fewer reaching higher earnings brackets. This indicates that while BYP can provide supplementary income, the majority of participants earn modest amounts. On the calculation of weighted averages, both activities combined generated an additional **Rs. 1,800** to **Rs. 2,000 monthly** for the surveyed households.

3.4. Convergence

The project demonstrates various successful convergences with partner NGOs, government departments, and other stakeholders throughout the span of the intervention. These efforts effectively leveraged resources from multiple stakeholders, enhancing the impact and sustainability of the interventions. The integration of government schemes, capacity building, and institutional linkages with PRIs and financial institutions established a robust support system for the targeted communities.

As per the secondary research of project documents such as M&E, activity and closure reports, following convergences were established during the project period:

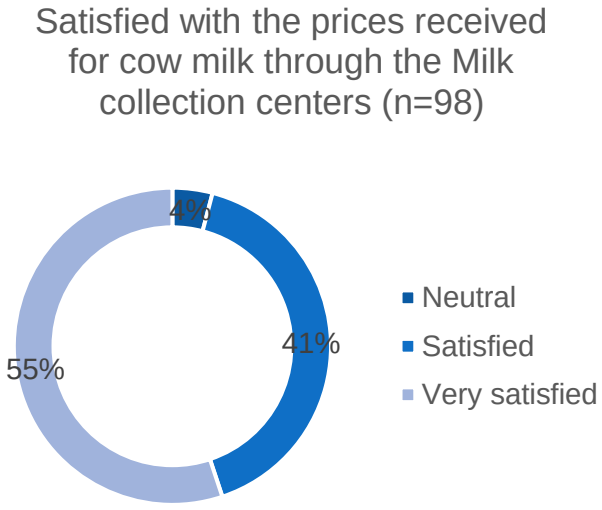
- **676 cattle sheds**, **387 BYP sheds** and land development works were done through convergence under **MGNREGA**
- A total **721 exposure visits** for farmers (to production clusters and market)
- A total of **772 SHGs** were linked with Banks and mobilized **₹1251 lakh** for livelihood working capital

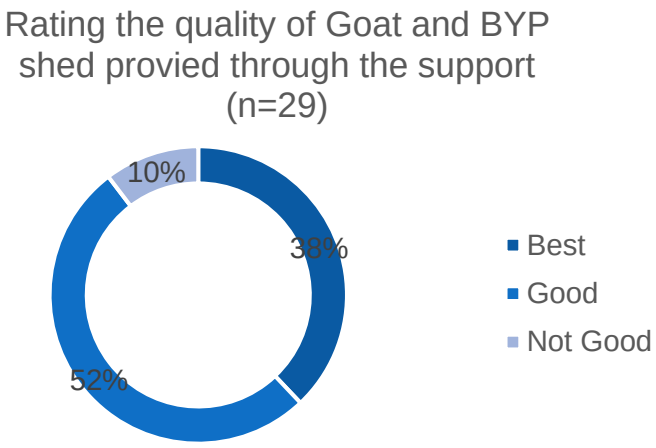
This collaborative approach not only met project goals but also laid a strong foundation for continued development beyond the project timeline. Below mentioned are the instances of convergence with diverse stakeholders.

- Collaborations with 3 local government departments of MGNREGA, Animal husbandry and Agriculture
- Partnerships with CAZRI Jodhpur, MPIT, Dantewada University, KVKs and Asha Mahila Milk Producer Company were established for technical support
- The project also facilitated linkages of SHGs with Banks to mobilize funds and promote financial inclsuion

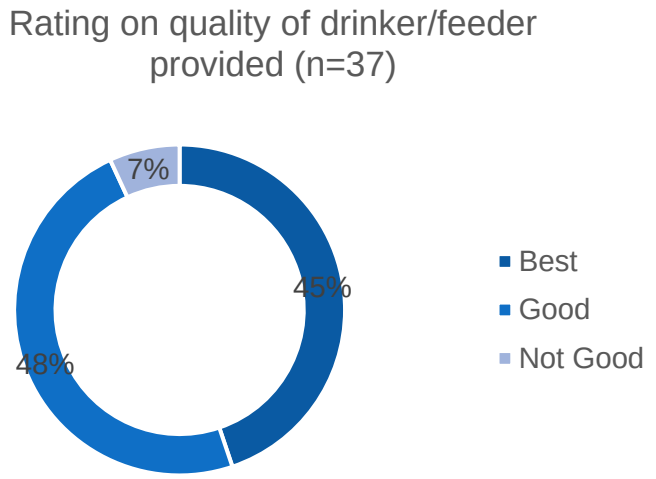
3.5. Service Delivery

In terms of satisfaction from prices received for milk, **55%** were **very satisfied**, **41%** were **satisfied**, and 4% were **neutral** about the milk prices. The high level of satisfaction (**96%** being **satisfied** or **very satisfied**) with the establishment of 'Milk Collection Centres' indicates that the pricing strategies implemented by the project have been well-received by the stakeholders. This is an indication that when stakeholders feel fairly compensated, they are more likely to continue their participation and support for the improved practices, which is essential for its long-term viability.

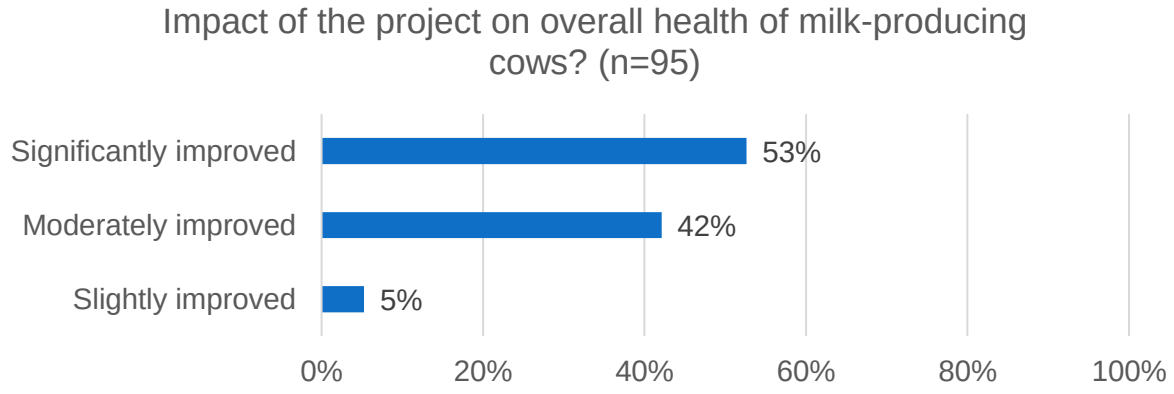




Almost all of the beneficiaries who have had support for shed construction reported that they were very happy with the overall quality and functionality of the sheds provided or established. A significant **90%** were satisfied with the quality of the sheds provided, where **52%** stated the sheds as **Good** in quality while **38%** reported it to be the best quality sheds.

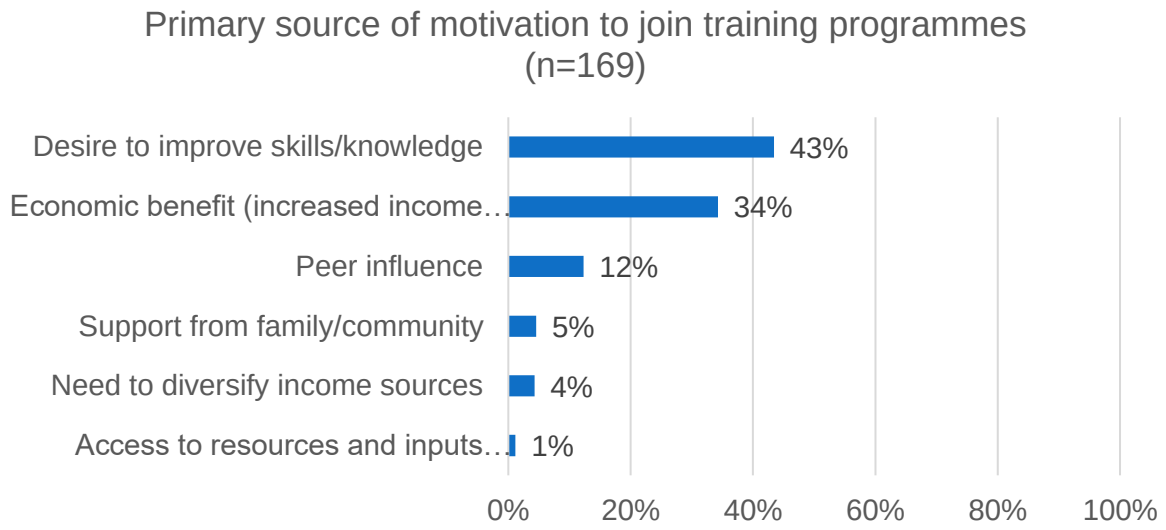


Ratings on the quality of the drinker/feeder provided for the BYP support also revealed similar insights to share. As many as **45%** reported the sheds as the **Best** quality while **48%** reported the **Good** quality drinker/feeder provided by the support. The remaining **7%** had stated the help was **Not Good** because they encountered issues with their sheds or were reluctant to have one.



Targeted interventions such as regular veterinary check-ups to prevent and treat diseases, vaccination programmes to protect against common livestock illnesses, and nutritional management including the provision of balanced diets significantly improved livestock health and productivity. A majority, **53%**, of respondents reported that the health of the cows had **significantly improved** and **42%** noted moderate improvements. There were no reports of improvement. This data indicates a positive outcome from the project, with the majority of respondents seeing significant or moderate improvements in livestock health

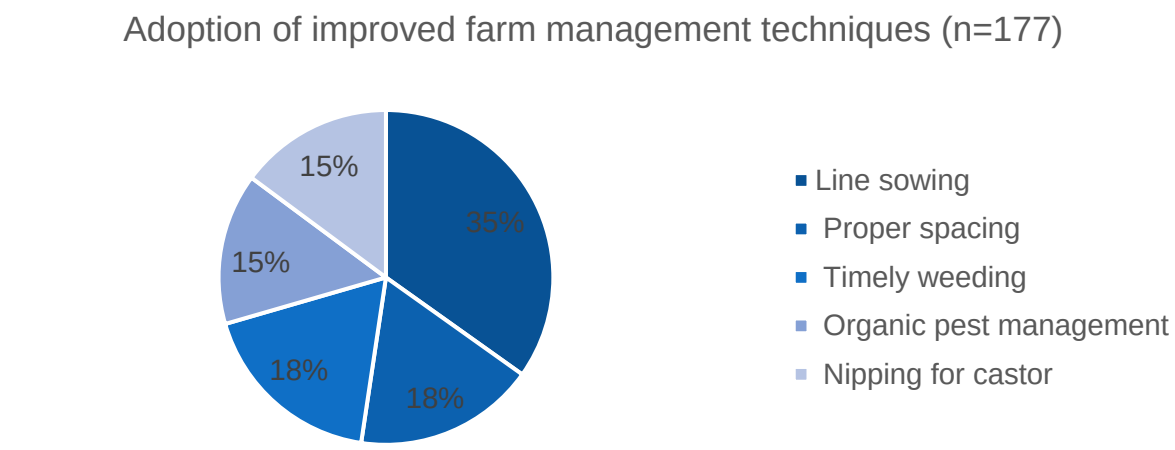
3.6. Sustainability



The above representation highlights the key factors driving individuals to participate in various capacity-building training programmes throughout the project duration. The highest motivation, **43%**, was observed for the **desire to improve skills/knowledge**, followed by **economic benefit** at **34%**. These motivations are intrinsic and suggest a strong foundation for the project's sustainability beyond its closure. When participants are driven by personal growth and economic self-improvement, they are more likely to remain engaged and continue applying what they have learned, ensuring long-term benefits.

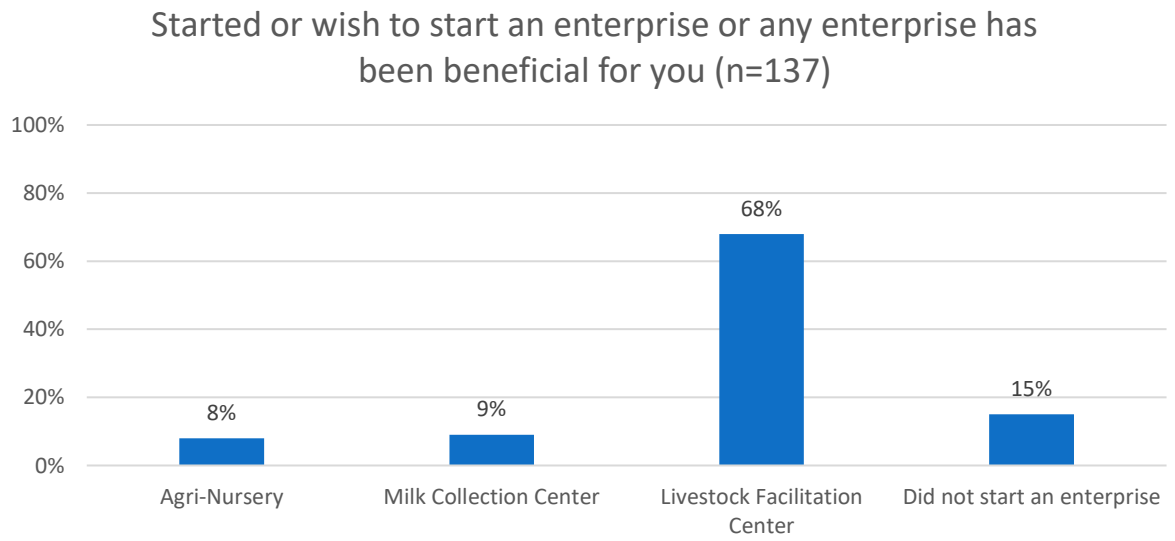
"For our village, PRADAN's livelihood intervention has been a game-changer. Earlier, most families faced hardships due to their lack of knowledge and awareness regarding modern farming methods. Our cattle produced little and were frequently sick. But over the past five years, things have transformed for the better. These days, I manage my Agri-Nursery where I raise tomato, brinjal, and chilli saplings. I also operate a Jeevamrut factory where I make organic pesticides. Being a part of this positive change in our community has been tremendously empowering."

- *Ramesh Kumar, Community Cadre, Siyava*



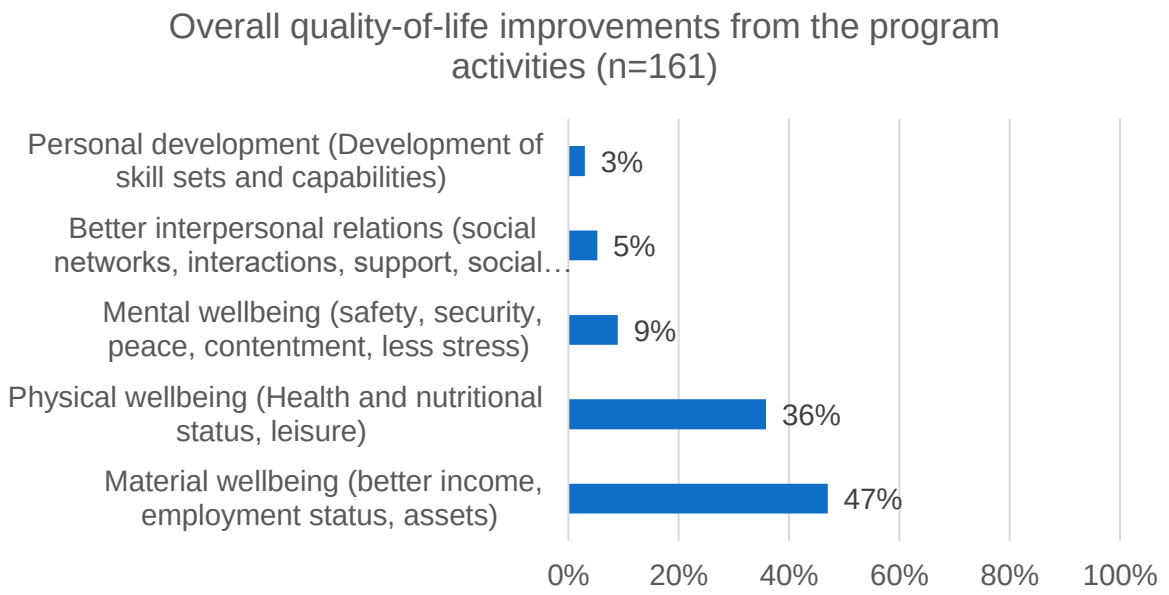
The most widely adopted farm management practice was **Line sowing** at **35%**, which optimises seed usage and enhances crop yields by ensuring seeds are planted in straight lines. **Proper spacing** and **Timely weeding**, each at **18%**, help reduce plant competition and control weed growth, promoting healthier crops and better soil conservation. **Organic pest management** (**15%**) indicates a shift towards environmentally friendly pest control methods, and lastly, **nipping for castor** (**15%**) involves targeted pruning to improve yield or quality.

The diverse adoption of these techniques suggests a robust approach to sustainable farming, enhancing resilience and minimising environmental impact over time. As learnt from the qualitative surveys with secondary stakeholders, there are continuous visits organised by the state's agriculture and horticulture departments for inspection and support to the various farmer communities.



The graph illustrates the impact of different enterprises established under the project, highlighting their perceived benefits among beneficiaries. The **Livestock Facilitation Centre** stands out with a significant **68%** of respondents finding it beneficial, indicating its strong potential for sustainability beyond the project's implementation phase. These centres provide regular vaccinations, de-worming, dietary supplements and other necessary aids to the community, thereby incredibly bringing down mortality rates and improving the health of livestock in the community. This high percentage suggests that such centres provide essential ongoing support and resources, which are crucial for the long-term success of livelihood-based interventions.

The program has driven sustainable improvements in quality of life, with **47%** of participants noting enhanced material well-being through higher income and stable employment, resulting from sustainable agriculture and new income-generating units like dairy farming and sanitary napkin production. Improved physical well-being for **36%** of respondents reflects positive health and nutrition impacts from initiatives like nutrition gardens, which promote food security.



Additionally, mental well-being (**9%**) and interpersonal relations (**5%**) show strengthened community ties and reduced stress, thanks to cohesive SHGs and VOs. For **3%** of participants, personal development focuses on agricultural and entrepreneurial skills, laying the groundwork for long-term sustainability and resilience.

3.7. Impact Stories

Case Story 1

"The project initiatives have brought tremendous benefits to our community, especially in building our capacities around managing institutions, animal husbandry, and sustainable agriculture. The trainings empowered us, rural women, and improved our ability to make informed decisions. My family used to struggle, but after PRADAN's intervention, our income increased significantly through improved castor and fennel production and better cattle milk-rearing practices. The skills and confidence I gained not only helped my household but also led to my selection as a ward panch, thanks to the strong connections I built with the women in our community."

- *Menka Bai, Ward Panch, Nitoda GP*

Case Story 2

"A few years ago, our village faced a severe cattle disease outbreak that drastically reduced the fertility and life expectancy of our livestock. At the same time, our agricultural fields suffered from low productivity and frequent crop failures. However, PRADAN's intervention has been a turning point for us. Strengthening the SHGs and establishing financial linkages with banks enabled us to access funds for important needs like marriages, purchasing animals, and acquiring farming equipment. Today, we also benefit from the milk collection centres, where we sell buffalo milk at ₹50 per litre, providing a steady income and helping our community regain its footing."

- *SHG members, Aaval village*

Case Story 3

"I have been running a dairy collection and transportation business in the village for the past 10 years, but it wasn't until PRADAN's intervention five years ago that my business truly began to thrive. The project provided me with the opportunity to develop my skills as a livestock consultant, or pashu mitra, by facilitating the necessary training and certification. Now, I not only manage my dairy business but also offer deworming vaccination, and treatment services for livestock. Through these combined activities, I earn ₹8,000 to ₹10,000 per month, which has significantly improved my household income and overall livelihood."

- *Velsingh Kumar, Community Cadre, Wasda Village*

Chapter : 4

Recommendations

Chapter 4: Recommendations

- **Seed Sourcing and Mixed Cropping**

Currently, gourd, tomato, brinjal, and okra seeds are sourced from Palampur in Gujarat. To reduce seed procurement costs, these crops could be grown in-house at Agri-nurseries. Additionally, promoting mixed-cropping techniques within the community would further enhance income generation and increase crop diversity.

- **Groundnut Processing for Value Addition**

While the project has successfully promoted groundnut production, the sale of raw groundnuts is not yielding optimal prices. Establishing a groundnut processing centre for oil extraction would add significant value to the crop. Given the market demand for groundnut oil, a well-developed supply chain could easily be established to enhance profitability for farmers.

- **Sustainable Agriculture: Training and Mechanisation**

Some community members have reported difficulty in retaining knowledge of sustainable agriculture practices such as line-sowing, timely de-weeding, and castor nipping. To address this, regular retraining sessions should be organised. Further, introducing mechanisation tools and techniques like drip irrigation would greatly enhance productivity and sustainability in local farming practices.

- **Diversifying Production at the Sanitary Napkin Unit**

Sales at the sanitary napkin production unit fluctuate, sometimes leading to intentional slowdowns in production due to reduced demand. To optimise these periods, the unit could diversify its production by manufacturing other fabric-based products such as reusable shopping bags, which would keep operations running and create additional income streams.

- **Expanding Income-Generating Skills for SHG Women**

Several SHG women have expressed a strong interest in learning additional skills to further diversify their income. They have specifically requested training in stitching, garland-making, and pickle production. Providing infrastructure and resources to support these initiatives would empower women and further strengthen household incomes.

- **Improving Goat Breeding for Better Market Returns**

Goat-rearing beneficiaries indicated dissatisfaction with the Sirohi breed provided through the project, citing low milk production, which limits profitability. The respondents highlighted breeds such as the Osmani as being more productive and better suited to their needs. Future interventions should focus on providing access to these superior breeds to improve income from goat-rearing.

- **Natural Resource Management in the Next Phase**

Groundwater depletion is a growing concern in the project area, exacerbated by changing climatic conditions. The next phase of the intervention should focus on Natural Resource Management (NRM), with particular attention on water conservation strategies such as ridge-to-valley treatments. This would ensure more sustainable agricultural practices and enhance resilience to climate change impacts.

Chapter : 5

Benchmarking

Chapter 5: Benchmarking

Project Name	Geography	Types of Programmes	Impact	Links
Lakhpati Kisan: Smart Villages by Tata Trusts	Gujarat, Maharashtra, Odisha, and Jharkhand.	Agriculture, livestock development, and other livelihood sources like the Lac and Tussar production.	• Reached 101,000+ households across 4 states • Average household income increased from ₹40,000 to ₹120,000 per annum • 70% of targeted households achieved annual income of ₹120,000+	Transforming Tribal Households By Empowering Women-led FPOs (cropin.com)
Swabhimaan by SBI Life Insurance	PAN India	Skill development, women empowerment and rural livelihoods	• Trained 5000+ women in various vocational skills • Created 300+ Self Help Groups • Average monthly income increase of ₹3000-5000 per beneficiary	https://www.sbilife.co.in/sites/SBILife/Annual-Report/FY24/index.html#slide4
Parivartan by HDFC Bank	Bihar	Natural Resource Management, Skill Development & Livelihood Enhancement, Promotion of Education, Healthcare & Hygiene, Financial Literacy & Inclusion	• Benefited 78,000+ households • Created 1200+ SHGs • 40% increase in agricultural productivity • 85% adoption rate of improved agricultural practices	https://tinyurl.com/4vpu5zmx
Rural Transformation by Reliance Foundation	16 states in India	Agriculture, Livestock Development, Fisheries, Water Resource Management,	• Benefited 10+ million farmers • 50-60% increase in farm productivity	https://www.hul.co.in/investor-relations/corporate-social-

		Women Empowerment	• Created 121 Farmer Producer Organization • 80% adoption of sustainable agricultural practices	responsibility /
District Development Programme by Lupin Human Welfare and Research Foundation (LHWRF)	Maharashtra, Rajasthan	Economic Development (Agriculture, Animal Husbandry, Skill Development, Women Empowerment), Social Development (Education, Health, Social Welfare), Natural Resource Management, Infrastructure Development	• Impacted 2.8 million lives across 5,400 villages • 30% increase in agricultural productivity • Created 3,500+ SHGs • 65% increase in household income • Trained 25,000+ youth in various skills	Impact Assessment Reports (lupinfoundation.in)

Annexures

Annexures

6.1. Scope and Methodology

The evaluation will employ the IRECSS Framework to assess the programme's inclusiveness, relevance, appropriateness, coherence, effectiveness, impact potential, efficiency, and sustainability. The evaluation will utilise the IRECSS Framework, incorporating the logic model and criteria from the framework. This comprehensive approach will enable the assessment of the Bajaj CSR Team's contribution to the results, considering various factors that may influence the overall outcome. In line with the study's goals aimed at assessing the project's effectiveness, efficiency, impact, and sustainability, the evaluation will employ the IRECSS Framework, which has outlined six evaluation criteria: **inclusiveness, relevance, expectation, convergence, service delivery, and sustainability**. These criteria establish a normative framework for evaluating the value and significance of an intervention, be it a policy, strategy, programme, project, or activity. They form the foundation upon which evaluative judgments are based. By utilising the IRECSS framework's criteria, the evaluation will comprehensively gauge the client's contributions to the outcomes, considering the diverse array of factors that may influence the overall results.

IRECSS framework hinges on the following pillars:

Inclusiveness

- The extent to which communities equitably accessed the benefits of assets created and services delivered

Relevance

- The extent to which project is geared to respond to the 'felt' needs of the communities

Expectations

- The extent of intended and unintended positive (benefits), socio-economic, and cultural changes have accrued for beneficiaries

Convergence

- Judging the degree of convergence with government/other partners; the degree of stakeholder buy-in achieved

Service Delivery

- The extent to which cost-efficient and time-efficient methods and processes were used to achieve results

Sustainability

- The extent to which the net benefits of the intervention continue, or are likely to continue.

6.2. Theory of Change

Activities:	Outputs:	Outcomes:	Impact:
Mobilisation and strengthening of community institutions	- 691 new SHGs formed - 1,910 SHGs reached - 113 VOs formed - 4 CLFs strengthened - 909 SHGs linked with banks**	- 20,221 small & marginal households mobilised - INR 11.06 crore credit mobilised - Improved institutional capacity and leadership skills	- Empowerment of rural women, enhanced financial inclusion - Sustainable community-led development - Enhanced food security and household incomes - Diversified livelihoods, improved nutrition - Employment generation, women empowerment - Sustainable livelihood ecosystem
Integrated livelihood planning exercise and exposure to agriculture practices	- 7,850 families adopted improved practices in cash crops - Productivity increase: castor 13.27 qts/acre, fennel 8.36 qts/acre	- Additional income (castor INR 23,889, fennel INR 45,468, vegetables INR 20,000 per household)	
Livestock development initiatives	- 3,500 families adopted goat/backyard poultry - Rearing construction of 1,267 cattle/goat sheds	- Reduction in livestock mortality (goat mortality reduced to 9.6%) - Increased livestock income (avg. INR 16,287 from goats)	
Demonstration of low-cost innovative livelihood models	- 50 goat sheds & backyard poultry sheds demonstrated - Sanitary napkin enterprise established	- Adoption of innovative livelihood models - Enhanced skills and entrepreneurship among women	
Capacity building of community cadres	- 53 agriculture master trainers - 65 livestock service providers (para vets) trained	- Availability of local resource persons - Improved service delivery	

*** Please note that specific numbers have been derived from the M&E, activity and narrative reports shared by the implementing team*

6.3. Sampling Strategy

Sr. No.	Stakeholder	Mode of Data Collection	No. of Interactions
A	**Primary Stakeholders**		
1	Women beneficiaries	Quantitative Survey	169
B	**Secondary Stakeholders**		
2	SHG/VO/CLF members	Focus-group discussions	5
3	Livelihood Entrepreneurs (Agriculture, Livestock, Enterprises)	Key Informant Interviews	4
4	Community Cadres (Trainers, Para vets, Book-keepers)	In-Depth Interviews	4
5	Panchayati Raj Institution (PRI) members	In-Depth Interviews	4
6	Government Stakeholders (departments like - Agriculture, Horticulture, Animal Husbandry, MGNREGA, Rural Development Department, Women and Child Development Department)	Key Informant Interviews	2
7	Project Implementation Team	In-Depth Interviews	1

- In alignment with the study, the team conducted 181 quantitative interviews of women beneficiaries of the project.
- 12 In-Depth Interviews (IDIs) of Community cadres, PRI members and the Project implementation team were conducted
- 5 Focus-Group Discussions (FGDs) with SHG/VO/CLF members were conducted
- Additionally, 3 Key Informant Interviews (KIIs) of Government stakeholders were also conducted

The assessment encompassed the development of 3 case studies. These case studies helped the project team unearth nuanced insights into the unique challenges and opportunities different groups face.

6.4. Challenges in data collection

- The survey was initially scheduled for three days; however, heavy rainfall on the first day significantly hindered progress, with less than half of the target number of surveys being completed. Despite the weather setback, the team was able to adjust the schedule and completed the surveys over four days.
- Due to the hilly and mountainous terrain, some villages were located in extremely remote areas with inadequate or narrow roads, preventing vehicle access. As a result, the team had to walk considerable distances to reach these villages.
- In certain areas, a few participants displayed reluctance to engage in the interviews, and they were uncooperative in helping the team identify other potential respondents. This led to additional time being spent by the team members in identifying and locating suitable participants for the survey.

- The majority of the respondents were farmers, whose availability during the daytime was limited as they were occupied with work in their agricultural fields. To overcome this challenge, the team adapted by visiting the farmlands and conducting surveys on-site.
- One planned qualitative interaction with a government official from the MGNREGA department could not be completed. Although the PRADAN team had secured an interview slot, it was scheduled on the first day of the visit, when heavy rains disrupted travel. As a result, the team was unable to conduct this specific interview.

6.5. Ethical Considerations

- Team members ensured ethical conduct during virtual data collection by obtaining participant consent, providing information about the study's purpose, and outlining data collection outcomes.
- All team members were gender-sensitised before data collection, ensuring a safe environment and privacy for respondents.
- Respondents were assured of the confidentiality of their personal information, with a commitment that the collected data would be used exclusively for research purposes.

6.6. Acknowledgement

Team CSRBOX conducted the Impact Assessment for the livelihood enhancement project in Sirohi, Rajasthan, implemented from August 2019 to December 2022. We would like to extend our heartfelt gratitude to Bajaj Allianz Life Insurance Ltd., for their unwavering support and guidance throughout the impact assessment process. Their commitment to improving livelihoods in rural India has been instrumental in the successful execution of this assessment.

We would also like to express our sincere thanks to our project implementation partner, PRADAN, whose extensive efforts on the ground made it possible to collect valuable data and insights. We were able to fully comprehend the project's impact because of their steadfast commitment to achieving its goals, which included empowering women through self-help groups and encouraging sustainable farm-based livelihoods.

Additionally, we extend our appreciation to the local stakeholders, including the community members, SHG leaders, and government officials, who participated in the assessment process. Their cooperation during field visits and interactions provided crucial inputs that helped shape a comprehensive understanding of the project's outcomes.

Lastly, we are deeply grateful to the beneficiaries of this project—farmers, women entrepreneurs, and livestock rearers—who generously shared their experiences and stories with us. Their contributions have been essential in assessing the true impact of the project at the grassroots level.

6.7. Disclaimer for the Impact Assessment Report

- This report has been prepared solely for the purpose set out in the Memorandum of Understanding (MoU) signed between Reanalysis Consultants Pvt. Ltd. (CSRBOX) and Bajaj Allianz General Insurance Company Ltd. (BALIC) to undertake the Impact Assessment of their CSR program.
- This impact assessment is under the Companies (Corporate Social Responsibility Policy) Amendment Rules 2021, notification dated 22nd January 2021.
- This report shall be disclosed to those authorised in its entirety only without removing the disclaimers.
- CSRBOX has not performed an audit and does not express an opinion or any other form of assurance. Further, comments in our report are not intended, nor should they be interpreted to be legal advice or opinion.
- This report contains an analysis by CSRBOX considering the publications available from secondary sources and inputs gathered through interactions with the leadership team of BAGIC, project beneficiaries, and various knowledge partners. While the information obtained from the public domain has not been varied for authenticity, CSRBOX has taken due care to obtain information from sources generally considered to be reliable.
- Specific to the Impact Assessment of the '**10259 - Promotion of Comprehensive Farm-based Livelihoods through Collectives in a Sustainable Manner**' project, whose funding came from BALIC, CSRBOX has used and relied on data shared by the BALIC's CSR team, implementing agencies, secondary research through the internet, research reports, and project target beneficiaries.

With Specific to Impact Assessment of '10259 - Promotion of Comprehensive Farm-based Livelihoods through Collectives in a Sustainable Manner' :

- CSRBOX has neither conducted an audit nor due diligence nor validated the financial statements and projections provided by the BAGIC team.

- Wherever information was not available in the public domain, suitable assumptions, were made to extrapolate values for the same.
- CSRBOX must emphasise that the realisation of the benefits/improvisations accruing out of the recommendations set out within this report (based on secondary sources) is dependent on the continuing validity of the assumptions on which it is based. The assumptions will need to be reviewed and revised to reflect such changes in business trends, regulatory requirements, or the direction of the business as further clarity emerges. CSRBOX accepts no responsibility for the realisation of the projected benefits.
- The premise of an impact assessment is 'the objectives' of the project along with output and outcome indicators pre-set by the programme design and implementation team. CSRBOX's

  The impact assessment framework was designed and executed in alignment with those objectives and indicators.

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